

Welland Neighbourhood Plan

Landscape Assessment



REPORT

On behalf of Little Malvern and Welland Parish Council

June 2015

Document Version Control

Version	Date	Author	Comment
Draft V4	21.06.2015	CT	Draft issued to Parish Council for comment
Consultation Draft	20.07.2015	CT	Issued to Parish Council for public consultation
Consultation Draft	22.07.2015	CT	Minor edits. Re-issued to Parish Council for public consultation
Final	22.09.2035	CT	Final version issued to Parish Council for publication

Contents

Page number

	Forewords	
	Acronyms	
1	Introduction	1
1.1	Background	1
1.2	Qualifications and Experience	2
1.3	Structure of Report	2
2	Definitions	3
3	Method and Process	7
3.1	Landscape Assessment	7
4	Baseline Situation	11
4.1	Key Designations, Receptors and Features	11
4.2	Landscape Designations	15
4.3	National and County Landscape Character	15
4.4	Landscape History	17
4.5	Local Landscape Character	21
4.6	Biodiversity	92
4.7	Visual Amenity	93
4.8	Public and Social Amenity	101
4.9	Green Infrastructure	102
5	Summary of Findings	104
5.1	Landscape Quality	104
5.2	Landscape Character Sensitivity	104
5.3	Visual Sensitivity	106
5.4	Potential Effects	107
5.5	Key Constraints	108
6	Overall Sensitivity and Capacity	110
6.1	Overall Sensitivity	110
6.2	Landscape Value	110
6.3	Landscape Capacity	110
7	Summary, Conclusions and Recommendations	119
7.1	Summary and Conclusions	119
7.2	Recommendations and Future Initiatives	120

Plans

Overall Capacity	112
------------------	-----

Tables

Table A1: Capacity of Parcels in order of Assessment	113
Table A2: Parcels in order of Capacity (High to Low)	116

Appendices (bound separately)

Appendix A: National Character Areas, Regional / County Landscape Character Types, and Landscape Description Units

Appendix B: Summary Schedules of LSCA Findings

Appendix C: Landscape Assessment Criteria Tables and Matrix

Figures (bound separately)

NOTE: All the figures are at 1:5000 scale when printed at A1 apart from Figure 1 which is 1:25,000 scale at A3. The information on the A1 plans can also be read if printed at A3 size (and A4 is acceptable as a general overview)

Figure 1: Location Plan and Overview

Figure 2: Study Area

Figure 3: Landscape Baseline

Figure 4: Historic Landscape Baseline

Figure 5: Biodiversity Baseline

Figure 6: Visual Amenity

Figure 7: Recreation & Amenity Baseline

Figure 8: Landscape Capacity

Figure 9: Recommendations

Foreword to the Report

This landscape assessment was commissioned by Little Malvern and Welland Parish Council. Its purpose is to determine the potential capacity of 43 parcels of land in and around the settlement to accept new residential development, from a landscape and environmental perspective. The findings will be used to guide Welland's Neighbourhood Plan (NP) for the plan period up to 2030, and will assist with determining the line of the future settlement boundary. They will also be used to help fulfil the Parish Council's objective of developing a detailed landscape strategy for the local area as part of its work towards the NP, with recommendations for future environmental and recreational projects / initiatives in and around the village.

The issues involved in this study are complex, and a variety of published methods of landscape assessment have been combined in order to provide the fine-grained, evidence-based and objective results which are needed here. Other issues, such as physical constraints to development, have also been factored in.

The results are presented in this report. It is important for those relying on the information to be able to see clearly how the conclusions were reached. For this reason, the baseline studies have been written up in full. The methods used have been described in some detail, and an explanation of the main technical terms and phrases used have been given to ensure that the process is fully understood.

It is not necessary to read the entire report in order to find the levels of capacity and constraints which apply to each parcel: the results are set out on a plan and in tables in Section 6 Overall Sensitivity and Capacity.

In the UK today there is an urgent need to build new houses. In 2007 the Government set a target of increasing the supply of housing to 240,000 additional homes per year by 2016. The National Housing and Planning Advice Unit (now defunct) advised that up to 290,500 additional homes may be needed **in each year** to 2031 (the government has now abolished national and regional planning housebuilding targets).

Every city, town and village is therefore under pressure to find suitable sites for future residential development. Welland, an historic and once small village in an area associated with the Manor of Welland as early as the 9th century, is a desirable place to live and has been (and still is) under pressure to accept new development, although its capacity to do so is becoming increasingly limited. This means looking afresh at existing settlement boundaries or creating new ones, and the neighbourhood planning process is one of the best ways for local communities to influence where they are drawn.

A settlement boundary is defined as the dividing line or boundary between areas of built / urban development (the settlement) and non-urban or rural development (the countryside). Boundaries are usually drawn around whatever is determined to be the integral core of a settlement. Typically included within them are built form and land associated with existing employment areas, community facilities and services, and the bulk of a settlement's 'housing stock'. Land outside them is defined as 'open countryside' and is usually oriented towards agriculture, tourism or outdoor recreational uses, although it may include parts of gardens, orchards, paddocks and other land not normally perceived as 'countryside'.

In planning terms there is a presumption in favour of built development within the settlement boundary whereas, beyond the boundary in open countryside, development is much more tightly controlled. The purpose of the settlement boundary is to act as a distinct, defensible line between these areas, determining where certain types of development may be acceptable or, where protection of land is required, for a wide variety of reasons.

European conventions, national and local planning policy and various guidance, make it clear that the protection and enhancement of landscape character and visual amenity are highly important factors in the decision-making process at all levels. They are an essential component in determining the future location of settlement boundaries, for example, especially if, like parts of Welland, the landscape is designated as an Area of Outstanding Natural Beauty. Understanding the area's history, value, landscape character, and the contribution each individual parcel of land makes to that character, is a fundamental part of the process. The health and wellbeing of both the community and the environment are also of paramount importance, and landscape makes a significant contribution to this.

In order for it to be of most use to the village, the landscape assessment process used for Welland applied evolving (and some new) methods. Feedback from the community on the study is therefore welcomed, as it will help to shape future assessments of this type.

I am very grateful to the people who provided background information for, and assistance with, this study. Any errors in the text are likely to be mine, so if spotted, please let me know. Feedback can be via the Parish Council representatives, or directly to the author of this report (carlytinkler@hotmail.co.uk). Thank you.

Carly Tinkler June 2015

Foreword by the Parish Council

Little Malvern and Welland Parish Council commissioned this report in January 2015 in support of its emerging Neighbourhood Plan. The report presents the position at 31 May 2015.

Before the report was commissioned, while the appraisal work was under way and subsequently, several planning applications for new housing development have been registered, some have been determined but none of those schemes have been implemented at the date of publication. The actual impact of new, unbuilt developments on the landscape and environment can only be properly assessed when those plans are fully implemented so this report has been restricted to a factual appraisal of the status quo.

The Welland Neighbourhood Plan will consider the potential and cumulative impact of new development on the Parish, including its influence on landscape and the environment using this report as an objectively assessed baseline.

The Parish Council expects to continue to monitor the impact of new development on the landscape and environment of the village and will publish updates to this baseline appraisal from time to time.

MJD 19 July 2015

Acronyms

Below is a list of the acronyms most frequently used in this report and the accompanying schedules:

AOD	Above Ordnance Datum
AONB	Area of Outstanding Natural Beauty
BAP	Biodiversity Action Plan
BRC	Biological Records Centre
EIA	Environmental Impact Assessment
ELC	European Landscape Convention
EPS	European Protected Species
GCN	Great Crested Newt
GI	Green Infrastructure
GLVIA	Guidance for Landscape and Visual Impact Assessment
HER	Historic Environment Record
HLC	Historic Landscape Characterisation
LCA	Landscape Character Assessment
LDU	Landscape Description Unit
LNR	Local Nature Reserve
LPA	Local Planning Authority
LSCA	Landscape Sensitivity and Capacity Assessment
LVIA	Landscape and Visual Impact Assessment
LWS	Local Wildlife Site
MHDC	Malvern Hills District Council
NCA	National Character Area
NP	Neighbourhood Plan
NPPF	National Planning Policy Framework
NVC	National Vegetation Classification
OS	Ordnance Survey
PC	Parish Council
PHI	Priority Habitat Inventory
PRoW	Public Right of Way
SAM	Scheduled Ancient Monument
SEO	Statement of Opportunity
SSSI	Site of Special Scientific Interest
SWDP	South Worcestershire Development Plan
SWS	Special Wildlife Site
TPO	Tree Preservation Order
WCC	Worcestershire County Council
WFD	Water Framework Directive
WWT	Worcestershire Wildlife Trust
ZVI	Zone of Visual Influence

1 Introduction

1.1 Background

- 1.1.1 Welland is a village in south west Worcestershire, in the combined civil parish of Little Malvern and Welland. It is situated c. 15km south west of the city of Worcester and c. 6km south east of the town of Great Malvern. It also lies c. 2.5km east of the Malvern Hills, which form a highly distinctive feature in the region, running north – south for some 12km between North Malvern and Chase End. The Hills' ridgeline forms the boundary between Worcestershire and Herefordshire, and at Chase End, the boundaries of Worcestershire, Herefordshire and Gloucestershire meet.
- 1.1.2 The eastern boundary of the Malvern Hills Area of Outstanding Natural Beauty (AONB) runs through the village, along the B4208.
- 1.1.3 In January 2015 Carly Tinkler CMLI was commissioned by Little Malvern and Welland Parish Council to carry out a landscape assessment in and around the village. The aims of the commission were a) to determine the potential suitability or otherwise of land for new residential development, from a landscape and environmental perspective; and b) to provide recommendations for future landscape and recreational opportunities. The findings will be used to guide Welland's Neighbourhood Plan (NP) for the plan period to 2030, and will assist with determining the line of the future settlement boundary.
- 1.1.4 Public consultation carried out in the village indicates the value that the community places on the environment in which they live. In a 2014 survey, 80% of respondents said that protecting and enhancing the landscape was important for the village; 68% said that historic and natural features should be protected; and 65% said that local wildlife should be positively managed.
- 1.1.5 As a result of this, one of the community's aims is to develop a detailed landscape strategy for the area as part of its work towards the NP. In order for the landscape strategy to be both appropriate and effective, it needs to be informed by objective, robust and evidence-based studies.
- 1.1.6 It was concluded that a landscape assessment could help to fulfil both of these aims. The most appropriate form of study for the landscape-related work required to inform the strategy and NP was considered to be a combination of what are called Landscape Character Assessment (LCA), Landscape Sensitivity and Capacity Assessment (LSCA), and Landscape and Visual Impact Assessment (LVIA). These are explained in more detail in the report, but to summarise, LCA describes the factual baseline situation, LSCA evaluates the 'sensitivity' of the landscape and its 'capacity' to accept certain types of change, and LVIA assesses potential effects on landscape character and visual amenity arising from proposed development.
- 1.1.7 In order for the assessments to be of most use to the future landscape strategy, it was agreed that the study would make broad recommendations for future environmental and recreational projects / initiatives in and around the village. This would build on the results of a preliminary landscape study carried out in 2014 in collaboration with the Malvern Hills AONB Unit, which set out suggestions for future landscape improvements and other projects. They would need to be the subject of further work once the community has reviewed the study and decided which of the projects to take forward. Some could potentially be funded by development monies or grants.
- 1.1.8 The brief for the commission emphasised that the assessment should consider in particular the landscape and scenic beauty of the area, as it is either within, or forms part of the setting of, the AONB. The consultant was expected to make reference to key local documents including the AONB Landscape Strategy and Guidelines, and to carry out the landscape assessments in accordance with published guidance and current best practice. The study was to be objective and evidence-based, and carried out by a suitably qualified and experienced practitioner.

1.2 Qualifications and Experience

- 1.2.1 In terms of qualifications and experience relevant to the scope of this commission, I am a Chartered Landscape Architect. I undertake the planning, design, co-ordination and management of both large and small scale landscape and environmental projects in the UK and abroad.
- 1.2.2 For the last twenty five years I have specialised in landscape and environmental assessment, carrying out Environmental Impact Assessments (EIAs), LCAs, LSCAs and LVIAs. Clients include foreign, national and local governments, and I act as a consultant to bodies such as the Malvern Hills AONB Unit, Historic England, Natural England and the Highways Agency on landscape matters. I

also act as an expert witness at planning inquiries and appeals on behalf of both local planning authorities and private / commercial developers, often for residential developments.

1.2.3 Many of the LSCAs I do are for community Neighbourhood Development Plans; I am also a member of the team which recently completed landscape assessments of 300 sites in villages throughout Herefordshire which came forwards during the latest Strategic Housing Land Availability Assessment (SHLAA) review.

1.2.4 I have lived and worked in the Malvern area for most of my life, so am very familiar with the natural, physical, historic, cultural and social aspects of the landscape and villages in and around the area.

1.3 Structure of Report

1.3.1 This report is broadly structured in line with the rather linear assessment processes described in Section 3, and is set out as follows:

1.3.2 In **Section 2**, definitions of the main terms used in both planning policy and the assessment process are provided for reference.

1.3.3 **Section 3** explains the landscape assessment methods.

1.3.4 **Section 4** describes the current baseline landscape and visual situation, including matters such as landscape character, landscape history, heritage assets, cultural associations, biodiversity, visual, public and social amenity.

1.3.5 **Section 5** summarises the findings of this assessment. Judgements and conclusions about landscape quality, landscape character and visual sensitivity, and value are set out. Potential effects and key constraints are also described in this Section.

1.3.6 In **Section 6**, judgements about landscape sensitivity and capacity are set out. Table 1A sets out the capacity of the individual parcels in the order in which they were assessed and reported in the text and on the plans. Table 1B provides the same information, but in order of each parcel's capacity, from high to low.

1.3.7 **Section 7** sets out the assessment's conclusions. The various recommendations arising from the study are also summarised.

1.3.8 Appendices are bound separately.

1.3.9 Appendix A contains a summary of the National Character Areas, Regional / County Landscape Character Types, and Landscape Description Units found in the study area.

1.3.10 The summarised findings for each parcel are in Appendix B: Schedule 1, which sets out the landscape baseline, and the levels of the landscape's overall sensitivity and capacity, and where relevant, comments and recommendations.

1.3.11 Appendix C sets out the criteria applied to judgements made in this assessment.

1.3.12 The baseline information was firstly hand-drawn onto 1:25,000 and 1:5000 scale Ordnance Survey (OS) maps, and then transferred into digital format. These are also available separately, as are the plans showing Landscape Capacity and Recommendations.

1.3.13 The figures comprise:

Figure 1: Location Plan and Overview

Figure 2: Study Area

Figure 3: Landscape Baseline

Figure 4: Historic Landscape Baseline

Figure 5: Biodiversity Baseline

Figure 6: Visual Amenity

Figure 7: Recreation & Amenity Baseline

Figure 8: Landscape Capacity

Figure 9: Recommendations

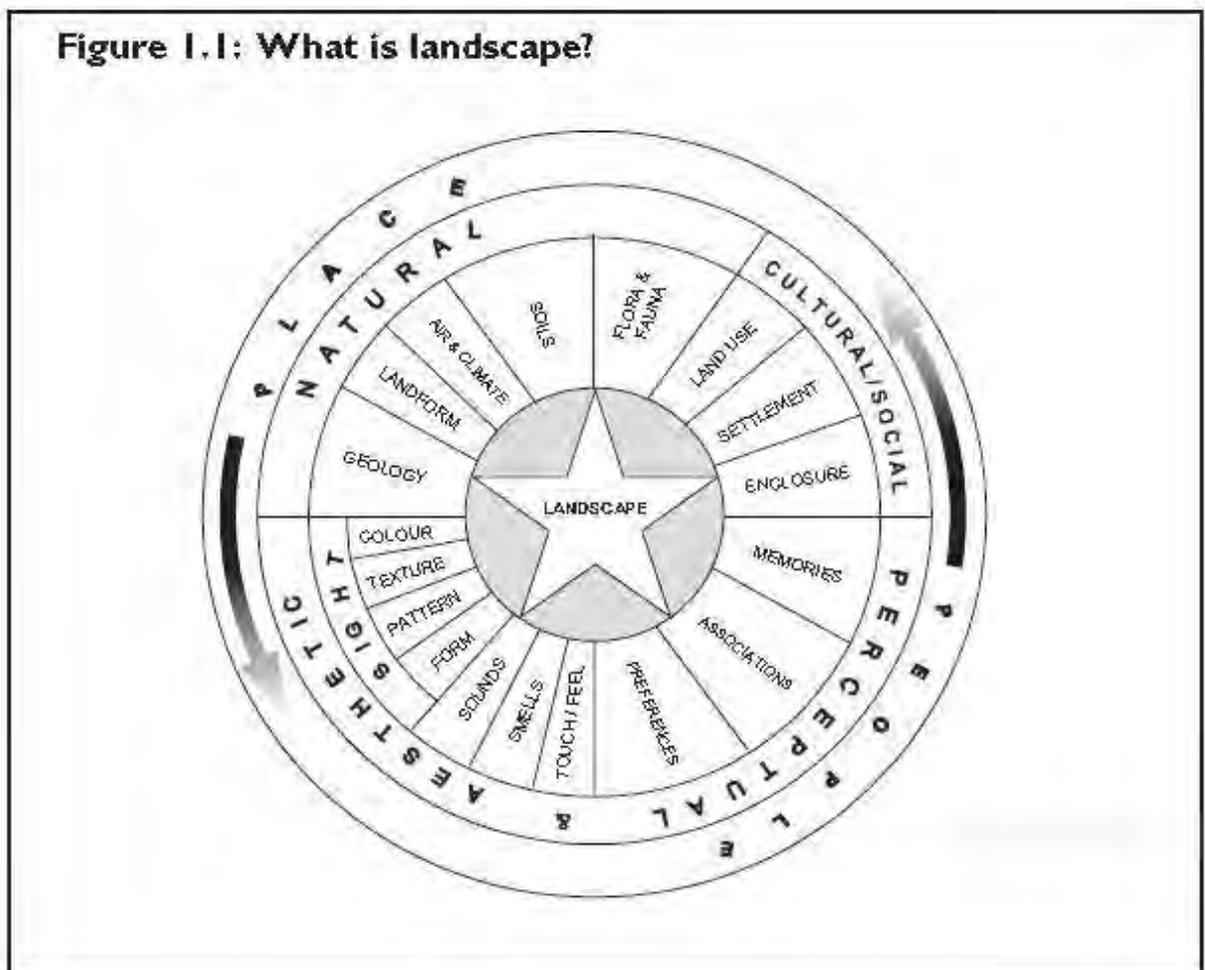
1.3.14 All the figures are drawn at 1:5000 scale when printed at A1 apart from Figure 1 which is 1:25,000 scale at A3. The information on the A1 plans can also be read if printed at A3 size (and A4 is legible for most people as a general overview).

2 Definitions

- 2.1 The words, terms and phrases used throughout environmental and landscape assessments are usually the same, as this makes it easier to compare like with like across a range of disciplines and topics. Often, the terms are derived from international directives issued by bodies such as the European Union, so it makes sense to use the same ones in planning policy and guidance, and thus in assessments.
- 2.2 Whilst the terms themselves may be familiar, their true meaning is not always fully understood. Sometimes there are widely-accepted definitions of the terms, but in other cases the person carrying out the assessment has to set out their own definitions, and explain the criteria which will be applied in the study.
- 2.3 This is important because the assessment process must be 'transparent'. The reasoning behind the assumptions and judgements which are made, and the conclusions drawn at the end, must be clear and easy to follow. There may not be agreement on the assumptions, judgements and conclusions themselves, especially as some of the areas covered may be considered 'subjective' (this is dealt with later in this report), but how they were arrived at should be obvious.
- 2.4 The definitions of the terms which are widely-used in both planning policy and this assessment are set out below.

Landscape

- 2.5 The diagram below, taken from The Countryside Agency and Scottish Natural Heritage's *Landscape Character Assessment Guidance for England and Scotland* (2002), illustrates the complex and multi-faceted aspects that contribute towards our understanding of landscape, all of which need to be considered in a landscape assessment.



2.6 In its Preamble, the European Landscape Convention (ELC) states: *“the landscape... is a basic component of... natural and cultural heritage... A landscape, within the meaning of the convention, is an area as perceived by people, namely, a subject of public evaluation and aspirations”*.

2.7 Landscape is defined in The Countryside Agency and Scottish Natural Heritage's guidance as follows: *“Landscape is about the relationship between people and place. It provides the setting for our day-to-day lives. The term does not mean just special or designated landscapes and it does not only apply to the countryside. Landscape can mean a small patch of urban wasteland as much as a mountain range, and an urban park as much as an expanse of lowland plain. It results from the way that different components of our environment - both natural (the influences of geology, soils, climate, flora and fauna) and cultural (the historical and current impact of land use, settlement, enclosure and other human interventions) - interact together and are perceived by us. People's perceptions turn land into the concept of landscape”*.

Landscape Character

2.8 LCA guidance defines landscape character as *“A distinct and recognisable pattern of elements that occur consistently in a particular type of landscape. Particular combinations of geology, landform, soils, vegetation, land use, field patterns and human settlement create character. Character makes each part of the landscape distinct, and gives each its particular sense of place”*.

2.9 The diagram ‘*What is landscape?*’ above is used as the starting point for the LCA process, and reminds us that landscape character is not only reflected in an area's natural and physical attributes, but also in its cultural history, and in the way it influences people's perceptions and emotions.

2.10 It should be noted that landscape character assessment can be applied to town-, village- and seascape character as well.

Landscape Quality

2.11 From a landscape character assessment perspective, LCA guidance states that *“Landscape quality (or condition) is based on judgements about the physical state of the landscape, and about its intactness, from visual, functional, and ecological perspectives. It also reflects the state of repair of individual features and elements which make up the character in any one place.”*

2.12 The term ‘Quality’ also reflects *“... the value that is placed on landscapes which appeal primarily to the visual senses, but this value is not absolute and tends to reflect prevailing ideas about which landscapes are of special value. Although quality is a separate issue from evaluation it is often linked because landscapes of higher quality may be more valued and more likely to be designated.”* [Scottish Natural Heritage]

2.13 Quality in landscape terms may reflect a place which is considered beautiful because it is unspoilt, or because it is well-managed and cared-for, and the features which make it special are in good condition and intact. It may also be a judgement, varying from person to person, about the aesthetic and / or perceptual quality, or qualities, of the landscape, and how it ‘makes them feel’.

2.14 Inevitably there is a certain amount of subjectivity in evaluating Landscape Quality, but methods have been developed to quantify it. In Table 1 Appendix C the criteria applied to determine levels of Landscape Quality in this assessment are set out.

Landscape Character Sensitivity

2.15 *“Landscape sensitivity... relates to the stability of character, the degree to which that character is robust enough to continue and to be able to recuperate from loss or damage. A landscape with a character of high sensitivity is one that, once lost, would be difficult to restore; a character that, if valued, must be afforded particular care and consideration in order for it to survive.”* [LCA Guidance Topic Paper 6]

2.16 LCA Guidance also emphasises that *“A landscape is sensitive if it is likely to be adversely affected by the type of change proposed”*.

2.17 A judgement concerning sensitivity is an **outcome** resulting from the testing of proposals against natural, cultural and aesthetic factors and features which may be sensitive. It is not a ‘baseline attribute’ but a combination of baseline factors.

2.18 Small changes in a landscape of high sensitivity could be very damaging, whereas large changes in a landscape of low sensitivity may be acceptable.

2.19 In Table 2 Appendix C the criteria applied to determine levels of Landscape Character Sensitivity in this assessment are set out.

Visual Sensitivity

- 2.20 Visual Sensitivity refers to both places and people, but it is the people who are the 'receptors', sensitive or otherwise.
- 2.21 Judging the visual sensitivity of the landscape involves considering its general visibility and the potential scope to mitigate the visual effects of any change that might take place. Visual sensitivity is also reflected in the numbers of people who are likely to perceive the landscape and any changes that occur in it, whether they are 'ordinary' residents or visitors. The more highly valued a particular view or viewpoint is, and the more people who visit it for the purpose of enjoying the view, the more sensitive it is likely to be.
- 2.22 In Table 3 Appendix C the criteria applied to determine levels of Visual Sensitivity in this assessment are set out; visual receptor sensitivity criteria are in Table 4.

Overall Sensitivity

- 2.23 In the context of this study, 'Overall Sensitivity' refers to the outcome of the first part of the LSCA process. Once the levels of Landscape Quality and baseline 'desktop' Landscape Value are established, a judgement about Landscape Character Sensitivity is made. Then, Landscape Character Sensitivity and Visual Sensitivity are combined to arrive at a judgement about the Overall Sensitivity of the landscape.

Landscape Value

- 2.24 Understanding Landscape Value is essential, as it plays a major role in most environmental, landscape and social planning policies.
- 2.25 Para. 109 of the NPPF sets out how the planning system should contribute to and enhance the natural and local environment. The first item on the list is "**protecting and enhancing valued landscapes**".
- 2.26 Para. 110 states: "*In preparing plans to meet development needs, the aim should be to minimise pollution and other adverse effects on the local and natural environment. Plans should allocate land with the least environmental or amenity value, where consistent with other policies in this Framework*".
- 2.27 Landscape Value has been defined in LVIA guidance¹ as "*The relative value that is attached to different landscapes by society, bearing in mind that a landscape may be valued by different stakeholders for a whole variety of reasons*".
- 2.28 The Council of Europe has published a useful document (Naturopa No. 98 2002) which explains the concept of Landscape Value and why it is so important. It describes the different types of Landscape Value, including economic, social and heritage. The function or role that a particular area or site performs in the wider landscape context, and the contribution it makes, is also a factor in establishing its value.
- 2.29 As with Quality (and the two are related), there will always be a degree of subjectivity in value judgements, but again, methods have been developed to quantify Landscape Value objectively, such as the Quality of Life Capital (QoLC) approach². In Table 5 Appendix C the criteria applied to determine levels of Landscape Value in this assessment are set out.
- 2.30 Guidance for landscape assessments set out in some detail methods for establishing Landscape Value; however in LVIA, Landscape Value determines Landscape Sensitivity, whereas in LSCA, it is also used to determine Landscape Capacity.

Landscape Capacity

- 2.31 The term 'Capacity' can be defined as "the maximum amount that something can contain". If something has reached 'Capacity' it is full, and cannot take any more.
- 2.32 'Capacity' in this context refers to the amount of change a particular landscape type (or area, or zone, or individual site, or town / village) can tolerate without there being unacceptable adverse effects on

¹ Landscape Institute / Institute of Environmental Management and Assessment (2013) *Guidelines for Landscape and Visual Impact Assessment 3rd Edition* Routledge, Oxon, UK. Usually referred to as "GLVIA3".

² QoLC approach guidance was developed jointly by the Countryside Agency, English Nature, English Heritage and the Environment Agency to 'provide a consistent and integrated way of managing for Quality of Life'. (<https://www.google.co.uk/#q=Quality+of+life+capital+overview+report+2001>).

its character, or the way that it is perceived, and without compromising the values attached to it (see also Landscape Effects below).

- 2.33 It is important to note that the assessment of a landscape's capacity to accept change will vary according to the type and nature of change being proposed. The nature of the proposed form of change must be defined before undertaking an LSCA.
- 2.34 It is more likely, but not certain, that a landscape of low sensitivity will have a higher capacity to accept change.
- 2.35 Judgements about Capacity are made by combining Overall Sensitivity with Landscape Value (based on both 'desktop' and 'on-the-ground' assessment findings).

Landscape Effects (and Impacts)

- 2.36 The word 'effect' is often used interchangeably with 'impact', but I use the terms as defined in GLVIA3. 'Impact' is 'the action being taken'. 'Effect' is the 'change resulting from that action'.
- 2.37 Consideration of potential effects which could arise from new development is part of the process of determining a landscape's sensitivity, and its capacity to accept this change; judgements must be based on an understanding of how change could affect the landscape's character.
- 2.38 LVIA's are the most appropriate form of assessment to use in evaluating landscape effects arising from a specific development in depth, but LSCAs identify the main landscape and visual receptors which are likely to be affected and which would need to be taken into account if more detailed analysis is required.

Green Infrastructure

- 2.39 'Green infrastructure' (GI) is "*...the planned and managed network of green spaces and natural elements that intersperse and connect our cities, towns and villages. GI comprises many different elements including biodiversity, the landscape, the historic environment, the water environment (also known as blue infrastructure) and publicly accessible green spaces and informal recreation sites.*" [Source: Worcestershire Green Infrastructure Strategy 2013 – 2018 (Worcestershire County Council (WCC))]
- 2.40 Amongst its many benefits, GI has a vital role to play in peoples' health and wellbeing (see also Quality of Life above). According to WCC's GI Strategy, residents who live near nature generally cope better with the stress of everyday life and are considered happier than those who do not have easy access to green spaces. "*Proximity to greenspace is generally associated with increased levels of physical activity. This effect is particularly marked in the under 25's, who are more likely to be obese if they do not have access to greenspace. Regular participation in physical activities has been shown to improve physical and mental health. Increasing physical activity through access to high quality greenspace has the potential to save the NHS £2.1 billion a year... The green infrastructure approach therefore integrates consideration of economic, health and social benefits to ensure that delivery against both environmental and socio-economic objectives is central to the planning, management and delivery of these spaces.*" [Ibid]
- 2.41 GI can improve the community's experience and understanding of natural and historic places. Integrating access to green spaces with natural, cultural and heritage value into peoples' everyday lives can help to develop a connection with the local area and increase community participation. It can provide learning opportunities, reduce crime and encourage social activity. Education involving the natural environment and green spaces can positively influence the functioning of communities through reducing anti-social behaviour, increasing self-esteem and improving skills. It can also benefit the natural and historic environment by creating and enhancing biodiversity, connecting wildlife corridors and networks, protecting and enhancing landscape character, and improving the quality of rivers and streams as well as conserving and enhancing heritage assets such as historic landscapes and archaeological features, and improving the setting of historic buildings and monuments.

3 Method and Process

3.1 Landscape Assessment

- 3.1.1 The issues to be considered in this study are complex and wide-ranging. As a result, a variety of landscape assessment methods have been used for different parts of the study and combined, in order to meet the commission's objectives.
- 3.1.2 The three main forms of assessment used here are LCA, LSCA and LVIA. The detailed methods are not included in this report, but are summarised below. Where necessary, further clarification is provided in the text.
- 3.1.3 In its recent publication *An Approach to Landscape Character Assessment* (October 2014), Natural England defines LCA as "... *the process of identifying and describing variation in the character of the landscape. It seeks to identify and explain the unique combination of elements and features (characteristics) that make landscapes distinctive (Fig. 1. What is Landscape?)... By setting down a robust, auditable and transparent, baseline, [LCA] can not only help us to understand our landscapes, it can also assist in informing judgements and decisions concerning the management of change.*"
- 3.1.4 The information recorded in the LCA informs all aspects of the other types of landscape assessment. It is necessary to understand what is there and how valuable it is before making judgements about potential effects and their level of significance, or levels of sensitivity and capacity.
- 3.1.5 LSCA is a systematic, evidence-based process. It provides an objective, impartial and transparent system for assessing the sensitivity of the landscape and its capacity to accommodate change, whilst also retaining the aspects of the environment which – for a variety of reasons – are valued. Such change is usually in the form of social and / or economic expansion, although the method can be applied to other forms of development such as polytunnels, or changes in landuse, for example commercial forestry.
- 3.1.6 It has been developed in response to the growing need for people, communities and planning authorities to make informed decisions about the allocation of land for development.
- 3.1.7 It also responds to an increasing public interest in, and awareness of, what the term 'landscape' really means, as set out in Section 2. There is also a desire to understand for oneself how new development can change the landscape, and what the effects and subsequent implications of this might be, both on the landscape itself and those who experience and use it.
- 3.1.8 Landscape assessments should be carried out by a qualified professional with experience in the field. There is published guidance for LSCA practitioners (*Landscape Character Assessment Guidance for England and Scotland - Topic Paper 6: Techniques and criteria for judging sensitivity and capacity* The Countryside Agency and Scottish Natural Heritage (2002)). Whilst this still underpins the overall LSCA approach, over time more specific methods have evolved for commissions such as this, where the findings are required to inform a neighbourhood plan, for example, and will be used as a tool in future planning decisions.
- 3.1.9 This study therefore also considers the likelihood of new development giving rise to adverse (or beneficial) effects on the landscape and visual receptors identified. This is factored in to the conclusions about Landscape Capacity, and follows the principles of GLVIA3.
- 3.1.10 It also takes into account Green Infrastructure (GI) assets such as access to nature and informal recreation, energy and food production, and water resource management. Biodiversity is factored in at the desktop stage, recording designated areas of nature conservation interest. Habitats which are likely to have high potential for biodiversity are also noted during the on-the-ground surveys. The value and sensitivity of heritage assets is also considered, in terms of the assets' landscape context and setting, in line with published guidance (for example English Heritage [now Historic England]'s *The Setting of Heritage Assets* (revised June 2012)).
- 3.1.11 Where appropriate, recommendations are given to help take forwards the opportunities identified in the study.
- 3.1.12 The process followed for this commission is set out below:

Step 1 = Define objectives, scope, brief and output of the commission

- 3.1.13 These were developed and agreed over the course of a few weeks during meetings and discussions with representatives from the Parish Council and the AONB Unit (the aims and objectives are set out in Section 1).
- 3.1.14 The findings were to be presented in the form of an illustrated report, with tabulated summaries and plans / figures. The baseline information collected during the study was to be made available to the Parish Council and AONB Unit (the various designations and landscape-related features are recorded on 1:25,000 and 1:5,000 scale maps). Where appropriate, broad recommendations for following up opportunities identified in the study were to be set out.

Step 2 = Establish commission-specific method and criteria, define study area boundaries

- 3.1.15 A combination of the LCA, LSCA and LVIA methods was agreed to be the best way of fulfilling the aims and objectives of the brief.
- 3.1.16 It was also agreed that the assessment needed to adopt a more fine-grained approach than the simple three-point 'traffic light' capacity scale (red = no development, amber = development possible but potential for adverse effects, and green = development acceptable in principle) used in some LSCAs. In this case, the sites' sensitivity and capacity for development (in landscape terms) is graded on a five-point scale from Very High to Very Low with the possibility of 'split' categories in between, which means that small variations in sensitivity and capacity are taken into account and a clear hierarchy of sites can be established.
- 3.1.17 Prior to starting the work, an informal meeting was held at the Village Hall. The landscape assessment process was explained, questions invited, and the boundaries of the study areas were refined and marked on a 1:5,000 base map (see Figure 2 – Study Area).
- 3.1.18 It was agreed that the inner edge of the study area would be the line of the existing settlement boundary. The outer boundary of the landscape character assessment study area was defined by the wider 'landscape context' of the village, and its 'area of influence'. This is partly determined by the 'visual envelope', i.e. the places from which the 'target' is visible, but also takes into account the characteristics of a particular landscape type, the extent of which is not limited by visibility. The assessment covers several parishes.
- 3.1.19 The study area boundaries for relevant features or places of interest such as sites of nature conservation interest and heritage assets were drawn with consideration given to the potential area of influence of the individual feature.
- 3.1.20 The original basis for the outer edge of the LSCA (capacity) study area boundary was that the assessment would only include parcels of land within the Parish which were adjacent to the existing settlement boundary. However, other areas were identified beyond it which could potentially attract interest from commercial developers in the future (see for example new residential development permitted at Drake Street which is 200m from the settlement boundary and in open countryside). In determining whether new residential development is 'sustainable', the planning authority takes into account how far the site is from facilities such as schools and shops, and whether it is possible to reach them without using a car. The maximum distance is usually around 800m. To be on the safe side, the LSCA study area boundary was therefore expanded to an area within approximately 1km from the village centre.
- 3.1.21 The study area was divided into four geographical sectors (North to East, East to South, South to West, and West to North) using the Welland crossroads as the centre point, and the A4104 / B4208 roads as the dividing lines (see Figures 1 and 2).
- 3.1.22 Each area was then subdivided into individual 'parcels' which were numbered. This numbering is consistent throughout the study, and is used on the plans and in the tabulated summaries. Some of the parcels are individual fields and / or buildings such as houses and farms (with garden curtilages if appropriate). Other parcels comprise several fields which share similar characteristics and / or landuse. Parcels which are currently the subject of planning applications were also assessed.
- 3.1.23 It should be noted that the study was limited to land within Little Malvern and Welland Parish. However, the Welland / Castlemorton parish boundary cuts through land associated with properties which lie on both sides of the boundary. Where this is an issue, it is noted in the text.

Step 3 = Desktop baseline study to establish constraints, landscape and visual amenity value

- 3.1.24 This step entails researching and recording (on maps, schedules and in note-form) background material in order to gain a full understanding of the baseline of the area. Sources of information

include government and other websites, published books, reports and studies, historic maps and documents, local archives and historians etc.

- 3.1.25 The baseline study takes into account national and / or local landscape-related designations, strategies, policies and guidance; the landscape's natural history and cultural heritage; its character; settlement and land use patterns; key views; public rights of way (PRsoW); recreation; hydrology; topography; significant vegetation and so on, in order to establish its value.
- 3.1.26 If any of these has the potential to be affected by, or act as a constraint to, development on a particular parcel of land, it is noted in the schedules, and carried forward for verification through the on-the-ground assessment.

Step 4 = 'On-the-ground' baseline survey and analysis of sites and surrounding areas

- 3.1.27 This part of the process involves a combination of driving and walking around the area. In this case, both publicly-accessible and (where possible / accessible with permission) privately-owned parcels were visited.
- 3.1.28 The purpose of this step is to 'test' the mapped desktop baseline findings 'on-the-ground' and refine them in the light of what the landscape reveals. Landscape 'zones' or 'sectors' are established, constraints checked, landscape characteristics, quality and value are noted, the extent of the areas of influence and visual envelopes is modified, visibility checked, and the quality and value of views recorded. The potential for both adverse and beneficial effects is considered further, and scope for mitigation is also factored in.
- 3.1.29 Firstly, the wider area is visited and the information gathered is processed. This sets the context for the 'on-the-ground' visits to each parcel. The information for each parcel is then entered in the schedules.
- 3.1.30 Once the baseline stage is complete, the findings are used to make judgements about each parcel's sensitivity and capacity. The following steps are described in more detail later in this report:

Step 5 = Evaluate landscape character sensitivity

Step 6 = Evaluate visual sensitivity

Step 7 = Evaluate landscape value

Step 8 = Summarise key constraints

Step 9 = Summarise potential effects

Step 10 = Evaluate overall landscape sensitivity

Step 11 = Evaluate landscape capacity

- 3.1.31 The criteria which have been used to define the levels of landscape quality, value, sensitivity and capacity are contained in Appendix C. Not all the criteria need to be met in order for a parcel to be categorised at a certain level: they simply indicate the factors which need to be taken into consideration, and professional judgement must be applied when deciding which ones are relevant.
- 3.1.32 It should be noted that the AONB designation confers what is usually categorised as either 'Very High' or 'High' level of value, but does not automatically mean that the landscape is in good condition or of high quality (although it should be borne in mind that these are amongst the reasons that the designation was made in the first place), nor that it necessarily has a high sensitivity to change. The purpose of the LSCA is to 'go beneath' these broadly-applied value judgements and consider each parcel on its own merit, although the weight of the designation is still factored in.
- 3.1.33 Once the summary schedules are complete and preliminary sensitivity and capacity values determined (see Appendix B), the information is transferred onto the overall capacity plan (see end of Section 6), and summary tables (see Tables A1 and A2 also at the end of Section 6). At this point, each parcel and its level of overall sensitivity and capacity is looked at again in the context of the values ascribed to the other parcels. The schedules are set out in ascending / descending order of capacity, to ensure that they have been assessed on a like-for-like basis. Again, professional judgement must be applied at this point: for example, if two parcels are of equally high capacity, they should be compared, and the level of capacity adjusted if it is concluded that they do not have equal potential for development, as defined by the criteria.
- 3.1.34 As set out above, it does not necessarily follow that parcels with low sensitivity have high capacity for development and *vice versa*: other factors must be considered and professional judgement applied. For example, parcels which are currently in poor condition, which may reduce their level of

sensitivity, should be assessed for their potential for improvement; this could increase sensitivity, especially within the context of better quality landscapes in the area. The likelihood and feasibility of such improvement taking place also has to be considered. Similarly, if a parcel in poor condition performs an important function in the landscape, such as forming part of a setting or a strategic gap, its overall sensitivity is likely to be higher, despite its current condition.

- 3.1.35 It is important to note that the assessment of a landscape's capacity to accept change will vary according to the type and nature of change being proposed. The nature of the proposed form of change must be defined before undertaking the LSCA.
- 3.1.36 In this case, the assumption is that within the AONB, new residential development would be of high quality, and that buildings would be sensitively designed using traditional building techniques and materials, especially those which reflect the local vernacular and key characteristics. It is also assumed that there would be a strong, locally-appropriate and effective landscape framework, with siting, access, layout, scale, design and engineering work being landscape-led.
- 3.1.37 Outside the AONB, even adjacent to its boundary, it is possible that design requirements may be less stringent, unless it is demonstrated that development would have an adverse effect on the AONB's setting, but the assumption is still that care will be taken to integrate built form into its surroundings.
- 3.1.38 Low-quality development would be very likely to reduce a parcel's level of capacity.
- 3.1.39 Step 12 = Set out recommendations
- 3.1.40 Issues identified in the study which may require further survey / study / clarification / action are noted. Any opportunities for community projects and other initiatives which were identified during the assessment are set out.
- Step 13 = Reporting / publication
- 3.1.41 It is not always necessary to present the full findings of a landscape assessment in a detailed report format as well as summarising them in schedules, tables and plans. In this case, the baseline situation and factors to be taken into account in and around Welland are complex, but they must be understood properly if the judgements made are to be fully objective. The findings have therefore been written up in full and illustrated with photographs, so that if more detailed information about a specific area is needed, or if one wants to follow the reasoning behind the judgements arrived at, the information is there, backed up by the various plans.
- 3.1.42 For ease of reference, the report sets out the descriptions and findings in terms of their orientation. It begins in the North to East sector of the study area (i.e. north of the A4104 and east of the B4208) and continues clockwise, returning to the north.

4 Baseline Situation

4.1 Key Designations, Features and Receptors

- 4.1.1 The location of Welland village, the settlement boundary, and the extent the LSCA study area are shown on Figure 1 - Location Plan and Overview. The wider LCA study area covers most of the area on the map.
- 4.1.2 The study areas have been divided into geographical sectors starting at the north, and are described in a clockwise direction; the sectors radiate out from the centre of the village at Welland crossroads. The sectors are shown on Figure 2 - Study Area (which also shows the locations of the individual parcels assessed in the LSCA).
- 4.1.3 The landscape baseline information is shown on Figure 3, historic landscape baseline on Figure 4, and biodiversity baseline on Figure 5. Figure 6 identifies key viewpoints and other visual amenity baseline factors, and the recreation and amenity baseline is shown on Figure 7.
- 4.1.4 For ease of reference, the baseline information set out in this section has been summarised in tabulated schedules of the individual parcels of land, which are contained in Appendix B.
- 4.1.5 The key landscape-related designations, features, receptors and constraints identified at the desktop stage for further consideration 'on-the-ground' are described in more detail in the sections which follow, and also in the individual parcel schedules where relevant, but a summary is given here:
- 4.1.6 Note that distances are measured from Welland crossroads ('village centre') unless stated otherwise, and are 'as the crow flies'. The geographical sectors within which the features lie are abbreviated as N, E, S and W.

Landscape Designations

- Malvern Hills AONB (S to W and W to N - eastern boundary runs along A4104 through centre of village).

Landscape Features

- Ancient Semi-natural Woodland (W to N) - single remnant in study area at Upper Welland.
- Tree Preservation Orders (TPOs): along E side of B4208 (N to E – c. 200m); along N side of Drake Street (N to E – c. 750m); on land S of church (E to S close to village centre); at Welland Primary School (S to W – c. 100m); along Lime Grove (W to N – c. 250m) and along S side of California Lane (W to N - c. 550m).
- Three sites on National Inventory of Woodland and Trees (one at St. Wulstan's LNR, two in N to E sector, c. 100 and c. 800m).
- Several traditional orchards. Designated wildlife sites are also considered landscape features – see Biodiversity below for information on both.
- Village green (with area of green-winged orchid).

Landscape History, Heritage Assets and Cultural Associations

- Scheduled Ancient Monument (SAM) (Iron Age Hillfort) and viewpoint at British Camp (S to W - c. 3.6km).
- SAM (Iron Age Hillfort) and viewpoint at Midsummer Hill (S to W - c. 4.3km).
- SAM at Little Malvern Priory (the site of the remains of a medieval preaching cross situated within the monastic precinct to the south of Little Malvern Priory) (S to W - c. 2.7km).
- SAM at Castlemorton (Medieval motte and bailey) (E to S – c. 2.8km).
- Grade I listed building Church of St. Giles at Little Malvern Priory (church, formerly part of Benedictine Priory founded in 1171. C14 and late C15 with some Norman remains). (S to W - c. 2.7km).
- Grade I listed building Church of St. Gregory in Castlemorton (early C12 with C13 and 14 additions, arcade re-built mid-C17, restored 1879-80) (E to S – c. 2.7km).

- Grade II* listed building Bannut Tree House, Castlemorton (House. 1890, by C F A Voysey) (S to W – c. 2.6km).
- Several Grade II listed buildings in and around Welland including Church of St. James (at village centre).
- Ancient Semi-natural Woodland (W to N – c. 2km) - single remnant in study area at Upper Welland.
- Records of undesignated heritage assets identified in the parish were obtained from Worcestershire Archive and Archaeology Service's Historic Environment Record (HER), and can be made available if required. (It should be noted that there will be areas where features exist but evidence has not yet been uncovered.) Those of particular interest include:

MONUMENTS

- Concentration of medieval features in the northern part of the parish closer to Hanley Swan, especially north of B4208 and road to Hook Bank (W to N and N to E sectors). This includes a high number of ridge and furrow records (the majority for the parish) and the site of a deserted medieval settlement.
- Concentration of old track ways and holloways in the eastern part of the parish (especially east of B4208 and south of B4208 to Hook Bank Road: N to E and E to S). These date variously from medieval / post-medieval times.
- Scattering of medieval watermill sites, especially around the Marlbank Brook.
- Concentration of former orchard sites (C11 – C19) in the west of the parish, including alongside the Marlbank Road (A4104).
- Monuments associated with Welland Court in far south east of parish: Medieval ponds, church.

FARMSTEADS

- Several farmsteads / farm buildings recorded: large majority are C19, fairly widely-distributed.
- 5 no. C18 buildings / complexes – 80% in W to S and S to E sectors.
- 1 no. C16 and 4 no. C17 complexes – mainly in W to N and N to E.

BUILDINGS (some overlap with farmsteads above)

- Majority of historic buildings date from C19. Concentrations along A4104 and in W to N sector.
- Far fewer C18 buildings - scattered but associations with A4104 and in W to N and N to E.
- Very small nos of C16 / C17 and earlier buildings. Almost all in N to E and concentrations along A4104.
- Vast majority of buildings are agricultural: farmsteads, farmhouses, barns / outbuildings. Others include cottages, detached houses (manor house, vicarage).
- Cultural associations: Elgar's music was inspired by the landscapes through which he cycled, including those around Welland. The Malvern Hills are associated with William Langland, Tolkein and C.S. Lewis.

Biodiversity

- Sites of Special Scientific Interest (SSSIs): Malvern Hills (S to N - c. 2.8km) and Castlemorton Common (S to W - c. 600m) are both SSSIs. Most of the LSCA study area is within SSSI Impact Risk Zones³.
- SSSI Mutlow's Orchard (E to S - c. 60m). Reasons for Notification [extract]: *An old orchard, from which most of the fruit trees have gone, which has the finest population of wild daffodil *Narcissus pseudonarcissus* in Worcestershire... In addition to wild daffodil the associated herb flora in the meadow is characteristic of grassland where hay making followed by grazing has been the traditional management.*
- SSSI Malthouse Farm Meadows (E to S - c. 1.2km). Reasons for notification [extract]: *A group of three adjacent hay meadows [which] have become much rarer in Worcestershire as well as*

³ SSSI Impact Risk Zones are used to assess planning applications for likely impacts on SSSIs / SACs / SPAs & RAMSAR sites – see <http://magic.defra.gov.uk/MagicMap.aspx>

*throughout Britain in recent years.... The meadows are some of the richest in the county and contain one of the largest colonies of the southern marsh orchid *Dactylorhiza praetermissa* in Worcestershire... The meadows have one of the longest lists of species for any meadow in the county... The hedgerows contain some fine old trees, including oaks... suitable habitat for birds such as curlew *Numenius arquata*, snipe *Gallinago gallinago* and lapwing *Vanellus vanellus*.*

- Several UK Biodiversity Action Plan (BAP) Priority Habitats / Priority Habitat Inventory (PHI) sites⁴.
- Local Nature Reserve (LNR) St. Wulstan's (W to N - c. 1.6km).
- Local Wildlife Sites (SWS) (those within the LSCA study area are described in more detail in the sections which follow):
 - Castlemorton, Hollybed and Coombe Green Commons LWS Complex (S to W - c. 600m)
 - Welland Cemetery (W to N c. 300m) – also protected under MHDC Policy QL17 'Sites of Regional or Local Wildlife Importance'
 - Mutlow's Farm Orchard (close to village centre, N end adj. church). Note: this site is better known locally as 'Purser's Orchard'.
 - Drake Street Meadow (N to E – c. 700m)
 - Brotheridge Green Disused Railway (W to N & N to E – c. 1.6km)
 - Pool and Mere Brooks (system of watercourses north of village)
- Notable / rare species of plants, mammals, birds, insects and amphibians: Several habitats and species in Little Malvern and Welland Parish which are of principal importance for the conservation of biodiversity in England and the subject of The Natural Environment and Rural Communities (NERC) Act⁵. Rare species of birds included on the "Red List"⁶, including linnet and lesser-spotted woodpecker, as well as other protected, nationally-scarce and UK BAP species.
- Records of species found in the parish were obtained from Worcestershire Biological Records Centre, and can be made available if required.
- Watercourses including Marlbank Brook and an unnamed brook (called "Welland Brook" in this study) run through the study area. Although not designated they may provide habitats for wildlife including protected species. New development has the potential to adversely affect water quality and may result in erosion / loss of habitat.
- Significant vegetation: this is noted in the 'landscape elements and features' sections of the schedules. Where significant vegetation exists, it is likely to provide habitats for wildlife which may include protected species.

Views and Visual Amenity

- The study area lies within several view corridors identified as 'Exceptional' in the Malvern Hills AONB Unit's publication '*Guidance on Identifying and Grading Views and Viewpoints*'.
- The Malvern Hills, AONB and Welland / Castlemorton areas are frequented by tourists and visitors which are categorised as High or Very High sensitivity receptors.
- Open Access / Common Land on Castlemorton Common (E to S and S to W - c. 600m from centre of village. All in Castlemorton Parish).
- Several public rights of way including the Three Choirs Way long distance trail (passes by Herefordshire Beacon).
- Several published walking, cycling and driving trails (for example Malvern Hills AONB's '*A Literary Trail Around the Malverns*' which runs through the centre of the village along the A4104).

⁴ The UK BAP was succeeded by the UK Post-2010 Biodiversity Framework in July 2012 but remains an important source of reference for priority habitats: see <http://jncc.defra.gov.uk/page-5718>

⁵ <http://www.naturalengland.org.uk/ourwork/conservation/biodiversity/protectandmanage/habsandspeciesimportance.aspx>

⁶ Birds on the Red List face extinction, globally and / or in the UK: see http://www.rspb.org.uk/discoverandenjoynature/discoverandlearn/birdguide/status_explained.aspx

Public and Social Amenity

- Open Access / Common Land on Castlemorton Common (E to S and S to W - c. 600m from centre of village. All in Castlemorton Parish).
- Several public rights of way including the Three Choirs Way long distance trail (passes by Herefordshire Beacon).
- Several published walking, cycling and driving trails (for example Malvern Hills AONB's '*A Literary Trail Around the Malverns*' which runs through the centre of the village along the A4104).
- Two sites currently⁷ designated as 'Open Space Protection' in Malvern Hills District Council's (MHDC's) Local Plan Policy CN13 (S to W: school playing field. W to N: sports pitches ('Spitalfields'). Both at village centre).
- Several key destinations for visitors in and around the village including Little Malvern Priory and Court, Welland Steam Rally, Lovells Vineyard, pubs and restaurants, campsites and B & Bs,

4.1.7 In accordance with the criteria in Table 5 Appendix C, the above designations, features and receptors are judged to give rise to the following range of values at the desktop study stage:

- Land within AONB = **Very High**
- Land adjacent to, or within setting of, AONB = **High to Very High**, and **Very High** in places
- Land within, or in close proximity to, other designated feature = **High**

4.1.8 Many of the designations and features identified are constraints to development at one level or another. Other likely physical constraints to development were identified as:

- Land with steep or very steep slopes (greater than 1:10 – this is because building on steep slopes is likely to require large-scale engineering works which could give rise to significant adverse effects)
- No direct access from public highway
- Land in Flood Zones 2 and / or 3.

4.1.9 Other factors which are relevant to the assessment include:

- Land used for recreation and protected by planning policy.
- Planning applications / permissions / appeals etc. Note that the baseline schedules (Appendix B) are a record of the situation at the end of May 2015. Such issues will need to be monitored and the schedules updated as required (see Recommendations).

4.1.10 The following receptors were identified as having the potential to be affected by new development of the type proposed:

- Malvern Hills AONB (directly or indirectly)
- Landscape character (national)
- Landscape character (county)
- Landscape character (local)
- Historic landscape character
- Villagescape (character, setting etc.)
- Function / value
- Green Infrastructure assets and Ecosystem Services
- Heritage assets / cultural heritage
- Trees with TPOs, on National Inventory of Trees, certain PHI sites and other significant vegetation
- Biodiversity

⁷ Spring 2015: the current Local Plan will be superseded by the South Worcestershire Development Plan once it has been adopted, so new policies will need to be checked and recorded.

- Water quality
- Visual amenity
- Visual receptors (e.g. road users / tourists; residents; users of PRsoW; users of recreational open spaces)
- Public / Social amenity.

4.2 Landscape Designations

- 4.2.1 The Malvern Hills AONB boundary runs through Welland village along the west side of the B4208, with the western half of the village lying within it.
- 4.2.2 AONBs are of national importance (and indeed of international importance, being recognised as Category V protected landscapes by the International Union for the Conservation of Nature). They are designated solely for their special landscape qualities. They are considered to be of such outstanding natural (or 'scenic') beauty that they require, and enjoy, a high level of protection through European, national and local planning policies and plans, in order to "*secure their permanent protection against development that would damage their special qualities, thus conserving a number of the finest landscapes in England for the nation's benefit.*"
- 4.2.3 The primary purpose of AONB designation is to conserve and enhance the natural beauty of the landscape; this includes flora, fauna and other elements and features. Public appreciation is a key component of natural beauty, and the secondary purposes of AONB designation include meeting the need for quiet enjoyment of the countryside, and having regard for the interests of those who live and work there. The natural beauty of these areas is recognised as contributing significantly to economic activities and well-being through tourism and inward investment. The Malvern Hills AONB Partnership's Management Plan 2014 - 2019 (published April 2014) states that "*Each year, some 1.25 million visitors come to the AONB to enjoy its natural and cultural heritage. Tourism makes a significant contribution to the local economy.... Local authorities in Herefordshire and Worcestershire support tourism strategies that recognise the importance of AONBs as special landscapes and as important destinations for people seeking the natural environment*".
- 4.2.4 Even though AONB landscapes are designated because they are considered to be of high quality, within them there may be places where, on a site-or area-specific basis, the quality of the landscape is assessed as moderate or even low. However such an area must be considered within the context of the nationally important and valuable landscape, and seen as an integral part of the whole regardless of the level of its contribution.
- 4.2.5 Also, some areas are only of low quality because they are in poor condition, for example through lack of management or loss of traditional landcover such as grassland, orchard or woodland. It can be argued that this condition is temporary, and such areas could be restored. It is thus not always reasonable to use a low condition baseline as the context for evaluating the effects of new development.

4.3 National and County Landscape Character

- 4.3.1 The complexity of the landscape in this part of Worcestershire is reflected in the number of different landscape areas and types which cover it.

National Landscape Character

- 4.3.2 Nationally, the country is divided into National Character Areas (NCAs)⁸. These are shown on Figure 1 Location Plan and Overview.
- 4.3.3 NCAs are the responsibility of Natural England. They are "*... areas that share similar landscape characteristics, and which follow natural lines in the landscape rather than administrative boundaries, making them a good decision-making framework for the natural environment.*"
- 4.3.4 Importantly, NCA profiles are "*... guidance documents which can help communities to inform their decision-making about the places that they live in and care for. The information they contain will support the planning of conservation initiatives at a landscape scale, inform the delivery of Nature*

⁸ <https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making>

Improvement Areas and encourage broader partnership working through Local Nature Partnerships. The profiles will also help to inform choices about how land is managed and can change.”

4.3.5 The NCA profiles contain specific ‘Statements of Environmental Opportunity’ (SEOs) for each area, which offer guidance on the critical issues identified, and which can “... *help to achieve sustainable growth and a more secure environmental future*”.

4.3.6 A description of the relevant NCAs in the study area is provided in Appendix A.

Regional and County Landscape Character

4.3.7 NCAs are relevant to this study for the reasons set out above, and it is important that the assessment evaluates whether the landscapes are good representations of landscape character at a national level. However, the NCA descriptions usually cover large areas, so for more county-specific detail it is necessary to look at the landscape character ‘types’ which have been surveyed and categorised by both Worcestershire County Council⁹ and the Malvern Hills AONB Unit¹⁰. These are shown on Figure 3, and more detailed descriptions are provided in Appendix A.

4.3.8 The WCC LCA has also evaluated the inherent sensitivity of the landscape types, and it is therefore an important source of reference for this study. Indeed, it should be a reference for any landscape assessment carried out in the county. Landscape character sensitivity issues are set out in Section 5.2.

4.3.9 WCC’s LCA includes a more localised assessment of the county landscape types, sub-dividing them into Landscape Description Units (LDUs). LDUs are “... *discrete and relatively homogenous units of land within which the constituent physical and cultural elements occurred in repeated patterns and shared certain visual characteristics. These units of land are the Landscape Description Units (LDUs) and are the building blocks of landscape character. They form the basis on which all subsequent classification and evaluation takes place*”.

4.3.10 The LDUs are shown on Figure 3 and summary descriptions are provided in Appendix A. The on-the-ground assessment found that whilst the surveys for the LCA were done in 2008 and 2009, there had been few changes to the general baseline situation in the intervening years, apart from some new built development and changes in landuse. The LDU information in the LCA is therefore a good reference for the landscape of the wider study area. WCC further sub-divides the landscape into smaller Land Cover Parcels (LCPs), the boundaries of which are shown on Figure 3. However, the level of detail available for the LCPs is not sufficient for the purpose of this more fine-grained assessment, and has been supplemented with the on-the-ground findings of the LSCA, within the LSCA study area. This provides a more detailed description of the local landscape character in each geographical sector within which the parcels lie, and is set out in the sections below.

4.3.11 Before going into the field, however, it is necessary to complete the desktop baseline and inform the on-the-ground assessment by carrying out a study of the area’s history, as this provides an understanding of how the landscape has evolved and developed into what we see and experience today.

Historic Landscape Character

4.3.12 This part of the assessment was informed by WCC’s Worcestershire Historic Landscape Characterisation (HLC) (2012)¹¹. It is an important and valuable source of reference, especially in terms of considering the effects of future development in the area.

4.3.13 The aim of the project was to record, map and interpret the current historic landscape character of the County, dividing it into parcels of land which share similarities through time. The information shows how places have developed over the centuries, and demonstrates how the past is present in today’s landscapes.

4.3.14 The document’s introduction explains the purpose of the study in more detail:

“The information from this project has many applications but its greatest potential will be as a powerful and flexible tool to manage and enhance Worcestershire’s historic landscape character, especially for those with responsibility for setting frameworks for change or making decisions that might affect the County’s historic landscape character, such as County Council or District Council strategic planning or conservation staff.

⁹ Landscape Character Assessment Supplementary Guidance Technical Handbook August 2013 Worcestershire County Council. See also <http://gis.worcestershire.gov.uk/website/LandscapeCharacter/>

¹⁰ Malvern Hills Area of Outstanding Natural Beauty Landscape Strategy and Guidelines 2011

¹¹ http://www.worcestershire.gov.uk/info/20230/archive_and_archaeology_projects/1062/historic_landscape_characterisation_hlc

“The purpose of HLC is to provide relatively objective material to inform direction and guidance on how the different landscapes can be managed in respect of its historic character and sustainability. HLC seeks to identify the valued characteristics of the County's landscapes, whether it is field patterns, settlements or other elements, so that they can be effectively managed into the future, providing benefits for residents and visitors alike. Information contained within the HLC is also relevant to land-owners, land estate managers, or for commercial developers and others whose plans might result in landscape change. The HLC information can also be applied to many other areas of interest and research avenues”.

- 4.3.15 It goes on to say, *“The historic landscape is sensitive to change and needs to be properly understood before change is planned, to ensure its effective management and enhancement, so that it can make its full contribution in shaping sustainable communities”.*
- 4.3.16 The HLC of the study area (within Little Malvern and Welland Parish) has been used to inform Figure 4 – Historic Landscape Baseline. This provides a broad illustration of time-depth visible in the landscape today, although there are often other layers and features underlying the current historic character types.
- 4.3.17 What is interesting to note is where the landscape has retained its pre-Enclosure characteristics (1540 – 1799 – ‘Enclosure’ is explained in more detail in the Landscape History section below). This is an important factor in evaluating landscape value and sensitivity, since such landscapes tend to be much more vulnerable to change.
- 4.3.18 The majority of the areas thus categorised lie in the North to East sector, covering a large area north of Drake Street from the road to Hook Bank to the eastern side of Lovells Vineyard; they also extend along the south side of Drake Street from Brookend Farm to the Old Post Office, with a swathe running south in the vicinity of the sewage works, and covering some of the fields south of Church Farm.
- 4.3.19 The areas displaying characteristics of the period 1800 to 1914 are concentrated around the village centre, north of Danemoor Cross and north west of the village around Marlbank. There are very few areas characterising the period 1914 – 1945 (none in the LSCA study area), but large-scale changes to the landscape post-1945 (both new residential development and modern landuses) are in evidence in and around the village.

4.4 Landscape History

- 4.4.1 The LCA found that the landscape of the area has significant time depth, and a great deal of this is visible in and around Welland. It identified key historic assets, elements and features, many of which are important characteristics of the local and wider landscape. It also identified a number of cultural associations. All these contribute to Welland’s landscape character, and must be factored in to judgements about Landscape Value and sensitivity.
- 4.4.2 A detailed survey and analysis of the various heritage assets identified (see Section 4.1 above) is beyond the scope of this study, but factors which are likely to need careful consideration in the event of a planning application coming forward are noted in the schedules.
- 4.4.3 The Malvern Hills and surrounding areas have been a focus for human activity and settlement since the Bronze Age, and possibly earlier (a Neolithic Stone axehead was found at Danemoor Cross, just north of the LSCA study area)¹².
- 4.4.4 Between the post-glacial period and the start of the Iron Age (c. 700 BCE), the east side of the Malvern Hills were less favourable for settlement, being predominantly poorly-drained brackish marshland in contrast to the more favourable conditions on the west side of the Hills. However, the large reed beds would have contained an abundance of mammals, birds and fish and would have provided good hunting grounds; the area would later provide rough grazing for domesticated herds in summer.¹³
- 4.4.5 The Iron Age (700 BCE – CE 43) brought the construction of strategically-placed hillforts. In the local area these included British Camp and Midsummer Hill; it is likely that Drake Street was originally an

¹² *Historic Environment Record Search: Welland and Little Malvern*, Worcestershire Archive and Archaeology Service, (19/03/2015) WSM 05927

¹³ Cradley LSCA 4.3.3 and Millers Court LVIA 5.2.19 respectively

ancient trackway, connecting a river crossing near Upton-on-Severn to British Camp¹⁴. The eastern part of the parish contains a number of old trackways and holloways.

- 4.4.6 The Hills are visible from distant viewpoints, and also command exceptional views. They are an abundant source of spring water, and the lower-lying areas are fertile and sheltered. The Hills are also believed to have been an early sacred site, of importance for religious and cultural practices. As a result of this, and the increase in trade of valuable raw materials such as salt, many of these trackways and pilgrims' trails criss-cross throughout the area, with Welland forming a small but strategic focal point where many of them intersected.
- 4.4.7 Potteries were established near Malvern during the middle Iron Age, with distinct types of clayware being manufactured on both the east and west sides of the Hills¹⁵.
- 4.4.8 During the Roman period, as demand increased, the potteries on the east side of the Hills became of increasing importance. Kilns were situated on the Mercia Mudstone, probably within a short distance of coppice woods (for fuel) and streams. It is therefore likely that woodlands were a significant part of the local landscape in and around Welland from at least 400 BCE¹⁶.
- 4.4.9 After the Roman period it appears that the pottery industry declined. By the early 7th century the Malvern Hills are known to have formed the boundary between the subordinate Mercian kingdom of Hwicce to the east and the Magonsaetan to the west. The main centres of administration eventually became established; boundaries were drawn which either followed features such as watercourses, ridgelines and established trackways, or were marked by ditches, stones and planted trees.
- 4.4.10 With the conversion of Mercia to Christianity in the later 7th century, the seats of the Bishops of Hereford and Worcester were created. Bishop's Wood in Welland is described as an 'extensive area of woodland' held by successive Bishops of Worcester, who would have used it for hunting long before the Norman invasion. Well-wooded parishes in the area, such as Welland, would also have provided summer pastures and autumn pannage to estates to the east in the more cultivated Severn and Avon valleys.¹⁷
- 4.4.11 The manor of Welland formed part of the inheritance of King Coenwulf, and is said to have been given in 889 with Upton-on-Severn to the see of Worcester by Ealdorman Athulf, kinsman of King Coenwulf¹⁸.
- 4.4.12 The Malvern Hills and surrounding areas certainly formed part of a system of linked 'estates' which may have evolved from a form of transhumance. Very few landscape elements from this period, such as hedgeline boundaries, survive, but there are ancient semi-natural woodlands in the area which are almost certainly remnants of post-glacial wildwoods and the later medieval chases.
- 4.4.13 William the Conqueror established a Royal Forest (an area of land used by a monarch for hunting deer) in the area after 1066. Forest law was established at the same time, with the intention of protecting the deer and the woodland itself. Towards the end of the 12th century, Richard I allowed the Bishop of Worcester to extend his forest clearings by 300 acres. This clearing, or 'assarting', gave its name to Assarts Road in Upper Welland.¹⁹
- 4.4.14 A motte and bailey fortress was built on British Camp in the 11th century. In 1085, building works commenced on Great Malvern Priory in a spot chosen by the Benedictine monks for its remoteness. The Hills had been widely renowned for the quality (and qualities) of their natural spring water for millennia, hence it made sense to develop communities there. The area's 'wilderness' was also said to have appealed to the hermit-like existence which the monks practiced.
- 4.4.15 Little Malvern Court and Priory lie c. 2.7km west of the village and just north east of British Camp. The Priory was a smaller Benedictine monastery, formed in c. 1125 and associated with the Worcester Church. It is now a SAM, the monument being the site of the remains of a medieval preaching cross. The C15 Grade I listed Little Malvern Priory church, dedicated to St Giles, is adjacent.
- 4.4.16 In the mid-13th century, hunting rights in the Royal Forest were transferred from the monarch, and the Royal Forest became Malvern Chase. The Chase is described as being 'densely wooded' and containing wolves and wild boar, though it was also characterised by open 'lawns' and commons (used for a variety of purposes), as well as patches of open field around scattered settlements. The

¹⁴ Hurle, Pamela. *Beneath the Malvern Hills: A history of the village of Welland* (1973)

¹⁵ Bowden, Mark. *The Malvern Hills: An ancient landscape* (2005)

¹⁶ *ibid*

¹⁷ *ibid*

¹⁸ <http://www.british-history.ac.uk/vch/worcs/vol3/pp554-557>

¹⁹ *ibid*. p. 15

Chase remained for 400 years until disafforestation in the 17th century. Although the total area of forest is unknown it was very extensive and covered thousands of acres across three counties²⁰. Hanley Castle, north of Welland, was the administrative point for the forest, which places Welland near to the central rather than outer activities of the Chase²¹.

- 4.4.17 In fact, the 'heart' of Welland village was originally around Welland Court, some distance off the main road between Upton and the Hills, and c. 1.8km south east of the present Welland crossroads. The current Church of St. James was built at the crossroads in 1875; however, the original (probably C13) Church of St. James was situated at the end of Welland Court Lane. It was adjacent to Welland Court, which was the seat of the manor of Welland. Welland is not mentioned in the Domesday Survey, and at that time probably formed part of the manor of Bredon, which it was until the 16th century. The present building dates from c. 1450, and there was also later a vicarage there (shown on the 1886 map). Parishioners were buried at the old church until the new one was built, at which point it was demolished – only the gravestones remain.
- 4.4.18 By 1580 at least 13 parishes, of which Welland was one, had land in the Chase. The medieval name for Welland was *Wenlond* and the woodland was considered valuable enough to keep a woodward, with the land bringing in rents for successive bishops²².
- 4.4.19 Arable fields in Chase parishes such as Welland were likely to have been used to grow crops like wheat and barley. These fields were divided into strips and managed in common²³. Evidence of the medieval ridge and furrow farming method is scattered around the parish, and significant concentrations are recorded to the east and west of what is now Danemoor Cross (close to the site of a deserted medieval settlement) and east of Lawn Farm²⁴. Whilst not protected *per se*, the national importance of ridge and furrow is recognised by bodies such as Historic England²⁵.
- 4.4.20 Drake Street is shown on a 1633 map, and Historic Environment Record (HER) data suggest that nucleated row development along the street dates from the post-medieval period, making it one of the oldest settled parts of the parish and some distance from Welland Court. It seems likely that this area would have been the focus of activity for travellers and traders rather than 'old' Welland, being on the main east – west route and also much closer to the main route to and from the south. Although the existing building probably dates from the 19th century, the Pheasant Inn is known to have existed in 1787, and would no doubt have been a well-frequented establishment at this key location. Local author Pamela Hurle notes that 'The Pheasant' has a long history in the village: the Inn provided various functions for the community such as public and vestry meetings²⁶. This indicates that a greater shift from 'old' Welland to what is now the village centre was happening around this time.
- 4.4.21 After disafforestation in 1632, enclosure of parts of the Chase proceeded rapidly (although the common lands in Welland were not enclosed until the mid-19th century). King Charles I sold one third of the Chase ('the Kings Third'), and those who had bought newly-enclosed areas from him gradually leased and sold off parcels of land. Some of this occurred in Welland, and it is likely that Marlbank Farm dates from this period, shortly after disafforestation²⁷. Clearance and cultivation took place, and squatter settlements developed along the foot of the Hills and along the roads which lead towards them. The disafforestation decree stated that rights of common would remain in perpetuity over the two thirds of the Chase not sold by the king. In 1676, Welland's population is recorded as being 72, although this figure excludes women and children.
- 4.4.22 A number of farmsteads in the parish display considerable time depth, and are indicative of the way the parish was evolving. These include Hill Court Farm and Hook Bank Farm in the north east of the parish where property (including farmhouses and outbuildings) date from 17th and 18th centuries. The house at Woodside Farm (also to the north east) is dated from the 16th – early 17th century. Lawn Farm House, a 17th and 18th century Grade II Listed building, features on an 1831 OS Map²⁸.
- 4.4.23 Marlbank is shown on the 1772 map as Wood Hill, probably the location of Wood Farm, with a windmill at 'Wellins'. Garrett Bank (once known as Garrett Pool) is shown on the 1633 map. The area had probably been cultivated for a long time before this date.²⁹

²⁰ Hurle, Pamela. *The Forest and Chase of Malvern* (2007)

²¹ *Ibid.*

²² *Ibid.* p 23

²³ *Ibid.*

²⁴ HER WSM17628

²⁵ <http://historicengland.org.uk/images-books/publications/turning-the-plough-loss-of-a-landscape-legacy/>

²⁶ Hurle, Pamela. *Beneath the Malvern Hills: A history of the village of Welland* (1973) p. 40

²⁷ Hurle, Pamela. *Beneath the Malvern Hills: A history of the village of Welland* (1973) p. 16

²⁸ DrakeStHeritage.pdf

²⁹ Hurle, Pamela. *Beneath the Malvern Hills: A history of the village of Welland* (1973) p. 41

- 4.4.24 Much of the land now covered by the centre of the village and to its west remained common land until the mid-19th century: 'Welland Common' (part of the Bishop's Wood) at one time stretched from Castlemorton to Hanley Swan. Encroachment of the commons became a problem from the early 18th century, with settlers 'grabbing' a few yards at a time.³⁰ Most examples of this are found south of the parish boundary, but a small section remains in Welland between The Firs and Knight's Farm.
- 4.4.25 As part of the systematic enclosure of land in the 19th century, the Enclosure Act for Welland was passed in 1847 and the Award was completed in 1853. Land was either distributed to those who had formerly had common rights, or was sold to private owners for domestic or farming purposes. A few acres were set aside for parish purposes such as one acre for a burial ground, three acres for recreation, and an allotment field for the labouring poor; but common land on which to graze animals no longer existed³¹.
- 4.4.26 Disafforestation, enclosure, and the loss of common land, together with new farming methods and techniques, resulted in major and dramatic changes in Welland's landscape. In many areas, enduring and familiar features of the parish over many centuries – including a mosaic of open commons, marshes, mature trees and woods – were replaced with the more planned and intensively managed landscape with which we are familiar today, and which sustains far less biodiversity. It is clear that Welland and Castlemorton parishes adopted different approaches to land-ownership, land use and management; this has resulted in the abrupt change in character between Castlemorton Common and Welland village which is clearly visible along the parish boundary.
- 4.4.27 It is interesting to compare the modern road layout in the parish with the routes shown on the 1772 map; whilst the accuracy of the latter cannot be fully relied on, it does show how in Welland, the decision to create new, direct and efficient connections between the main towns and villages changed and shaped the landscape.
- 4.4.28 Enclosure (and 'new' money) resulted in roads being constructed in straight lines across the organic grain of the landscape. In some cases, old trackways were simply upgraded: what is now the A4104 directly connects the strategically important river crossing at Upton to the Malvern Hills and the west, and it is almost certainly an ancient route. Other routes remain as footpaths and farm tracks (although not all are public rights of way).
- 4.4.29 There was no 'Welland crossroads' in 1722, only a T-junction where the road (now the B4208) from the south intersected with the A4104: the road to the north was built later to provide a direct connection to Hanley Swan. Danemoor Cross became a crossroads at around the same time, connecting to the other new grid-like roads such as the B4208 south of the Three Counties Showground and Blackmore Park Road.
- 4.4.30 Originally, there was little settlement in what is now the main village other than along Drake Street. However, by 1800, the population in this part of the parish had increased (in 1801 the population was around 334, including women and children), and the old church was deteriorating. It seems likely that the 'working centre' of the village also evolved here as enclosure of the commons created the need for a larger working population. In 1831 the population was 490, but by 1862 it had increased to 802. Pamela Hurle's opinion is that this significant rise was due to enclosure. It is also evident that the 'Victorians' decided to respond to the community's increasing needs by building the new church and a year later, a school.
- 4.4.31 Allotments were created, along with a new burial ground and recreation areas. Pamela Hurle also says that "*Near the boundary of Knight's Farm is the site of three cottages, now demolished, which were once used to house poor families. Other such houses existed in Drake Street.*"
- 4.4.32 The 1886 Ordnance Survey map shows extensive orchards in the parish, particularly on the east and south-eastern side of the village and around Marlbank. The HER data for Welland, however, only records a concentration of former orchard sites (11th - 19th centuries) around Marlbank Farmhouse, Juniper Farm, and further along the Marlbank Road, so it seems likely that the orchards were associated with enclosure, and established as part of the move from the old village to the new one.
- 4.4.33 The 1904 Ordnance Survey map remains largely the same as its predecessor, with orchards still dominant on the western side of the village and around Marlbank and Marlbank Farm. Subsequent OS maps (1927, 1930 and 1954) also show very little change to the landscape, although some residential development has occurred south of Marlbank Brook in the 1954 map.

³⁰ Hurle, Pamela. *The Forest and Chase of Malvern* (2007) p. 99

³¹ Hurle, Pamela. *The Forest and Chase of Malvern* (2007)

- 4.4.34 By the time of the 1970 OS map, the area covered by orchards, while still extensive, has decreased significantly north of Drake Street and around Marlbank Farm, mostly merging into larger arable fields. Residential development has also expanded south of Marlbank Brook and south along the B4208. The village today is still largely characterised by these mid-20th century developments on the west side of the B4208 and the more sparsely populated eastern side. The orchard at Mutlow's Farm and a small area near The Orlons to the south are the only remaining orchards in the heart of the village today.

Cultural Associations

- 4.4.35 Although no evidence was found to suggest that Welland village is directly associated with any notable individuals, Malvern and the Hills have many important cultural associations. Authors including Tolkien and C.S. Lewis walked the Hills on their visits, and their writing was influenced by the area's landscape.
- 4.4.36 William Langland's Middle English allegorical narrative poem *Piers Plowman* (c. 1370) opens on the Malvern Hills. Langland was educated at Little Malvern Priory, and scholars say he incorporated the imagery around him in his work³². Langland was a contemporary of Chaucer, and *Piers Plowman* has an important place in the English canon, akin to *The Canterbury Tales*.
- 4.4.37 Edward Elgar would have cycled through and around Welland, particularly while living at Craeg Lea (86, Wells Road) between 1899 and 1904 – he frequently rode to Castlemorton, Hanley, Upton-on-Severn and Longdon Marsh³³. In her diary, Elgar's wife Alice commented, "*There cannot have been a lane within 20 miles of Malvern that we did not ultimately find.*" The Malvern and Worcestershire landscape influenced his music, with melodies often arising while he was cycling.
- 4.4.38 Elgar chose a room on the upper floor for his study at Craeg Lea, giving him tremendous views across the Severn Valley and the Worcestershire countryside³⁴. His piece *Caractacus* was influenced by British Camp (according to legend, Caractacus fought against Roman invasion from the hillfort at the Camp).
- 4.4.39 Elgar and Alice are buried at St. Wulstan's RC Church on the Wells Road, at the edge of Little Malvern and Welland parish.

4.5 Local Landscape Character

- 4.5.1 The Malvern Hills exert a strong influence on the landscape in all directions. From the highest of the summits strung along their length (the Worcestershire Beacon at 425m AOD), it is believed that there is intervisibility between them and up to nineteen historic counties, the furthest point visible being Shining Tor in Cheshire, 130km away. The Hills' 13km long, distinctive humpbacked ridgeline is oriented north-south, so the silhouette changes relative to the location of the viewer.
- 4.5.2 The area's geology, topography and hydrology are very complex; they also give rise to abundant springs, fertile soils and wooded hills which, as set out above, were exploited by the communities which settled here. The landscape of the study area is characterised by a pattern of richly-contrasting elements and features shaped by nature and culture. It provides a highly valuable and valued resource for visitors and residents, as well as flora and fauna.
- 4.5.3 The landscape character of the local area reflects this complexity, forming part of the transition zone between the Hills' upstanding Precambrian rock formations and the low-lying, flat Severn Plain.
- 4.5.4 The specific landscape character descriptions of the individual parcels are set out in the tabulated schedules of the individual parcels (Schedule 1 Appendix B). These schedules also summarise the desktop baseline findings set out above, and the on-the-ground study findings (designations, features, receptors, function, quality, and other potential constraints to development).
- 4.5.5 The character of the village centre is described first (more detailed information about the individual parcels is set out under the relevant sector headings). The landscape character descriptions of the LSCA study area in each sector are set out in a clockwise direction, beginning with the North to East sector, and broadly follow the numbering order of the parcels. (These character descriptions form part of the visual baseline study, although more information on visual amenity is set out in Section 4.7.)

³² malvernmuseum.co.uk/Langland

³³ *Elgar the cyclist: A creative odyssey*, Kevin Allen, 1997

³⁴ elgar.org/2houses.htm#craegleap

Village Centre

- 4.5.6 The centre of the village lies at Welland Crossroads.
- 4.5.7 Four relatively modern and very different buildings mark the four corners of the crossroads: the former Pheasant Inn pub (North to East); the Grade II listed Church of St. James (East to South); the Village Hall (South to West); and the sports pavilion (West to North).
- 4.5.8 There is a large grassed area with scattered ornamental trees north of the village hall. This is the village green, or 'the Green'.
- 4.5.9 Apart from The Pheasant Inn (known to have existed in 1787, although the current building was probably built in the 19th century), until 1875 when the church was built, there was no significant built form to mark the points where the main routes intersected at what is now the crossroads. The character of the landscape and villagescape here reflects the marked changes which have occurred in the village over the last 200 years: the B4208 leading north from the crossroads was probably constructed in the early 19th century. Welland Primary School, which is situated west of the village hall, was built in 1876, a year after the church and as a result of the earlier shift of Welland's 'centre' from near Welland Court: the Post Office east of the church is shown on the 1886 map along with several wayside cottages along Drake Street, some of which was extant in the 16th century. However, Welland remained a small village until the 1960s.
- 4.5.10 In or around 1978, the alignment of the crossroads was altered, with the original straight line of Marlbank Road retained to form an access to the village hall and school.
- 4.5.11 The village hall was built in its current position in 1992, although it replaced the parish hall which first appears on maps in c. 1927 and was rebuilt c. 1953. The sports pavilion was built in 2010, reflecting the needs of the increasing population.
- 4.5.12 There is no residential development at the village centre crossroads: three of the buildings are for community use, and the pub once was (and may be again – see below). The closest houses are adjacent to the pub and church along a short stretch either side of Drake Street to the east. This is set to change, of course, with the proposed residential development at the pub and new residential development approved adjacent to the houses south of Drake Street.
- 4.5.13 The church is the focal point of the village and its community, and the most dominant and attractive of the four buildings marking the crossroads (see photo overleaf). Its spire is a highly distinctive feature in both the local and wider landscape, punctuating the skyline in views from most directions apart from higher-level viewpoints on the slopes and ridges of the Malvern Hills.

Church of St. James at Welland crossroads looking south



- 4.5.14 The pub closed several years ago, and has been left to fall into some disrepair. However, it is currently the subject of a planning application (see schedules in Appendix B).

The Pheasant Inn



- 4.5.15 The village hall is the focus of community activity and administration, and is associated with the village green and the playing fields to the south.

Welland village hall



- 4.5.16 The sports pavilion also provides an important facility for the village community, and adjoins the sports pitches (these are known as ‘Spitalfields’, which is apparently derived from ‘Hospital Fields’; in the last century there was an isolation hospital at the western end of California Lane, so this may be the derivation of the name).

Sports pavilion at Welland crossroads looking south



- 4.5.17 The setting, character, style and materials of the four buildings are quite different, and the relationship between them is not always comfortable. However, which buildings are seen – either in isolation or

in association with the others – and in what context, varies considerably depending on the location of the viewpoint.

4.5.18 Travelling towards the village centre from the north, the pavilion is the first building which becomes visible: the pub and the church are well-screened by tall roadside vegetation, and the village hall is partly-screened (more so in summer than in winter).

4.5.19 Closer to the crossroads, all four buildings are seen together (again, the village hall is more visible in winter). The church is the primary focus of the view, although from this viewpoint, the spire is in competition with two Lombardy poplar on the village green. The Pheasant Inn is well-screened by mature vegetation in the foreground until a point quite close to the crossroads.

Welland crossroads from north



4.5.20 Apart from these buildings, very little built form in and around the village is visible, and nor is the wider landscape to the east and south. The flat land and often dense vegetation scattered throughout the village form a dense screen, especially in summer. Instead, the eye is drawn to the Hills, which are an integral and highly important part of Welland's character.

View across sports pitches to Hills from B4208



- 4.5.21 The village hall is less visible in the landscape than the other buildings. As it is single-storey it does not break into key views of the Malvern Hills on the skyline until the viewer is in quite close proximity. Also, the building has been sensitively-designed, and the materials used are dark: this means it integrates relatively well with the church, does not 'compete' with the other buildings, and is also well-integrated into the surrounding green open spaces.
- 4.5.22 Travelling towards the village centre from the south, the hall and the church are seen together, and the association is complementary. They also partially screen views of the pub and the pavilion, as do the trees when in full leaf. Again, the wider landscape is screened from view, apart from the Malvern Hills.

Village hall and church at crossroads, from south



4.5.23 The site of the Pheasant Inn, and the mature trees behind, form the focus of the view along this route. Any future development on the site must take this highly important factor into account, especially its relationship with the other buildings – most importantly, the church.

Pavilion and Pheasant Inn site at crossroads, from south



4.5.24 From the east, topography, built form and vegetation screen views of the church (although the spire is visible) and the pub, until a point almost opposite them. The village hall, village green and pavilion

are also visible from the crossroads, but there is a fine vista beyond, over a high quality, apparently unsettled, well-treed landscape towards the Hills.

View from crossroads looking west



- 4.5.25 From the west of the village and travelling towards the centre, apart from the church spire, views of the four buildings are screened by built form and vegetation until a point quite close to the crossroads. Along this route, views of the spire are screened by trees at some points; closer to the centre, the two tall Lombardy poplar on the village green and conifers nearby compete with it. At the northern side of the crossroads, the differences between the four buildings and the relationship (or lack of it) between them can be seen as they come into view. Also, as there are no hills on the skyline to draw the eye, and views of the wider landscape are very limited, the visual focus is on the buildings. However, very little built form is visible in views to the east, and beyond the buildings along the B4208, the tops of trees can be seen: this helps to reinforce the sense of the rural character, setting and context of the village.

Approach to village centre from west



- 4.5.26 This view will change when the former Pheasant Inn is redeveloped: the new buildings will be the focal point of the view at the crossroads, so it is important that the design approach addresses this, and the treatment of the road frontages.

Site of former Pheasant Inn at crossroads looking east



- 4.5.27 If the appeal for residential development on the arable field west of the sports pitches is allowed (see West to North sector descriptions below), the view and the character of the village centre would change as a result, introducing urbanising elements (signage, lighting, ornamental planting etc.)

especially at the access point. This would be seen in combination with new residential development at The Pheasant, and the change from rural to urban is likely to be very noticeable.

- 4.5.28 The buildings can also be seen in juxtaposition from the sports pitches, although views vary from one part of the field to another. The red brick pavilion dominates the foreground of the view and competes with the church, although it does screen the pub from some parts. The village hall is less visible in summer, when screened by vegetation.

View across sports pitches looking south east



North to East: Parcels 1 – 8

- 4.5.29 This sector comprises land lying between the B4208 to the west and Drake Street (A4104) to the south, and extending north and north-eastwards to Hook Bank and beyond towards the River Severn between Hanley and Upton.
- 4.5.30 The major part of this sector lies within the 'Settled Farmlands with Pastoral Landuse' landscape character type. Sandwiched between two blocks of this character type, on either side of the Danemoor Cross to Upton road, lies a broad swathe of land within the Enclosed Commons landscape type. This runs in a roughly east-west direction as far east as The Hook. A strip of land running north-south to the east of the B4208 is also classed as Enclosed Commons (see Figure 3 – Landscape Baseline).
- 4.5.31 The key characteristics of the Settled Farmlands with Pastoral Landuse type are well-represented in this sector. They include a prominent pattern of hedged fields and tree cover comprising scattered trees in hedgerows. A number of hedgerow field boundaries have grown out to form lines of trees, or may possibly have arisen from the practice of historical assarting. Along water courses such as the Marlbrook, dense, broadleaved vegetation comprising mature oak, ash, crack willow and field maple is present. A dispersed settlement pattern of scattered farmsteads and (small groups) of wayside dwellings is also in evidence, along with the characteristic pastoral land use. Topography is flat in places but gently rolling in others, with occasional undulations and hummocks. A maximum height of c. 50m Above Ordnance Datum (AOD) is reached south of Woodside Farm and just north of the LSCA study area.

View looking east from Hook Bank towards Bredon Hill



- 4.5.32 Whilst the small-scale landscape comprising small to medium-sized fields is still present in many places, in other areas field amalgamation dating from the post-medieval period has led to the creation of some larger and irregular field units which are less characteristic of the landscape type. This is especially the case in the central and south eastern parts of the sector on land used for the Welland Steam and Countryside Rally.
- 4.5.33 Agriculture is the dominant land use across the sector, with the majority of land currently under improved or semi-improved grass. A small, irregular block of mature woodland lies to the south east of Woodside Farm, whilst a more recent, dense plantation wood including ash, cherry and oak occupies a larger block of land to the south of the sector, one field unit to the north of Drake Street. Whilst this is likely to provide some biodiversity benefit, such woodland blocks are not characteristic of this landscape type and contribute to a localised deterioration in condition. North of Woodside Farm occasional planting of mixed ornamental and native trees in singles and small groups are also atypical of the landscape type. The presence of sections of coursed stone walls (possibly sandstone) and occasional heavy machinery and infrastructure associated with the Steam Rally are also incongruous.

Large-sized fields and incongruous elements in fore- and middle-ground



4.5.34 Significant evidence of 'horsiculture' and smallholding activity exists in the LSCA study area at various points just to the north of Drake Street. Modern sheds and agricultural outbuildings, caravans, temporary and permanent field subdivisions, poaching and the planting of incongruous field trees all compromise local landscape condition. However, the effects and duration of such activity are variable, and the use of land for these activities adjacent to properties along Drake Street may not be atypical in historical terms. Occasional paddocks, isolated barns and ornamental tree planting associated with properties reduce the quality of the local landscape west of Woodside Farm.

Looking west from footpath north of Drake Street



- 4.5.35 Key characteristics of the Enclosed Commons landscape type are also in evidence in this sector. These include a planned, ordered pattern of large fields, native hedgerows (often dominated by hawthorn, but with species such as elm and field maple also present), and wide grass verges bordering straight roads. Hedgerow trees are less in evidence than in the neighbouring Settled Farmlands landscapes, although occasional mature oaks are present, for example, west of Hill Court Farm. Small, 19th century plantation woodlands dominated by oak and ash lie to the south east of Danemoor Cross and in the angle made by the B4208 and the PRow to Woodside Farm, opposite the roadside properties at Garratts Bank. Such woodland blocks are characteristic of this landscape type and are likely to provide biodiversity interest. Large fields are currently under grass but show evidence of arable cropping.

Looking west from Hook Bank



- 4.5.36 The Enclosed Commons landscape within the sector is generally in good condition, with key elements present and intact. However, in places this condition is compromised. For example, east of the B4208 near Danemoor Cross, occasional hedged field boundaries have been eroded / lost. West of Woodside Farm, characteristic hedgerow field boundaries have been compromised by the planting of hedgerow trees in quantities and with species which are uncharacteristic of the area.
- 4.5.37 From Danemoor Cross the Upton road climbs a spur of higher ground to the high point at Hook Bank. Views south from the road towards the village are largely restricted either by local topography or by high, native hedges of elm and hawthorn alongside the road. Close to Hook Bank, occasional medium-long distance views do open up towards the village. Intervening vegetation and local changes in topography mean that only the spire of St James' Church is visible in these views, alongside occasional farmsteads and dispersed dwellings in the foreground.
- 4.5.38 To the north of the Upton road, the land drops away to the tree-lined dismantled railway line that used to connect Upton to Malvern, before rising in gentle undulations and prominences. This topography and the presence of considerable tree cover means that to the north, views are largely restricted to the short and middle distance in the neighbouring parishes of Malvern Wells and Hanley Swan. The ridge of higher ground running east-west with the road and the hedgerows which bound it means that there is little intervisibility between the northern and southern parts of this sector.
- 4.5.39 The higher ground in this sector does afford some fine views to Bredon Hill and the Cotswold Escarpment to the east. However, such views are generally hidden by land form and vegetation away from these occasional high points. The proximity and scale of the Malvern Hills makes them dominant in views to the west. Impressive, expansive and sustained views are available across the open fields (Enclosed Commons) east of the B4208, towards the Hills' slopes and ridges. To the south of the

sector, views towards the Malvern Hills are more fleeting and filtered as a consequence of the more intimate landscape with its greater concentration of trees and high hedges. Some westerly views include significant lengths of the Malvern Hills ridge and iconic features of the area such as British Camp, Little Malvern Priory and May Hill (the latter some 18km away), making them of considerable significance. Low voltage and high voltage electricity transmission infrastructure acts as a significant visual detractor in some westerly views from this sector, especially from the Danemoor Cross – Hook Bank road.

Looking west to British Camp from Danemoor Cross area



- 4.5.40 One of the high points of the sector at Hook Bank contains a small, C20 'semi-retirement park' of static caravans. The geometric layout of the 'park' contrasts sharply with the pattern of scattered farmsteads and dispersed wayside dwellings which characterise built development in this sector. The site commands views to the south and west and is visible as a small, low but densely-settled area in views from the south east and centre of the sector.

Semi-retirement caravan park at Hook Bank from footpath to S



4.5.41 A small number of remnant traditional orchards exist in this sector. These include small scale 'domestic' orchards attached to wayside dwellings north of Drake Street and south of the Danemoor Cross to Upton Road, and larger, once commercial orchards attached to farms, such as at Hill Court. Some of the remnant orchards in this sector show signs of care, others of neglect. There is some evidence of new orchard planting west of Brookend Farm on Drake Street.

Traditional orchard associated with roadside dwelling, Drake Street



- 4.5.42 The majority of the northern boundary of the LSCA study area follows the Marlbank Brook which is densely vegetated on either side. The maturity of the vegetation (including old oak, willow, ash and field maple), and the water course corridor it contains is likely to be of considerable importance for wildlife. This corridor provides a very effective screen in views towards the village from the north, and in views north from Drake Street. The trees along the Brook on the north side of the road are covered by a TPO, although there are currently gaps in the treeline.

TPO trees along Marlbank Brook looking north west from Drake Street



- 4.5.43 The majority of development in this sector is close to what is now the main crossroads in the village, along the line of an ancient route from the River Severn to the Malvern Hills. The original Pheasant Inn dates from at least 1787, although the current building is 19th century, probably rebuilt when the village centre was shifting from Welland Court. Apart from the cluster of wayside dwellings lying east of the Pheasant, along the north side of Drake Street there is very little residential development in the sector. That which does exist comprises isolated and, in one place, a small cluster of, modest wayside dwellings. Most of this settlement reads as part of the rural rather than the modern village landscape.
- 4.5.44 The B4208 north of the crossroads is a more recent addition to the landscape, built in the 19th century to connect the new village centre with Hanley Swan. A number of larger, detached properties dating from the 19th and 20th centuries are loosely scattered in the sector to the east of the road. The scale of the buildings and their curtilages, the fact that they are set back from the road, and the presence in places of mature ornamental planting suggests that some at least are higher status properties (mature Corsican pine along the road are protected by TPOs). Lovells Vineyard is associated with one of these properties. The same factors, allied with the relative absence of development on the opposite side of the road, help to explain why development in this area appears to have a relatively loose association with the present day village.
- 4.5.45 The routes of Marlbank and Welland Brooks have been altered in the last 200 years. Old maps show that Welland Brook used to meander through the village in the same way as it does as it crosses Castlemorton Common. At some point in the 19th century – probably when the village centre was growing around the crossroads – it was canalised from the parish boundary to the point where it crossed under the new B4208 north of the crossroads. Marlbank Brook was also straightened west of the road at this point.
- 4.5.46 At this time, the watercourses were separate, crossing under the road several metres apart. East of the road, Marlbank Brook's course followed a curving channel to a mill. Welland Brook was not canalised beyond the road, and continued to meander south of Marlbank Brook until being joined by Marlbank Brook just south of the mill.

- 4.5.47 Since then, it appears that the course of Welland Brook has been altered where it crosses under the road, and may have been truncated to allow Marlbank Brook's course to divert into it. Localised flooding issues are reported here. The original Marlbank Brook course is now dry, but is still visible as a feature in the landscape, as are the remains of the mill.

East to South: Parcels 9 – 23

- 4.5.48 This sector comprises land lying between the B4208 to the west and Drake Street (A4104) to the north, extending south-eastwards over Longdon Marsh, with the Vale of Gloucester beyond.
- 4.5.49 Bredon Hill lies c. 15km due east of Welland, and forms a distinctive feature on the distant skyline. It is within the Cotswolds AONB, and the edge of the Cotswolds can also be seen from certain viewpoints. The impression is that the intervening landscape is relatively flat, but there are distinct, localised undulations and ridges around Welland and beyond, for example the spur along the northern edge of Longdon Marsh. Although there is very little woodland between Welland, Longdon and Castlemorton, strong tree cover along watercourses and field boundaries screens most lower-level views to the east and south (more so in summer than winter). The area is very rural in character, predominantly agricultural and grazing land, and is sparsely-settled, with scattered farmsteads and wayside dwellings. On the whole, the land is in good condition, and the landscape is of moderate to high quality.
- 4.5.50 Welland Stone lies in this sector: as set out in the Landscape History section above, the original centre of the settlement was in this part of the parish, and remained so until the 19th century.
- 4.5.51 The landscape character in this sector is the most complex in the LSCA study area. It comprises three different landscape character types. Settled Farmlands with Pastoral Land Use predominates on the east and south sides of Welland, and includes land around Castlemorton. The area is a good representation of the type, which is described as "... *small-scale, rolling, lowland, settled agricultural landscapes with a dominant pastoral land use, defined by their hedged fields*".
- 4.5.52 The Enclosed Commons type is characterised by "... *ordered patterns of large fields of regular outline*". Whilst this is mainly to the north and west of Welland, there is a small area covering the fields on the east side of the B4208 as it runs through the village.
- 4.5.53 Castlemorton Common is classified as Unenclosed Commons and is a very typical example, but this landscape type also extends northwards, covering an area from the north eastern edge of the Common as far as the village centre. This landscape does not display the key characteristics of unenclosed land and rough grazing, but its pattern fits the type's description which states: "*There is frequently an element of settlement associated with these commons, the style, scale and pattern of which is particularly distinctive, typically being small, wayside cottages, often white-washed, set in small plots of irregular shape. In many cases, tree cover is largely restricted to the plots and gardens associated with these cottages*".
- 4.5.54 Castlemorton Common ends abruptly at the parish boundary, which also forms the southern boundary of the LSCA study area. The different characteristics of the local landscapes in both parishes, and those of the boundary itself, are described in more detail in the relevant LSCA study area sections. However it is interesting to understand why these differences occur. The two parishes and landowners within them took diverging approaches to land-ownership, landuse and land management, which led to the contrasts in the landscapes seen today, as described in the Landscape History section above.

Change in landscape character between Castlemorton and Welland at parish boundary



- 4.5.55 The parish boundary's most significant visible feature is the belt of mature 'parish oak' which marks it. It is possible that there would have been oak along most of its length at one time; today there are several long gaps, especially where the boundary runs through properties near Bakehouse Farm, and alongside fields to the south east. 1885 maps show that there were few oak remaining south of the village even then, but to the south east, the belt was far more intact than it is today. Many of the trees would have occurred naturally in the long-since cleared forests and along the watercourses; those which remain are either remnants of the forest edge left to mark the boundary, or were planted for the same purpose. A particularly fine section of the parish oak can be found west of the village, east and north of Hancock's Lane (most clearly seen on Google Earth).
- 4.5.56 The northern boundary of the LSCA study area in this sector follows Drake Street eastwards as far as the 'gateway' to the village, which is marked by a sign and 30mph zone posts just east of Brookend Farm. However, the edge of the village is, in reality, indicated by properties at the crossroads further east: a former public house (The Anchor, now a restaurant 'The Inn at Welland') on the north side of Drake Street, and Lake Farm to the south. In between this point and the gateway, there are a few properties at intervals along the road. Travelling west, a long, panoramic view of the Malvern Hills' ridges and slopes open up over good quality landscape, characterised by fields and mature hedgerow trees. The Hills are an integral part of the village's character, context and setting. Although the outlook is rural, signage, telegraph poles, a caravan site and occasional domestication of frontages leads to a slight loss of quality and erosion of character at this point.

Gateway to village from east



Approach to village looking south east from crossroads at lane to Hook Bank



- 4.5.57 There is a cluster of properties at the eastern end of the study area. Apart from three properties on the north side of Drake Street, the rest extend along the south side for a stretch of approximately 500m, and include houses along the south side of a narrow lane which bisects the cluster.
- 4.5.58 A wide range of periods and styles are represented in the buildings in this part of the study area. They include late C18 Brookend House (Grade II listed), half-timbered, Victorian and modern red brick cottages and houses, as well as C19 Brookend Farm.

- 4.5.59 Marlbank Brook runs under Drake Street from the north east and through the grounds of Brookend House. At one time this was one of the largest Nerine nurseries in the country, and the plants were grown under polytunnels (these have been removed in recent years). There is significant, dense, mature vegetation associated with the Brook at this point, and it strongly influences the character of the approach to the village. This stretch of the road is enclosed by trees, roadside hedges, and mature ornamental vegetation associated with the properties. Views beyond the road corridor tend to be glimpses of properties and gardens through gaps, although occasionally, long views to the Hills open up.

Looking west along Drake Street near Brookend Farm



- 4.5.60 A small sloping hay meadow bisected by a stream ditch lies at the western end of the cluster of properties; it is a LWS known as Drake Street Meadow, and a Worcestershire Wildlife Trust Nature Reserve. The grassland is a traditional, species-rich neutral hay-meadow sward (Unimproved Lowland Neutral Grassland (NVC: MG5a)), and there are said to be over 80 species of plants (one of which is the green-winged orchid – rare in Worcestershire, and which could perhaps be the source of the orchids on the village green, through accident or design). The meadow is also a PHI site (meadow) and there is also a PHI 'additional habitat' adjacent to the east.

Drake Street Meadow Nature Reserve



- 4.5.61 The eastern boundary of the LSCA study area follows the line of the narrow lane southwards. It soon turns into an unsurfaced farm track, bounded by native hedgerows and escaped trees. Many of the trees are good, mature oak which make an important contribution to both local and wider landscape character; however some are in decline, probably due to damage. The track leads to two modern agricultural / storage buildings at Southend.

Track off Drake Street leading to Southend



Damaged oak along track to Southend



4.5.62 1885 maps show the track turning north-westwards at this point, along what is now an unsurfaced PRow to a property which is no longer standing, but which was possibly associated with the clay pits (the clay was used for manure³⁵) which are scattered throughout the area. These were also linked by tracks, most of which are still PRsoW. Many of the pits now form ponds and are recolonised with mature vegetation, providing good opportunities for wildlife (evidence of badger and dormice was seen during the assessments), as well as having local historic interest and contributing to the area's landscape character.

³⁵ <http://www.british-history.ac.uk/vch/worcs/vol3/pp554-557>

Old clay pit near Southend



- 4.5.63 On the west side of the track, south of the properties at the northern end, there are two PHI sites (woodland and orchard, the latter apparently in good condition).

Orchard / woodland west of Brookend House



- 4.5.64 The landscape in the central part of this sector is characterised by a distinct spur of land with quite steeply-sloping sides. The spur lies east of the settlement and west of the track, and adds to Welland's sense of containment, forming part of a chain of localised plateaux and spurs which almost completely encircles the village. This particular spur runs north east to south west, and its north-eastern end slopes down to the properties on the south side of Drake Street. It creates a strong

physical division between this part of the study area and the village: there is little or no intervisibility or physical connection between them at lower levels. The area is relatively tranquil. On the south east-facing slope there are four rectangular fields bounded by native hedgerows and a few escaped trees including mature oak. Whilst some of the fields have been enlarged, and some of the hedges are eroded / lost, the overall pattern makes an important contribution to local landscape character.

Field pattern on south east side of spur



4.5.65 At lower levels along the track, there is very little intervisibility or influence between this part of the study area and the wider landscape. As the land rises, however, the Malvern Hill's ridgeline can be glimpsed at certain points (see photo above), and at the top of the spur, there are panoramic views in an arc from the north east to the south west. Bredon Hill is visible on the skyline to the east.

Looking north east and east across eastern end of village from PRow along spur



- 4.5.66 A PRow leads off the track, climbing the spur in a north-westerly direction along the boundary of the orchard and an adjacent field. This boundary comprises a tall, unmanaged hedgerow with a few escaped trees, including a good mature oak. Although gappy in places, it marks a distinction between the properties and associated ornamental landscapes, and the (mostly) good quality open countryside beyond.
- 4.5.67 A tall, unmanaged, mixed native species hedgerow with occasional escaped trees runs along the ridge of the spur for most of its length. This acts as a visual screen to views to the west, although vistas open up through gaps, and on the other side of it, there are fine views across the rural landscape beyond the village to the Malvern Hills.

Hedge / treeline along top of spur with orchard / field boundary along PRoW



- 4.5.68 The PRoW from the track to the east turns south-westwards along the spur, and continues to a point east of Bakehouse Farm on the parish boundary, at which point it crosses Castlemorton Common. It is likely that this is an old trackway: there are several very good, mature wild service trees (*Sorbus torminalis*) in the hedgerow / tree line – these are indicators of ancient woodland and old boundaries. The 1885 maps show the track continuing to Drake Street to the north east via the orchard and Brookend House, but this right of way no longer exists.
- 4.5.69 The landscape elements, features and landcover at the south-western end of the spur north of the parish boundary are eroded and in poor to moderate condition, and a section of the central hedgerow is lost.

View looking south along spur and PRow (parish boundary is on skyline)



- 4.5.70 On the north-western side of the spur there is currently a good quality, rural, undulating landscape of fields, hedgerows and trees. This will, however, soon be lost to new housing. Two sites along the south side of Drake Street have been granted permission for residential development (see schedules in Appendix B for more information).

View over fields to be developed for housing on north west side of spur (Drake Street in mid-ground)



- 4.5.71 These developments will result in the closure of the green gaps between the properties west of Brookend Farm, the farm buildings along Drake Street, and the village centre, and their replacement with a housing estate and associated urbanising elements. Although local topography and vegetation

reduce the area of influence of these sites somewhat, the landform on which they will be sited is in parts visually prominent. There will be a significant change in local landscape character at this point, with the loss of the rural context and setting of the village at the approach from the east. How many of the characteristic elements and features of the landscape will be left remains to be seen. Several PRsoW run through, or adjacent to, these sites.

Site of new housing development along Drake Street



Site of new housing development along Drake Street looking east towards village centre



4.5.72 Mutlow's Orchard SSSI lies adjacent to (west of) the new residential development site on land between The Old Post Office and Church Farm. In the Reason for Notification it is described as "...an

old orchard, from which most of the fruit trees have gone, which has the finest population of wild daffodil Narcissus pseudonarcissus in Worcestershire... In addition to wild daffodil the associated herb flora in the meadow is characteristic of grassland where hay making followed by grazing has been the traditional management".

- 4.5.73 The orchard is associated with Mutlow's Farm, a traditional property set in mature, ornamental gardens. Although it is not highly visible, Mutlow's Orchard is nonetheless a highly important feature in both the local and wider landscape. As well as being an SSSI and thus of national importance, it is a remnant of the orchards which used to characterise the village. Although there is no public access onto the land, a PRoW runs along part of its eastern boundary. It is possible that the increase in footfall and use arising from the new houses when built could cause erosion and / or loss of these very sensitive habitats and the species they support.

Mutlow's Orchard (SSSI) with church spire beyond to north west



- 4.5.74 Beyond the fields allocated for new residential development, to the south west, the land remains elevated but forms a plateau which is bisected by the parish boundary.
- 4.5.75 To the south east of the village, the parish boundary follows the line of a well-wooded watercourse which runs just south of Welland Court (and through a medieval fishpond). It then runs north-westwards along the line of a track which diverges from the parish boundary line just east of Bakehouse Farm, crossing the Common in a westerly direction towards the Hills and cutting through property curtilages at this point.
- 4.5.76 The change in landscape character is distinct here. A tapering section of Castlemorton Common extends eastwards along the south side of the parish boundary, and a narrow road across it leads to a cluster of farms and dwellings. The majority lie in Castlemorton parish to the south, and in terms of character are more closely associated with the open landscape of the Common. They comprise mostly traditional / converted brick / render farm buildings and cottages, set in gardens with both native and ornamental vegetation (including a few parish oak). This area makes a highly important contribution to the character of the landscape, forming an integral part of the context and setting of both the village and the Common.

Parish boundary from Castlemorton Common looking east (Bredon Hill just visible on skyline)



- 4.5.77 Only a small part of the built complex at Bakehouse Farm lies within the study area. The condition of the landscape near to the farm is moderate. A PRow runs through the farm – it is part of the wider footpath network and an important link between the village and the countryside.

View along PRow north of Bakehouse Farm



- 4.5.78 The agricultural fields on the plateau (which has localised undulations) south west of the spur are mostly semi-improved pasture. The field boundaries are robust and in good condition, and are characterised by mixed native species hedgerows with some good, mature escaped oak. There are several small clumps and blocks of mature woodland (one mixed with conifers, another associated

with a large pond); these, along with the undulating topography and hedgerow vegetation, create a sense of intimacy in places, although the church spire and Hills are visible beyond. PRsoW criss-cross through the area, providing important links to and from the village centre through good-quality rural landscapes. It is very likely that the sense of tranquillity and the unspoilt nature of the area will reduce once the new housing developments to the north are built. The houses will be visible from some of the PRsoW beyond their boundaries.

View from PRow east of village looking west



- 4.5.79 One of the PRsoW leads to Welland via Knight's Farm / Cider Mill Farm. Here, the character of the landscape changes, being more closely associated with the village centre. This area is described in more detail later in this section, but the photograph below is taken from the PRow along the spur, illustrating the rural context and setting of the village in views from the west, and the defining influence of the Malvern Hills.

View of Hills from PRoW east of village (Bakehouse Farm in mid-ground)



- 4.5.80 To the south west, the southern boundary of the LSCA study area in this sector continues to follow the parish boundary along the north-eastern edge of the Common as far as the B4208 at the southern gateway to the village.
- 4.5.81 The land here slopes away from the plateau, and to the south and west, fine vistas opens up across Castlemorton Common to the Malvern Hills. The contrasts between the landscapes of Castlemorton and Welland are clearly visible at this point. The Common is semi-wild and naturally-beautiful, whereas Welland is more functional and domesticated, for the reasons set out in the Landscape History section above, and as illustrated in the photographs.
- 4.5.82 The gateway to the village from the south in this sector is marked by a residential property on the east side of the B4208. This has recently been restored (it exists on the 1885 map, as does the house on the opposite side of the road). At that time, the buildings stood in isolation on the edge of the Common, with fields, orchards and scattered wayside dwellings to the north. Today, the east side of the road beyond the gateway has retained its rural character, and development along the west side of the road is relatively well-screened from the Common in summer, though less so in winter.

Houses at gateway to village from south



4.5.83 The property on the east side of the road lies at what once would have been the Common's northernmost tip, at the junction of the B4208 and the lane leading south-eastwards to Little Welland. The property has a relatively small garden (probably reflecting the fact that it is restricted to Little Malvern and Welland parish), bounded by mixed native and ornamental vegetation. Tall conifers in the garden help to screen views from the east.

View of house at gateway to village from lane to south east



4.5.84 As well as the house, a large, flat arable field lies at the south-western corner of this sector. The field lies within the Enclosed Commons landscape character type and displays those characteristics,

whereas the land to the east, including the fields north of The Firs and Bakehouse Farm are an extension of the Unenclosed Commons type of Castlemorton Common. A low native hedge runs along the field's southern (and parish) boundary, with a single parish oak remaining. Topography, vegetation and built form screen longer views to the north, east and south, but there are fine views of the Malvern Hills, especially when seen with the Common in the foreground. There are also localised detractors, including domestic treatment of boundaries, a building with a very white roof which is highly visible from certain viewpoints, and telegraph poles.

Arable field north of Common and parish boundary (with single parish oak)



- 4.5.85 The 1885 map shows that there were open fields and orchards on both sides of the B4208 between the house and the church at this time; whilst the west side is now residential, the east side has retained its traditional rural character. Only one property was shown to exist on the east side in 1885, although another has since been built, along with associated buildings (including the one with the white roof). Although the landscape is generally of good quality, with key elements and features intact, the hedge along the east side of the B4208 / arable field is eroded.

Eroded hedge along B4208 at village gateway from south



4.5.86 Travelling north towards the village centre, views to the north east are screened by dense vegetation (native / ornamental trees) in the gardens of the first property (more so in summer than in winter). The native roadside hedge is predominantly intact as far as the church, and is a locally-important feature in the village, making an important contribution to its character.

Native species hedge and ornamental vegetation along east side of B4208 through village



4.5.87 North of this property, an unsurfaced track bounded by hedges leads to residential properties north of The Firs. These are set in large, ornamental gardens with associated paddocks, a tennis court

and a large pond. There are many good, mature trees both in the grounds and along the boundaries, and an area of traditional orchard (a PHI site).

- 4.5.88 A second unsurfaced track bounded by gappy hedgerows lies north of a large, flat hay meadow in between the two properties. There are fine views across the meadow, although they are not extensive, and limited by the treelines to the east. The track is a PRoW and the access to Knight's Farm and Cider Mill Farm, the latter being visible across the meadow.

PRoW along track leading to Knight's Farm and Cider Mill Farm



- 4.5.89 The farms form clusters of buildings in open countryside. The land is gently undulating, and there is significant mature tree cover in and around the complex. As well as the residential properties, there are various old red brick outhouses, timber and metal storage sheds, and various farm-related materials and equipment in the yard. Although the area is cluttered and untidy, it has a certain amount of charm.

Knight's Farm / Cider Mill Farm



4.5.90 The PRoW continues eastwards, through an old orchard and onwards through fields, joining the PRsoW which criss-cross the spur of land to the east of the village and providing access to the wider countryside beyond. The area is very enclosed even in winter, and there are several small fields bounded by hedgerows, what appears to be unimproved grassland and ponds. Although these are in mixed condition, they are likely to provide very good opportunities for wildlife including protected species.

Old orchard in winter at Knight's Farm / Cider Mill Farm



- 4.5.91 The old orchard is part of a larger and locally-significant area of trees north of the PRow and east of the B4208. It extends northwards as far as the church, and its eastern boundary is contiguous with Multow's Orchard SSSI.
- 4.5.92 The trees comprise fruit and nut orchards, a group of good, mature oak and field maple, and a belt of mature deciduous woodland along the boundary with the SSSI. The tree groups are covered by a TPO, and the orchard / woodland is a designated LWS called 'Mutlow's Farm Orchard' (although the orchard is known locally as Purser's Orchard). The general description states: "*This moderately large orchard of over 150 trees of various fruit varieties was well established by the 1930s but is certainly much older than this. There are some excellent mature-age trees including Laxton superb, Newton wonder, Bramley apples, Conference and Perry pear, Victoria plum and Pershore egg-plum and a number of damson varieties, as well as 2 large walnuts and some ancient coppice-grown hazel trees*". It is considered to be in good condition and well-managed. It is likely (although yet to be confirmed at May 2015) that the orchard supports the Noble chafer (*Gnorimus nobilis*), a rare beetle which relies on old orchard habitats for its survival. The wild daffodil *Narcissus pseudonarcissus* also grows in the grassland under the trees.
- 4.5.93 As well as its importance for biodiversity, the orchard / woodland makes a significant contribution to Welland's historic and rural character, context and setting, including the setting of the church. It is a highly valuable and irreplaceable asset.
- 4.5.94 North of the track leading to the farms is a red brick C19 property with outbuildings set in ornamental gardens. Beyond this, the woodland and old orchard extend along the road as far as the church, behind the roadside hedge which is in very good condition along this section. Both the woodland / orchard and the meadows also form significant green gaps along the road within the centre of the village, further increasing the value of these areas in terms of the functions they perform.

Woodland and old orchard close to village centre



- 4.5.95 The church and graveyard occupy a small area of land at the crossroads. The road frontages comprise a low Malvern stone wall, and there are several ornamental trees in the grounds, some of which would almost certainly have been planted around the time the church was built (1875).

Grounds at front of Church of St. James



South to West: Parcels 24 – 28

- 4.5.96 This sector lies wholly within the AONB. It comprises land lying between the B4208 to the east and Marlbank Road (A4104) to the north, and extending south-westwards as far as the ridgeline of the Malvern Hills. The landscape character types in this sector reflect both topography and history, and they have contrasting key characteristics.
- 4.5.97 The Herefordshire Beacon, or British Camp, lies c. 3.6km west of the village centre. It forms a highly distinctive feature on the skyline due to the terraced earthworks which were created during the Iron Age. British Camp is a Scheduled Ancient Monument (SAM). It is also one of the most important viewpoints on the Malvern Hills (this is described in the Visual Baseline section below). There is another Iron Age hillfort and SAM on the Hills - Midsummer Hill, which lies c. 4.3km south west of the village.
- 4.5.98 The central section of the Hills' steep-sided, east-facing slopes in this sector are predominantly unwooded, although there are dense woodland blocks on the slopes east of British Camp and a belt around the hillfort at Midsummer Hill.
- 4.5.99 The land south of the A4104 is typical of the Enclosed Commons type, in agricultural land use and with strong, often geometric patterns created by field boundaries. There are small woodland blocks on the Hills' lower slopes, and a remnant belt of woodland associated with Marlbank Brook at Dingle.
- 4.5.100 Little Malvern Court and Priory lie in this sector, c. 2.7km west of the village and just north east of British Camp.

Little Malvern Priory from A4104 by Marlbank Inn



- 4.5.101 At this elevated position on the hill slopes, the buildings are intervisible with Welland. The village can be seen from areas around the Priory including the car park. In summer, the village is relatively well-integrated into the landscape: this is because the level of the viewpoint is lower, which means that the mature vegetation in and around the village is more effective as a screen. Views from the Priory itself are screened by trees in summer, but in winter the views are likely to be more open.

View from A4104 adjacent Little Malvern Priory looking east across Severn Vale towards Bredon Hill



- 4.5.102 The majority of Castlemorton Common (Unenclosed Commons type) lies within this sector, and south of this the character type is Settled Farmlands with Pastoral Use, which also characterises most of the landscape east and south of the village.
- 4.5.103 Beyond the village, settlement is scattered. It comprises farmsteads predominantly associated with the modern, agricultural landscapes, and small cottages and landholdings around the edges of the Common north of Hancock's Lane.
- 4.5.104 Both Marlbank Brook and Welland Brook rise in, and flow north-eastwards, through this sector, the latter – canalised in the 19th century – bisecting the settlement and forming the boundary to rear gardens. Both are also well-wooded along much of their length.
- 4.5.105 The majority of Welland's homes lie in this sector, extending to form a densely-settled triangle on the land between the village centre, its gateway to the south, and the Marlbank Brook to the north. 1885 maps show that there was very little built development here, apart from the school (founded 1876) and a few scattered wayside cottages. The school has since been sympathetically extended, and the cluster of buildings sit comfortably in the village centre's landscape context. The pinky-brown colour of the materials used particularly helps to integrate the built form into its surroundings.

Welland Primary School beyond playing fields



- 4.5.106 Most of the residential development in this part of the sector was built in the 1960s and 70s. Today, the field which lies between the school and the church is used as a playing field and for community events; the village hall was built in its current position in 1992, although it replaced the parish hall which first appears on maps in c. 1927 and was rebuilt in c. 1953.
- 4.5.107 The village green lies north of the village hall. It was created when the road and junction at the crossroads were realigned in c. 1978, in the space between the old and new roads. The line of the old road was truncated and now forms the access to the school, village hall and playing fields, with associated parking areas. The villagescape has absorbed the change relatively well; the Green provides an area of well-managed open space which, although not traditional in style, has become an integral part of the character of the village centre. It has been planted with ornamental trees (birch, horse chestnut and poplar). These are uncharacteristic in the rural landscape, but not entirely out of keeping with the immediate context of the village. Features include a war memorial (dedicated 8th May 2005), paths, seats and a flagpole (the area was laid out at the same time).

Welland village green



4.5.108 Of particular note are the green-winged orchids (*Anacamptis* [or *Orchis*] *morio*), which flower abundantly on the Green between mid-April and mid-May. They are protected and managed by the Parish Council, and are a beautiful sight when in flower.

Green-winged orchids on village green



4.5.109 WCC owns part of the Green (the area required to maintain sightlines, which includes the green-winged orchid area), the Parish Council owns the rest.

- 4.5.110 In winter, the screening effect of vegetation, including the trees on the Green, is far less, and longer views open up, with properties along California Lane visible on the crest of the spur to the north.

Winter view from village green looking north



- 4.5.111 The view along the B4208 looking south from the crossroads is of the village hall, which breaks the skyline of the Hills at this point. Beyond, the west side of the road is characterised by young / semi-mature ornamental trees (including chestnut and copper beech), some on the wide roadside verge and others in the playing fields. The boundary of the playing fields is an old, estate-style metal fence.

Looking south along B4208 from village centre



- 4.5.112 The southern gateway to the village is at the parish boundary, which crosses the road at this point. A 19th century house, a modern feature stone wall and signs mark the west side of the gateway, but the fields and mature trees along both sides of the road, and the belt of vegetation to the west, add to the rural context and setting of the village in this sector.

West side of southern gateway to village



- 4.5.113 Just beyond the gateway, the parish boundary comprises a well-managed native hedgerow (with a couple of gaps in places), and there is a very fine, mature parish oak which forms a distinctive feature in the area (a smaller oak and a mature native black poplar³⁶ are also growing on close by).

³⁶ Black poplar (*Populus nigra ssp. betulifolia*) is one of Britain's rarest trees.

Oak and hedge along parish boundary west of southern gateway to village



4.5.114 North of the parish boundary, the land is relatively flat, although there is a gentle slope down to Welland Brook. East of the watercourse lie several grassed fields / paddocks which are subdivided by fences and gappy hedges, although there are some good mature escaped trees in places. There is also significant vegetation along the watercourse, part of which is PHI deciduous woodland. The fields are relatively well-screened by vegetation from the south and west, and by built form to the north and east (residential properties which are visible through gaps / over the top of the hedge).

Fields / paddocks north of parish boundary



- 4.5.115 An unsurfaced track runs alongside the parish boundary, at the northern end of the Common. Travelling west, the land slopes down to the watercourse, where there is a small, dense area of native woodland (parts of which are also PHI deciduous woodland). The boundary between Welland and Castlemorton is strongly-defined at this point: the track dog-legs away from the parish boundary alongside a tall, dense hawthorn hedge, leaving a narrow strip of woodland (PHI) / orchard / grassland between the two. The vegetation along the parish boundary is tall and unmanaged (no parish oak could be seen). This means that there is very limited intervisibility between the field (Welland) and the Common (Castlemorton), even in winter.

Field between parish boundary (left side of photo) and hedge at north end of Common



- 4.5.116 An isolated C19 residential property lies along the north side of Welland Brook, which is accessed off the track: it is well-screened by vegetation from most directions apart from to the west, with views towards it from the PRow which runs along the western side of a large field of semi-improved grassland lying west of the property. A large, modern agricultural shed has been constructed in this field, which has been subdivided with fencing. There is also a smaller shed, storage and parking areas which add to the visual clutter. The larger shed is clearly visible from the Hills, intruding into open countryside.

Field north of parish boundary and agricultural building (from PRow to west)



- 4.5.117 The field to the west of the PRow (outside the LSCA study area) is used for horse-keeping and equestrian activities – there is hardstanding and a fenced manège with lighting, jumps etc., and fences either side of the PRow. The close association with the adjacent field means that users of this PRow experience an eroded and cluttered landscape.

PRow along west side of LSCA study area (looking south towards parish boundary)



- 4.5.118 A complex of buildings and several fields associated with Welland Farm lie south of the settlement. The pale-coloured / reflective roofs of two of the buildings are highly visible from the Hills (see Section 4.7).

- 4.5.119 The land in this part of the sector is relatively flat. Closer to the settlement, the fields (meadow / pasture) are divided into long, narrow strips. These are bounded by hedgerows in varying condition: some are robust and intact with a few mature, escaped trees, whereas others, including the boundary along the settlement edge, appear gappy / eroded. Landcover is also eroded in localised areas. Rooftops of residential properties at the western edge of the village are visible over the top of the hedges, through gaps in the trees.

South-western edge of settlement



- 4.5.120 The PRoW follows the track north west of Welland Farm before turning northwards and sloping down to Marlbank Brook, which is densely vegetated. Despite some loss / erosion of hedges on the village fringes, the quality of the landscape quickly improves, with a fine outlook towards the southern end of the Malvern Hills and no built form visible, in summer at least.

View towards Hills from PRow west of village



- 4.5.121 The track / PRow runs past half-timbered and red brick properties screened by mature vegetation and crosses the Brook; the watercourse is hidden from view for much of its length, and this is one of the few places where it can be seen meandering through its wooded setting.

Marlbank Brook near Marlbank Farmhouse



- 4.5.122 The woodland belt extends to form a scrubby, overgrown area lying between the track and the residential properties to the east: this appears to be used as a cut-through from the houses to the footpath.

- 4.5.123 The track passes Marlbank Farmhouse, a C17 Grade II listed building (with early C18 barn). Most of the buildings in this part of the sector were in existence before the mid-C19 (the half-timbered property was a smithy). The fields surrounding the properties were orchards, although larger areas beyond had already been cleared and enclosed for agricultural use. Marlbank Farmhouse is red brick with some half-timbered outbuildings. The house is surrounded by mature, predominantly ornamental vegetation apart from the north west-facing side, which is open.

Track past Marlbank Farmhouse



- 4.5.124 To the north and west of the farmhouse, the land rises more steeply towards a spur of land which crests at Marlbank. There are fine views of the Hills across the good quality, unsettled landscape from the PRoW, including the remnant woodland in the valley at Dingle through which Marlbank Brook flows eastwards – the mature trees are in good condition and form a locally-important feature in the landscape.

View of woodland and Hills from track near Marlbank Farmhouse (British Camp in centre of photo)



- 4.5.125 On the east side of the track there is a small, grassed field which is enclosed by vegetation. The track continues as far as Marlbank Road (there is no onward footpath, but a footway on the north side of Marlbank Road gives access to PRsoW at Marlbank / Upper Welland).
- 4.5.126 From the lower sections of the A4104, the southern side of the village and Castlemorton Common are screened even in winter by the dense vegetation associated with Marlbank Brook and areas around Marlbank Farmhouse (visible in the mid-ground).

Dense vegetation at south-western edge of village



West to North: Parcels 29 – 43

- 4.5.127 This sector comprises land lying between the Marlbank Road (A4104) to the south and the B4208 to the east, extending north-westwards as far as the Malvern Hills' ridge, from just north of British Camp to North Hill.
- 4.5.128 The landscape character type here is Enclosed Commons, which extends northwards from Welland and Castlemorton Common as far as Blackmore Park. It includes Little Malvern, the Three Counties Showground, and the west side of Hanley Swan. Scattered, large farmsteads and equestrian establishments are characteristic, with a few wayside dwellings.
- 4.5.129 The wider area is flat / gently-undulating, rising towards the Hills. There is little or no woodland cover apart from a long remnant belt (Danemoor Coppice) which lies close to the northern boundary of the LSCA study area. C19 maps show that the woodland was twice the size at that time. A small watercourse runs through the woodland from the south west, and a large pond has been formed at the eastern end of the wood. A line of pylons crosses the area north of the village, detracting from some fine views of the Malvern Hills.
- 4.5.130 Landuse is predominantly arable, but there are also several horse-keeping establishments with associated erosion of elements, features and landcover, and paraphernalia such as stables, tape / timber fencing, jumps, feeding clutter etc. Otherwise, the landscape is well-managed and in relatively good condition.
- 4.5.131 Despite the lack of woodland in the area, there is dense, mature vegetation along watercourses and field boundaries, and occasional copses and plantations. These, along with localised undulations, provide a high degree of screening across the landscape at lower levels; however above them, the Malvern Hills, Bredon Hill and the edge of the Cotswolds are visible, resulting in a high degree of openness in many places.

Enclosed Commons landscape type north of Welland looking south east



- 4.5.132 In this sector, the LSCA study area extends westwards as far as the track / lane west of the Marlbank Inn. This forms a loop, leading to Wood Farm and adjacent residential properties.
- 4.5.133 The northern boundary of the study area runs along the track west of California Lane, and the area includes residential properties, gardens and fields north and south of California Lane and west of the B4208.
- 4.5.134 There is a large triangular block of C20 residential development within the settlement boundary north of Marlbank Road, on the edge of open countryside. This is associated with linear built form along

the road to the east, the cemetery in between, and a large, Victorian Malvern stone building (plus extensions) which used to be a vicarage but is currently a care home for the elderly (Welland House). Access to this is via Lime Grove, along both sides of which there is also recent residential development.

- 4.5.135 There are also arable / pasture fields, small blocks of traditional orchards, and sports pitches in this sector. Marlbank Brook runs north east to east through the centre of the sector, and Welland Brook runs north-eastwards across Castlemorton Common and through the settlement, discharging into the Marlbank Brook east of the B4208.
- 4.5.136 The topography in this sector is complex. The area forms part of the broad transition zone in which the steep-sided slopes of the Malvern Hills merge into the flatter landscapes of the Severn Vale. Small watercourses influence the landform, creating localised and often distinct undulations, steep slopes, domes, spurs, ridges and shallow valleys. These features also reflect changes in the underlying geology and soils.
- 4.5.137 This part of the LSCA study area lies wholly within the Malvern Hills AONB. The landscape and peoples' perception of it are strongly influenced by the Hills, which are visible throughout the area apart from a few places which are either east-facing or enclosed / screened by topography, built form and / or dense vegetation. The nature of the views varies, with the Hills either forming the backdrop to fine vistas across the landscape, being glimpsed through trees, or peeping above them. The Iron Age hillfort at British Camp is a particularly distinctive feature in views from the east.
- 4.5.138 The cluster of buildings at the west side of the LSCA study area (pub, farm and residential development) are isolated and physically-separated from the village, lying 1km from the centre. The area is situated on higher ground and forms the gateway to the Hills, with fine views across a good quality, unsettled landscape. It is more closely associated with the settlement at Upper Welland, although there are views eastwards towards the Cotswolds above the ridgeline. There is a fine view of Little Malvern Priory nestled into the wooded hill slopes below British Camp to the west.

Malvern Hills from A4104 looking west from Marlbank Inn



- 4.5.139 A mature avenue of ornamental trees (mostly lime) forms a strong buffer between Marlbank and Upper Welland (more so in summer than winter). The buildings in the area are of relatively recent construction, or 19th century (possibly earlier) which have been restored / rebuilt. There is parking and a campsite adjacent to the pub with ornamental planting including an uncharacteristic, tall Leylandii hedge. Grazed paddocks lie behind, with some very good, mature trees around a large pond.

Paddocks north of Marlbank Inn with Bredon Hill on skyline



Mature trees around pond in paddocks north of Marlbank Inn



4.5.140 The loop road is a narrow stone track bounded by hedgerows / fences on both sides. Wood Farm agricultural complex lies to the north, comprising a stone farmhouse and several modern farm buildings. The influence of the Hills is strong here as the land rises towards them. 18th century maps show that the only the east side of the loop road existed at that time, providing access to 'Garret Pool' and then turning eastwards, leading to Hanley Swan. No vestige of this route appears to remain, having been superseded by the grid-like roads constructed in the 19th century. The west side of the loop road was constructed in the 1970s or 80s.

Wood Farm looking north west towards Malvern Hills



4.5.141 The residential properties east of the loop road are large, predominantly brick-built, and have sloping, ornamental gardens. Although some are of 20th century construction, others are shown on the 1885 maps, associated with orchards around the farm. The 1772 map shows a mill in this location, and a windmill just north of the old road, so it is likely that this small settlement cluster has existed for some time in one form or another.

Residential properties on high ground at Marlbank



4.5.142 The area is in fair to moderate condition, with localised loss and erosion of features especially hedges. Small remnants of traditional orchards (three of them are PHI sites) exist on the slopes east

of Marlbank, including one which comprises a few trees uncharacteristically marooned in a large field (a PHI site, but there is no orchard shown in this location on the 1886 map).

Remnant orchard trees in fields west of village



4.5.143 The open rural landscape here is generally well-managed, and elements and features are in good condition, although one of the fields on the slopes has been enlarged and there is a line of telegraph poles and wires.

4.5.144 The fields west of the village perform several key functions in the landscape. This includes acting as an integral and highly important part of the rural setting of the Malvern Hills along one of the main approaches from the east along the A4104. This makes them highly sensitive to change.

Fields west of village looking west towards Malvern Hills



- 4.5.145 Travelling east from the Hills towards Welland, the village is visible on the plain below, although the view is momentarily lost due to the localised ridgeline south of the pub. Just past the pub, the land slopes steeply away and a fine, long vista across the Severn Plain opens up over the rooftops of the settlement, with Bredon Hill on the skyline. The road has been cut into the ridge at this point, with steep banks either side.

First view of village from west (VP just east of Marlbank Inn)



- 4.5.146 Further down the slope, the village and its wider landscape context to the east come into clearer view. The distinctive spire of the Church of St. James now begins to form a distinctive feature on the

skyline, along with mature, ornamental conifers within the settlement. At this point, the fields west of the village form an integral and highly important part of its rural context and setting. They also lie at the western gateway to the settlement: its edge at this point is characterised by modern residential development lying behind Marlbank Brook, which is sparsely-vegetated along this section.

Fields west of the village looking east at village gateway



Village gateway from west



4.5.147 California Lane runs along the eastern end of a distinctive spur which creates a strong sense of enclosure to the northern and north-western sides of the village. The spur has steep-sided south-facing slopes which fall to Marlbank Brook.

Spur of land / California Lane north of village



4.5.148 California Lane is a narrow, stone-surfaced track off the B4208 leading to land east of Wood Farm, providing access to several properties and associated buildings (residential / agricultural / horticultural uses). It was not possible to find out how and when it got its unusual name, but the track is shown on 19th century maps. It rises up the slopes of eastern end of the spur and runs along its ridge. At its western end, the landscape is of good quality despite the pylons and telegraph poles, with fine unsettled rural views towards the Hills.

Western end of California Lane looking north west



- 4.5.149 In the 19th century there was no built form along the lane, but an avenue of trees is shown as a feature on the old maps. Today, no (significant) trees remain along the north side (these would probably have been oak). Along the south side however, there is a line of fine, mature oak. The old maps show these interspersed with conifers (Scots pine), although only one or two of the latter remain – the others may have been removed to allow the oak to grow on, or reached the end of their lives.
- 4.5.150 The oak are predominantly intact apart from a group of four which are in decline, probably as a result of severe damage (the trees are covered by a TPO). This treeline is a highly distinctive feature in local views at lower levels, especially from the north and the south, and their loss would render built form on the skyline much more visible. In winter, views of built form are not screened, but filtered by the trees.

Tree line along California Lane on skyline from north in summer



Tree line along California Lane on skyline from north in winter



Tree line along California Lane on skyline from south



- 4.5.151 The slopes either side of California Lane would once have been grassland, but as various types of built development have been allowed along the lane, the land has been subdivided into gardens, paddocks and orchards with both native and ornamental vegetation. Horse-keeping and other landuses / activities have resulted in some erosion of elements, features and landcover, with associated clutter. The character is domesticated, and on the south side, this is thrown into prominence by the aspect of the slope. Several buildings are visible on the ridge from the south, and are unscreened year round.

Buildings and slopes south of California Lane from B4208



- 4.5.152 The eastern side of this part of the LSCA study area runs along the B4208. This area forms the gateway to the village from the north, and from this direction the eastern end of the spur forms the skyline, screening the main part of the village from view. The pylons and cables which cross the landscape north of the village are a significant detractor in the local area, and reduce the visual quality of the landscape.

View towards northern edge of village from B4208 near Danemoor Cross



- 4.5.153 Travelling south towards the village centre, the road crests the eastern end of the spur and dips down to the Marlbank Brook valley floor. There is significant, dense vegetation along the road (including a

fine, mature oak) which creates a strong sense of enclosure, especially in summer when it partially screens views of the residential properties and ornamental gardens along the west side of the road. Some of the frontages are domestic in character, with hedges replaced by timber fencing.

Approach to village centre from B4208 looking north



4.5.154 The topography of the Brook valley and dense vegetation also create enclosure, although the spire of the church forms the focal point of the view at certain points.

Approach to village centre from B4208 looking south



- 4.5.155 The meadows south of the Brook allow fine, long views towards the Hills' ridgeline. In the photograph below the view is framed by dense vegetation along the watercourses (Marlbank Brook with significant willow along the toe of the spur slopes, and Welland Brook running through the meadows).

View to west across meadows south of Brook



- 4.5.156 Further south, the road rises again and the village centre comes into view, marked by a wayside brick cottage with the Hills as a backdrop to the view across the meadow. Telegraph poles and overhead wires are detractors in these views.

View to west from B4208, north of crossroads



- 4.5.157 The meadows perform an important function as a green, open gap near the heart of the village, contributing to its rural context and setting. The landscape elements and features are generally intact and make a good contribution to local landscape character, although parts of the road frontage and gardens are domesticated, and there are several bright yellow conifers in one garden which draw the eye.
- 4.5.158 At the centre of the village, the land flattens out and views of the Hills open up, as described in the Village Centre section above.
- 4.5.159 The sports pitches occupy a flat, open grassed field at the junction of the B4208 and A4104, and the brick pavilion lies at the field's southern corner at the crossroads. The pitches are an important and well-used community asset, making a highly valuable contribution to both formal and informal recreation in the village and beyond. As well as the pavilion, there is a surfaced car park, a surfaced and part-fenced multi-use games area, and several pieces of play and sports equipment.

Sports pitches from car park looking east



- 4.5.160 There is a low native species roadside hedge along the B4208, with a wide grass verge, a timber-gated entrance to the pitches, and a locally-distinctive old timber bus shelter next to it. The hedge continues around the boundary of the pitches as far as the access to the car park off the A4104.

View adjacent sports pitches along B4208 looking north



- 4.5.161 Welland Brook runs along the north-western boundary of the pitches in a straight, steep-sided valley, having been canalised in the 19th century. It is well-vegetated along most of its length, although the more mature and significant vegetation is at its north-eastern end. The vegetation along the south-western section of the pitches is more of an unmanaged hedge, but does allow fine views of the Hills

(although native trees and shrubs have been planted on the slopes along the south side of the watercourse). A timber post and rail fence marks the boundary of the pitches along the edge of the car park and the length of the watercourse, and there is a footpath alongside. A bench seat is provided close to the car park.

Sports pitches from car park



4.5.162 Access to the car park is via set-back timber gates. At this point, the vegetation along the watercourse and adjacent to the road is taller and more dense, helping to screen or filter views of residential development further west. However Welland House care home is visually prominent in views from the east and south (as are properties along the south side of California Lane). Also, the screen is less effective in winter.

View from village green looking north west



Winter view of houses along Marlbank Road / Lime Grove from sports pitches



- 4.5.163 Beyond the car park, the hedge on the north side of the road is tall and unmanaged. It forms the road frontage to an arable field which lies west of the watercourse. The southern portion of this field is currently the subject of a planning appeal (see Parcel 41 Schedule 1 for details).
- 4.5.164 The field is flat / gently-sloping towards the Marlbank Brook which forms its northern boundary. There is significant mature vegetation in a wide belt along the Brook at this point. The western boundary adjoins a field, the care home, and residential properties at Lime Grove. It is a predominantly native species hedgerow with some escaped trees, although there is also some domestic treatment.

Condition is poor in places, with some damaged / eroded sections. The arable field is not highly visible in the local landscape, but it forms an integral part of the village centre's rural context and setting.

Arable field north west of sports pitches



- 4.5.165 West of the arable field, south of the Marlbank Brook, there is a small field which appears to be, or to have been, associated with the care home to the south. The field is enclosed by the spur and dense vegetation along the Brook to the north, by the field boundary to the east, and by the mature ornamental vegetation around the care home to the south. To the west, however, there are residential properties adjacent, and the Hills' ridge and Worcestershire Beacon are visible to the north west.
- 4.5.166 The field is currently used for keeping horses. The grassland is severely eroded and poached, and there is damage to trees and hedgerows. The field is very cluttered, with various materials and paraphernalia stored on site, tape and other impromptu types of fencing. Telegraph poles and overhead wires are also detractors.

Field north of Welland House



- 4.5.167 There are several other detractors in the area between the field and the care home, including static caravans, sheds, storage tanks and bins.

Area north of Welland House



- 4.5.168 The care home was once a vicarage. It sits in a setting of mature trees including lime, which presumably gave their name to the adjacent and relatively recent housing development at Lime Grove. There are also locally-distinctive mature conifers such as Scots pine in the grounds. The new houses lie on either side of the access road to the vicarage / care home, with an avenue of ornamental trees (mostly horse-chestnut) framing the view of the house. It has been extended over

the years and is now an extensive built complex; however the colour of the stone, brick, render and tiles is a muted pinky-brown, which works remarkably well in this landscape and helps to mitigate the prominence of the building in local views, especially those towards the Hills.

Welland House from south east



- 4.5.169 South of the care home and north of Marlbank Road, there is a small, tidy cemetery. It has a brick, timber and tile lychgate at the entrance, and is framed by mature vegetation with occasional views of the adjacent houses through trees. The road frontage is a good hedge with some escaped trees.
- 4.5.170 The cemetery is a LWS, designated for its grassland plant species (Unimproved Lowland Neutral Grassland (NVC: MG5/5b)). The green-winged orchid used to be abundant here but this plant, along with other important species such as cowslip and adder's-tongue fern, is in decline.
- 4.5.171 It is also a PHI site (lowland meadow), and is currently designated by MHDC as a 'Site of Regional or Local Wildlife Importance' (MHDC Policy QL17). It is anticipated that this level of protection will be maintained when the South Worcestershire Development Plan (SWDP) is adopted, replacing the current local plan.
- 4.5.172 As well as its importance for wildlife, the cemetery plays an obvious and essential role in the village and its community. It also functions as a small and intimate but important green gap at the heart of the village.

Welland Cemetery



4.6 Biodiversity

- 4.6.1 'Biodiversity' issues are an important factor in the assessment of landscape effects, as different habitats have different characteristics and features which are visible in the landscape and contribute to its character. Loss or erosion of habitats can therefore lead to adverse effects on landscape character and visual amenity. Changes to landscape features, elements and landcover can also result in changes to these habitats and the species of flora and fauna they support.
- 4.6.2 GLVIA3 notes that "... *the presence of features of wildlife... can add to the value of the landscape as well as having value in their own right.*"
- 4.6.3 In its guidance document *A Handbook on Environmental Impact Assessment* (4th edition 2013), SNH sets out its belief that "...*all landscapes, everywhere, are important as [inter alia] ...an environment for plants and animals, the condition of which directly affects biodiversity conservation.*"
- 4.6.4 The baseline information which needs to be gathered and considered in landscape assessments is set out in LCA guidance; the list includes "literature on wildlife" such as relevant Natural Area Profiles, Biodiversity Action Plans, and Phase 1 habitat surveys.
- 4.6.5 On-the-ground ecological surveys are beyond the scope of landscape assessment, and that level of detail is not normally required at this stage (proposals for future development should include an ecological survey in accordance with best practice – see Recommendations). However, this assessment has taken into account data kindly provided by the Worcestershire Biological Records Centre (BRC), and identifies designated sites, notable / protected sites, and key species if relevant. If significant potential for biodiversity is noted during the surveys, it is recorded and incorporated into the judgements about value and sensitivity / capacity. The information is shown on Figure 5 – Biodiversity Baseline; it is also summarised in Section 4.1, and on the individual parcel schedules in Appendix B.
- 4.6.6 Key biodiversity-related factors are set out below:
- 4.6.7 Several SSSI Impact Risk Zones extend across the study area. These zones indicate where proposed planned change to the environment could result in significant damage to a SSSI, and / or where future projects could require more planning and consultation in order to avoid affecting those sites.

- 4.6.8 The most notable wildlife site in the village itself is Mutlow's Orchard SSSI: "*An old orchard, from which most of the fruit trees have gone, which has the finest population of wild daffodil *Narcissus pseudonarcissus* in Worcestershire... In addition to wild daffodil the associated herb flora in the meadow is characteristic of grassland where hay making followed by grazing has been the traditional management*".
- 4.6.9 19th century maps show a great concentration of orchards in the parish. The majority have now been cleared, and those that remain provide a living link with the landscape of the past as well as a nationally important habitat for wildlife. Several are PHI sites. The legacy of orchard activity in the area can occasionally also be found in some hedgerows in the form of perry pear trees. Some of the remnant orchards in the area show signs of care, others of neglect.
- 4.6.10 Traditional orchards are highly important features in the landscape, and are of great value in terms of what they contribute to landscape character, landscape history, and of course, biodiversity. They are a Biodiversity Action Plan priority habitat and support a variety of species including noble chafer, lesser spotted woodpecker, various saproxylic beetles and many species of fungus. Active management of these habitats is crucial for their long term survival.
- 4.6.11 Unimproved grasslands are a particularly important feature of Worcestershire's landscape, with the county accounting for some 20% of England's lowland neutral meadows and pastures. These nationally-important habitats still survive within the parish, usually in very small patches. It is estimated that 97% of all unimproved grassland pastures and meadows disappeared from the UK in the 20th century, and the conservation and expansion of those that remain should be considered a priority. Species-rich, unimproved pastures can be associated with traditional orchards, and the history of orcharding activity in Welland may, inadvertently, have helped to safeguard some of the small areas of grassland that remain.
- 4.6.12 There are several Local Wildlife Sites in the village, including Mutlow's Farm Orchard, Drake Street Meadow Nature Reserve and Welland Cemetery, and several PHI sites including some good, traditional orchards.
- 4.6.13 There is currently a good network of wildlife corridors, foraging areas and other habitats throughout the study area, some of which have high potential for the presence of a wide variety of flora and fauna, including European Protected Species (EPS) (bats, dormice and great crested newts amongst others). The various watercourses in the area, including Marlbank Brook and Welland Brook, offer diverse aquatic and terrestrial habitats which make an important contribution to both local and wider biodiversity. They provide vital connections to the wider ecosystem, and their protection and appropriate management is essential. The Water Framework Directive (WFD) introduces a holistic approach to the management of water quality, and establishes a system for the protection and improvement of all aspects of the water environment, including water quality and ecological quality. The Directive requires all inland and coastal waters to reach at least "Good" status by 2015.
- 4.6.14 However, erosion and loss of habitats such as hedgerows, woodlands, orchards, ponds and unimproved grasslands have resulted in the connectivity between them being broken in places. These are also highly valuable elements and features in the landscape; their erosion and loss leads to adverse effects on landscape character and visual amenity.
- 4.6.15 There are differences in levels of management from parcel to parcel which affect the potential for biodiversity. Intensive farming methods, horse-keeping and other activities can reduce opportunities for flora and fauna; conversely, unmanaged habitats, or ones which are managed for biodiversity, are likely to be highly valuable.
- 4.6.16 Residential development can have direct and indirect effects on the landscape: the effects of loss of habitat may be quantifiable, but indirect effects arising from increased human activity (noise, lighting, disturbance, pressure on sensitive habitats and species, pollution, domestic pets preying on birds and small mammals etc.) can also arise, especially on the settlement fringes.
- 4.6.17 It is also important to note that gardens can provide very good opportunities for wildlife, and may offer more diverse habitats than improved arable fields, for example, so long as wider connectivity is maintained.

4.7 Visual Amenity

- 4.7.1 The assessment of visual amenity is a separate process, distinct from, but related to, the assessment of landscape character. The Landscape Institute's guidance (GLVIA3) explains that the two distinct components of landscape and visual assessment are:

1. Assessment of landscape effects: assessing effects on the landscape as a resource in its own right [i.e. regardless of how visible it is, or who can see it]
 2. Assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.
- 4.7.2 LSCA guidance (Topic Paper 6) reminds us that effects on factors such as landscape quality can change the way in which the landscape is perceived. This also affects its value.
- 4.7.3 LVIA is normally used to assess the effects which could arise from a specific development with defined parameters. LSCA determines an area's Visual Sensitivity, identifying places where it is likely that change in the landscape would be visible, and to what degree. It may take into account whether there is scope to mitigate adverse effects – for example by planting trees to screen views – and whether such mitigation would be appropriate or not, in terms of landscape character.
- 4.7.4 The visual baseline assessment relies heavily on the findings of the landscape character and historic landscape assessments set out and illustrated above, as well as the mapping of designated sites, heritage / cultural assets, settings / areas of influence, landscape functions, important wildlife habitats, PRsoW and so on. These inform the 'nature' of the view, which is influenced by what condition the landscape is in, how well-cared for and / or well-used it is, and what its character 'tells' us about the area's sense of place and what it contributes. Other aspects of landscape character, such as its aesthetic and perceptual qualities, add to the understanding of the quality, value, function and importance of that view. The numbers of people experiencing the view is also taken into account, and their 'sensitivity as receptors' is established in accordance with the criteria set out in Table 4 Appendix C.
- 4.7.5 At the desktop stage of the visual assessment process, any other issues which need to be factored in are identified, such as important views identified in published guidance. The Malvern Hills AONB Unit's study on views and viewpoints (which informed its publication '*Guidance on Identifying and Grading Views and Viewpoints*') was used to map key viewpoints and note view corridors on the base plans (see Figures 1 and 6). The guidance emphasises that 'key views' and their associated view corridors are a material consideration in planning decisions, and that their protection is a priority in this respect. It also makes clear that effects on the AONB can arise, and therefore must be considered, beyond its boundaries as well as within them.
- 4.7.6 The majority of the study area, including the village itself, lies within a zone where several view corridors categorised as 'Exceptional' in the guidance overlap. These extend from viewpoints on the Malvern Hills' ridges in a line from north west to south west of the village. The closest 'Exceptional' viewpoint (and view corridor start-point location) on the Hills is VP49 on the Herefordshire Beacon at British Camp, which lies c. 3.7km from the centre of the village.
- 4.7.7 Exceptional VP47 (North Hill) lies c. 6.8km to the north east, VP48 (Worcestershire Beacon) c. 6km to the north east, and VP50 (Chase End Hill) c. 5.8km to the south west.
- 4.7.8 These viewpoints are of national importance, and the fact that they are so elevated means that there are extensive and panoramic views across the landscape as far as the distant horizon. Areas at the foot of the slopes closest to the Hills are especially visible, as they are seen in plan-form, not at an oblique angle, and screening by way of topography, vegetation and built form tends to be very localised.
- 4.7.9 There is also an 'Exceptional' viewpoint from a point near Little Malvern Priory looking west and up towards the Hills.
- 4.7.10 The AONB Unit's guidance also identifies views towards the AONB from outside its boundaries. These viewpoints and view corridors range from 'Representative' to 'Exceptional'. All of the viewpoints lie outside the study area (they include locations near Worcester, Strensham, Croome Court, Bredon Hill and Cleeve Hill), and although the view corridors extend across the study area, there is either no intervisibility between them and the areas around the village or, the distance between them means that even large-scale change in the landscape is unlikely to be visible (unless very tall structures). These viewpoints and view corridors have therefore been discounted in the assessment of sensitivity and effects.
- 4.7.11 The AONB Unit's guidance on views only provides an indication of the theoretical visibility within the view corridors. Actual visibility must be determined through on-the-ground assessment.
- 4.7.12 Firstly, the approximate 'Zone of Visual Influence' (ZVI) of the village was drawn onto the base maps by analysing topography on the OS maps, and marking the areas which would be screened from view by high hills and ridges.

- 4.7.13 The ZVI does not take into account the screening effect of very localised topography such as ridges and stream valleys. Nor does it factor in vegetation or built form. These have to be checked on-the-ground by driving and walking around the study area.
- 4.7.14 The landscape 'functions' assigned to the various parts of the study area (gateway / gap / buffer / setting etc.) also apply to the visual assessment, and are assessed from the visual receptor's perspective. Areas of built form which are physically separated on the ground may appear to coalesce from certain viewpoints, whereas at others, the contribution made by an open, rural gap to the landscape is very clear and visually important.
- 4.7.15 Please note that the landscape character descriptions in Section 4.5 above form an integral part of the visual baseline study; however these focus on the LSCA study area and surrounding landscape character. This section describes and illustrates views towards the LSCA study area from longer-distance viewpoints in each geographical sector, and provides an overview of views and visual amenity generally (see also Figure 6 – Visual Amenity).
- 4.7.16 In assessing views and visual amenity, it is important to take the landscape context into account. Views from the Malvern Hills are characterised by extensive panoramas across the complex and diverse landscapes below, which extend to the far-distant horizon. As a result, the viewer tends not to focus on individual features unless they draw the eye for some reason. Examples include tall structures (e.g. church spires and wind turbines); large blocks of forms / colours / patterns / textures which contrast with the surrounding landscape; and surfaces / materials which glint and glare (water, glass, plastic, metal etc.). White and / or reflective roofs are a particular culprit, with several examples in and around Welland.

Pale / reflective roofs are highly visible in views from higher levels



North to East

- 4.7.17 There are no long-distance views of Welland from the north as a result of the spur of land north of the village. A localised spur at Hook Bank screens views from the north east, but parts of the village are visible from a high point on the lane along the spur leading to Danemoor Cross (May Hill in Gloucestershire can also be seen at this point, lying c. 18km to the south east). These are also visible from the highest section of the PRoW which leads to the village via Hill Court Farm (however views are screened when the hedgerow is higher). Properties at the eastern end of California Lane are visible from here, as is the spire of the church, Bakehouse Farm, and land along Drake Street. Otherwise, both topography and dense vegetation in and around the settlement screen most views of built form, although the latter more so in summer than winter. As mature, ornamental trees are characteristic in many parts of the village, however, the eye is drawn to the dark green (and

occasionally purple) clusters they form, which contrast with the more 'natural' colours and textures of the surrounding rural landscape.

View from lane at Hook Bank looking south west



East to South

- 4.7.18 To the east and south, there are no long-distance views of built form in the village. The ridges and domed hills immediately to the east screen views from the lower-lying land beyond. Although Bredon Hill is visible from parts of the village, it lies c. 15km away, and Welland could not be seen with the naked eye from there. The chain of spurs continues to the south along the south side of Castlemorton Common.

South to West

- 4.7.19 South west of the village, Castlemorton Common opens up, a flat, open expanse of land with little tree cover but of very high quality and intrinsic beauty. Beyond the Common, the land slopes away and topography screens views, but at the edge of the Common from the south, there is a key view of the village, north of the Plume of Feathers pub.

First view of Welland from south across Castlemorton Common



- 4.7.20 The view is maintained along the B4208 all the way to the village gateway, with built form becoming increasingly more visible, although the mature vegetation along the parish boundary described above softens views, especially in summer. In winter, there are glimpsed views of properties along California Lane, which lies on the elevated spur of land north of the village.

View across Common towards village in winter



- 4.7.21 As with the views of the village along the road, visibility of built form increases with proximity (views close to the edge of the village from the Common are described in Section 4.5 above).

- 4.7.22 The Malvern Hills' ridge forms the limit of the visual envelope in this sector, from the southernmost summit at Chase End Hill to British Camp. In theory, Welland is visible from Chase End Hill; however, it lies almost 6km from the village, making it difficult to discern individual features with the naked eye. Even the church spire is hard to identify, being similar in form to the conical evergreen trees growing nearby.
- 4.7.23 Travelling north along the ridge, views are occasionally screened by woodland on the upper slopes. The most important viewpoint on the Hills in this sector is at British Camp. It is categorised as 'Exceptional' in the AONB Unit's guidance on views, is a Scheduled Ancient Monument, is widely accepted to be amongst the finest views in England, and is visited by tens of thousands of people throughout the year; it is also one of the closest 'Exceptional' viewpoints to the village (c. 3.7km from the centre).
- 4.7.24 The whole of the LSCA study area is visible from British Camp, with the exception of a few small parcels of land, or parts of them, which are screened by adjacent built form and / or dense vegetation.
- 4.7.25 As is the case in views from the north east at Hook Bank, the change in character of the urban / domesticated landscape in and around Welland draws the eye to some extent. Belts of built form and mature, ornamental vegetation with a high percentage of evergreens creates a block which contrasts with the good quality, relatively unsettled rural landscapes of the surrounding area. However, in the context of the overall panorama, Welland only occupies a small area.

View from north of Black Hill looking east (Welland in centre of photo)



West to North

- 4.7.26 Dense woodland screens the slopes below British Camp, so views are mostly from the higher slopes and ridgeline. However, Welland is visible (though often glimpsed through gaps in vegetation and built form) from parts of the A4104 and A449 at Little Malvern; the village is intervisible with St. Wulstan's Church, where Elgar is buried, although there are tall, mature trees around the church.
- 4.7.27 Views from Black Hill, Pinnacle Hill and Perseverance Hill (c. 3.2 – 3.7km from the village) are similar to those from British Camp, although from Black Hill, Marlbank Road is seen as a straight line bisecting the village, drawing the eye; Upper Welland forms a similar feature in the landscape but is closer to the viewer and therefore more visually-prominent.

View from British Camp looking east (Welland in centre of photo)



- 4.7.28 Travelling north towards the Wyche Cutting, views of the village are similar to those from south of British Camp, with specific features / individual buildings becoming more difficult to see.
- 4.7.29 The Worcestershire Beacon lies c. 6km north west of the village, and it is difficult to discern individual features with the naked eye from here, although Welland is visible. However, note the glare from the synthetic slate roofs of two recently-constructed residential properties in the village, at the centre of the photographs from the Worcestershire Beacon overleaf. (Pale-coloured roofs on various buildings can also be seen in the photo above.)

View from Worcestershire Beacon looking south east (Welland in centre of photo)



Enlarged section of view from Worcestershire Beacon showing effect of reflective materials on roofs



- 4.7.30 The numbers and types of visual receptors vary throughout the study area. The local roads and lanes are used by many people who live and work there on a daily basis, but are also used by tourists for whom the beauty of the Malvern Hills and their associated landscapes may be the primary purpose of the visit. In this sense, the former are classified as 'Low' sensitivity' receptors, and the latter as 'High' if walking, riding or cycling, and 'Moderate to High' if travelling at speed (for receptor sensitivity criteria see Table 4 in Appendix C).

Key Views and Viewpoints

- 4.7.31 Several 'key views' and viewpoints looking towards and away from the village were identified in the study. All of the main roads which intersect at the crossroads are key view corridors, and there are similarities between the visual experiences along them. All have an 'outer' gateway: from the north this is close to the village centre at Garratts Bank, where the road dips down towards the Brook. From the east, the 'official' gateway is at the start of the 30mph zone, although there are other candidates for this position. From the south, although not technically a gateway, the view from just north of the Plume of Feathers across the Common is the first view of the village. From the west, the Marlbank Inn acts as the outer gateway point.
- 4.7.32 From each of the outer gateways, there are sequential views along the approaches to the 'inner gateway'. The northern inner gateway is approximately where the road rises from the Brook valley floor and the church becomes visible. The inner gateway from the east is not clearly-defined, as there has been scattered settlement along the route for several hundred years; however until recently it can be said to have been close to the church and pub – perhaps in the vicinity of the old post office. New development proposed along the road raises the question about how the approaches and gateways from the east should be defined (and what they will say about the character of the village).
- 4.7.33 From the south, the inner gateway is clearly defined at the parish boundary, where the Common ends and built form begins. Similarly, from the west, the inner gateway is clearly defined by the edge of the settlement.
- 4.7.34 Views at the village centre, from the crossroads and the village green, are highly important and sensitive to change. Although not all are of high quality or greatly scenic, they are an excellent illustration of Welland's history and time-depth, and make a significant contribution to the visual amenity of both villagers and visitors.

4.8 Public and Social Amenity

- 4.8.1 This section summarises the various features which have been identified and described in the sections above, and notes others, which contribute to the public and social amenity of people living in and around the village (many of these are also used by people from outside the area, including tourists). It has also been informed by the findings of various public consultation events held in the village, and questionnaires. The key features and 'destinations' are shown on Figure 1 (wider overview) and Figure 7 – Recreation and Amenity Baseline.
- 4.8.2 One of the community's aims is to develop a detailed landscape strategy for the area, as part of its work towards the NP. This will include proposals for new recreational opportunities. The potential for some future recreation-related initiatives and projects in and around the village were noted during the assessment, and are set out in Section 7.2.
- 4.8.3 Most of the village is well-served by a network of footpaths which connect to the wider area, some of which are ancient trackways to and from the Malvern Hills. Only the West to North sector has no PRsoW running through it, although the loop road at Marlbank provides connections to other PRsoW, and people can walk along California Lane as far as the properties at its western end.
- 4.8.4 Most of the PRsoW appear well-managed and well-used, although some were reported as being inaccessible at times, with problems for walkers with small children and dogs due to dense vegetation and the design of the stiles.
- 4.8.5 The PRsoW are a very valuable community asset, contributing to the health and well-being of local people. As the paths are also popular with tourists, they may contribute to the area's economy such as bed-and-breakfast establishments. The lack of traffic means that the lanes are also well-used for walking, horse-riding and cycling. The Malvern Hills AONB Unit and others have published various walking, cycling and driving route maps which include Welland and the surrounding countryside (the AONB Unit's 'Literary Trail' runs through the centre of the village). However, there are no bridleways within the LSCA study area; those in the wider study area are shown on Figure 7. Horse-riding is, however, permitted on Castlemorton Common.
- 4.8.6 The PRsoW allow access to several local places and features of historic interest and nature conservation importance. Several villagers said that they walked to St. Wulstan's Local Nature Reserve in Upper Welland, for example. Although most said it was unlikely that anyone would walk into Great Malvern (c. 6.6km as the crow flies), others said they regularly walk to Hanley Swan and the Three Counties Showground (c. 3.3 and 2.6km respectively). Some people with small children

said that they would occasionally do a 2 – 3km walk together. Village walks are held on a weekly basis, with distances of up to 8km often covered. The PRsoW are also used by runners.

- 4.8.7 The difficulty of walking along the B4208 north of the village was widely reported, and it is considered to be potentially dangerous at some points.
- 4.8.8 Cycling appears to be an increasingly popular activity for villagers of all ages and abilities, with several regularly-used cycle routes identified at the consultation events.
- 4.8.9 Other valuable recreational / community assets in the village include the sports pitches and playing fields, which are currently protected open spaces (MHDC Local Plan at May 2015).
- 4.8.10 Key destinations for visitors as well as locals in the study area include the Malvern Hills, Castlemorton and other local commons, Little Malvern Priory and Court, Welland Steam Rally, Lovells Vineyard, pubs and restaurants, campsites and B & Bs.
- 4.8.11 The Common is crossed by a PRow, but it is also Open Access Land and is managed by the Malvern Hills Conservators in accordance with the Malvern Hills Acts 1884 - 1995. Walking, horse-riding, running, watching wildlife and climbing are permitted throughout. Activities such as camping are not allowed.

4.9 Green Infrastructure

- 4.9.1 A definition of Green Infrastructure, or GI, is given in Section 2. To summarise, it is an interconnected network of many different elements including the landscape, biodiversity, the historic environment, and the water environment (also known as blue infrastructure). GI assets are the features and elements, GI functions are the roles the assets play. GI makes an important contribution to judgements about Landscape Value.
- 4.9.2 GI functions include the provision of:
- Access, recreation, movement and leisure
 - Habitats for, and access to, nature
 - Landscape setting and context for development
 - Energy production and conservation
 - Food production and productive landscapes
 - Flood attenuation and water resource management
 - Cooling effects.
- 4.9.3 The landscape assessment naturally includes a description of the area's GI assets, so they are not specifically covered here. However GI should form an integral part of planning for the future, and should be the subject of focused studies if and when required, especially as part of planning applications.
- 4.9.4 For reference, some locally-relevant examples of GI assets are given below:
- Natural and semi-natural rural and urban green spaces – includes woodland and scrub, grassland, meadow, heath and moor, wetlands, open and running water, brownfield sites, bare rock / geological habitats (for example cliffs and quarries).
 - Parks and gardens – urban and country parks, formal / public and private gardens, and institutional grounds (for example schools).
 - Amenity green spaces – informal recreation spaces, play areas, outdoor sports facilities, housing green spaces, domestic gardens, community gardens, roof gardens, village greens, commons, living roofs and walls, hedges, civic spaces, and highway trees and verges.
 - Allotments, 'urban' farms, orchards, suburban and rural farmland.
 - Cemeteries and churchyards.
 - Green and blue corridors – watercourses (including their banks and floodplains), road verges and rail embankments, cycling routes, and rights of way.

- Sites of nature conservation value / importance (statutory and non-statutory) including SSSIs, Local Wildlife Sites and Priority Habitat Inventory sites; also Local Geological Sites.
- Green spaces (designated / undesignated) selected for historic significance, scenic beauty, recreation, wildlife, tranquillity etc.).
- Archaeological and historic sites.
- Functional green spaces such as sustainable drainage schemes (SuDS) and flood storage areas.
- Built structures – living roofs and walls, bird and bat boxes, and roost sites within existing and new-build developments.

5 Summary of Findings

5.1 Landscape Quality

- 5.1.1 Landscape quality (as defined by the Criteria in Table 1 Appendix C) varies throughout the study area. There is some loss of condition resulting from certain management practices or lack of them: this needs to be factored in to the landscape's overall sensitivity, but it is important to note that a) unmanaged places can be valuable for biodiversity; and b) in many cases, such loss of condition is potentially reversible.
- 5.1.2 The condition of the landscape in the parcels is noted in the summary schedules. However, even if condition is noted as being moderate or poor, eroded / lost elements and features can be restored and improved. It is therefore necessary to take into account the level of quality of the landscape within which the parcel lies: whilst the same issue also applies to larger areas, they tend to reflect more general trends in landuse and land management, and thus the overall quality which forms the context for each parcel.
- 5.1.3 The landscape character descriptions in Section 4.5 above include comments on overall condition and management in each sector of the LSCA study area. Generally, the landscape of the area is of higher quality where settlement is scattered or absent and the land is well-managed, with most of the Malvern Hills and common land being categorised as between High and Very High. Quality tends to deteriorate along the main roads, around some of the farmsteads, and on the modern residential fringes in most places but, with a few exceptions, the effects do not extend far from them. The greatest loss of quality occurs where eroded areas 'coalesce', forming a larger area which gives rise to greater adverse effects.

North to East

- 5.1.4 Overall, the level of Landscape Quality in this sector is categorised as between Moderate and High. However, along the north side of Drake Street and west of Woodside Farm, intensive landuse and associated clutter are localised detractors which reduce the level of Landscape Quality to Moderate.

East to South

- 5.1.5 The quality of the majority of the landscape in this sector is categorised as between Moderate and High, although there are a few small pockets where tree and hedgerow damage, erosion and / or loss have occurred, and where there is visual clutter; this results in localised Moderate levels of Landscape Quality.

South to West

- 5.1.6 In this sector, Landscape Quality overall is at the lower end of Moderate to High as a result of intensification of landuse, modern agricultural sheds and loss of hedges. However some of the elements and features are in good condition and well-managed.

West to North

- 5.1.7 Landscape Quality in this sector varies, with the arable fields, meadows and their boundaries generally being of higher quality (Moderate to High) than the areas associated with farms, residential properties and recreational uses (Moderate). There are exceptions on a parcel-by-parcel basis, with one small field being categorised as between Low and Very Low, and the cemetery as Moderate to High.

5.2 Landscape Character Sensitivity

- 5.2.1 The level of landscape character sensitivity of each parcel is set out in the tabulated schedules of the individual parcels (Schedule 1 Appendix B).
- 5.2.2 As set out in Section 2, "A landscape with a character of high sensitivity is one that, once lost, would be difficult to restore; a character that, if valued, must be afforded particular care and consideration in order for it to survive."
- 5.2.3 The model for analysing landscape character sensitivity is based on the following assumptions:
- Within each landscape type, certain attributes may play a more significant role than others in defining the character of that landscape;

- ii) Within each landscape type, certain attributes may be more vulnerable to change than others;
- iii) Within each landscape type, the degree to which different attributes are replaceable, or may be restored, may vary; and
- iv) The condition of the landscape – the degree to which the described character of a particular landscape type is actually present 'on the ground' – will vary within a given area of that landscape type.

- 5.2.4 This assessment concludes that whilst there is evidence of some localised loss and erosion of landscape elements and features in the study area, others are in good or very good condition, and are very good representations of the landscape type. These elements and features make a highly important contribution to the overall setting and context of the Malvern Hills AONB, as well as the villagescape. Some of these features are part of this area's ancient historic heritage as well as reflecting its more recent landuses and practices described earlier. Together they illustrate the considerable time depth which is both evident and buried in and around Welland.
- 5.2.5 Many of them are extremely vulnerable to change. Modern farming methods can result in loss of hedgerows and enlarged fields, uncharacteristic shelterbelt planting, intensification of crop-growing and erosion of natural habitats. Intensive horse-keeping can also give rise to adverse effects on landscape character and visual amenity.
- 5.2.6 Increasing the amount of residential development in an area means more human activity which can give rise to similar effects, especially on urban fringes (see Biodiversity above), disrupting the landscape's traditional and complex patterns and textures.
- 5.2.7 New developments require safe access built to exacting standards, and some of the parcels have no direct access from a public highway. Whilst it is possible that in certain cases access could be achieved via adjacent land which does have direct access, some parcels are accessed via narrow lanes and tracks. These 'informal' roadways add to the rural character of the area. Surfacing, breaks in hedges for new entrances and / or to achieve sightlines, engineering works to achieve maximum gradients, signage and other paraphernalia, all can have significant adverse effects.
- 5.2.8 Sometimes changes are on a very small scale and in the wider context, barely noticeable. The problem is that many small changes over a wide area accumulate incrementally, until there comes a point where the inherent character of the landscape is changed altogether. This is why attention to detail when selecting materials is so important.
- 5.2.9 The term 'Biodiversity Offsetting' is used to describe measures intended to compensate for the loss of elements and features such as those described above. For example, it can be argued that the loss of a small area of traditional orchard or even a veteran tree can be compensated for by planting several hundred trees elsewhere. However most of them are irreplaceable simply because of the conditions which existed at the time they began to evolve, and how they were used and managed. It may be possible to plant native bluebell bulbs in a new woodland, for example, but the complex biological and other processes and relationships which give ancient woodland habitats such high value is the result of factors which would be almost impossible to replicate in modern times.
- 5.2.10 There is, however, high potential for the successful restoration of elements and features such as hedges, orchards, ponds, woodlands, grasslands and so on.
- 5.2.11 Apart from the effects of modern residential development, there are few significant detractors in the study area. The line of pylons has limited influence on the village as it is well-screened by topography in views from the south. Telegraph poles signify human settlement, but they are a common feature in these rural areas and can be said to be characteristic. Horse-keeping and other recreational / commercial / agricultural activities have changed the character and reduced the quality of the landcover in places, and introduced clutter into otherwise well-managed areas.
- 5.2.12 The key attributes that define the landscape character of the study area, their important functions and the contributions they make to both the local and wider area mean they are of high significance. As set out above, they are at risk of erosion and / or loss. This means that these are landscapes with Moderate to High, and in places, High, vulnerability to change.
- 5.2.13 They also have a Moderate to Low, and in places Low tolerance of change in the form of new residential development, which could cause a high degree of irreparable damage to the essential components that contribute to the area's landscape character. Many of these could not be restored or replaced if lost.
- 5.2.14 The county-wide landscape types in the study area have varying levels of tolerance of change; this is also factored in to judgements about sensitivity, capacity and potential effects:

Settled Farmlands with Pastoral Landuse: Characterised by a pattern of scattered / dispersed farmsteads and wayside dwellings in association with a dense network of lanes. The integrity of the dispersed pattern of settlement should be retained.

Enclosed Commons: Characterised by wayside dwellings and scattered farmsteads. In principal, these landscapes can accept additional wayside dwellings if the proposals are in accordance with policy, but the density should remain low and any new building must respect the style, materials and the small scale of the traditional cottages.

Unenclosed Commons: Unsettled, but with wayside dwellings of distinctive scale and style, located on the perimeter of commons. Conserve and enhance the spatial pattern, scale and specific character of wayside dwellings associated with commons.

- 5.2.15 Using the criteria in Table 2 Appendix C, none of the 43 parcels was judged to have Very High landscape character sensitivity, and only 4 were categorised as High. The majority (68%) were categorised as Moderate to High, and 9 as Moderate. None were any lower than this.
- 5.2.16 The fact that so many parcels are categorised as having a Moderate to High level of landscape character sensitivity and none were lower than Moderate reflects the quality and value of the surrounding landscape, and the level of importance of the functions of many of the parcels (part of setting, context, green open space, rural gap etc.).

5.3 Visual Sensitivity

- 5.3.1 The level of visual sensitivity of each parcel is set out in the tabulated schedules (Schedule 1 Appendix B).
- 5.3.2 The level of Visual Sensitivity is established after the baseline assessments have been carried out and all the issues previously identified taken into account. The visual issues flagged as potentially significant at the desktop stage are adjusted in the light of the on-the-ground work.
- 5.3.3 The criteria in Table 3, Appendix C are applied, along with professional judgement. The evaluation is made on the basis of how visible a place is; whether the view is valued and by whom; whether the landscape in the view performs, or contributes to, a significant function; whether development could be accommodated into the wider landscape without unacceptable visual intrusion; and whether adverse effects could be mitigated.
- 5.3.4 In this case, other relevant factors were included, for example whether a parcel is in or outside the AONB, and whether it is within the AONB's visual setting; whether it is visible from key viewpoints; and how close to the viewpoint it is.
- 5.3.5 The Visual Sensitivity of the LSCA study area as a whole is judged to be High to Very High because it is visible from the Malvern Hills AONB and in particular, from several 'Exceptional' viewpoints. Distance from the Hills reduces the level of sensitivity by a degree. Whilst mitigating the visual effects of new development by planting trees may be successful in the long-term (depending on the density and whether evergreens are present in the mix), it is likely to take many years before it becomes effective, if at all from higher-level viewpoints from which the landscape is seen in plan-form.
- 5.3.6 The degree of Visual Sensitivity of the individual parcels varies considerably, depending on the degree of containment, screening, and whether this is permanent or seasonal. The fact that new development is proposed in the village also means that the visual baseline will change, and this has been factored in to the conclusions as far as possible.
- 5.3.7 None of the parcels was categorised as having Very High Visual Sensitivity, and only one as High to Very High (this was the parcel comprising sloping fields on the north-western side of the village). Also, only one parcel was categorised as Low (none were lower than this). The majority (60%) were quite evenly spread between Moderate and Moderate to High. 6 were Low to Moderate, and 9 were High.
- 5.3.8 Those in the High category included parcels in the village centre and those on the edge of Castlemorton Common at the southern gateway to the village. The parcels with lowest Visual Sensitivity benefitted from screening by dense, mature vegetation and / or built form.
- 5.3.9 As set out above, effects on visual amenity arising from a specific development would need to be assessed in detail if and when proposals came forward, and the feasibility, effectiveness and appropriateness of mitigation taken into account. Also, if screening relies on vegetation, existing or proposed, the possibility of the vegetation being lost in the longer term must be factored in. If the

effects without it would be significantly greater, it may affect decisions about a site's suitability for development.

5.4 Potential Effects

- 5.4.1 Part of the process of judging a landscape's sensitivity and its capacity to accept change (in this case, in the form of new residential development), is to consider potential effects, both positive and negative. Although an in-depth assessment of specific effects is beyond the scope of this study (this is normally done when preliminary details of a proposed development are known), it is possible to identify the key landscape and visual receptors which are most likely to be affected in some way.
- 5.4.2 The receptors identified at the desktop study stage are as follows:
- AONB
 - Landscape character (county)
 - Landscape character (local)
 - Historic landscape character
 - Villagescape (character, setting etc.)
 - Function / Value (gap, buffer, gateway etc.)
 - Heritage assets / cultural heritage
 - Significant vegetation and trees with TPOs
 - Biodiversity
 - Water quality
 - Visual amenity
 - Visual receptors (e.g. road users / tourists; residents; users of PRsoW; users of recreational open spaces)
 - Public / Social amenity.
- 5.4.3 The receptors which were identified as having the potential to be affected by new residential development for each individual parcel are set out in Schedule 1 Appendix B.
- 5.4.4 It is also necessary to consider the nature of the effects that residential development is likely to have on the environment, flora and fauna, people, views, and so on. Some are direct and obvious, such as the extension of modern built form into open countryside, the change in character from rural to urban, and the loss of landscape elements and features such as field patterns, trees and narrow lanes. Some are direct but not immediately obvious and require analysis – examples include loss of key functions which land may perform; loss of / change to key views; and changes to the setting of a building or feature, general context and sense of place.
- 5.4.5 Other effects are indirect, such as those described above arising from human activity and pressure which may also adversely landscape features, the quality of a view, wildlife, heritage assets, recreation, water quality and so on.
- 5.4.6 The study concluded that adverse effects on views from the Malvern Hills were only likely if development resulted in noticeable change. This would occur if large blocks of built or other form altered the landscape and settlement patterns and / or extended the village into open countryside, or if light / bright colours and reflective materials were used.
- 5.4.7 Local land- and villagescape character makes an important and valuable contribution to the overall qualities of the wider AONB and its setting, and forms an integral part of both.
- 5.4.8 AONBs enjoy a high level of protection through local and national planning policy. The main purpose of AONB designation is to conserve and enhance the natural beauty of the landscape. It should also meet peoples' need for quiet enjoyment of the countryside and have regard for the interests of those who live and work there. New development can affect all of these, for better or for worse.
- 5.4.9 Of course this designation does not preclude new development *per se*, but it does mean that change, even on a small scale, must be very carefully considered and managed in order to avoid unacceptable effects on the landscape, which could reduce its quality and value. This could in turn adversely affect other factors, such as tourism and inward investment.
- 5.4.10 It is also important to note that the effects of many small, seemingly insignificant changes can accumulate to erode and change the land- and villagescapes' traditional / historic characteristics to

a point where these themselves become the defining characteristic. Such change is usually permanent and cannot be mitigated.

- 5.4.11 Effects of development can arise not just during the operational phase but during construction, for example when large vehicles may be highly visible in the landscape, and may not be able to pass without damage to roadside and overhanging vegetation. In most places, road widening would result in significant adverse effects, especially if hedges have to be removed. This in itself would introduce an urbanising influence into a rural landscape, exacerbated if there were also clear views into the development site. If there is a large change in level between the site and the road, the effects could extend over a considerable area of the frontage.
- 5.4.12 Creating new housing estates on steep slopes may require significant engineering to achieve the required access gradients and plateaux to build on. This can look artificial and out of place in a softly-flowing natural landscape. Each site would have to be carefully considered in this respect.
- 5.4.13 It may only be possible to reach a site from a public highway by creating a new access road across adjacent, undeveloped land. Current road design standards are likely to result in urbanisation of such land, even if it is not being built on.
- 5.4.14 Effects arising from an increase in lighting on landscape character and visual amenity is rarely properly assessed. Around Castlemorton Common the skies are relatively dark, and this is an important perceptual quality of the area. Pockets of light are visible in the wider landscape from the Malvern Hills at night, and the dark areas in and around the sparsely-settled landscapes of the foothills are a highly important characteristic which an increase in lighting could adversely affect. The Malvern Hills AONB Unit has published *A Study of the Dark Skies of the Malvern Hills AONB in the Winter of 2012/13* by Dr. Chris Baddiley which should be referred to for further information.
- 5.4.15 Adverse effects on landscape character and visual amenity can affect the local economy: one of the main reasons why people visit the Malvern Hills AONB is its scenic beauty. They come to enjoy the tranquillity of an unspoilt, well-cared for landscape which has a strong sense of place. Ubiquitous modern houses and the associated effects of such development may not encourage tourists. There is always the need for balance, of course, and part of any landscape study should be an evaluation of both positive and negative effects, not just on the landscape but on the people who live and work there, and come to visit it.
- 5.4.16 If the baseline land- and villagescape character is properly understood, then it may be possible to mitigate some of these adverse effects through sensitive design which responds to both the wider and local areas' key characteristics. It may not be possible to mitigate others, and as stated previously, apparently insignificant, localised effects may accumulate to the point where they affect a much wider area.
- 5.4.17 In some cases, parcels which are currently visible could be screened from view with planting (so long as it was locally-appropriate). However it may not be possible to screen successfully from viewpoints on higher ground, where the land is read more in plan-form and even tall trees may be ineffective.
- 5.4.18 Potential effects must also be considered in the light of both existing and proposed vegetation and the fact that there is no guarantee that what is there now, or what is planted in the future, will survive. Vegetation which currently or potentially screens views, defines landscape character and provides habitats for flora and fauna, is vulnerable. If sites are proposed for development, consideration should be given to what significance of effects is predicted without vegetation, as well as with it. This could affect future decisions about which sites are more suitable than others. It is also relevant in the assessment of cumulative effects and coalescence.
- 5.4.19 Effects on Landscape Value are also considered as part of the assessment process, not just in terms of the function a particular parcel plays in the local or wider area's landscape character, but what it contributes to social and public amenity, and the health and well-being of both people and the environment.

5.5 Key Constraints

- 5.5.1 Many of the designations and features identified in the assessment and summarised in the schedules are constraints to development at one level or another. Other likely physical constraints to development were identified; whilst not precluding development *per se*, they have to be factored in to judgements about whether development of a site is feasible, and whether it can be achieved without giving rise to significant adverse effects.

- 5.5.2 Land with steep or very steep slopes (greater than 1:10): Building on steep slopes is likely to require large-scale engineering works which could give rise to significant adverse effects. There are parts of the LSCA study area where slopes are as steep as 1:5 (1:3 in very localised areas); although that is uncommon (mainly along the south side of the spur / California Lane), 1:10 slopes exist in some parcels.
- 5.5.3 No direct access from public highway: This is a constraint which applies to several parcels. Access to some may be possible through adjacent land which does have direct access, either now or in the future, but others are reached via narrow lanes / stone tracks which would require widening / 'improving' – this could also give rise to significant adverse effects
- 5.5.4 Land in Flood Zones 2 and / or 3: As well as being a constraint to development, building in the flood plain may be uncharacteristic in terms of local landscape character. However, the flood plain along Marlbank Brook is relatively localised.

6 Overall Sensitivity and Capacity

6.1 Overall Sensitivity

- 6.1.1 In the context of this study, Overall Sensitivity refers to the outcome of the first stage of the LSCA process. The assessment of the sensitivity of different landscapes' character areas and types to the change being proposed must be combined with an assessment of the more subjective, experiential or perceptual aspects of the landscape and of the value attached to it, as set out above.
- 6.1.2 Once the levels of baseline ('desktop') Landscape Value and Landscape Quality are established, they are used to inform judgements about Landscape Character Sensitivity. Then, Landscape Character Sensitivity and Visual Sensitivity are combined to arrive at a judgement about Overall Landscape Sensitivity for each parcel, taking into account its landscape context, character type, resilience to change, functions and so on. The findings are set out in Schedule 1 Appendix B.
- 6.1.3 The majority of the parcels (just over 50%) were judged to have Moderate to High Overall Sensitivity, half of them lying within the AONB. 3 parcels were between Moderate to High and High, and 6 were High (none was higher than this). 9 parcels were Moderate, and none was lower than this.

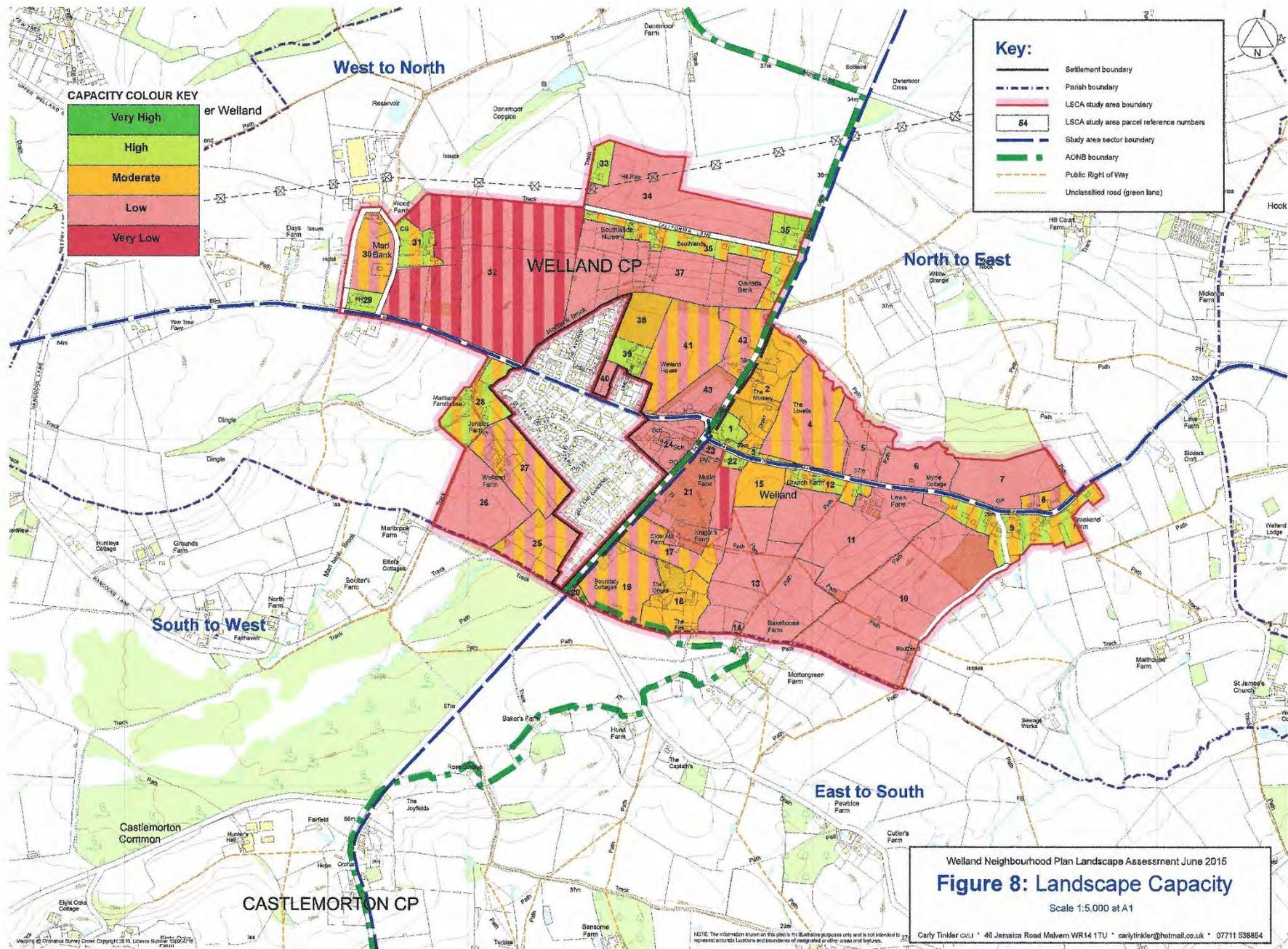
6.2 Landscape Value

- 6.2.1 The level of the landscape value of each parcel is set out in the tabulated schedules of the individual parcels (Schedule 1 Appendix B).
- 6.2.2 As explained in Section 2, Landscape Value is a combination of many different factors.
- 6.2.3 One of the most important of these in this study is the Malvern Hills AONB designation and the Very High level of value it confers.
- 6.2.4 In accordance with the criteria in Table 5 Appendix C, only one parcel was categorised as having High to Very High Landscape Value (none were Very High). The majority of the parcels (c. 55%) were categorised as High. Almost all of these had this level of value applied because they lie within the AONB. Other parcels in this category are either adjacent to the AONB but there several other factors which, when combined, result in a higher level of value than if considered individually: one is a SSSI.
- 6.2.5 The remainder of the parcels were either of Moderate or Moderate to High Landscape Value.

6.3 Landscape Capacity

- 6.3.1 The level of capacity of each parcel is set out in the tabulated schedules of the individual parcels (Schedule 1 Appendix B).
- 6.3.2 It is very important to note that in judging capacity in this study, it has been assumed that in and close to the AONB, the local planning authority would expect the quality of built form to be of high quality. Residential development would be of low-density; buildings would be sensitively designed using traditional building techniques and materials reflecting the local vernacular and key characteristics. It is also assumed that there would be a strong, locally-appropriate and effective landscape framework, with siting, access, layout, scale, design and engineering work being landscape-led. This will help to ensure that the development achieves a good fit in the landscape. Reference should be made to guidance such as the Malvern Hills AONB Unit's publication *Guidance on Building Design*.
- 6.3.3 Levels of a parcel's Landscape Capacity are arrived at by combining the level of Overall Landscape Sensitivity with the level of Landscape Value. The latter is a combination of the designations and other issues identified at the desktop stage and the on-the-ground work. Professional judgement is also applied, to ensure that all the parcels have been evaluated on a like-for-like basis.
- 6.3.4 Landscapes with High Sensitivity do not necessarily have Low Capacity and vice versa. For example, if there is existing built form on a site, or it is a 'brownfield' site, its threshold for change and thus its capacity to accept new development in the form of conversion or even new-build is likely to be higher than if it was a 'greenfield' site (it is important to note that the assessment does not take into account the likelihood or otherwise of existing private residential properties becoming available for conversion or redevelopment).

- 6.3.5 There are no parcels which have a Very High, or High to Very High Capacity.
- 6.3.6 Eight are categorised as High Capacity, and six as Moderate to High: all of these already have buildings on. In some cases, the level of Capacity is High on the assumption that new development would not significantly alter the footprint of built form which exists. Also, in some cases, there is already built form on a parcel but its level of Capacity is lower because what is there makes an important contribution to landscape character.
- 6.3.7 Four parcels are categorised as Moderate: of these, two already contain built form.
- 6.3.8 Nine parcels were Low to Moderate. The majority (14 no. / 35%) were Low: most of these lie in open countryside and are divorced from the settlement boundary, although several other factors have to be taken into account in making judgements about Capacity.
- 6.3.9 Two parcels were Very Low to Low Capacity (the SSSI, and the fields north west of the village).
- 6.3.10 The plan at the end of this section illustrates the Landscape Capacity of all the parcels. It is a reduced version of Figure 8: Landscape Capacity, which was drawn at a scale of 1:5,000 (A1 size) so as to show more detail, and is available separately (the results can also be read at A3 without difficulty, and by some at A4).
- 6.3.11 The individual parcels' levels of Capacity are set out in Tables A1 and A2 which follow. Table A1 shows the results in the order in which the parcels are numbered. Table A2 shows them in order of level of Capacity, from High to Low.



SUMMARY TABLES OF OVERALL CAPACITY

TABLE A1: CAPACITY OF PARCELS IN ORDER OF ASSESSMENT

LANDSCAPE CAPACITY COLOUR CODING:

Very High	High	Moderate	Low	Very Low
------------------	-------------	-----------------	------------	-----------------

PARCEL REF	SECTOR REF	LANDSCAPE CAPACITY		COMMENTS
1	North to East	High		High level of Capacity due to existing built form which could be redeveloped Subject of planning application 14/00893/F for resi / community use (May 2015)
2	North to East	Moderate		Capacity Moderate due to existing (albeit sparsely) settled nature of most of parcel & dense, high screening vegetation to N & much of W boundary – density should remain low Capacity also assumes retention of TPO, inventoried & other significant trees
3	North to East	Moderate	High	Moderate to High level of Capacity due to existing built form which could be redeveloped but properties contribute to historic character near village centre
4	North to East	Low	Moderate	
5	North to East	Low		
6	North to East	Low		Whole parcel subject of planning application (Land adjacent Myrtle Cottage, Drake Street) but not validated (01 Jun 15) Note that any new development is likely to give rise to significant adverse effects on landscape character & visual amenity: cumulative effects with development in rest of village (esp. Parcels 11, 13 & 15) should be assessed (see paras. 88 & 89 of Appeal decision for Lawn Farm). Could set precedent for development along N side of Drake Street as far as village centre
7	North to East	Low		
8	North to East	Low	Moderate	Capacity theoretically higher as developed but value placed on this small collection of 3 properties as being typical of the type + time depth
9	East to South	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form. Capacity level of Parcel does not include LWS which is of Low Capacity
10	East to South	Low		
11	East to South	Low		Appeal allowed for residential development (up to 50 dwellings - Application Ref 12/01087/O)
12	East to South	Moderate	High	Level of Capacity on basis of some traditional existing built form but new residential development allowed either side

PARCEL REF	SECTOR REF	LANDSCAPE CAPACITY		COMMENTS
13	East to South	Low		
14	East to South	High		High level of Capacity is on basis that new development would not significantly increase area of existing built form
15	East to South	Moderate		Residential development approved (up to 30 dwellings Application Ref. 13/01526/O)
16	East to South	Very Low	Low	
17	East to South	Low	Moderate	
18	East to South	Moderate		Moderate level of Capacity on basis that new development would not significantly increase area of existing built form
19	East to South	Low	Moderate	Redevelopment of existing property would be acceptable
20	East to South	High		Redevelopment of existing property would be acceptable
21	East to South	Low		
22	East to South	High		High level of Capacity due to existing built form which could be redeveloped
23	East to South	Low		Low level of Capacity on basis of significance of building & its location. However change of use not unacceptable in landscape terms if building and grounds retained
24	South to West	Low		Low level of Capacity on basis of location, current use & policy protection. However redevelopment of existing residential properties & school not unacceptable in landscape terms (any future change of use of village hall to residential is unlikely to be acceptable)
25	South to West	Low	Moderate	Some potential for built form contiguous with existing settlement edge only
26	South to West	Low		
27	South to West	Low	Moderate	Some potential for built form contiguous with existing settlement edge only
28	South to West	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form
29	West to North	High		High level of Capacity due to existing built form which could be redeveloped
30	West to North	Low	Moderate	Existing property could be redeveloped
31	West to North	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form
32	West to North	Very Low	Low	
33	West to North	High		High level of Capacity due to existing built form which could be redeveloped

PARCEL REF	SECTOR REF	LANDSCAPE CAPACITY		COMMENTS
34	West to North	Low		
35	West to North	High		High level of Capacity due to existing built form which could be redeveloped
36	West to North	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form
37	West to North	Low		
38	West to North	Moderate		
39	West to North	High		High level of Capacity due to existing built form which could be redeveloped
40	West to North	Low		
41	West to North	Low	Moderate	Some potential for built form contiguous with existing settlement edge to S of parcel only Appeal decision pending (May 15) for residential development (24 no. dwellings - Application Ref 13/01388/F) on S part of parcel
42	West to North	Low	Moderate	Potential for redevelopment of existing properties only
43	West to North	Low		

TABLE A2: PARCELS IN ORDER OF CAPACITY (HIGH TO LOW)**LANDSCAPE CAPACITY COLOUR CODING:**

Very High	High	Moderate	Low	Very Low
------------------	-------------	-----------------	------------	-----------------

PARCEL REF	SECTOR REF	LANDSCAPE CAPACITY		COMMENTS
1	North to East	High		High level of Capacity due to existing built form which could be redeveloped Subject of planning application 14/00893/F for resi / community use (May 2015)
14	East to South	High		High level of Capacity is on basis that new development would not significantly increase area of existing built form
20	East to South	High		Redevelopment of existing property would be acceptable
22	East to South	High		High level of Capacity due to existing built form which could be redeveloped
29	West to North	High		High level of Capacity due to existing built form which could be redeveloped
33	West to North	High		High level of Capacity due to existing built form which could be redeveloped
35	West to North	High		High level of Capacity due to existing built form which could be redeveloped
39	West to North	High		High level of Capacity due to existing built form which could be redeveloped
3	North to East	Moderate	High	Moderate to High level of Capacity due to existing built form which could be redeveloped but properties contribute to historic character near village centre
9	East to South	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form. Capacity level of Parcel does not include LWS which is of Low Capacity
12	East to South	Moderate	High	Level of Capacity on basis of some traditional existing built form but new residential development allowed either side
28	South to West	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form
31	West to North	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form
36	West to North	Moderate	High	Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form
2	North to East	Moderate		Capacity Moderate due to existing (albeit sparsely) settled nature of most of parcel & dense, high screening vegetation to N & much of W boundary – density should remain low

PARCEL REF	SECTOR REF	LANDSCAPE CAPACITY		COMMENTS
				Capacity also assumes retention of TPO, inventoried & other significant trees
15	East to South	Moderate		Residential development approved (up to 30 dwellings Application Ref. 13/01526/O)
18	East to South	Moderate		Moderate level of Capacity on basis that new development would not significantly increase area of existing built form
38	West to North	Moderate		
4	North to East	Low	Moderate	
8	North to East	Low	Moderate	Capacity theoretically higher as developed but value placed on this small collection of 3 properties as being typical of the type + time depth
17	East to South	Low	Moderate	
19	East to South	Low	Moderate	Redevelopment of existing property would be acceptable
25	South to West	Low	Moderate	Some potential for built form contiguous with existing settlement edge only
27	South to West	Low	Moderate	Some potential for built form contiguous with existing settlement edge only
30	West to North	Low	Moderate	Existing property could be redeveloped
41	West to North	Low	Moderate	Some potential for built form contiguous with existing settlement edge to S of parcel only Appeal decision pending (May 15) for residential development (24 no. dwellings - Application Ref 13/01388/F) on S part of parcel
42	West to North	Low	Moderate	Potential for redevelopment of existing properties only
5	North to East	Low		
6	North to East	Low		Whole parcel subject of planning application (Land adjacent Myrtle Cottage, Drake Street) but not validated (01 Jun 15) Note that any new development is likely to give rise to significant adverse effects on landscape character & visual amenity: cumulative effects with development in rest of village (esp. Parcels 11, 13 & 15) should be assessed (see paras. 88 & 89 of Appeal decision for Lawn Farm). Could set precedent for development along N side of Drake Street as far as village centre
7	North to East	Low		
10	East to South	Low		
11	East to South	Low		Appeal allowed for residential development (up to 50 dwellings - Application Ref 12/01087/O)
13	East to South	Low		

PARCEL REF	SECTOR REF	LANDSCAPE CAPACITY		COMMENTS
21	East to South	Low		
23	East to South	Low		Low level of Capacity on basis of significance of building & its location. However change of use not unacceptable in landscape terms if building and grounds retained
24	South to West	Low		Low level of Capacity on basis of location, current use & policy protection. However redevelopment of existing residential properties & school not unacceptable in landscape terms (any future change of use of village hall to residential is unlikely to be acceptable)
26	South to West	Low		
34	West to North	Low		
37	West to North	Low		
40	West to North	Low		
43	West to North	Low		
16	East to South	Very Low	Low	
32	West to North	Very Low	Low	

7 Summary, Conclusions and Recommendations

7.1 Summary and Conclusions

- 7.1.1 This landscape assessment has evaluated the overall sensitivity and potential capacity to accept new residential development from a landscape and environmental perspective of 43 individual parcels of land in and around Welland village.
- 7.1.2 Overall, the sensitivity of Welland's landscape (and associated villagescape) was judged to be between Moderate and High. This reflects its location, with half of the village lying in the Malvern Hills AONB, but is tempered by the changes which have occurred in the landscape over the last 200 years. These changes have resulted in the erosion and loss of many of the traditional and diverse characteristics of the area, and their replacement with unplanned, homogenous and intensive types of land use and settlement. Sometimes the changes are well-intentioned, but they are not always well-informed.
- 7.1.3 In 2014, MHDC invited members of the public to voice their views on the proposal to designate the parish of Little Malvern and Welland as a "neighbourhood area". There is a quote on MHDC's website from Don Atkinson, Chair of Little Malvern and Welland Parish Council, who said: "*Whilst Welland village benefits from a variety of local facilities and natural assets, it currently lacks identity. In the past, piecemeal development has come forward in isolation rather than being part of a vision for the village as a whole. A neighbourhood plan will help shape the future growth of the village through a community led approach, promoting innovation and engendering a strong sense of place, making Welland an attractive place to live, work and play in*"³⁷.
- 7.1.4 One of the landscape assessment's conclusions was that Welland does indeed lack identity in some respects, due to the village growing spontaneously over the years with no apparent guiding principles or vision. Levels of landscape quality are lower than they may have been if change had been better controlled and managed. This has led to levels of value, sensitivity and capacity being lower than might be expected given the high quality environment of much of the wider area within which it lies. However, the study also found that there are many built and natural elements and features which make a highly important and positive contribution to the village's character. These should be factored in to future design parameters and guidance, and their loss avoided as far as possible (see Recommendations below).
- 7.1.5 It is important to note that the assessment does not specify which levels of capacity are most or least appropriate for new development – it is up to the community to decide where to 'draw the line'. It does, however, provide a fine-grained analysis which can be interrogated. The results are set out in full in the text and summarised in schedules and tables so that objective comparisons and decisions can be made.
- 7.1.6 It may be agreed in principle, for example, that parcels with a capacity of **Moderate to High** and higher could be considered for development, ideally brought forward in order of their level of capacity (normally highest first); and that parcels categorised as **Moderate** and below should not. Or, if there is pressure to find more sites, that parcels in the **Moderate** category should be looked at more closely, especially in the light of the constraints identified, some of which could perhaps be overcome without giving rise to adverse effects. Much will depend on future planning applications coming in and the number of houses built during the plan period, amongst other factors.
- 7.1.7 It is possible that the sensitivity of a parcel may be reduced when new development is constructed alongside. But this does not automatically mean that the level of its capacity will therefore be higher – in Welland's case, the opposite may be true. The findings of this assessment will help to determine whether Welland has reached, or even exceeded its 'capacity' to accept new housing, although other factors such as facilities (schools, doctors, shops etc.) must be considered.
- 7.1.8 It is also important to note that physical constraints to development such as means of access, topography and flooding are not directly factored into the landscape assessments, although they may be combined with judgements about effects and capacity to inform the suitability or otherwise of a site for development.
- 7.1.9 Open countryside is normally a constraint to development in planning policy terms because it is recognised that there is the potential for significant adverse effects on landscape character and visual

³⁷ <http://www.malvern hills.gov.uk/-/council-invites-comments-on-proposed-welland-neighbourhood-area>

amenity, and such areas are likely to have very limited capacity. Conversely, a site may have high capacity to accept new development in landscape terms, but it may not be accessible without third party agreement, or be liable to flood. These are not necessarily – in themselves or in combination – absolute constraints to development, of course, and there may be acceptable solutions for overcoming them without giving rise to adverse effects.

- 7.1.10 Where these could give rise to effects on landscape character and visual amenity, however, they are taken into account in the assessment.
- 7.1.11 In terms of planning policy, the current situation where the Council is relying on out-of-date policies will change in the not-too-distant future. However, these policies, alongside the NPPF, are the relevant ones against which new development is judged. Although consideration of planning policy is beyond the scope of this study, it is clear that the most sensitive sites, and those with least capacity, are also most likely to be in conflict with the various policies and other guidance.

7.2 Recommendations and Future Initiatives

- 7.2.1 At the outset of this commission, it was agreed that the study would make recommendations for future environmental and recreational projects / initiatives in and around the village. This would build on the results of a preliminary landscape study carried out in 2014 in collaboration with the Malvern Hills AONB Unit, which set out suggestions for future landscape improvements and other projects. It would also take into account a series of suggested improvements to access in the countryside in Little Malvern and Welland Parish produced by the PC.
- 7.2.2 These recommendations will be the subject of further consideration by the community once they have reviewed the current study and decided which of the projects to take forward. Some could potentially be funded by development monies or grants.
- 7.2.3 During the landscape assessment process, several issues were identified for further consideration, some of which have formed the basis of specific recommendations. Where these relate to individual parcels, they are noted in the schedules. These are explained in more detail below, along with other suggested initiatives in the wider area. In some cases, the recommendations involve links between different parcels and other parishes.
- 7.2.4 These recommendations can also form the basis of future NP policies; for example, where key views are identified, a policy could be developed to ensure their protection, which would have to be taken into account in any future development proposals; developers could be obliged to use published guidance on colours, materials and tree species. This is also explained in more detail below.
- 7.2.5 In some cases, sites are covered by planning policies which are likely to change in future when the SWDP is adopted. However, it is expected that the level of protection afforded to public open spaces and notable wildlife sites will be maintained in the SWDP. Where appropriate, the study documents and plans will need to be updated to take this into account.

Future Planning and Design Guidance

- 7.2.6 The findings of this assessment can be used to help guide decisions about where new houses (and potentially, other forms of development) would be most appropriately located in and around the village, especially in terms of the local and wider landscape context, and which areas need to be protected. It may result in the settlement boundary being redrawn. However, in time the baseline situation may change, which could affect the study's conclusions: for example, new development can affect the character, sensitivity and capacity of the surrounding landscape. (Note that this study is a record of the situation at the end of May 2015 (it was agreed with the Parish Council not to include or assess new information which became available after 1st June); subsequent planning decisions will need to be monitored, and the schedules updated as required.)
- 7.2.7 Further detailed landscape assessment of both the LSCA and wider study areas may also be required in the light of material changes in the wider landscape, and the report, schedules and figures updated accordingly. Ideally, a review of the baseline situation should take place every few years and the findings factored in to future decisions.
- 7.2.8 Problems with evaluating the effects of development can arise when planning applications are made in 'outline', to establish whether the principle of the proposed development is acceptable. Although the main constraints may have been identified at the pre-planning stage and do not give rise for concern, matters such as access, siting, layout, engineering operations and other 'details' including styles, materials, lighting, colour and landscaping are either only illustrative or have not yet been

considered in sufficient depth to be able to identify the likely effects. In most studies accompanying planning applications, only 'significant' effects are considered; but as set out above, the many smaller changes which occur can cumulatively be significant. Even if a scheme is well-designed, and urbanising influences kept to a minimum, it is not generally possible to control what happens in private gardens where domestic paraphernalia – sheds, cars, washing lines, bins, play equipment, ornamental lawns and vegetation etc. – are likely to be visible.

- 7.2.9 The baseline information in this study can therefore be used to identify the potential for effects not dealt with, or not adequately covered, in a planning application. It can also help to guide the community in terms of what types of environmental studies ought to be submitted with a planning application, and the level of assessment / nature of information required. These issues can be raised with the planning authority during the consultation period.
- 7.2.10 An assessment of the cumulative effects of the development of several sites should also be part of the studies accompanying the application³⁸. Many parts of the study area are highly vulnerable to change, and additional residential development is likely to exacerbate the current situation, increasing the rate at which erosion and loss occur – at least until measures are put in place to conserve and protect areas and features of value. However, it is also possible for this to act as a catalyst for environmental enhancement and the introduction of better management practices, especially if made a prerequisite of new house-building schemes. The redevelopment of poor quality 'brownfield' sites can also potentially result in improvements to villagescape character.
- 7.2.11 When planning applications are submitted all these matters need to be covered in detail, especially how the long-term (ideally, 25 years +) management of the landscape will be secured, and who will be responsible for it. This is especially important where existing and / or proposed vegetation is relied on to screen and mitigate adverse landscape effects, and / or to protect and enhance biodiversity. There is no certainty that vegetation will achieve the required objectives, and it cannot be relied on in the long term; deliberate removal, pests and diseases, pollution and accidents may result in significant losses. This must be factored into the decision-making process: if the effects without it would be significantly greater, a site's suitability for development may be reduced.
- 7.2.12 A worthwhile initiative would be for the village to draw up specific and detailed design guidance and parameters for built form and landscaping which developers would be expected to take into account. This could include a more detailed study to define zones where building heights should be restricted to single-storey, for example, if there is the risk of adverse landscape and / or visual effects.
- 7.2.13 The problems associated with roof colours and materials in particular, as noted in the assessment, should be emphasised, and better solutions proposed. Attention to detail is essential, and the local planning authority should be alert to the specification of materials such as synthetic slate roofs, the glare from which is highly visible from the Hills (see photos in Section 4.7). Landowners could perhaps be persuaded to change the colour of existing pale roofs to dark, or replace reflective materials with matte ones. Developers could be obliged to select from a range of locally-appropriate colours, materials and tree species which have been selected through a detailed study.
- 7.2.14 The design parameters could be drawn up as part of the NP process, and ideally would be informed by guidance such as the Malvern Hills AONB Unit's *Guidance on Building Design*.
- 7.2.15 Other important sources of information include Natural England's National Character Area (NCA) Statements of Environmental Opportunity (SEOs), WCC's LCA, and the Malvern Hills AONB Unit's *Landscape Strategy and Guidelines* 2011, as set out in Section 4.

Village Centre Character

- 7.2.16 The assessment concluded that the 'heart of the village' at the crossroads was one area where the village's identity could be better defined. Whilst the four very different buildings and associated spaces reflect the evolution of the village and are an integral and important reflection of its history,

³⁸ Determining whether an assessment of cumulative effects is required is the responsibility of the local planning authority. The EIA Regulations recently changed the thresholds for what constitutes EIA development, meaning that the threshold for Schedule 2 'urban development projects' is now development of more than 150 dwellings or an area of more than 5 hectares. The Government's Planning Practice Guidance Note on EIA states: "Each application (or request for a screening opinion) should be considered on its own merits. There are occasions where other existing or approved development may be relevant in determining whether significant effects are likely as a consequence of a proposed development. The local planning authorities should always have regard to the possible cumulative effects arising from any existing or approved development. There could also be circumstances where two or more applications for development should be considered together. For example, where the applications in question are not directly in competition with one another, so that both or all of them might be approved, and where the overall combined environmental impact of the proposals might be greater or have different effects than the sum of their separate parts".
http://planningguidance.planningportal.gov.uk/blog/guidance/environmental-impact-assessment/screening-schedule-2-projects/#paragraph_024

there is the opportunity to create a greater sense of place that is characteristic of Welland. This could be achieved through the use of a selected palette of colours (which can be defined through a colour assessment) and a range of locally-appropriate materials, planting and detailing.

- 7.2.17 It was noted that certain buildings integrate well into the landscape: those which do tend to be constructed from Malvern stone, or have used materials of a similar pinky-brown or darker brown tone. Red-orange brick is less characteristic and more visible.
- 7.2.18 Styles of hard landscape elements and features such as fences, seats, surfacing, lighting and litter bins should all have a common theme (ideally one which has a 'timeless' quality so that it does not go out of 'fashion').
- 7.2.19 There could be a re-think of the design of the village green. This could be a community project; it would form part of the process of defining Welland's identity, and what people want its character to say about the village and its community.
- 7.2.20 The redevelopment of the Pheasant Inn offers an opportunity to get this right.

Landscape Character

- 7.2.21 It is important to understand the nature of the landscape within which Welland lies, and what resources it offers to the community. Also, it should be borne in mind that any proposals must be designed and implemented in a manner which is consistent with, and helps to conserve and enhance, the character of the landscape. One of the main reasons for this is because much of Welland lies within or adjacent to the AONB.
- 7.2.22 The AONB designation is given to landscapes which are considered to be of national importance due to their outstanding natural beauty. The primary purpose of AONBs is to conserve and enhance these landscapes. Public appreciation is a key component of natural beauty and the AONBs' aims include meeting peoples' need for quiet enjoyment of the countryside.
- 7.2.23 Many parts of these landscapes are very sensitive to change; as set out above, even small, localised changes can accumulate and affect the character of the wider area. The AONB designation is intended to provide a high level of protection for the landscape, whilst also having regard for the interests of those who live and work there. The natural beauty of the Malvern Hills plays a fundamental role in the region's economy and the well-being of its residents. It is therefore essential to regard this as a prime consideration in any future changes proposed which could affect it.
- 7.2.24 Also, understanding the local environment and its function and value will help local people make decisions about the quantity and type of new development the area could potentially absorb, where it is best located, and how it should fit within the settlement or its surrounding landscape.
- 7.2.25 In terms of landscape character, the local area comprises several different 'zones', including open commons, orchards, woodlands and copses, gardens, traditional pasture and arable farmland. Although the landscape is generally in good condition and well-managed, there are places where elements and features have been damaged, eroded or lost, especially landcover, orchards, hedgerows, stream corridors, and some old trackways and footpaths.
- 7.2.26 The original locations of some of the lost features were identified by studying historic maps, records and photographs, as well as through public consultation. The appropriate restoration of these would have benefits for landscape character, visual amenity and biodiversity.
- 7.2.27 Strong, defensible boundaries should be created where future development sites abut open countryside. These boundaries will define not only the long-term physical edge of the settlement, but also its character, context and setting, so should reflect local and historic landscape patterns and characteristics (using locally-occurring native species and traditional forms of management, for example). They will, ideally, also act as visual screens where key views would be adversely affected.
- 7.2.28 One of the defining local landscape characteristics of Welland is the mature tree cover. The distinctive line of fine, mature oak which still exist along parts of the parish boundary is a highly important landscape feature. A future project could involve mapping the gaps and encouraging landowners to plant new oak at appropriate spacing. This could be in collaboration with Castlemorton parish. Professional advice may be required, for example from MHDC's tree officer.
- 7.2.29 Oak are a defining characteristic of other parts of the village. Some of these have suffered from damage and are dying, including a few of the TPO oak along California Lane. Their loss would result in a visible change to the distinctive feature they form in the landscape along the line of the spur.

- 7.2.30 The loss of vegetation can be the result of a wide variety of factors. Although this may be unavoidable – it could be the result of climate change, for example – the landscape will change as a result. Ideally, tree health should be monitored, and where there is cause for concern, the matter should be brought to the attention of those responsible for it.
- 7.2.31 Much of the existing tree cover in the village comprises ornamental evergreen trees in gardens, the churchyard and other spaces. It is visible even from the Malvern Hills, marking the location of the village, and provides a high level of screening. Some of these trees may be reaching the end of their natural lives, although there appears to be enthusiasm for planting new ones in gardens. A community project could be set up to survey, map and assess existing trees (their species, condition, the contribution they make to the villagescape and so on), and a list drawn up – guided by some research) for appropriate species to plant in new developments, to ensure this feature is maintained. This could encourage awareness of their landscape / historical / ecological importance and the need for good management and locally-appropriate replanting.
- 7.2.32 In the churchyard in particular, the trees may need close scrutiny, to ensure that they are appropriate in terms of future growth. There is the potential to re-think the design of the space and perhaps create community spaces and wildlife habitats.
- 7.2.33 In other places, ornamental vegetation on the skyline is a localised detractor, but it could potentially be replaced with more appropriate native planting.
- 7.2.34 If new woodlands are proposed, they should respect the traditional pattern of woodland in the area, most of which is linear, often alongside watercourses; geometric blocks are uncharacteristic in these landscapes, and are out of keeping. The effects of such blocks can be seen in the large, rectangular plantation north of Drake Street. Sculpting / softening the northern edges of the wood would help it integrate better.
- 7.2.35 To help improve the landscape through good management practices, it may be helpful to publicise sources of information and advice such as the Malvern Hills AONB Unit's *Guidance on Keeping Horses in the Landscape*. In conjunction with landowners, proposals could be developed for various environmental enhancement and management schemes to benefit the landscape and biodiversity.

Views and Visual Amenity

- 7.2.36 The assessment identified several key views into and out of the village. Villagers could be encouraged to map the location of their own favourite views. Those which are deemed worthy of protection could be the subject of an NP policy.
- 7.2.37 What is also important to take into account is the fact that new development will change many views: this can be factored in once the new houses are built. In this way, if additional planting is found to be necessary to protect a key view, for example, steps can be taken to try to achieve this.
- 7.2.38 In particular, the gateway and approach into the village from the east requires careful consideration, in terms of the village's future character, identity and sense of place. The comments about developing a locally-appropriate range of colours, materials, plants and styles is especially important here, if it is not too late to influence these choices. It may be that the village gateway itself is reconsidered – not just its current design, but where it actually is.
- 7.2.39 The assessment found that many views are well-screened in summer when deciduous trees are in full leaf, but less so in winter and early to mid-spring. It is often the case that new development relies on existing vegetation to screen and mitigate adverse effects; however, as set out above, this cannot be relied on, and tree health needs to be monitored.
- 7.2.40 Also, as well as affecting landscape character and local views, loss of trees can affect visual amenity within the wider landscape; for example, the loss of the oak along California Lane would result in the houses along the lane being more visible from the north.

History and Heritage

- 7.2.41 It is often the case that effects on the landscape context and setting of heritage assets is not adequately covered in studies accompanying planning applications. This is usually because it is not part of the 'scope' of the project, falling outside the remit of the archaeologist, the conservation expert and the landscape architect. Planning officers can ask for an historic landscape / heritage asset assessment to be included in an application if it is considered relevant, and should ask for it to be carried out in accordance with guidance such as that published by Historic England. (For comprehensive advice on dealing with effects on heritage assets from a landscape-related perspective, see *The Setting of Heritage Assets* (revised June 2012). This document was

superseded by *Historic Environment Good Practice Advice in Planning Note 3*³⁹ in March 2015, which should also be used for reference, but the 2012 document contains useful information.)

7.2.42 Heritage walks and trails could be developed (see below).

Biodiversity

7.2.43 There is a diverse range of habitats and opportunities for wildlife in and around the village. Some of these habitats are nationally-important SSSIs, others are countywide / local designations which are also of great importance. Many are not designated but still play an essential role in the environment, providing vital connections to the wider ecosystem. All are highly vulnerable to the effects of new development and changes in use. Their protection and appropriate management is essential.

7.2.44 Mutlow's Orchard is an example of a highly sensitive feature which could be adversely affected by new development, especially as there is a PRow along the edge of the SSSI to which a direct link from the new houses has been proposed. Disturbance, increase in footfall, inappropriate activities such as den-building etc. could cause erosion and / or loss. Ideally, the area will be properly protected, and regularly monitored for evidence of adverse effects. Developers should be encouraged to bring the importance of this habitat and the need to respect and conserve it to the new residents' attention. This could be done through a management team's website, issuing leaflets to new residents, and erecting information boards, for example.

7.2.45 Initiatives to encourage opportunities for wildlife could be developed. Potential skylark breeding areas were identified during the study – landowners could be encouraged to create suitable habitats for these birds (which are included on the Red List).

7.2.46 Elsewhere in the parish there is evidence of erosion and loss of habitats such as hedgerows, woodlands, orchards, ponds and unimproved grasslands; this has resulted in connectivity being broken in places. These are also highly valuable elements and features in the landscape: their erosion and loss can lead to adverse effects on landscape character and visual amenity. Active management of all these habitats is critical to their long term survival.

7.2.47 Orchards and the species they support are particularly vulnerable to change and loss. Worcestershire, Gloucestershire and Herefordshire are a UK stronghold for traditional orchards, and a number of local groups and initiatives are in existence to help to conserve them. The Malvern Hills AONB Unit is currently managing a three year project to help engage local people in the restoration, management and celebration of traditional orchards in focus areas across the three counties. Whilst Welland is not amongst them, advice and support related to orchard management are available at a local level.

7.2.48 Unimproved grasslands are a particularly important feature of Worcestershire's landscape, with the county accounting for some 20% of England's lowland neutral meadows and pastures. These nationally important habitats still survive within the parish, usually in very small patches. It is estimated that 97% of all unimproved grassland pastures and meadows disappeared from the country in the 20th century, and the conservation and expansion of those that remain should be considered a priority. Species-rich, unimproved pastures can be associated with traditional orchards, and the history of orcharding activity in Welland may, inadvertently, have helped to safeguard some of the small areas of grassland that remain.

7.2.49 Whilst the dense woodlands along the watercourses make a highly valuable contribution to biodiversity (and landscape character), the local wildlife trust (WWT) recommends selective thinning of trees (and pollarding of willow) to create a variety of light conditions; this will allow native streamside vegetation to develop in places where there is currently too much shade.

7.2.50 Ecological surveys will be needed to determine presence / absence of species if new development / change of use and / or activity are proposed. Planning applications for future development should include an ecological survey in accordance with best practice (esp. BS 42020:2013 Biodiversity: Code of practice for planning and development).

³⁹ <http://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/>

Public and Social Amenity: Recreation and Access

- 7.2.51 The assessment concluded that Welland is well-served by a network of PRsoW which make an important contribution to the health and well-being of local people and their environment. They are also likely to be used by visitors who may contribute to the local economy.
- 7.2.52 However, there are no PRsoW in the West to North sector, although people can walk along California Lane as far as the western end of the line of properties.
- 7.2.53 Several opportunities to create additional footpaths, or restore old ones which have been stopped-up, were identified. During consultation, many people said that they would like to see loop-walks covering short, medium and long distances. These are shown on Figure 9 – Recommendations.
- 7.2.54 The idea of themed trails was also welcomed. These could cover history, nature, cultural associations, legends and folklore, foraging, different types of exercise and so on. This may be of interest to local schools (a very good initiative for this and other projects is Learning Through Landscapes⁴⁰, which helps teachers use the landscape as a resource which is in line with the National Curriculum).
- 7.2.55 Many people said they would like to see more opportunities for different kinds of cycling in the area (road, mountain, trials, toddler's routes etc.). They also said that cycle routes in the village should connect further afield. This can be the subject of further study, taking into account future initiatives such as the possibility of opening up the dismantled railway line that used to connect Upton to Malvern, and connections to Hanley Castle High School.
- 7.2.56 There are no bridleways within the LSCA study area, although riding is permitted on Castlemorton Common. During the course of the study, several people said that more bridlepaths would be welcomed. This could be the subject of future consultation.
- 7.2.57 The study identified areas which would be appropriate for village projects such as new woodlands, orchards and allotments. Obviously these would have to be the subject of further study and discussion, especially with landowners. Sources of funding would need to be secured (although a village nursery could be created where a range of plants are grown from seed and / or cuttings for example, and made available for such projects).

Green Infrastructure

- 7.2.58 Welland has a good local 'Green' and 'Blue' Infrastructure network, linking to some of the most beautiful parts of the country including Castlemorton Common and the Malvern Hills via well-used public rights of way.
- 7.2.59 If not already considered, there may be opportunities to develop a Village Green Infrastructure Strategy. The European Commission has adopted a strategy for GI⁴¹ to ensure that '*the enhancement of natural processes becomes a systematic part of spatial planning*'. The Commission's strategy will focus on promoting GI in the main policy areas including land use. The projects suggested above would contribute significantly towards Welland's GI assets and their essential functions.
- 7.2.60 GI should form an integral part of planning for the future, and should be the subject of focused studies accompanying planning applications.

Hydrology

- 7.2.61 One of the study's findings was that the routes of Marlbank Brook and Welland Brook have been altered in the last 200 years. Old maps show that the Welland Brook used to meander through the village in the same way as it does across Castlemorton Common. At some point in the 19th century – probably when the village centre was growing around the crossroads – it was canalised from the parish boundary to the point where it crossed under the new B4208 north of the crossroads. Marlbank Brook was also straightened west of the road at this point.
- 7.2.62 At this time, the watercourses were separate, crossing under the road several metres apart. East of the road, Marlbank Brook's course followed a curving channel to a mill. Welland Brook was not canalised beyond the road, and continued to meander south of Marlbank Brook until being joined by Marlbank Brook just south of the mill.

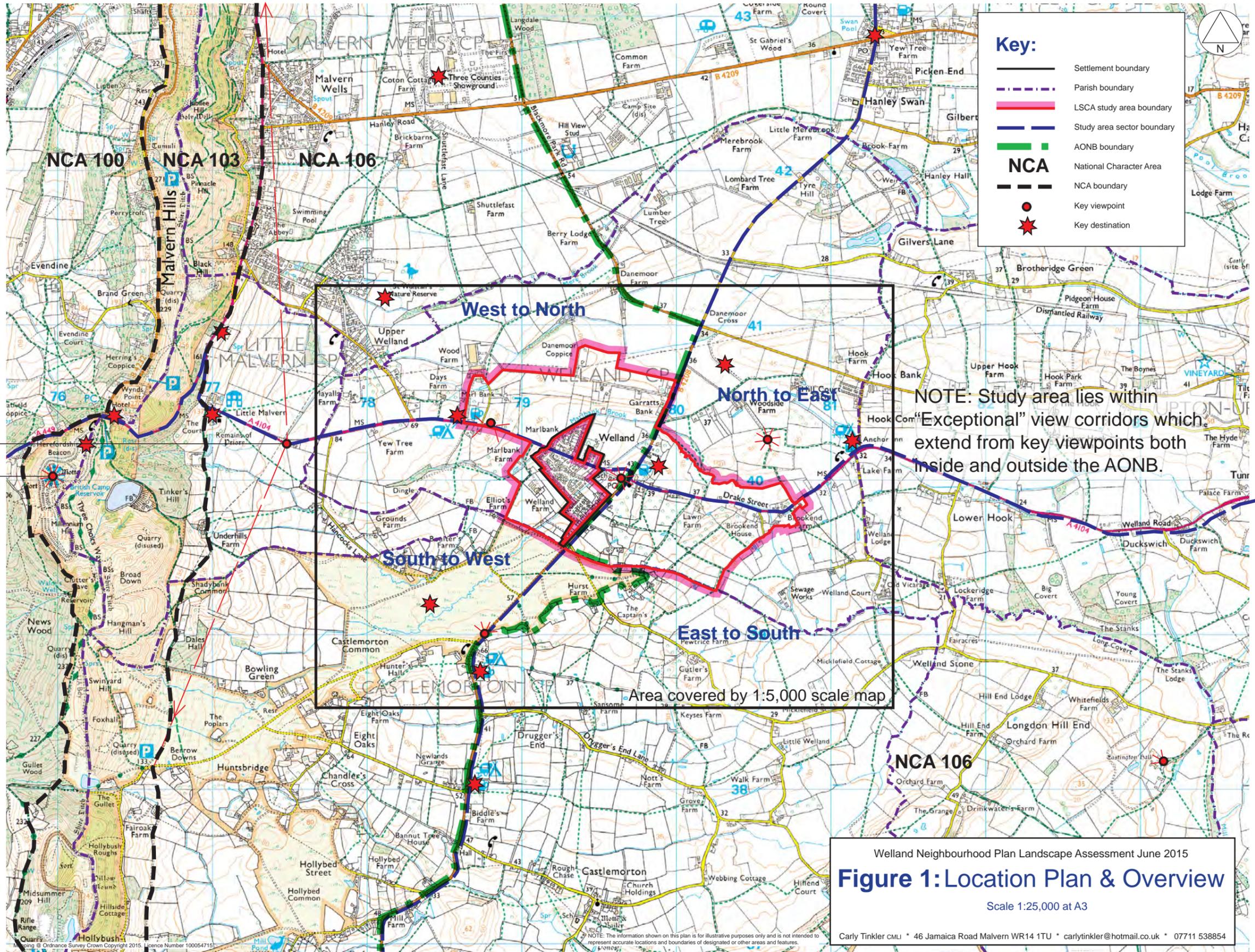
⁴⁰ <http://www.lti.org.uk/>

⁴¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52013DC0249>

- 7.2.63 Since then, it appears that the course of Welland Brook has been altered where it crosses under the road, and may have been truncated to allow Marlbank Brook's course to divert into it. The original Marlbank Brook course is now dry, but is still visible as a feature in the landscape, as are the remains of the mill.
- 7.2.64 Local residents report issues with flooding associated with the watercourses and the road crossing: it may be beneficial to investigate whether the change caused the current problems, and whether understanding the history behind it could help alleviate them.

Carly Tinkler June 2015





Key:

- Settlement boundary
- Parish boundary
- LSCA study area boundary
- Study area sector boundary
- AONB boundary
- NCA**
- NCA boundary
- Key viewpoint
- ★ Key destination

AONB
"Exceptional"
VP37

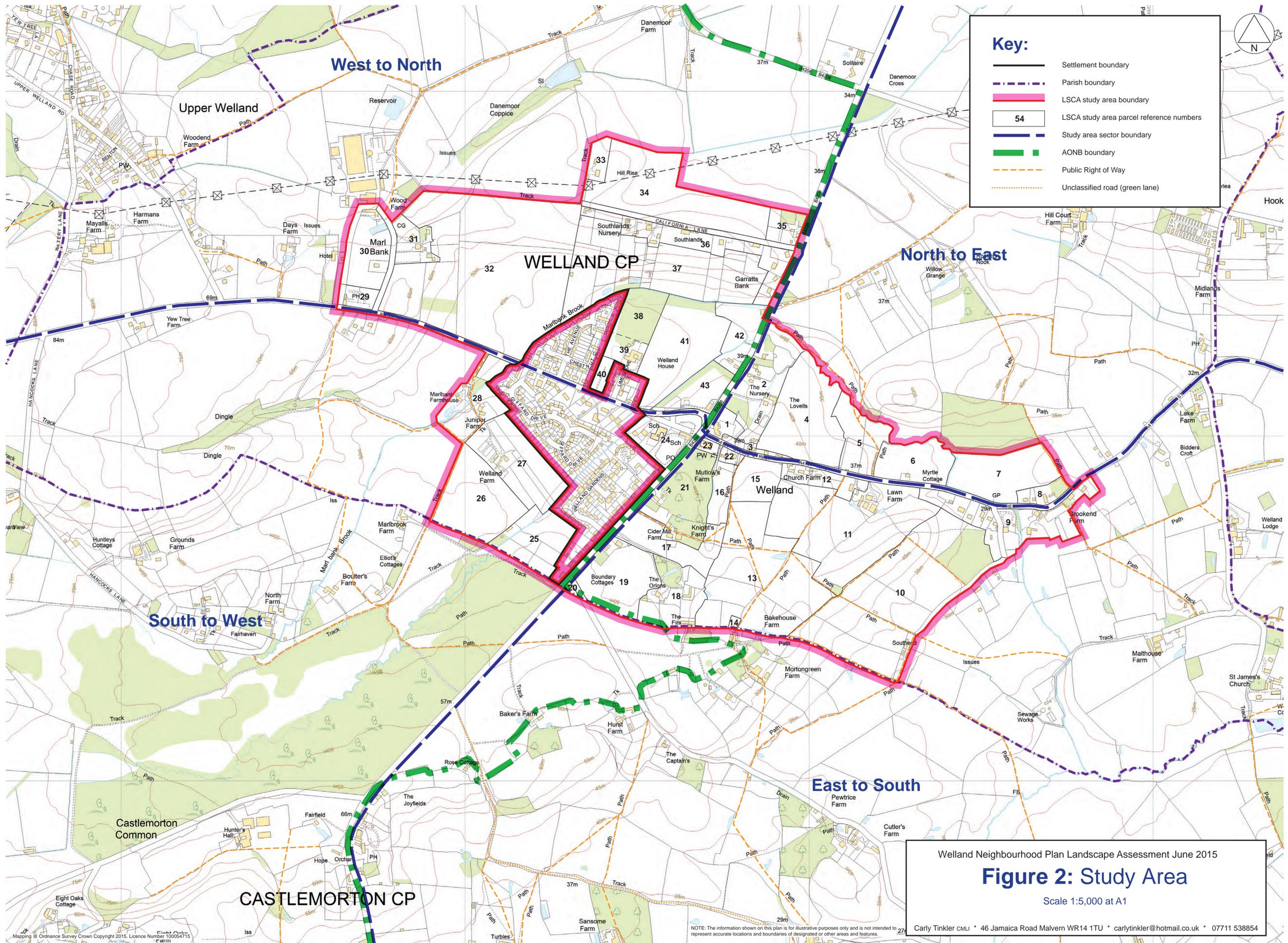
AONB
"Exceptional"
VP49 (360 degree
panorama)

NOTE: Study area lies within
"Exceptional" view corridors which
extend from key viewpoints both
inside and outside the AONB.

Area covered by 1:5,000 scale map

Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 1: Location Plan & Overview
 Scale 1:25,000 at A3
 Carly Tinkler CML * 46 Jamaica Road Malvern WR14 1TU * carlytinkler@hotmail.co.uk * 07711 538854

NOTE: The information shown on this plan is for illustrative purposes only and is not intended to represent accurate locations and boundaries of designated or other areas and features.



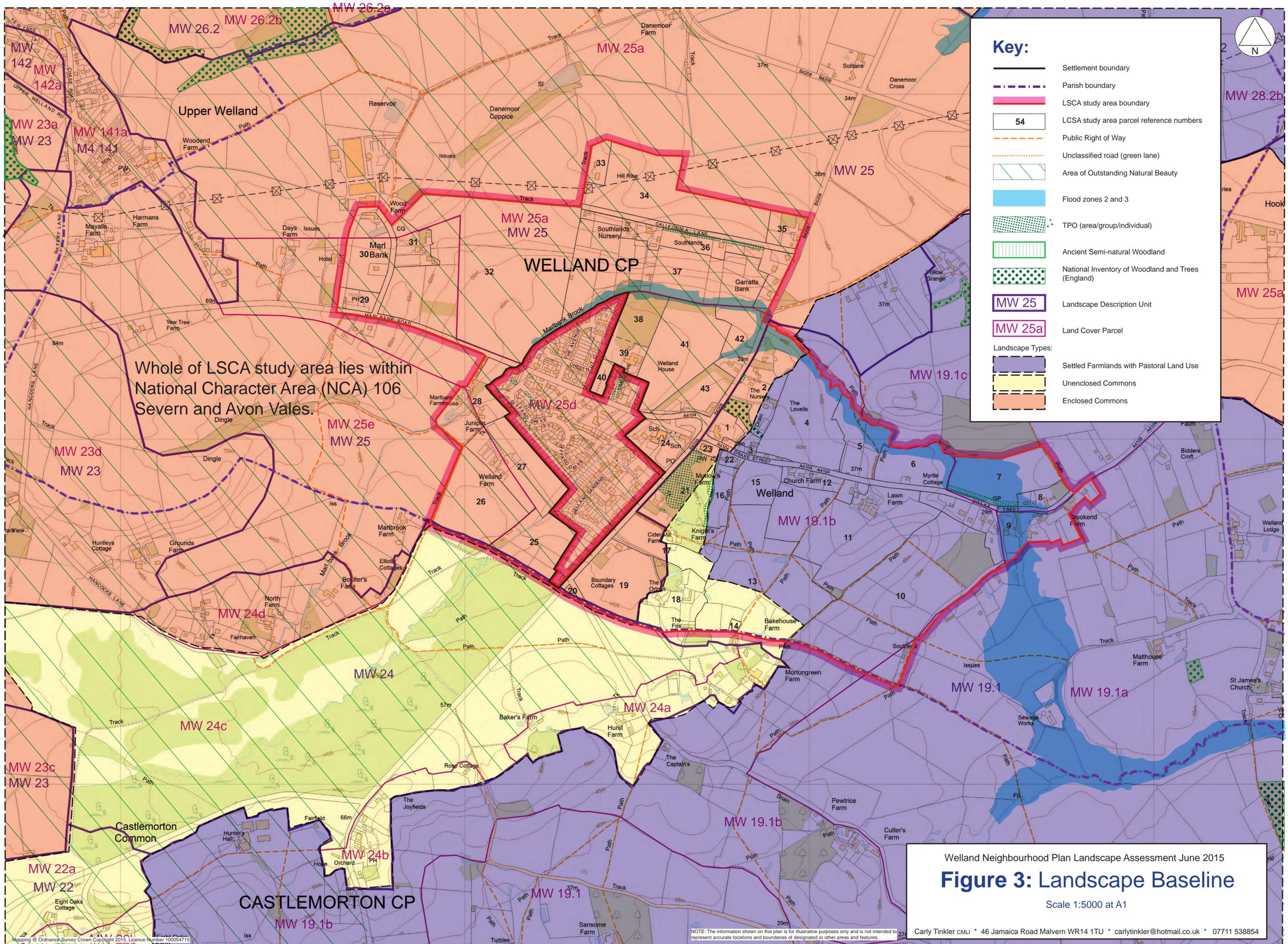
Key:

- Settlement boundary
- Parish boundary
- LSCA study area boundary
- 54 LSCA study area parcel reference numbers
- Study area sector boundary
- AONB boundary
- Public Right of Way
- Unclassified road (green lane)



Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 2: Study Area
 Scale 1:5,000 at A1
 Carly Tinkler CML * 46 Jamaica Road Malvern WR14 1TU * carlytinkler@hotmail.co.uk * 07711 538854

NOTE: The information shown on this plan is for illustrative purposes only and is not intended to represent accurate locations and boundaries of designated or other areas and features.



Key:

- Settlement boundary
- - - Parish boundary
- LSCA study area boundary
- 54 LSCA study area parcel reference numbers
- - - Public Right of Way
- Unclassified road (green lane)
- Area of Outstanding Natural Beauty
- Flood zones 2 and 3
- TPO (area/group/individual)
- Ancient Semi-natural Woodland
- National Inventory of Woodland and Trees (England)
- MW 25 Landscape Description Unit
- MW 25a Land Cover Parcel

Landscape Types:

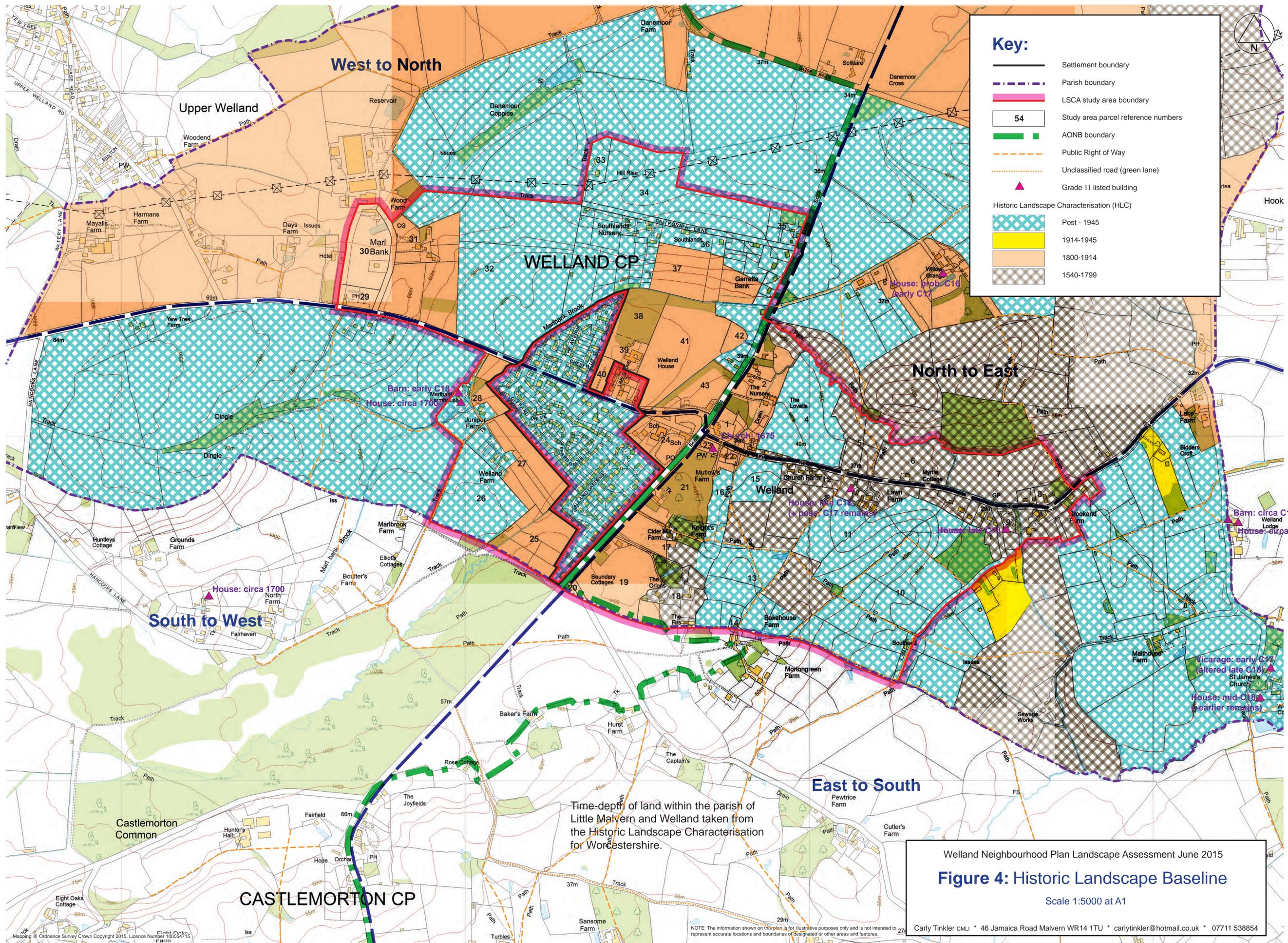
- Settled Farmlands with Pastoral Land Use
- Unenclosed Commons
- Enclosed Commons

Whole of LSCA study area lies within National Character Area (NCA) 106 Severn and Avon Vales.

Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 3: Landscape Baseline
 Scale 1:5000 at A1

Carly Tinkler CML * 46 Jamaica Road Malvern WR14 1TU * carlytinkler@hotmail.co.uk * 07711 538854

NOTE: The information shown on this plan is for illustrative purposes only and is not intended to represent accurate locations and boundaries of designated or other areas and features.



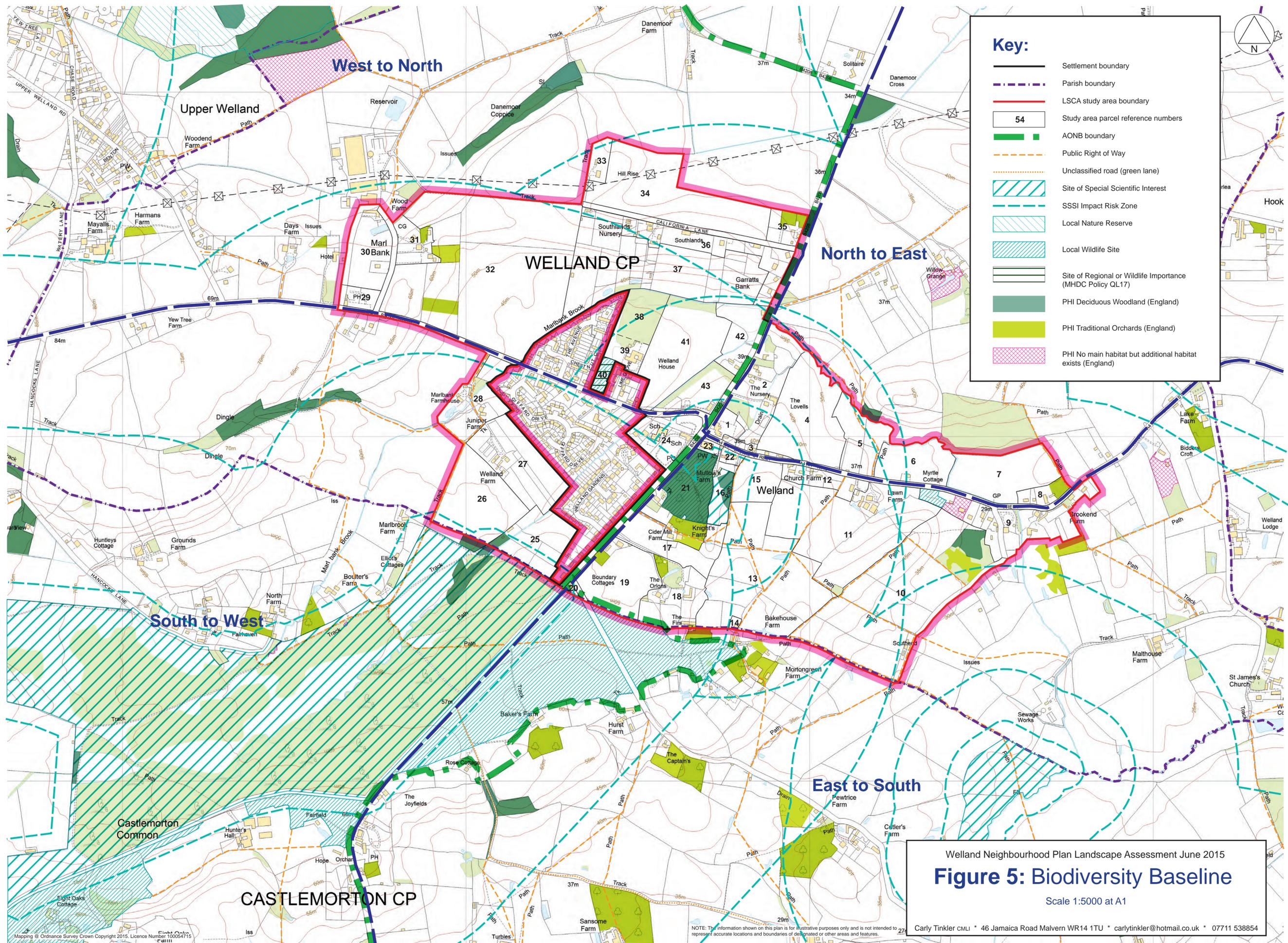
Key:

- Settlement boundary
- Parish boundary
- LSCA study area boundary
- Study area parcel reference numbers
- AONB boundary
- Public Right of Way
- Unclassified road (green lane)
- Grade II listed building

Historic Landscape Characterisation (HLC)

- Post - 1945
- 1914-1945
- 1800-1914
- 1540-1799

Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 4: Historic Landscape Baseline
 Scale 1:5000 at A1



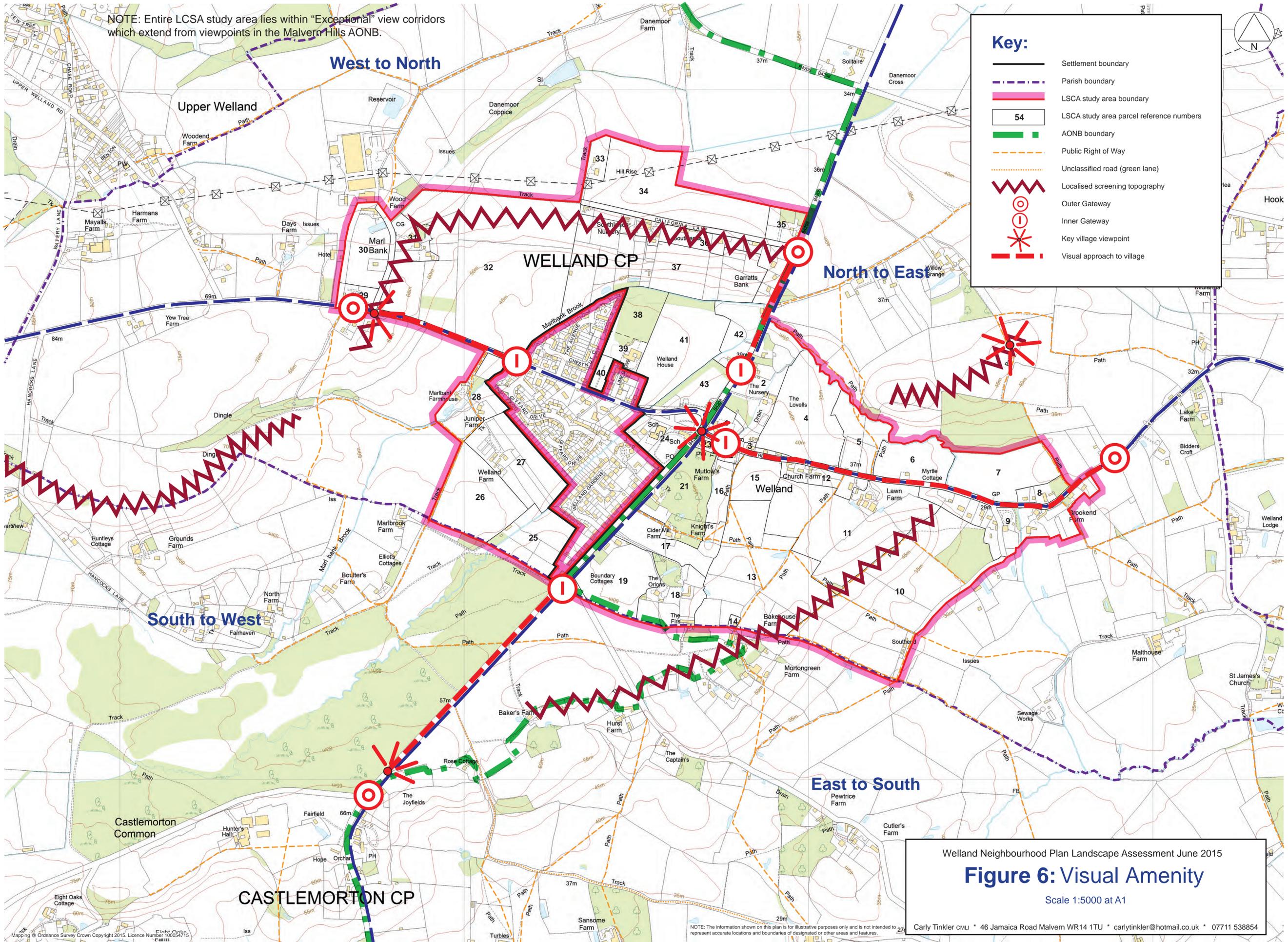
Key:

- Settlement boundary
- Parish boundary
- LSCA study area boundary
- Study area parcel reference numbers
- AONB boundary
- Public Right of Way
- Unclassified road (green lane)
- Site of Special Scientific Interest
- SSSI Impact Risk Zone
- Local Nature Reserve
- Local Wildlife Site
- Site of Regional or Wildlife Importance (MHDC Policy QL17)
- PHI Deciduous Woodland (England)
- PHI Traditional Orchards (England)
- PHI No main habitat but additional habitat exists (England)

Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 5: Biodiversity Baseline
 Scale 1:5000 at A1
 Carly Tinkler CML * 46 Jamaica Road Malvern WR14 1TU * carlytinkler@hotmail.co.uk * 07711 538854

NOTE: The information shown on this plan is for illustrative purposes only and is not intended to represent accurate locations and boundaries of designated or other areas and features.

NOTE: Entire LCSA study area lies within "Exceptional" view corridors which extend from viewpoints in the Malvern Hills AONB.



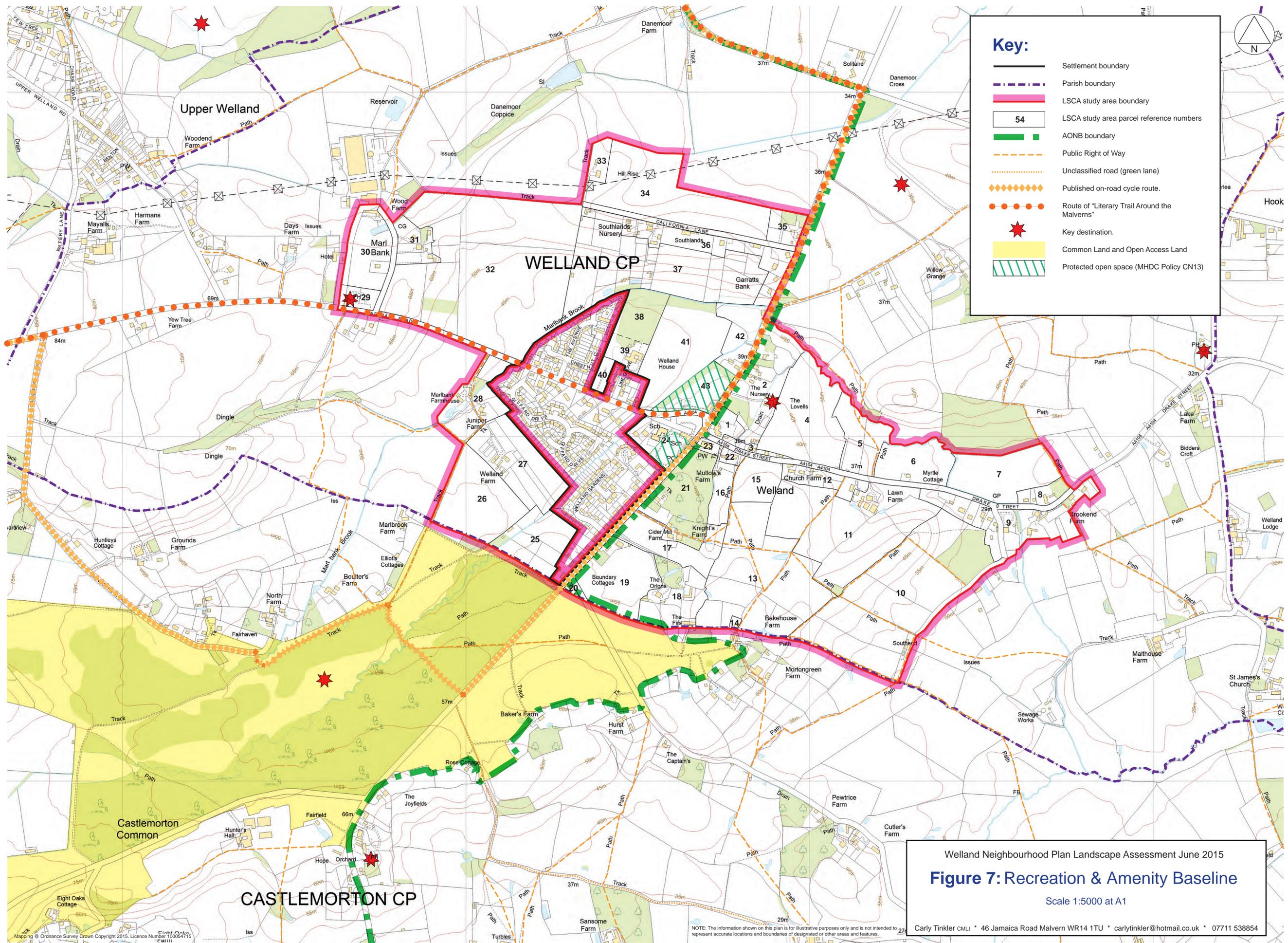
Key:

- Settlement boundary
- Parish boundary
- LCSA study area boundary
- LCSA study area parcel reference numbers
- AONB boundary
- Public Right of Way
- Unclassified road (green lane)
- Localised screening topography
- Outer Gateway
- Inner Gateway
- Key village viewpoint
- Visual approach to village

Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 6: Visual Amenity
 Scale 1:5000 at A1
 Carly Tinkler CML * 46 Jamaica Road Malvern WR14 1TU * carlytinkler@hotmail.co.uk * 07711 538854

Mapping © Ordnance Survey Crown Copyright 2015. Licence Number 100054715

NOTE: The information shown on this plan is for illustrative purposes only and is not intended to represent accurate locations and boundaries of designated or other areas and features.

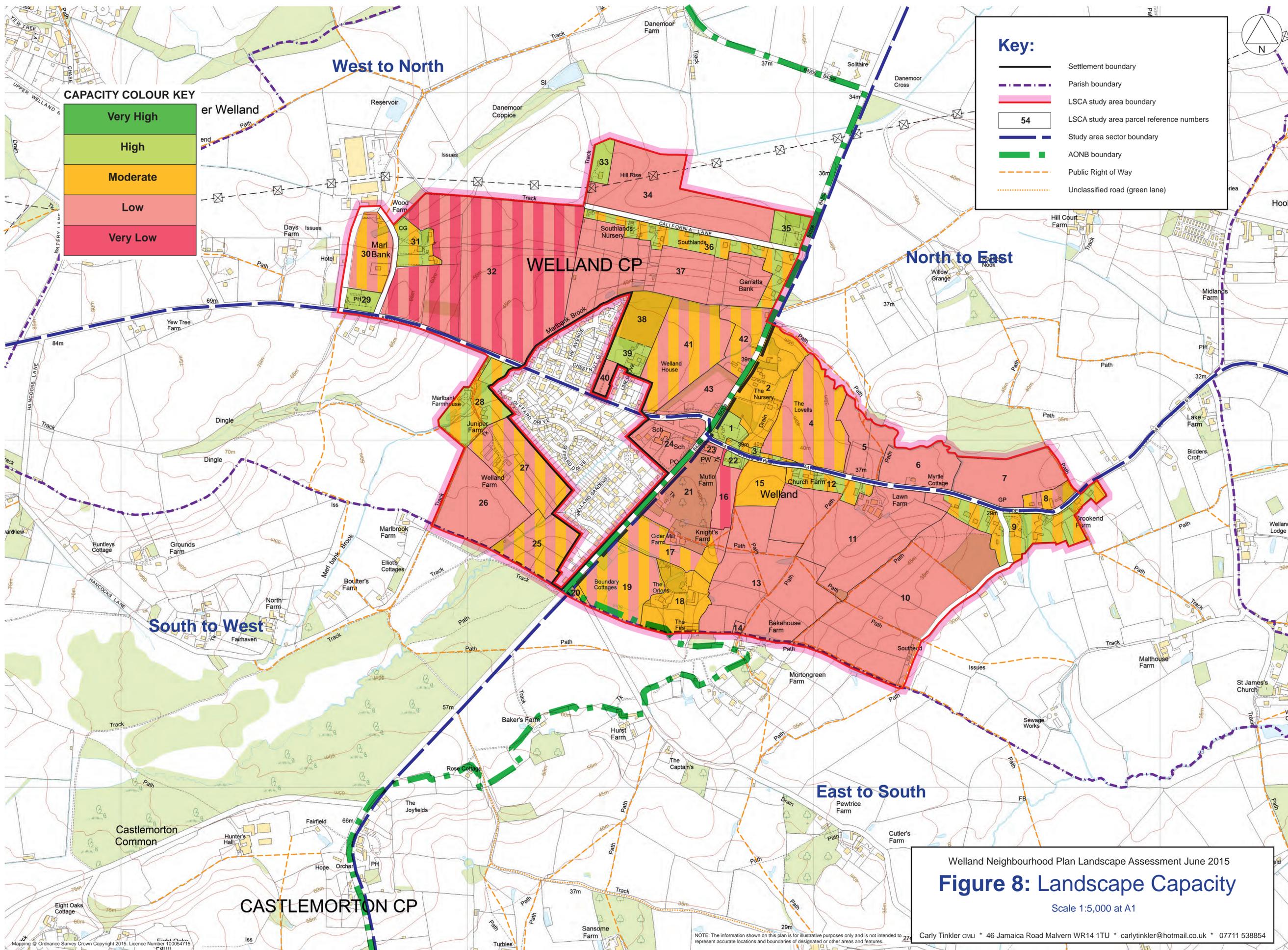


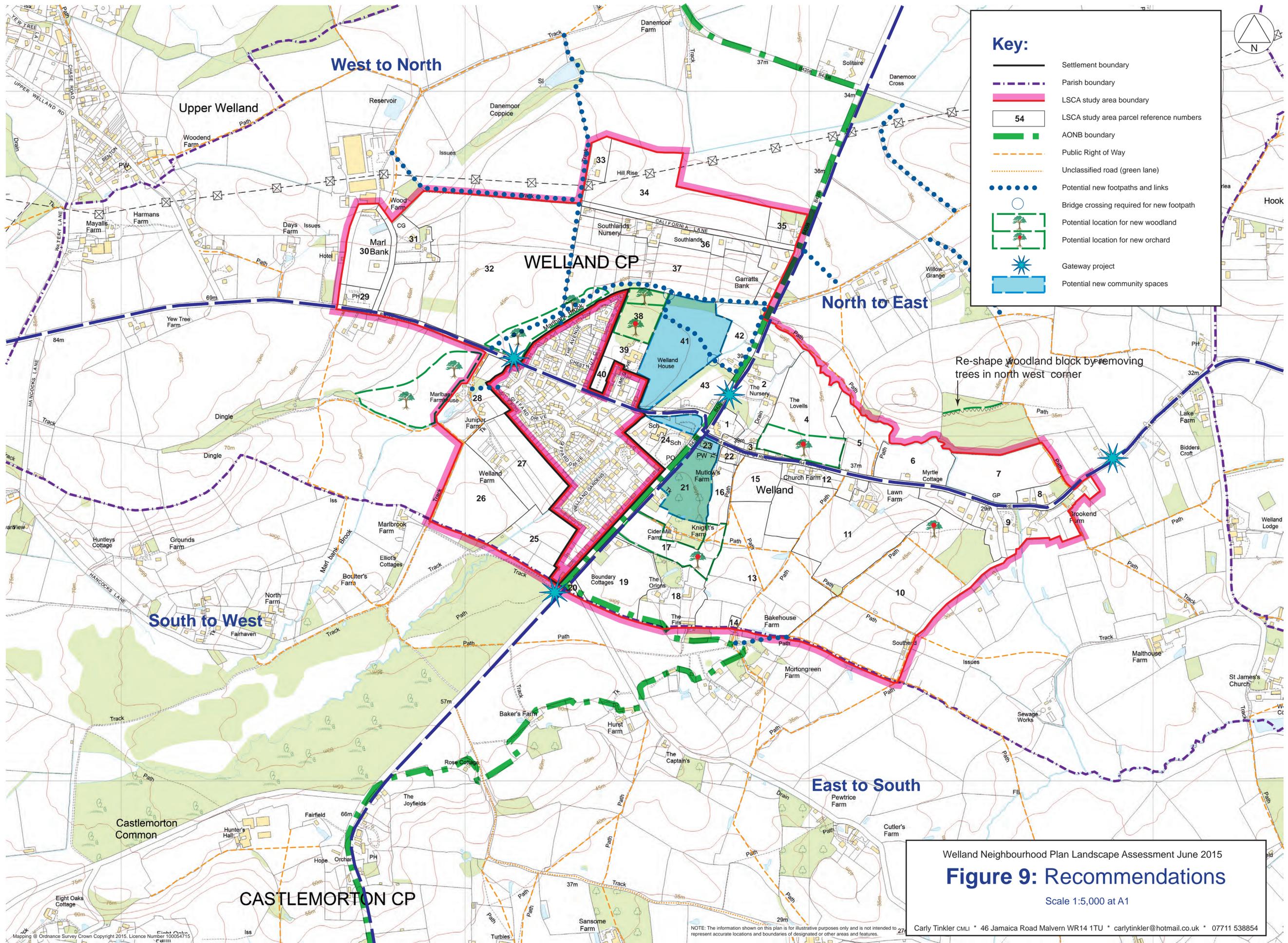
Key:

- Settlement boundary
- Parish boundary
- LSCA study area boundary
- LSCA study area parcel reference numbers
- AONB boundary
- Public Right of Way
- Unclassified road (green lane)
- Published on-road cycle route.
- Route of "Literary Trail Around the Malverns"
- Key destination.
- Common Land and Open Access Land
- Protected open space (MHDC Policy CN13)

Welland Neighbourhood Plan Landscape Assessment June 2015
Figure 7: Recreation & Amenity Baseline
 Scale 1:5000 at A1
 Carly Tinkler CML * 46 Jamaica Road Malvern WR14 1TU * carlytinkler@hotmail.co.uk * 07711 538854

NOTE: The information shown on this plan is for illustrative purposes only and is not intended to represent accurate locations and boundaries of designated or other areas and features.





APPENDIX A

Summary Descriptions of National Character Areas, Regional / County Landscape Types, and Landscape Description Units

1. National Character Areas

- 1.1 Nationally, the country is divided into National Character Areas (NCAs)¹. These are shown on Figure 1.
- 1.2 NCAs are the responsibility of Natural England. They are “... *areas that share similar landscape characteristics, and which follow natural lines in the landscape rather than administrative boundaries, making them a good decision-making framework for the natural environment*”.
- 1.3 Importantly, NCA profiles are “... *guidance documents which can help communities to inform their decision-making about the places that they live in and care for. The information they contain will support the planning of conservation initiatives at a landscape scale, inform the delivery of Nature Improvement Areas and encourage broader partnership working through Local Nature Partnerships. The profiles will also help to inform choices about how land is managed and can change.*”
- 1.4 The NCA profiles contain specific ‘Statements of Environmental Opportunity’ (SEOs) for each area, which offer guidance on the critical issues identified, and which could “... help to achieve sustainable growth and a more secure environmental future”.
- 1.5 The landscape in the majority of the study area is covered by NCA 106 Severn and Avon Vales. The Malvern Hills are covered by NCA 103 – the boundary between them runs along the mid-slopes on the eastern side of the Hills.
- 1.6 NCA 106 Severn and Avon Vales are low-lying, open agricultural vale landscapes. They run in a broad swathe between Bromsgrove and Stratford-on-Avon to the Bristol Channel. The character area displays a wide range of key characteristics, but those which are represented in the study area are summarised below:
- Diverse range of flat and gently undulating landscapes strongly influenced and united by the Severn and Avon rivers.
 - Woodland is sparsely distributed across this landscape but a well-wooded impression is provided by frequent hedgerow trees, parkland and surviving traditional orchards. Remnants of formerly extensive Chases and Royal Forests, centred around Malvern, Feckenham and Ombersley still survive.
 - Small pasture fields and commons are prevalent in the west with a regular pattern of parliamentary enclosure in the east. Fields on the floodplains are divided by ditches... fringed by willow pollards and alders.
 - Pasture and stock rearing predominate on the floodplain and on steeper slopes, with a mixture of livestock rearing, arable, market gardening and hop growing elsewhere.
 - Unimproved neutral grassland (lowland meadow PHI site) survives around Feckenham Forest and Malvern Chase... Fragments of unimproved calcareous grassland and acidic grasslands are also found.
 - A strong historic time line is visible in the landscape.
 - Highly varied use of traditional buildings materials, with black and white timber frame intermixed with deep-red brick buildings...
 - Many ancient market towns and large villages are located along the rivers, their cathedrals and churches standing as prominent features in the relatively flat landscape.
- 1.7 The Statements of Environmental Opportunity for the area include:
- SEO 2: *Seek to safeguard and enhance this area’s distinctive patterns of field boundaries, ancient hedgerows, settlements, orchards, parkland, small woodlands, chases, commons and floodplain management with their strong links to past land use and settlement history, and for the benefits this will bring to soil erosion, soil quality and biodiversity.*

¹ <https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making>

- SEO 3: Reinforce the existing landscape structure as part of any identified growth of urban areas, hard infrastructure and other settlements ensuring quality green infrastructure is incorporated enhancing health, access, recreation, landscape, biodiversity and geodiversity.
 - SEO 4: Protect geological exposures and maintain, restore and expand semi natural habitats throughout the agricultural landscape, linking them together to create a coherent and resilient habitat network enabling ecosystems to adapt to climate change.
- 1.8 In this character area, Natural England identifies changes and trends which include the decline and loss of traditional orchards, and the loss / deterioration of traditional boundary hedges and trees. It notes that some new woodlands have been created in the form of scattered small blocks in keeping with the character of the area.
- 1.9 NCA 103 Malvern Hills is described in the profile as follows:
"...The area is one of great contrasts. These range from the majestic height of the hills themselves to the undulating swells and low wooded escarpments of Eastnor and the Suckley Hills, and to the jumble of rolling hills and woodlands marching away to the west. Most of the area lies within the Malvern Hills Area of Outstanding Natural Beauty (AONB)."
- 1.10 The key characteristics of NCA 103 are all represented in this part of the study area:
- A prominent, narrow north–south ridge of high, unenclosed, rounded hills [which] ... form a highly visible dominant landmark, visible from a long distance;
 - A varied geology, which is reflected in the soils;
 - Along the Malvern Hills ridge there are a number of dramatic historic sites, including the bronze-age barrows, iron-age hill forts at British Camp and Midsummer Hill, and the Shire Ditch;
 - There is a high density of public rights of way and an extensive area of open access land;
 - There are good rail and road links to urban populations;
 - To the north and west of the hills there are wooded limestone ridges, separated by vales of mixed shale. The lower slopes and ridges – particularly the steeper ones – are densely wooded, with blocks of ancient woodland and occasional plantations. Many field boundaries are species-rich and also of medieval origin; and
 - The ridges and vales form a mixed pastoral landscape of small irregular fields, orchards, hop yards and many ancient, species-rich hedgerows and meadows. Interspersed throughout this landscape (particularly to the south, where larger farms and estates developed) are larger fields bounded by thorn.
- 1.11 The SEOs for NCA 103 are:
- SEO 1: Conserve and appropriately manage the areas of semi-natural habitat in the wider character area of the Malvern Hills such as woodland and traditional orchard, providing economic opportunities, fostering community participation;
 - SEO 2: Manage and improve access to the landscape, as well as the cultural and geological features of the Malvern Hills National Character Area and promote enhanced understanding and enjoyment to reinforce a strong sense of place;
 - SEO 3: Protect and appropriately manage the historic environment and its setting, ensuring that historic features and landscapes are recognisable and valued; and
 - SEO 4: Plan for an expansion of semi-natural habitats where appropriate, so that a significant ecological network is created and interconnected to adjoining areas. This will increase biodiversity, pollination, food and drink production, as well as regulate soil erosion, water and soil quality, reinforcing a strong sense of place.

Transition between NCAs 106 Severn and Avon Vales and 103 Malvern Hills: looking north from edge of village



- 1.12 More detailed information about the NCA and SEOs can be found in the NCA profile at the link given above.

2. Regional / County Landscape Types

- 2.1 NCAs are relevant to this study for the reasons set out above, and it is important that the assessment evaluates whether the landscapes are good representations of landscape character at a national level. However, the NCA descriptions usually cover large areas, so for more county-specific detail it is necessary to look at the landscape character 'types' which have been surveyed and categorised by both Worcestershire County Council and the Malvern Hills AONB Unit. These are shown on Figure 3 – Landscape Baseline, and illustrated throughout the report.
- 2.2 Worcestershire County Council's Landscape Character Assessment (LCA)² begins with classifying regional landscape areas; the study area for the assessment of Welland lies within the extensive Mid-Worcestershire Forest, although the Malvern Hills are covered by the Malvern and Abberley Hills character area.
- 2.3 NCA 106 Severn and Avon Vales shares several of the Mid-Worcestershire Forest's characteristics. In the study area, Malvern Chase was one of many Royal Forests which once extended across the central part of the West Midlands (see also Landscape History below). The LCA states:
- 2.4 *"Such a large and distinctive assemblage of Royal Forests was quite unique in the country and a very relevant element of the cultural heritage and landscape of Worcestershire. Despite the fact that some of these Forests did not survive beyond the medieval period they have nonetheless left an indelible mark on the character of the present day landscape. This is reflected in the dispersed pattern of farmsteads and the clusters of wayside dwellings associated with relic commons, together with the innumerable small copses and abundance of hedgerow trees. The latter give the region a well timbered appearance, despite the fact that*

² http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape_character_assessment

the extensive woodlands of medieval times survive only in attenuated relics such as Chaddesley Wood... Royal Forests were not completely wooded but also included a varying proportion of enclosed farmland and unenclosed common pasture."

- 2.5 The study area is covered by several county landscape types, again, indicative of the complexity and variety of the landscapes of the area. The types reflect differences in geology and topography, and subsequent variations in landuse and landcover.
- 2.6 The Malvern Hills' type is High Hills and Slopes, the eastern boundary of which coincides with the NCA boundary. East of the Hills, the Enclosed and Unenclosed Commons types dominate, although there are small pockets of Principal Timbered Farmlands on the Hill's lower slopes to the south. East of the Commons, the type is predominantly Settled Farmlands with Pastoral Land Use. Beyond this belt, to the east and south east, there are Estate Farmlands, Principal Settled Farmlands and Wet Pasture Meadows, the latter extending across Longdon Marsh.
- 2.7 The types of most relevance to this study are summarised below, using extracts from WCC's LCA.

Settled Farmlands with Pastoral Landuse:

CHARACTER DESCRIPTION

These are small-scale, rolling, lowland, settled agricultural landscapes with a dominant pastoral land use, defined by their hedged fields. Hedgerow and streamside trees, together with those associated with settlement provide tree cover in a landscape with a notable network of winding lanes, scattered farms and clusters of wayside settlements.

KEY CHARACTERISTICS

Primary: Pastoral land use Small-scale landscape defined by prominent pattern of hedged fields Tree cover character of individual trees rather than woodland.

Secondary: Tree cover pattern of scattered trees along hedgerows and watercourses Dispersed settlement pattern of farmsteads and groups of wayside dwellings Sub-regular enclosure pattern with small and medium sized fields. Rolling lowland with occasional steep sided hills and escarpments.

Tertiary: Gleyed soils.

DETAIL

The Settled Farmlands with Pastoral Land Use share many characteristics of the Principal Settled Farmlands. They are both lowland agricultural landscapes, with hedged fields and a dispersed settlement pattern, but the primary defining characteristic relates to soils and to the subsequent land use. These are landscapes of heavy or poorly drained soils associated with a predominantly pastoral land use. The field pattern follows that of the other Settled Farmlands, tending to be sub-regular, suggesting early enclosure from areas of open field, but the size of the fields tends to be smaller and the pattern more prominent.

Tree cover is primarily represented by hedgerow trees and by trees along watercourses. In both instances these can be notable in their numbers and this, combined with the field size, results in a landscape of much smaller, more intimate scale than the other Settled Farmlands categories. The same pattern of dispersed farmsteads and wayside dwellings occurs in association with a dense network of lanes.

MODERN IMPACTS ON CHARACTER

Land Use:

The defining pastoral land use is becoming diluted due to increased arable cultivation, which in turn has an impact upon the scale and enclosure pattern of these landscapes. The remaining areas of permanent pasture can often be of significant biodiversity interest and this can be threatened by the increasing change in land use in favour of arable farming. Initiatives to safeguard remaining areas of permanent pasture should be strongly promoted.

Enclosure Pattern:

Over the past years hedgerows have been removed, resulting in larger fields and a change in the scale of the landscape and, although the Hedgerow Regulations should now reduce such direct damage, deteriorating management is likely to continue.

Tree Cover Pattern:

Woodlands are not characteristic of these landscapes and hedgerow trees, together with linear tree cover associated with watercourses, are particularly important, providing the defining tree cover element. The existing patterns of tree cover should be conserved and opportunities for new tree planting should be focused on strengthening and restoring hedgerow tree populations and the tree cover associated with watercourses.

LANDSCAPE GUIDELINES

- Conserve and enhance the pattern of hedgerows.
- Maintain overall pastoral land use.
- Seek opportunities to conserve all remaining areas of permanent pasture.
- Conserve and enhance tree cover along watercourses.
- Conserve hedgerow tree populations and promote new hedgerow tree planting.
- Retain the integrity of the dispersed pattern of settlement.

Enclosed Commons:

CHARACTER DESCRIPTION

This is a landscape of very similar character to the Sandstone Estatelands, with the same ordered pattern of large fields of regular outline, straight roads and estate plantations. It is an open, formal landscape with a visual clarity primarily defined by the straightness of the field boundaries. These are patterns that the Historic Landscape Characterisation shows have arisen as a result of late enclosure from former commons and wasteland.

KEY CHARACTERISTICS

Primary: Hedgerow boundaries to fields. Planned enclosure pattern of straight boundaries and roads with wide verges.

Secondary: Pastoral land use Planned woodland character Woodland pattern of discrete blocks (estate plantations).

Tertiary: Gently rolling topography Open farmland landscape Impoverished soils Dispersed pattern of isolated farmsteads and scattered wayside dwellings.

DETAIL

This is a planned landscape with a notably regular pattern, defined by the straightness of its hedge lines and roads and the outlines of its woodlands. This regularity is strongly expressed visually, the wide roadside verges emphasising the straightness of the roads and the general openness of the landscape enabling the pattern to be clearly evident.

Tree cover along watercourses can contribute significantly to the landscape structure but hedgerow tree cover is generally far less significant. The presence of wayside dwellings corresponds to the historic evolution of these landscapes from areas of former waste and common land. Scattered farmsteads can also be a characteristic feature today.

These landscapes are often located adjacent, or close, to areas which remain today as unenclosed common land. These are farmed landscapes with an inherent land use of mixed agriculture, although recent increases in arable dominance may be evident. If such a trend continues, the functional value of hedgerows could be significantly reduced. Any loss or deterioration in the hedgerow structure could dilute the visual clarity of these landscapes.

MODERN IMPACTS ON CHARACTER

Settlement Pattern:

The low density wayside settlement pattern of small cottages and occasional farmsteads is gradually being altered as cottages are enlarged and new dwellings built. In principal, these landscapes can accept additional wayside dwellings if the proposals are in accordance with policy, but the density should remain low and any new building must respect the style, materials and the small scale of the traditional cottages.

Enclosure Pattern:

The former common land was enclosed in a planned manner to create a geometric pattern. The removal of hedgerows has led, in some places, to a change in landscape scale and disruption of pattern.

Tree Cover Pattern:

This is a sparsely wooded landscape where trees are restricted to occasional hedgerow trees, discrete plantations and tree cover along watercourses. Efforts to introduce more hedgerow trees would be misguided here.

LANDSCAPE GUIDELINES

Conserve and restore the distinctive hedgerow pattern with priority given to primary hedgerows. Conserve and enhance the tree cover along water courses. Conserve the scale, spatial patterns and specific character of wayside dwellings. Promote the creation and appropriate management of natural vegetation communities on non-farmed areas and along highways. Conserve and enhance the spatial pattern and scale of the landscape. Promote the development of wide field margins for wildlife benefit.

Unenclosed Commons:

CHARACTER DESCRIPTION

This is a category of landscape that offers tremendous variety of scale and size, the overriding characteristics being the lack of enclosure and, usually, a land use of rough grazing. The smaller unenclosed commons are ranked as features within other Landscape Types but a few are considered to be of sufficient extent to warrant separate classification. Settlement, where present, is usually restricted to wayside dwellings situated around the perimeter of the common.

KEY CHARACTERISTICS

Primary: Unenclosed land. Rough grazing land use

Secondary: Unsettled, but with wayside dwellings of distinctive scale and style, located on the perimeter of commons. Unwooded, but small plots associated with dwellings often afford scattered tree cover. Acid grassland/heath very often associated with these landscapes.

DETAIL

The character of these landscapes has, in the past, developed as a result of the activities of local people with commoners' rights. Different activities have resulted in rather differing identities. They are, as a group, notable for their lack of enclosure and their overall sense of wilderness. There is frequently an element of settlement associated with these commons, the style, scale and pattern of which is particularly distinctive, typically being small, wayside cottages, often white-washed, set in small plots of irregular shape. In many cases, tree cover is largely restricted to the plots and gardens associated with these cottages. The traditionally grazed commons are invariably associated with a high nature conservation value due to their unimproved status.

There would appear to continue to be a general lack of motivation to restore active pursuance of rights of common today, factors of economic benefit, disturbance and danger to grazing stock from busy roads, dogs and people together with increased regulations associated with animal husbandry perhaps contributing to such reluctance. The demise in the exercising of commoners' rights has resulted in reversion to scrub in many places. Elsewhere commons are valued for their recreation potential and managed in a municipal fashion, with regular cutting of the sward and sometimes associated planting of ornamental trees. There have, however, been successful instances of community approaches to restoring grazing stock on common land, Monkwood Green being an example. Long term sustainable management initiatives are clearly needed for these landscapes and the success of such existing schemes should be widely promoted and encouraged elsewhere.

MODERN IMPACTS ON CHARACTER

Settlement Pattern:

These are fundamentally unsettled landscapes, but over the years an element of settlement has built up. The degree of settlement varies but is usually of small wayside cottages dotted

around the periphery of the common. The cottages are often whitewashed and set in small, irregularly shaped gardens with occasional paddocks.

Modern enlargement and remodelling has often resulted in an uncharacteristic sub-urban character.

Enclosure Pattern:

All methods of enclosure are inappropriate although peripheral temporary stock fencing may sometimes be necessary.

Tree Cover Pattern:

Tree cover is typically restricted to the gardens and small orchards associated with the surrounding cottages. However, the character of these commons varies widely and some have a significant number of trees, either as individual specimens, groups, or areas of grazed woodland.

In addition, those commons that are no longer adequately grazed have a problem of encroaching scrub and secondary woodland. Generally, additional tree planting is not appropriate on Unenclosed Commons.

LANDSCAPE GUIDELINES

Conserve and enhance the unenclosed visual distinctiveness of open common areas. Conserve and enhance the spatial pattern, scale and specific character of wayside dwellings associated with commons. Recognising that each common will have a different historical profile, seek to define management objectives to integrate wildlife benefit, current recreational interests and other uses, together with the historical interest. Seek to avoid municipal / tidy approaches to management.

- 2.8 The High Hills and Slopes landscape type of the Malvern Hills to the west exerts a strong influence on Welland's landscape character.

3. Landscape Description Units

- 3.1 WCC's LCA includes a more localised and fine-grained assessment of the county landscape types, sub-dividing them into Landscape Description Units (LDUs). LDUs are "... *discrete and relatively homogenous units of land within which the constituent physical and cultural elements occurred in repeated patterns and shared certain visual characteristics. These units of land are the Landscape Description Units (LDUs) and are the building blocks of landscape character. They form the basis on which all subsequent classification and evaluation takes place*".
- 3.2 The LDUs are shown on Figure 3. The on-site assessment found that whilst the surveys for the LCA were done in 2008 and 2009, there had been few changes to the general baseline situation in the intervening years, apart from some new built development and changes in landuse. The LDU information in the LCA is therefore a good reference for the landscape of the wider study area; however it has been supplemented with the on-the-ground findings of the LSCA assessment, within the LSCA study area. This provides a more detailed description of the local landscape character in each geographical sector within which the parcels lie, and is set out in the report.
- 3.3 In terms of the LSCA study area, the western half of the area (west of the B4208) lies within MW25 (Welland Enclosed Commons), and the eastern half in MW19.1 (Castlemorton Settled Farmlands with Pastoral Land Use), apart from a small area of MW25 east of the road at the southern edge of (and gateway to) the village.
- 3.4 LDU MW25 lies predominantly within the South to West and West to North sectors of the wider study area. However it also covers part of the North to East sector as a broad band along the road corridors.
- 3.5 The parcels which lie in LDU MW25 are 19, 20 & 24 – 43.

LDU MW25: Welland Enclosed Commons

- 3.6 An area of rolling lowland topography with poorly draining soils derived from fluvio-glacial drift. The settlement pattern is one of isolated red brick farms, associated with a geometric pattern of fields and roads. It is an area of pastoral land use with tree cover represented by thinly scattered hedgerow and stream side trees, together with groups of trees associated with settlement.

Area of former common; large scale in places due to field size; predominately thorn hedges; red brick building style; nucleation at Hanley Swan; localised existing common.

Condition (updated 2008): localised high impact in several places of urban residential development; moderate intensity farming with field pattern becoming fragmented due to amenity land uses; poor representation of tree cover; tree cover character confused by amenity planting.

Biodiversity: overall moderate minus, locally poor, dividing into two zones, poor in the farmed area to the north, better in the more settled area to the south.

Abundance: moderate.

Network: moderate - streams, transport corridors and hedges.

Range: moderate.

Impact: locally high impact of agriculture plus local impacts of urban developments. Part of this commonland affected by WW2 - development of hospitals and military use - large camps. Afterwards, the big open army sites were not farmed straight away and commonland grassland returned.

Woodland - woodland present but very restricted, several discrete semi-natural blocks, mostly of a linear belt type. This area was cleared early but several small fragments of ancient semi-natural woodland remain. Tree cover also associated with watercourses, settlement, and modern development. Veteran interest especially Black Poplar pollards.

Orchards - significant concentration of traditional orchards in association with settlement in southern part of area.

Grassland - derived from commonland - where subsequent land-use compatible, grasslands have survived - small mesotrophic grasslands in south and western parts of area, often associated with settlement, and churchyard. Reasonable resource in terms of species but no blocks, and restricted to micro and linear features, and to small units.

Wetland - several streams cross the area with a reasonable range of associated riparian habitats.

Hedgerows - two distinct areas - to the north, enclosed commonland of large fields with species poor hedges in poor condition. To the south, smaller fields, associated with smallholder development, with an intact, species rich hedgerow pattern. Corridors well developed. Parallel streams drain hills, plus transport corridors and hedges.

Note - Welland Common was formerly superb - better than Castlemorton, with notable wet habitats and mesotrophic grasslands

- 3.7 LDU MW19.1 lies in the East to South sector of the wider study area. It covers most of the east and south sides of the village.

- 3.8 The parcels which lie in LDU MW19.1 are 1 - 18 & 21 - 23.

LDU MW19.1 Castlemorton Settled Farmlands with Pastoral Land Use

- 3.9 A soft rock area of mudstones, with a low lying, gently rolling topography and poorly-draining soils. The settlement pattern is one of farmsteads and wayside dwellings associated with a moderate to high level of dispersal and a small to medium scale of field pattern. This is an area of pastoral land use with tree cover comprising thinly scattered hedgerow and streamside trees, together with groups of trees around settlements.

Notably small scale pasture land use; high density settlement; localised small field ponds; small orchards next to dwellings; stream side trees notable in eastern half of area.

Condition (updated 2008): neglected orchards; localised poor condition hedges and loss of hedgerow trees; localised impact of modern dwellings in west of the area; some loss of pasture to intensive agriculture, particularly in west of the area.

Biodiversity: good minus - lacks woodland.

Abundance: moderate plus.

Network: good.

Range: moderate plus.

Impacts: local impact of modern farming.

Woodland - not represented as such, but continuity of wood pasture reflected in micro features - apparent in tree cover along watercourses and highway / byway network and hedgerows, including a considerable number of veterans and pollards.

Orchards - traditional orchards strongly represented, especially associated with 'street' settlement

Grassland - highly significant, high value unimproved mesotrophic and damp grassland resource, plus considerable old grassland resource and high concentration of grassland interest associated with micro and linear features.

Wetland - high density of watercourses with associated riparian habitats.

Open water - field pond resource of significance.

Hedgerows - good network good hedges of mixed age, older hedges associated with highway/byway network.

Special features

'Old landscape' with significantly high representation of micro features.

Hotspot

3.10 Although the other LDUs are not represented in the LSCA study area, they lie adjacent or close to it and the different landscapes in the LDUs influence each other.

3.11 LDU MW28.2 lies in the North to East sector of the wider study area. It covers the area beyond LDU MW25, north east of the village.

LDU MW28.2: Mere Brook Settled Farmlands with Pastoral Land Use

3.12 A soft rock area of mudstones, with a gently rolling lowland topography and free draining mixed soils. The settlement pattern is one of farmsteads and wayside dwellings associated with a moderate to high level of dispersal and a small to medium scale of field pattern. This is an area of pastoral land use with tree cover comprising thinly scattered hedgerow and streamside trees, together with groups of trees around settlements.

Pasture land use; isolated red brick farmsteads with associated tree groups; hazel prominent in hedgerows; localised traditional orchards; relic deer park.

Condition (updated 2009): increasingly encroaching high intensity arable farming, particularly in the eastern part; average condition boundaries with loss of field pattern in the eastern part; poor representation of hedgerow trees; dense water course; tree line with good age structure of trees.

Biodiversity: moderate.

Abundance: moderate minus.

Network: moderate minus.

Range: moderate minus.

Impact: high impact of modern farming.

Woodland - small, discrete blocks of broadleaved woodland - not ancient. Tree cover associated with big houses, old areas of settlement, and watercourses, including pollards.

Orchards - traditional orchards present, also derelict nuttery - the banks of old Hanley Castle holding a cobnuttery.

Grassland - largely absent. A mesotrophic grassland area, the resource now confined to linear and micro features - disused railway, verges and stream corridor.

Wetland - major brook provides reasonable stream corridor and associated riparian habitats.

Open water - minor concentration of field ponds.

Hedgerows - predominantly enclosure age with moderately intact network.

- 3.13 LDU MW28.3 also lies in the North to East sector of the wider study area. It covers the area beyond LDU MW25, east of the village.

LDU MW28.3: Brotheridge Green Settled Farmlands with Pastoral Land Use

- 3.14 A soft rock area of mudstones, with a gently rolling lowland topography and free draining mixed soils. The settlement pattern is one of farmsteads and wayside dwellings associated with a moderate to high level of dispersal and a small to medium scale of field pattern. This is an area of pastoral land use with tree cover comprising thinly scattered hedgerow and streamside trees, together with groups of trees around settlements.

Stream side trees in eastern half; localised orchards; pastoral land use; brick and timber farmsteads with red brick wayside dwellings; good hedgerow tree representation; moderate - high dispersal; localised tree groups.

Condition (updated 2009): average hedgerow condition with almost intact field pattern; shift to bush orchards; arable encroachment; localised urban impact (of school and estate).

Biodiversity: moderate plus.

Abundance: moderate.

Network: moderate plus - good hedgerow network.

Range: moderate.

Impact: locally moderate impact of farming and urbanisation.

Woodland - very limited, no ancient semi-natural woodland, a few secondary woodlands. Tree cover associated with settlement, watercourses, linear features and large houses.

Orchards - traditional orchard resource associated with settlement.

Grassland - high value unimproved mesotrophic resource with significant number of fields. Mesotrophic interest also associated with micro and linear features, especially highway and disused railway line. Considerable area of old grassland.

Scrub - scrub communities associated with linear features.

Wetland - minor wetland resource associated with stream corridor.

Open water - higher than average concentration of field ponds.

Hedgerows - smallholder pattern of small field size with dense hedgerow network still extant over much of area. Locally species rich.

Special Features

Notable presence of micro features. Formerly an area of high value grassland interest but now in decline.

High Potential for grassland restoration.

- 3.15 LDU MW24 lies in the East to South and South to West sectors of the study area. It covers Castlemorton Common.

LDU MW24 Castlemorton North Unenclosed Commons

- 3.16 An area of fluvio-glacial drift with a rolling lowland topography, poorly draining soils and a land use of rough grazing. This is an unsettled, unwooded landscape.

Marked combination of extensive areas of rough grazing together with frequent enclosure of settlement – wayside cottages – notably around the perimeter small scale pasture fields associated with settlement; rough grass with gorse and bracken; large scale localised streams, pools and wet grassland; localised tree cover along streams and associated with settlement.

Condition (updated 2008): widespread encroachment of secondary scrub.

Biodiversity: high.

Abundance: high.

Network: high – continuous.

Range: moderate plus.

Impacts: no significant impacts.

Woodland - tree cover associated with water course - significant in national terms with black poplar pollards. Tree cover also associated with settlement.

Scrub - common has thicket growth and extensive gorse scrub over rough grassland in places.

Orchards - traditional orchards present, associated with settlement.

Grassland - exceptionally fine high value site with good range of grassland communities represented including mesotrophic, acid and damp types.

Heath - small areas of Calluna. Certain restricted areas could be defined as grassheath communities - on the cusp between heath and grass heath.

Wetland - very important corridor of wetland associated with streams that cross the common.

Open water - very important pond resource, a number are seasonal ponds, most are mesotrophic. The area contains the greatest number of mesotrophoic pond sites in the county.

Hedgerows - around periphery of site, smallholder settlements have small fields and intact hedgerow networks.

Special Features

An ancient landscape, with an exceptional mosaic of habitats - best floristic site in county with national and local rarities. A unique suite of species and communities, some unique in Britain.

Hotspot

APPENDIX B

Summary Schedule of LSCA Findings

Schedule 1: Landscape Baseline, Landscape Capacity, Comments & Recommendations

Document Version Control

Version	Date	Author	Comment
V6	21.06.2015	CT	Draft issued to Parish Council for comment
Consultation Draft	20.07.2015	CT	Issued to Parish Council for public consultation
Final	22.09.2035	CT	Final version issued to Parish Council for publication

Notes for Reading Schedules:

- 1) This schedule summarises the findings and conclusions of the landscape assessment, setting out the relevant information which applies to each individual parcel of land. It should be read in conjunction with the landscape report, figures and other appendices.
- 2) The information is 'frozen' in time as of 1st June 2015: matters such as planning applications and appeals awaiting decisions, and new applications coming in, will need to be factored in as they arise.
- 3) The parcels are numbered 1 – 43 and each is on a separate page.
- 4) The study area has been divided into geographical sectors and the results are reported in a clockwise direction beginning with North to East.
- 5) Certain issues are common to all parcels:

- All parcels lie within SSSI Impact Risk Zones
- All parcels lie within 'Exceptional' view corridors which extend from key viewpoints on the Malvern Hills
- Whole of Landscape Sensitivity and Capacity Assessment (LSCA) study area lies within National Character Area (NCA) 106: Severn and Avon Vales

- 6) An explanation of the headings in schedule columns 3 and 4 is as follows:

Landscape Designations – The AONB is the only designated landscape in the study area

Landscape Features – These include traditional orchards, important wildlife habitats including Priority Habitat Inventory (PHI) sites, Tree Preservation Orders (TPOs), inventoried trees, village green etc.

Landscape History, Heritage, Culture – Monuments, listed buildings, heritage assets recorded on the Historic Environment Record (HER), Historic Landscape Characterisation (HLC), other notable historic features

Biodiversity – Designated wildlife sites, other areas of known / potential nature conservation importance / interest

Views and Visual Amenity – Visibility esp. from Malvern Hills, key views, visual function (e.g. gateway, setting of listed building), public rights of way, residential receptors etc.

Public & Social Amenity – Formal / informal recreation, key destination, community asset, social facility etc.

Landscape Character Type / Unit – As defined by Worcestershire County Council's Landscape Character Assessment: LCT = Landscape Character Type; LDU = Landscape Description Unit (see Appendix A for descriptions)

Landscape Character / Settlement Description Summary – Key factors which contribute to the parcel's landscape character

Landscape Elements & Features / Condition – Main elements & features which contribute to the parcel's landscape character, and note on condition and management where relevant (the condition of the landscape is a factor in evaluating landscape quality)

Landscape Function – The function of the parcel in the landscape and the contribution it makes (gateway, gap, buffer, context, setting etc.)

Other Constraints - Many of the designations and features identified are constraints to development at one level or another. Other likely physical constraints to development were identified as:

- Land with steep or very steep slopes (greater than 1:10 – this is because building on steep slopes is likely to require large-scale engineering works which could give rise to significant adverse effects)
- No direct access from public highway
- Land in Flood Zones 2 and / or 3

- 7) An explanation of the headings in schedule column 5 (Landscape Capacity) is as follows (see also criteria used to judge levels of quality, value etc. in Appendix C)

Sector Landscape Quality – Based on landscape baseline study results: judgements about the level of quality of the landscape in the sector within which the parcel lies. Contributes to Landscape Character Sensitivity. Apply criteria.

Landscape Character Sensitivity – Based on landscape baseline study results: judgements about the resilience / vulnerability of the landscape in the parcel to change. Apply criteria.

Visual Sensitivity – Based on visual baseline study results: how visible the parcel is, what visual function it performs, how many people can see it, from where, the importance of the viewer / viewpoint etc. Apply criteria.

Landscape Value – Based on landscape baseline study results: judgements about the level of value of the parcel. Apply criteria.

Overall Sensitivity – The level of a parcel's Overall Landscape Sensitivity is arrived at by combining levels of Landscape Character Sensitivity with levels of Visual Sensitivity

Landscape Capacity – The level of the Capacity of a parcel to accommodate new development without unacceptable adverse effects: Capacity levels are arrived at by combining levels of Overall Sensitivity with Landscape Value. Also apply criteria and professional judgement.

8) Comments & Recommendations – Other relevant information about a parcel for example planning applications, alternative means of access etc., and where potential issues / future improvements and opportunities have been identified.

9) Colour-coding:

Red bold = Potentially significant constraint to development: e.g. within AONB, Grade I or II* listed building (LB), and / or Grade II LB occupying large part of parcel / area, Site of Special Scientific Interest (SSSI), Local Wildlife Site (LWS) etc.

Red not bold = Potential constraint to development & / or important feature: e.g. Adjacent AONB, LB on part of site, Gd I or II* LB setting, Conservation Area, significant TPO, adjacent, SSSI, Priority Habitat Inventory (PHI) site, key views, VPs, focal points, functions etc.

Orange = Features with potential to be affected by development & / or possible constraint to design of future development e.g. listed buildings adjacent, undesignated heritage assets, tourist trails, visibility and function issues but not likely to be significant effects, limited area of TPOs, watercourses, ponds (Great Crested Newt (GCN) potential), road frontage etc.

Green = Positive contribution to public / social amenity esp. Public Right of Way (PRoW) within parcel, sports pitches, play areas etc.

Green bold = As above but significant

Black = Neutral comment or, may need to be taken into account

Black bold = Important comment which needs to be taken into account

10) N/A means Not Applicable – i.e. nothing to report.

11) For a list of the acronyms used, see the report.

WELLAND NP LSCA: SCHEDULE 1: LANDSCAPE BASELINE, LANDSCAPE CAPACITY, COMMENTS & RECOMMENDATIONS

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
SECTOR NORTH TO EAST (Parcels 1 – 8)					
1	North to East	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Adjacent AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • Gd II listed church opposite • HLC: Industrial • Old 'Pheasant' Inn (extant 1787, possibly earlier) <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Visually prominent site / focal point • Part of KEY VIEW at village centre • Road frontage 2 sides • Setting of church • Residential receptors adj but potential future resi development site (May 2015) • Limited visibility in local / wider landscape to N, E & S <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • Future potential for community use • Tourist trails along road to W 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons (adjacent Settled Farmlands with Pastoral Use) • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Former pub (Pheasant Inn) in village centre • Brownfield site associated with built form at heart of settlement • Single storey wooden building attached to pub. Not part of original structure. Associated infrastructure inc car park, small buildings, play equipment • Small area of grassland <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Characteristic hawthorn boundary to W (along roadside) • Relatively young tree belt to N boundary, backed by close board fence (not visible) • Probably low-value grassland within site <u>Landscape Function</u> <ul style="list-style-type: none"> • Prominent location on corner plot in village centre • Heart of village • Visual focal point • Setting of church <u>Other Constraints</u> <ul style="list-style-type: none"> • N/A 	<u>Sector Landscape Quality</u> Moderate to High <u>Landscape Character Sensitivity:</u> Moderate <u>Visual Sensitivity:</u> High <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> Moderate to High <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • Subject of planning application 14/00893/F for resi / community use (May 2015) • Future scheme design must respond to site being focal point esp. in views from W • Important to ensure that details of treatment of future scheme – materials, colour, style, landscape treatment esp. road frontages etc. – are sensitively considered & are appropriate to local land- & villagescape context & character

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
2	North to East	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Adjacent AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • Part of site on National Inventory of Trees • TPO (3 x pine) on road frontage <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marlbank Brook to N & small tributaries run through parcel • Remnant traditional orchard? <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills (dense mature ornamental vegetation in parcel) • Village gateway from N • Part of KEY VIEW along road • Road frontage • PRoW adj. (N side of Brook) • Residential receptors site / opp but adj. future resi development site <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Tourist trails along road to W 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons with strip of (& adjacent to) Settled Farmlands with Pastoral Use on E side • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • C. 20 (& possibly earlier) detached residential properties in quite large mature gardens fronting E side of B4208 • Linear / ribbon development with properties set back from road • Divorced from settlement boundary at edge of village • Open countryside surrounding but associated with ribbon development along A4104 to W & village to S • Flat / gently-sloping land • Ornamental / domestic character but with strong native components in roadside hedge & remnant traditional orchards in gardens • N-most field is anomaly in parcel. Unsettled & more typical of SFPU due to size and shape. <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N boundary • Significant mature ornamental vegetation esp. pines in gardens / alongside road edge • Healthy native & ornamental hedge boundaries provide a strong sense of containment along W edge of sector, interspersed with driveways & glimpses of properties • Significant, mature native vegetation along Brook provides a very strong sense of containment to the N • N part of sector (S of Brook) contains an undeveloped, small irregular field of pasture, bounded by mature vegetation • More characteristic of Settled Farmlands landscape type <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • At gateway to village centre from NE • W boundary hedge & undeveloped land opposite contributes to distinctive, rural approach to village centre <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Flood zone N end of parcel 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Moderate</p>	<ul style="list-style-type: none"> • Capacity Moderate due to existing (albeit sparsely) settled nature of most of parcel & dense, high screening vegetation to N & much of W boundary • Capacity also assumes retention of TPO, inventoried & other significant trees • Density should remain low • Check brook courses – S brook culverted? Check historic course/s esp. to NE / mill. Cause of flooding problems? Open up?

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
3	North to East	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 70m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Industrial W & Post-medieval E <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • N/A <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Partially visible from Malvern Hills but quite well-screened by built form & vegetation • Gateway to village with views of church • Road frontage • Residential receptors (site / adj) & opp. future resi development site <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons W side, Settled Farmlands with Pastoral Use E side • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Traditional residential properties & gardens fronting Drake St. to S • Linear / ribbon development • Edwardian / Victorian properties interspersed with undeveloped areas / gaps along road frontage e.g. previous stable / paddock, ornamental planting <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Roadside boundary is mixed. Native hawthorn hedge to W gappy & grown out in places. Majority of road boundary is picket fence backed variously with ornamental shrubs & trees (incl. laurel, tulip tree) & grass. Uncharacteristic of landscape type & northern frontage to Drake Street. <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • At gateway to village centre from E <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate</p> <p><u>Visual Sensitivity:</u></p> <p>Low</p> <p><u>Overall Sensitivity:</u></p> <p>Low to Moderate</p> <p><u>Landscape Value:</u></p> <p>Moderate</p> <p><u>Landscape Capacity:</u></p> <p>Moderate to High</p>	<ul style="list-style-type: none"> • Moderate to High level of Capacity due to existing built form which could be redeveloped but properties contribute to historic character near village centre • Gap up and extend roadside native hedge boundary

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
4	North to East	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 160m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HER: cruck-framed cottage (location uncertain) • HLC: Post-WWII <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N boundary <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage • Approach to village centre with views of church ahead • Significant views to Hills above low roadside hedgerow • PRow adj. (N side of Brook) • Residential receptors adj / opp. <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Vineyard = commercial enterprise with shop 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Large (enlarged) field, subdivided with S component pasture & vineyard to N running up to Marlbank Brook & to E of pasture field • Open countryside • Gentle slope to NE • Irregular, angular field boundaries & regimented, intensive vine planting is uncharacteristic of the type <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N boundary • Significant, mature vegetation along Brook to N, • E field boundary in moderate to good condition (hawthorn & some bramble) • Roadside hawthorn hedge to S is low but continuous • Vineyard has introduced a regimented, structured, feel to local landscape, contrasting with sinuous, native boundaries to N & E. • Modern field amalgamation has removed typical field shapes and internal boundaries. <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Contributes to rural setting & context of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Flood zone N end of parcel 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate / Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low to Moderate</p>	<ul style="list-style-type: none"> • Lost field boundary could be restored • Traditional orchard planting to S of parcel (in field of pasture) would add wildlife & landscape interest whilst screening views of vineyard (though this would also screen some views across to Malvern Hills). Even better if this planting could be extended across to E field boundary.

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
5	North to East	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 300m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II listed building opposite • HER: site of medieval watermill • HER: Post-medieval mill or fishpond • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N boundary • PHI woodland N of Brook <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage • PRow crossing parcel linking to wider FP network • Residential receptors opp. • High hedges & field boundaries provide a strong sense of visual containment to this parcel <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRow crossing parcel linking to wider FP network 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Field in open countryside • Pasture / grazing (subdivided) • Agricultural building & caravan adj. road • Gentle slope to NE <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N boundary • Significant, mature vegetation all boundaries esp. Brook to N, roadside hedge to S & hedge to E. • S part of sector is square pony paddock, some temporary subdivision of fields, small number of standards planted within significant guards (inc rowan & ornamentals?). Horse shelter, caravan, hose box all add to sense of clutter but no strong evidence of overgrazing • Remnant, mature Perry Pear (?) in middle of parcel • N part of sector is improved grassland with N-S boundary fence demarcating closely mown grass area to W with unmanaged pasture to E. Clump of Birch – planted in mown grassland • Strong sense of modification / intensive management, vans parked by brook, contrasting sharply with natural & sinuous vegetation along brook to N <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Contributes to rural setting & context of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Flood zone N end of parcel 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • N/A

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
6	North to East	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 500m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N boundary <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage • PRoW adj. to W boundary • Residential receptors (site) but opp. future resi development site <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Three fields in open countryside, associated with timber-framed property adj. Drake St • Significant array of modern agricultural buildings / equipment to E of house to support small-holding activity, partially obscured by hedge to S • Pasture / grazing / resi / gardens • Flat / gentle slope to NE <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook along N & E boundaries • Significant, mature vegetation all boundaries esp. Brook to N & E • Roadside hedge slightly gappy in front of W field & absent in front of house (picket fence). Mixed native species hedge in front of E field in very good condition inc blackthorn, oak, hazel & mature ash trees • Agricultural buildings, enclosures & equipment add visual clutter, mainly to E of house but also a small amount to W • Field sizes (small) not uncharacteristic of landscape type but boundaries post & rail rather than hedges • Small-scale pastoral land use with evidence of rotation & resting • Planting of occasional field trees not characteristic feature of type & may sit uneasily with small scale of fields as they mature <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Contributes to rural context & setting of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Flood zone N & E sides of parcel 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High (locally Moderate with buildings and clutter)</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Whole parcel subject of planning application (Land adjacent Myrtle Cottage, Drake Street) but not validated (01 Jun 15) • Note that any new development is likely to give rise to significant adverse effects on landscape character & visual amenity: cumulative effects with development in rest of village (esp. Parcels 11, 13 & 15) should be assessed (see paras. 88 & 89 of Appeal decision for Lawn Farm). Could set precedent for development along N side of Drake Street as far as village centre • Gap up W section of roadside hedge • Plant native hedge in front of residential property, to connect in with those on either side • Changes in horse-keeping management practices can improve landscape character & biodiversity: See MHAONB's <i>Guidance on Keeping Horses in the Landscape</i>

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
7	North to East	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 700m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • TPO along S boundary (Drake St. frontage) <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II building opposite • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marlbank Brook along W & S boundaries • PHI traditional orchard adjacent <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Limited visibility from Malvern Hills esp. in summer due to significant mature vegetation along Brook • No views from N due to rising ground & plantation woodland • Road frontage • PRoW along E boundary • Residential receptors adj / opp <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRoW along E boundary linking to wider FP network 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Comprises 1 large field to W & 3 smaller fields/paddocks of pasture to E (N of parcel 8). Most of large field is under grass at present but evidence of alternative, small scale uses e.g. new fruit tree planting (orchard), willow bank & possibly domestic vegetable growing at W end • In open countryside (adj. resi to SE) • Flat / gentle slope to E <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook along W & S boundaries. Mature hedgerow along N boundary in front of plantation woodland • Significant, mature vegetation all boundaries esp. Brook to W & S; mature trees (alder, ash, oak) along road to S • Roadside hedge (haw, self-seeded alder & wild privet) gappy in places & missing at E end • Regimented & fenced subdivision of land into small plots to E is uncharacteristic of the landscape type. Evidence of small holding activity including sheds & equipment creates clutter which also reduces landscape quality • Small scale management activities at W end create slight sense of disunity <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Contributes to rural context & setting of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Flood zone W half of parcel 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Gap up hedge & restore missing section of roadside hedge to E

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
8	North to East	<u>Landscape Designations</u> <ul style="list-style-type: none"> • C. 950m from AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • PHI traditional orchard E part of parcel <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-medieval <u>Biodiversity</u> <ul style="list-style-type: none"> • PHI traditional orchard E part of parcel <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage • PRow along E boundary • Residential receptors site & opp <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRow along E boundary linking to wider FP network 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Cluster of C. 19 residential properties with outbuildings & gardens at E edge of village c. 1km from centre. Cluster is characteristic of landscape type • Adj. open countryside • Short section of linear / ribbon development along Drake St • Associated with houses on S side of road (Parcel 9) <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Marlbank Brook at SW end of parcel • Significant mature vegetation in gardens / on boundaries - ornamental (incl. copper beech) & native trees. Mature ash trees along part of road in front of properties. Domestic road frontage in parts incl. low Malvern stone walls & hedges (some ivy) • Cottage orchard attached to E of easternmost property, adj. open countryside & recently gapped up • Loss of section of roadside hedge to E (orchard boundary) <u>Landscape Function</u> <ul style="list-style-type: none"> • At 'unofficial' gateway to village from E <u>Other Constraints</u> <ul style="list-style-type: none"> • Flood zone SW part of parcel 	<u>Sector Landscape Quality</u> Moderate to High <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate to High <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> Moderate to High <u>Landscape Capacity:</u> Low to Moderate	<ul style="list-style-type: none"> • Capacity theoretically higher as developed but value placed on this small collection of 3 properties as being typical of the type + time depth • Restore section of lost roadside hedge • Replace some ornamental planting adj open countryside with native

SECTOR EAST TO SOUTH (Parcels 9 – 23)					
PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
9	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 700m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • LWS • Nature Reserve (Drake Street Meadow) • PHI meadow / additional habitat W end of parcel • Several PHI habitats adjacent / close <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II listed building (W side) • HER: C18 dwelling & C19 outfarm • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • LWS • Nature Reserve (Drake Street Meadow) • PHI meadow / additional habitat W end of parcel • Several PHI habitats (woodland, orchard) adjacent / close • Marlbank Brook runs through centre of parcel <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Partially visible from Malvern Hills but well-screened by mature trees incl. conifers • Existing cluster of built form • Village gateway from E • First glimpse of Malvern Hills & church on skyline • Road frontage Drake St. & lane / track to Southend which bisects parcel • PRoW crosses E end of parcel • Residential receptors (site & opp) but adj. future resi development site • Visual clutter at gateway <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRoW crosses E end of parcel connecting to wider FP network 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Cluster of residential properties at E edge of village between 700m – 1.2km from village centre bisected by narrow lane. Meadow at W end • Adj. open countryside but enclosed • Part of linear / ribbon development along S side of Drake St • Associated with houses on N side of road (Parcel 8) • Mainly C. 19 & 20 houses to E, large late C18 & other houses in centre, mixed-period houses / cottages (brick, half-timbered) set back from road to W • Resi / ornamental gardens / parkland / paddocks / polytunnels (no longer in use) <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Significant mature (part ornamental) vegetation esp. conifers in gardens & on boundaries (Brook & roadside hedge / trees) • High quality unimproved grassland (small meadow = LWS) • Domestic road frontage in parts (low stone / brick walls, railings, concrete post & metal railings along Brook sections) <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • At 'unofficial' gateway to village from E <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Some areas have no direct access from public highway (only via narrow lane) • Flood zone both sides of Brook in centre of parcel 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate, LWS = High)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate (LWS = High)</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate (LWS = High)</p> <p><u>Landscape Value:</u></p> <p>Moderate (LWS = High)</p> <p><u>Landscape Capacity:</u></p> <p>Moderate to High (LWS = Low)</p>	<ul style="list-style-type: none"> • Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form • Capacity level of Parcel does not include LWS which is of Low Capacity • Retain / protect / enhance / manage designated wildlife habitats & significant vegetation esp. trees

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
10	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 600m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI woodland & orchard NE part of parcel <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Important PRoW along S boundary = also parish boundary. Probably ancient trackway & link from E to Malvern Hills • HLC: Post-WWII <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • PHI woodland & orchard NE part of parcel • PHI habitats adj. to N <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Elevated parts of parcel visible from Malvern Hills • 2 PRsoW crossing parcel, 1 along W & 1 along S boundaries • Lane frontage to E • Currently few residential receptors (some adj. to NE & N) but adj. future resi development site • Limited visibility from N & E at lower levels but fine views from higher ground <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • 2 PRsoW crossing parcel, 1 along W & 1 along S boundaries – connect to wider FP network & village centre 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Rectangular fields / semi-improved grassland / pasture on SE-facing slope in open countryside • SE-facing slope away from village means parcel more closely associated with wider landscape to SE • Strong rural character • Pasture with old orchard & remnant woodland in NE part of parcel • Occ. agricultural buildings adj. / end of track • Currently predominantly unsettled character but adj. proposed residential development site <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Strong landscape pattern (field shapes & native hedgerow boundaries) • Significant vegetation incl. hedges, several good escaped trees incl. oak in hedgerows (but some damage), along lane & along boundary with Parcel 11 (future resi) to NW • Lost section of parish boundary oak • Gappy / lost field boundaries, erosion of elements, features & landcover • <i>Sorbus torminalis</i> in hedgerow along spur <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • KEY function of parcel is to act as buffer to eastward spread of village (new resi proposed to NW) & avoid further coalescence with Parcel 9. • Will make important contribution to new context & setting of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • No direct access from public highway • Steep slopes (c. 1:5 in parts) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Low Capacity on basis of location – divorced from settlement in open countryside • PRsoW on / around parcel are important part of both local & wider FP network esp. direct link to village centre. Ensure paths maintained / enhanced • Currently unsuitable access along narrow track, but may be possible through new resi development at Lawn Farm to NW • Retain / protect / enhance / manage designated wildlife habitats & significant vegetation esp. trees • Restore parish boundary oak & lost sections of hedge • Create new orchard with traditional varieties W of existing orchard

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
11	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 300m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II listed building adj • HER: Ridge & furrow • HER: standing stone & ditch of unknown date • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Ponds in parcel (GCN potential) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage Drake St. • PRsoW crossing parcel & along SW & SE boundaries • Malvern Hills on skyline • Highly visible from road, open near-distance views across fields • Residential receptors (site / adj / opp) • Limited visibility from E but fine views to Hills across landscape from higher ground (rural views will be lost when new resi development built) <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRsoW crossing parcel & along SW & SE boundaries with direct links to village centre & wider FP network 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Fields (semi-improved grassland) in open countryside • Prominent local landform • Sloping / undulating topography with crest to SE • Strong rural / farmland character • Farmstead & associated buildings (Lawn Farm) to N = modern agricultural complex, fencing, associated clutter, garden • Telegraph pole & cables are local detractors <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Strong landscape pattern (field shapes & native hedgerow boundaries) • Significant vegetation incl. hedges, several good escaped trees incl. oak in hedgerows, small woodland clump, good roadside hedge • Hedges 'Important' (Hedgerow Regulations criteria) <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • One of 'green gaps' along road which contribute to rural context & setting of village (function will be lost to new resi development) <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Steep slopes (c. 1:5 in parts) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Low Capacity on basis of location – divorced from settlement in open countryside • Appeal allowed for residential development (up to 50 dwellings - Application Ref 12/01087/O) • Significant vegetation along SE boundary acts as buffer & screen to new development, & will form new edge to village, so is highly important. This vegetation must be retained / protected / conserved & properly managed for the long-term future. Increased human activity & use can lead to erosion / loss of habitat with associated landscape & visual effects.

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
12	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 300m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II listed building at E end of parcel • HER: C19 – 21 farmhouse & outbuildings • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • N/A <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage • Approach to village centre • PRow along E boundary • Limited visibility in wider landscape <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRow along E boundary, links to village centre & wider FP network 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Cluster of red brick / render modern / C18 residential properties / cottages / Church Farm • Adj. open countryside (but also adj. resi development sites Parcel 11 to S & 15 to W) • Short section of linear / ribbon development along Drake St • Gardens / paddocks <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Native roadside hedge predominantly intact apart from lost section at W end of parcel • Ornamental vegetation / orchards • Overhead wires & poles = local detractor <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Approach to village centre <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate</p> <p><u>Landscape Value:</u></p> <p>Moderate</p> <p><u>Landscape Capacity:</u></p> <p>Moderate to High</p>	<ul style="list-style-type: none"> • Level of Capacity on basis of some traditional existing built form but new residential development allowed either side • Restore lost section of native roadside hedge

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
13	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 200m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Possibly was once an old trackway along parish boundary to S • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Adjacent SSSI • Pond in parcel (GCN potential) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Several PRsoW crossing parcel & along NE & SE boundaries • Good views of Hills from PRsoW • Currently few residential receptors only to S / SE, but adj. resi. development site Parcels 11 & 15 to N <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Several PRsoW crossing parcel & along NE & SE boundaries with good direct links to village centre & wider FP network 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use N part & Unenclosed Commons S part • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Fields / semi-improved grassland / pasture in open countryside • Gently undulating land • Parish boundary along S side of parcel with distinct change in character to S (common land) <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Strong landscape pattern (field shapes & native hedgerow boundaries) • Significant vegetation incl. hedges, several good escaped trees incl. oak in hedgerows, small woodland clumps & blocks • Elements & features in good condition but loss of some parish boundary oak <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • KEY function of parcel is to act as buffer to southward spread of village (new resi proposed to N). Will make important contribution to new context & setting of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • No direct access from public highway 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Low Capacity on basis of location – divorced from settlement in open countryside • N part of parcel subject of planning application but not validated (01 Jun 15). Resubmission of refused application 14/01269/OUT • Note that development likely to give rise to significant adverse effects on landscape character & visual amenity: cumulative effects with development in rest of village (esp. Parcels 6, 11 & 15) should be assessed (see paras. 88 & 89 of Appeal decision for Lawn Farm) • Currently no direct access from public highway but may be possible through new resi developments at Lawn Farm & near Church Farm to N (& proposed in current application) • Restore parish boundary oak • Research into whether trackway along parish boundary existed – potential to restore if so?

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
14	East to South	<u>Landscape Designations</u> <ul style="list-style-type: none"> • C. 450m from AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • Possibly was once an old trackway along parish boundary to S • HLC: Post-medieval <u>Biodiversity</u> <ul style="list-style-type: none"> • C. 50m from SSSI <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • PRoW along E boundary connecting to common • Residential receptors adj <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRoW along E boundary connecting to common 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Unenclosed Commons • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Small grassed field & agricultural buildings associated with Bakehouse Farm • Open countryside to N & E <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Native hedgerow to N, scattered trees around buddings, mixed condition <u>Landscape Function</u> <ul style="list-style-type: none"> • N/A <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate to High <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> Moderate to High <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • High level of Capacity is on basis that new development would not significantly increase area of existing built form • Parcel possibly forms part of larger landholding to S in Castlemorton Parish which is beyond LSCA study area boundary. Capacity of rest of parcel not evaluated • Research into whether trackway along parish boundary existed – potential to restore if so?

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
15	East to South	<u>Landscape Designations</u> <ul style="list-style-type: none"> • C. 150m from AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • Adjacent SSSI <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • At approach / gateway to village centre • Green gap, rural context & setting of village (will be lost when resi development built) • Road frontage • PRow along W boundary • Residential receptors adj to W, E & N <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRow along W boundary 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Small field of semi-improved grassland close to centre of village in open countryside <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Significant vegetation on boundaries – native hedges with some good escaped trees esp. along road <u>Landscape Function</u> <ul style="list-style-type: none"> • At approach / gateway to village centre • One of 'green gaps' along road which contribute to rural context & setting of village (NB function will be lost to new resi development) <u>Other Constraints</u> <ul style="list-style-type: none"> • N/A 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate <u>Visual Sensitivity:</u> Moderate <u>Overall Sensitivity:</u> Moderate <u>Landscape Value:</u> Moderate <u>Landscape Capacity:</u> Moderate	<ul style="list-style-type: none"> • Residential development approved (up to 30 dwellings Application Ref. 13/01526/O) • Note that masterplan shows direct access from development site to PRow running through SSSI (Parcel 16 adj). Increased footfall, activity & disturbance may adversely affect the SSSI

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
16	East to South	<u>Landscape Designations</u> <ul style="list-style-type: none"> • C. 120m from AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • SSSI (old orchard & wild daffodil) • PHI meadow <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • SSSI (old orchard & wild daffodil) • PHI meadow <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Not visible from Malvern Hills (screened by dense vegetation & church) & very limited visibility in local / wider landscape • PRoW along N part of E boundary • Residential receptors to N & new resi to NE <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRoW along N part of E boundary 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Mutlow's Farm (house & garden) & small field (Mutlow's Orchard) in open countryside but close to village centre • Adj. new residential development to NE (Parcel 15) <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Significant vegetation on parcel & along boundaries, remnant orchard trees, natural grassland <u>Landscape Function</u> <ul style="list-style-type: none"> • Important & characteristic landscape feature <u>Other Constraints</u> <ul style="list-style-type: none"> • Access from public highway via narrow track 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> High <u>Visual Sensitivity:</u> Low <u>Overall Sensitivity:</u> High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Very Low to Low	<ul style="list-style-type: none"> • Currently no direct access from public highway but may be possible through resi development to N / NE • Monitor closely for any adverse effects arising from increase in local population • Note that Parcel 15 masterplan shows direct access from development site (adj) to PRoW running through SSSI. Increased footfall, activity & disturbance may adversely affect the SSSI

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
17	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 150m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI traditional orchard in centre of parcel <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Post-medieval / Post-WWII <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Adjacent SSSI • PHI traditional orchard in centre of parcel • Several PHIs / LWS adj. / close by • Ponds in parcel / adj. (GCN potential) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Parts of parcel (W & central areas) visible from Malvern Hills – rest mostly screened by mature vegetation (esp. in summer) • Important green gap in village centre • Village centre rural context & setting • PRow crossing parcel • Resi receptors adj. to NW & S <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRow crossing parcel with direct links to village centre 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use N part & Unenclosed Commons S part • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Several small, enclosed meadows in open countryside, connecting with one larger meadow on E side of B4208. Access tracks to Knight's Farm (see Parcel 21) & properties in Parcel 18. • Gently sloping land <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Strong landscape pattern (field shapes & native hedgerow boundaries) • Significant vegetation incl. robust hedges, several good escaped trees incl. oak in hedgerows <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Important green gap in centre of village • Contribution to village's rural context & setting <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High</p> <p><u>Landscape Capacity:</u></p> <p>Low to Moderate</p>	<ul style="list-style-type: none"> • Potential for new orchard planting with traditional varieties

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
18	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • C. 150m from AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI traditional orchard NW end of parcel <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Possibly was once an old trackway along parish boundary to S • C19 barn • HLC: Post-medieval <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Adjacent SSSI • PHI traditional orchard NW end of parcel (& adj.) • Ponds in parcel / adj. (GCN potential) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills but built form & landuses well-screened by mature vegetation • Visible from Castlemorton Common • PRow close to S <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Campsite 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Unenclosed Commons apart from small area of Enclosed Commons at NW tip of parcel • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Cluster of residential properties & small fields N of common surrounded by open countryside • Gardens & associated uses (tennis court / paddocks / campsite?), meadows • Mixture of ornamental & rural character • Parish boundary runs through parcel with distinct change in character to S (Castlemorton Common beyond property curtilage) <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Mixed native & ornamental vegetation, old orchard <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Contributes to context & setting of Welland from S <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • No direct access from public highway 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Low to Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate</p> <p><u>Landscape Value:</u></p> <p>Moderate</p> <p><u>Landscape Capacity:</u></p> <p>Moderate</p>	<ul style="list-style-type: none"> • Moderate level of Capacity on basis that new development would not significantly increase area of existing built form • Parcel possibly forms part of landholding to S in Castlemorton Parish which is beyond LSCA study area boundary. Capacity of rest of parcel not evaluated. • Research into whether trackway along parish boundary existed – potential to restore if so? • Retain / protect / enhance / manage designated wildlife habitats

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
19	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Adjacent AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI traditional orchard (block adj. property) <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Parliamentary Enclosure <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Adjacent SSSI • PHI traditional orchard (small block adj. property) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Visible from Castlemorton Common • Part of KEY VIEW at village gateway • At S gateway to village • PRoW to N • Road frontage • Village centre rural context & setting • Adj. Open Access / common land • Residential receptors all sides but not close to S across Common <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Tourist trails along road to W 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Arable field • Includes C20 resi property with garden adj. B4208 • In open countryside at edge of / S gateway to village but modern resi opposite (W side of B4208) • Adj. Castlemorton Common to S • Road & modern residential edge to W are urbanising features which influence the local landscape • Flat, open landscape • Parish boundary along S side of parcel with distinct change in character to S (common land) <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Significant vegetation (native hedges & escaped trees) on some boundaries but domestic / ornamental edge to property, & some erosion • Area of traditional orchard adj. property (possibly replanted) but in good condition • Ornamental vegetation in garden • Roadside hedge is important landscape feature but gappy & in poor condition. Adj. property, roadside hedge better (remnant native?) <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • At S gateway to village • Important contribution to rural context & setting of village <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate High / High</p> <p><u>Landscape Value:</u></p> <p>Moderate to High / High</p> <p><u>Landscape Capacity:</u></p> <p>Low to Moderate</p>	<ul style="list-style-type: none"> • Redevelopment of existing property would be acceptable • Restore roadside hedge • Research into whether trackway along parish boundary existed – potential to restore if so? • Retain / protect / enhance / manage designated wildlife habitats

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
20	East to South	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Adjacent AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • Adjacent SSSI <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Forms gateway to village from S • Part of KEY VIEW at village gateway • Views from S are across Castlemorton Common • Corner plot with road frontage 2 sides • Adj. Open Access / common land • Residential receptors to N, & to S but across common <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • Tourist trails along road to W 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Single property and garden on corner plot at S edge of village (extant 1885 but restored C20 & 21) • Adj. Castlemorton Common <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Ornamental planting & fencing on boundaries not in keeping with character of landscape esp. common to S & are detractors although well-managed <u>Landscape Function</u> <ul style="list-style-type: none"> • Forms gateway to village from S <u>Other Constraints</u> <ul style="list-style-type: none"> • N/A 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> High <u>Overall Sensitivity:</u> Moderate High / High <u>Landscape Value:</u> Moderate to High / High <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • Redevelopment of existing property would be acceptable • Improve village gateway • Create more locally-appropriate planted buffer / native hedges etc. along property boundaries

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
21	East to South	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Adjacent AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • LWS • PHI majority = woodland (N) & smaller area of traditional orchard (S) • TPO (significant area of fruit trees & woodland belt) <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Adj. Gd II listed church • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • LWS • Adjacent SSSI • PHI majority = woodland (N) & smaller area of traditional orchard (S) • Adj. other PHI habitats • Pond in parcel (GCN potential) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills (dense tree cover in parcel) • Road frontage • Village centre • Church setting • Significant rural gap in village centre • Village centre context & setting • PRoW crosses parcel <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRoW crosses parcel: direct link to village centre & wider FP network • Tourist trails along road to W 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons W part, Unenclosed Commons E part • LDU: MW19.1 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Locally significant area (c. 3.5ha) of grassland, mixed woodland & orchard (LWS) at heart of village adj. church. Known locally as Purser's Orchard but called Mutlow's Farm Orchard in LWS designation • Flat / gently-sloping land • Residential property C19? adj. road in W part of parcel • Knight's Farm C16? & Cider Mill Farm C20 in S part of parcel <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • TPOs • Significant vegetation: scattered mature / regenerating / replanted tree cover & meadow / unimproved grassland beneath. Also good boundary hedge / mature trees between woodland & orchard • Significant vegetation along E boundary adj. SSSI • Good native roadside hedge to B4208 <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • At heart of village • Key historic landscape feature • Forms significant green / rural gap in centre of village • Makes significant contribution to village character, context & setting (rural & historic) • Part of setting of church <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>High</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Retain / protect / enhance / manage designated wildlife habitats • Potential opportunity to use land as community space subject to constraints (esp. biodiversity)

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
22	East to South	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Adjacent AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Industrial • Site of old Post Office <u>Biodiversity</u> <ul style="list-style-type: none"> • Adj. SSSI <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Limited visibility from Hills (screened by mature trees & church) • Road frontage (Drake Street) • Gateway to village centre • Setting of church (adj.) • Limited visibility in local / wider landscape <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Settled Farmlands with Pastoral Use (adj. Enclosed Commons) • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Cluster of C. 19 (?) residential properties & gardens (wayside cottages brick / render) • Adj. church close to village centre • Adj. open countryside • Linear / ribbon development along Drake St • Associated with houses on N side of road (Parcel 3) <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Locally significant predominantly ornamental vegetation in gardens • Roadside hedge remnant native, some domestic fencing along frontages <u>Landscape Function</u> <ul style="list-style-type: none"> • At gateway to village centre from E • Setting of church <u>Other Constraints</u> <ul style="list-style-type: none"> • N/A 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate <u>Visual Sensitivity:</u> Moderate <u>Overall Sensitivity:</u> Moderate <u>Landscape Value:</u> Moderate <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • High level of Capacity due to existing built form which could be redeveloped

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
23	East to South	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Adjacent AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • Gd II listed building (Church of St. James) • HLC: Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Spire forms distinctive landmark in wider landscape • Focal point • Visually prominent • Part of KEY VIEW at village centre • Road frontage 2 sides • Residential receptors to N & E (& future development of former pub Parcel 1) <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • Church / community / memory • Tourist trails along road to W 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons (adj. Settled Farmlands with Pastoral Use) • LDU: MW19.1 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • C19 (1875) stone church, graveyard & grounds at heart of village • Prominent location at crossroads • Spire forms distinctive feature in both local & wider landscape <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Mature trees are locally important feature • Low Malvern stone wall (with 'cock & hen' topping) along road boundaries <u>Landscape Function</u> <ul style="list-style-type: none"> • Prominent location on corner plot in village centre • Heart of village & integral to character • Visual focal point <u>Other Constraints</u> <ul style="list-style-type: none"> • Consecrated ground 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> High <u>Visual Sensitivity:</u> High <u>Overall Sensitivity:</u> High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low	<ul style="list-style-type: none"> • Low level of Capacity on basis of significance of building & its location. However change of use not unacceptable in landscape terms if building and grounds retained • Carry out survey of trees & plan for future – outside areas could be designed for community / wildlife

SECTOR SOUTH TO WEST (Parcels 24 – 28)					
PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
24	South to West	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • Village green • Green-winged orchid on village green • TPO on trees adj. school <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II listed church opposite • Welland Primary School founded 1876 (church = 1875) • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Area of green-winged orchid on village green <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills but relatively well-integrated into settlement • Focal point at heart of village • Visually prominent area • Part of KEY VIEW at village centre • Road frontage 2 sides • Setting of church • Residential receptors mainly to S & SW (& future development of former pub Parcel 1) • Good views of Malvern Hills from village centre <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Village Hall, Green, School & playing fields = important community assets (includes war memorial) • Tourist trails along road to E & N 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Village Hall & Green, Welland Primary School & playing fields, parking at village centre (access to buildings on old line of A4104) residential properties & gardens • Adjacent settlement boundary 2 sides • School C19 (1876) Malvern stone building with modern brick extensions • Hall C20 (1992) single storey brick building with slate roof • Prominent location at crossroads • Green, school fields & grounds are highly important areas of open greenspace at heart of village <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Includes locally-important area of grassland / 'green' between buildings & road (area of green-winged orchids protected & managed) • Mixed native & ornamental vegetation, semi-mature / mature trees (incl. TPOs) esp make important contribution to local landscape character incl. historic • Wide grassed verges & footpath along B4208 • Metal railings along E side of playing fields <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Prominent location on corner plot in village centre • Heart of village • Visual focal point • Recreation / education / community • Important open green spaces and vistas • Setting of church <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Playing fields are protected open space (MHDC Local Plan Policy CN13 at May 2015 but likely to remain protected – see emerging SWDP Policy 38) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (tending towards Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>High</p> <p><u>Overall Sensitivity:</u></p> <p>High</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Low level of Capacity on basis of location, current use & policy protection. However redevelopment of existing residential properties & school not unacceptable in landscape terms (any future change of use of village hall to residential is unlikely to be acceptable) • Improve boundary treatments esp. metal railings along B4208 & timber post & rail • Consider future long-term design approach to village green (esp. tree species & local character)

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
25	South to West	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI broadleaved woodland W side of parcel <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Adjacent SSSI • PHI broadleaved woodland W side of parcel • Adj. PHI woodland & grassland • Welland Brook runs through parcel <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visible from Malvern Hills • Associated with built form on S side of village in views from Hills • At gateway to village from S • Part of KEY VIEW at village gateway • Adj. Open Access / common land • Residential receptors esp. adj. to N & E • Context & setting of village across Common • Interior relatively enclosed (built form & vegetation) <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Direct access to Common. Village centre accessible via Common (c. 600m) 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Several small grassed fields / paddocks at rear of residential properties at SW end of village • Residential property & garden at W end of parcel (access via Common) • Flat area, enclosed • On parish boundary • Adjacent to settlement boundary 2 sides <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Welland Brook runs through parcel • Boundary along S side of parcel between Welland & Castlemorton parishes marked by native hedgerow & mature trees • Significant, fine & visually-distinctive parish boundary oak along S side of parcel • Significant woodland / tree cover along Brook • Erosion / loss of inner field boundaries & landcover although some good mature trees remain <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • At gateway to village from S • Contributes to village's rural context & setting • Buffer to Common / SSSI <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • No direct access from public highway 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (tending towards Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Low to Moderate</p>	<ul style="list-style-type: none"> • Some potential for built form contiguous with existing settlement edge only • Restore field boundaries – replant & manage native hedgerows • Potential for access through adjacent housing estate • Retain / protect / enhance / manage designated wildlife habitats & significant vegetation esp. trees

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
26	South to West	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • Adjacent SSSI • Adj. PHI woodland & grassland <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills (esp. shed) • Adj. Open Access / common land • PRoW along W boundary • Residential receptors = adj. farmsteads & village beyond fields to N & E • Well-screened from rest of village & Common by mature vegetation esp. in summer <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRoW along W boundary – direct access to Common. Village centre accessible via Common (c. 1km) 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Large, flat field of semi-improved grassland in open countryside, divorced (by c. 130m) from settlement boundary • Modern agricultural building, sheds & hardstanding intrusive in open countryside • Associated with farmstead to N (Parcel 27) • On parish boundary <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Boundary along S side of parcel between Welland & Castlemorton parishes marked by native hedgerow & mature trees & strip of field • Condition of hedge along S side of parcel unmanaged: no parish oak? • Native hedgerows & escaped trees along E & N boundaries • Lost hedge along W (PRoW) boundary replaced by post & rail fence (both sides) • Clutter associated with agricultural building & equestrian use adjacent: some loss of quality & rural character <u>Landscape Function</u> <ul style="list-style-type: none"> • Forms part of village's rural context & setting • Buffer to Common / SSSI <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway 	<u>Sector Landscape Quality</u> Moderate to High (tending towards Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> High <u>Overall Sensitivity:</u> High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low	<ul style="list-style-type: none"> • Replant / restock / improve condition of / manage hedges along boundaries incl. PRoW. • Esp. check condition of oak & plant new oak if necessary

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
27	South to West	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • PRoW along part of NW boundary • Residential receptors site & adj esp. housing estate to N & E • Well-screened from rest of village & Common by mature vegetation esp. in summer <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRoW along part of NW boundary links to Common. Village centre accessible via Common (c. 1km) or main road (c. 850m) 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Series of flat, linear / strip fields on SW side of village • In open countryside but settlement boundary & residential properties / gardens along N & eastern boundaries • Associated farmstead – house & complex of modern agricultural buildings / equestrian use • Mixed semi-improved grassland / grazing <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Strong, well-vegetated boundary between field to E (adj. resi) & rest • Other inner field boundary hedges may be declining - erosion & loss • Significant native hedges & trees along all outer boundaries apart from N, where domestic treatment, ornamental planting, erosion & loss of native hedge has occurred <u>Landscape Function</u> <ul style="list-style-type: none"> • Contributes to rural context & setting of village • Buffer to southwards spread of development <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway 	<u>Sector Landscape Quality</u> Moderate to High (tending towards Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate to High <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low to Moderate	<ul style="list-style-type: none"> • Some potential for built form contiguous with existing settlement edge only • Potential for access through adjacent Parcel 28 or housing estate • Restore inner field boundaries & plant new native hedgerow & scattered trees along N boundary to resi

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
28	South to West	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • Gd II listed building (c. 1700) & associated Gd II barn • HER: site of watermill (C11 – C17) • HER: Former orchard • HLC: Industrial / Post-WWII <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marlbank Brook runs through parcel • Large pond (GCN potential) <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Partially visible from Hills but well-screened by mature trees esp. in summer & W side partly screened by topo • Gateway to village from W & Malvern Hills • Part of KEY VIEW at village gateway • Road frontage • PRsoW crossing parcel & along S & E boundaries • Setting of listed building • Trees along W boundary = important screen to village • Residential receptors = site / housing estate to E <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRsoW crossing parcel & along S & E boundaries: indirect walk to village centre via Common (c. 1km) or along main roads c. 700m • Tourist trails along road to N 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Small cluster of buildings (farmhouse / residential properties) & gardens set in wooded gardens, small meadow • Gently-sloping localised Brook valley in flat / gently sloping landscape to E, rising to W <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook runs through parcel • Large pond (possibly historic feature) • Significant mature trees / woodland along Brook • Native / ornamental vegetation marks distinct boundary between open countryside & village • Robust roadside hedge important to landscape character • Mixed condition but generally good with some hedgerow loss <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Gateway to village from W & Malvern Hills • Strong N boundary & buffer between open countryside & village • Vegetation forms integral & important part of village context & setting from N <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Narrow lane not suitable for increased access 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (tending towards Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Moderate to High</p>	<ul style="list-style-type: none"> • Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form • Restore lost / gappy hedges • Potential footpath link between PRoW & residential area

SECTOR WEST TO NORTH (Parcels 29 – 43)					
PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
29	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills esp. British Camp • Road frontage (A4104 to S & local access / loop lane on E & W sides) • PRoW to S • Visually divorced from village by localised rising topography to E • Strong mature tree belt (adj off-site) screens views from W • Long distance views along road adj. pub to Bredon Hill • W of pub, village is hidden from view by topography • KEY VIEW = looking E along road just after pub when village first becomes visible • Residential receptors opposite & to NW / N / NE <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • Public house • Campsite 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Wayside public house C19 (? – extant 1885), parking & associated facilities including campsite • In open countryside at foot of Malvern Hills • Physically & visually divorced from village (c. 1km from centre) • Property & associated outbuildings / hardstanding / grassed areas • Associates with small cluster of residential properties opposite <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Lost roadside hedge replaced by scattered shrubs • Ornamental planting in grounds incl. tall Leylandii hedge = out of character in landscape • Strong, mature tree belt off-site to W <u>Landscape Function</u> <ul style="list-style-type: none"> • Locally distinctive wayside public house <u>Other Constraints</u> <ul style="list-style-type: none"> • N/A 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> High <u>Visual Sensitivity:</u> High <u>Overall Sensitivity:</u> High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • High level of Capacity due to existing built form which could be redeveloped • Restore / manage roadside hedge • Plant alternative native evergreen screen to replace leylandii

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
30	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • Pond in parcel (GCN potential) • NB pond appears to be part of small watercourse draining NE through Danemoor Coppice (PHI woodland) <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Hills to NW • Local access / loop lane off A4104 on 3 sides) • PRoW off N end of loop road leading NW to St. Wulstan's LNR • Residential receptors site, adj & opp • Bredon Hill visible on skyline <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • PRoW off N end of loop road leading NW to St. Wulstan's LNR (key local destination) 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Fields, farm buildings & residential property (C20? 2 properties shown 1885 map) with garden • In open countryside at foot of Malvern Hills • Physically & visually divorced from village (c. 1km from centre) • Associates with small cluster of residential properties opposite to E & large scale farm complex to N • Grazed fields / paddocks / hardstanding / pond surrounded by trees • Pylons & overhead cables close to N are detractors in the landscape <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Significant mature trees around pond • Section of unmanaged hedge with escaped trees along W side of parcel, sections where hedge lost altogether <u>Landscape Function</u> <ul style="list-style-type: none"> • N/A <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway • Narrow lane not suitable for increased access 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low to Moderate	<ul style="list-style-type: none"> • Existing property could be redeveloped • PRoW off N end of loop road leading NW to St. Wulstan's LNR could be linked to trails from village • Restore / manage hedge along W side of parcel • Replace post & rail fence around adj. field to W (A4104 & loop road frontages) with native hedgerow & manage

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
31	West to North	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI traditional orchard NE part of parcel <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • PHI traditional orchard NE part of parcel • PHI traditional orchards adj. / close by <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Limited visibility in wider landscape, views from Hills partially-screened by mature vegetation • Highest houses prominent in views of Hills from A4104 to SE • Road frontage (access / loop road) to W • Residential receptors site / opp <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • N/A 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Cluster of C19 & 20 residential properties, associated outbuildings & gardens / paddocks / fields • Accessed via narrow loop road off A4104 • In open countryside on rising ground at foot of Malvern Hills • Physically & visually divorced from village (c. 1km from centre) • Associates with residential property opposite to W & large scale farm complex to NW • Undulating topography • Pylons & overhead cables close to N are detractors in the landscape <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Outer boundaries = native hedgerows with escaped trees • Landscape pattern relatively intact • Scattered / isolated ornamental / native trees in gardens & paddocks <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • N/A <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • No direct access from public highway • Narrow lane not suitable for access • Sloping site (c. 1:10 in parts) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Moderate to High</p>	<ul style="list-style-type: none"> • Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form • Retain / protect / enhance / manage designated wildlife habitats

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
32	West to North	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • PHI traditional orchard block in SW sector of parcel <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Post-WWII / Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • PHI traditional orchard block in SW sector of parcel • PHI traditional orchard adj <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Visually prominent area of land esp. from Malvern Hills & travelling W towards them = KEY VIEW & high degree of intervisibility • KEY VIEW: rural context & setting of village across good quality open farmland • Poor view along road of cluttered residential edge with urbanising influences along Brook at gateway to village from W • PRoW opposite <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • PRoW opposite 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Arable / semi-improved grassland fields of in open countryside • Adj. settlement boundary at SE corner • Rising / gently-undulating ground • Now 4 fields but previously 5 – one hedge boundary lost creating uncharacteristically larger field disturbing landscape pattern • Pylons & overhead cables close to N are detractors in the landscape • Poor relationship between open countryside & settlement – cluttered residential edge with urbanising influences along Brook at gateway to village from W <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Marlbank Brook along SE section of boundary • Well-managed native hedgerows to all boundaries, very few scattered escaped trees • Poor tree cover along Marlbank Brook • Locally distinctive isolated remnant orchard trees in field SW sector of parcel (NB no orchard shown on 1885 maps) <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Large area of good quality open countryside forms important part of rural context & setting of village • Approach & gateway to village from W <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Sloping site (c. 1:10 in parts) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>High</p> <p><u>Visual Sensitivity:</u></p> <p>High to Very High</p> <p><u>Overall Sensitivity:</u></p> <p>High</p> <p><u>Landscape Value:</u></p> <p>High to Very High</p> <p><u>Landscape Capacity:</u></p> <p>Very Low to Low</p>	<ul style="list-style-type: none"> • Restore lost inner field boundary hedge • Reinforce & strengthen important village edge / boundary along NW (parcel) side of Brook with locally-appropriate planting • Track along N boundary at W end of California Lane could form footpath link St. Wulstan's LNR & be part of wider village loop walk. • Retain / protect / enhance / manage designated wildlife habitats

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
33	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Limited visibility in wider landscape: to N & E, screened by topo from S • Residential properties along California Lane to S & adj. resi to E <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Isolated single C20 residential property & garden • In relatively unsettled area of open countryside c. 800m from village centre (as crow flies) • Access via track off California Lane • This part of LSCA study area physically divorced from rest of village by topography (distinctive crest along line of California Lane with land falling away to N / NE) • Pylons & overhead cables adj. to S are detractors in the landscape <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Significant mature trees & hedges around boundaries • Scattered trees in garden <u>Landscape Function</u> <ul style="list-style-type: none"> • N/A <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway • California Lane narrow & unsuitable for increased access 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • High level of Capacity due to existing built form which could be redeveloped

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
34	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • TPOs along S side of California Lane (oak with remnant Scots Pine) <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Limited visibility in wider landscape: to N & E, screened by topo from S • Residential properties along California Lane to S & adj. resi to W & E <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Arable field in open countryside • This part of LSCA study area physically divorced from rest of village by topography (distinctive crest along line of California Lane with land falling away to N / NE) • Undulating / sloping land • Pylons & overhead cables crossing parcel are detractors in the landscape <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Very strong, tall, well-vegetated buffer to N edge of village along N boundary of parcel • Hedges & a few escaped trees on boundaries contribute to strong landscape pattern in area <u>Landscape Function</u> <ul style="list-style-type: none"> • Rural buffer to settlement along N side of California Lane <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway • California Lane narrow & unsuitable for increased access • Localised steep slopes (c. 1:3 – 1:10) 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Low to Moderate <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low	<ul style="list-style-type: none"> • N/A

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
35	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • TPOs along S side of California Lane (oak with remnant Scots Pine) • PHI traditional orchard within parcel <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • PHI traditional orchard within parcel <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • At gateway to village from N • Limited visibility in wider landscape: screened by topo from S & dense vegetation from W & N. Vis from Hook Bank to NE • Road frontage (B4208 to E & California Lane to S) • Residential receptors to W, E & S <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Residential property, associated outbuildings & gardens in open countryside • This part of LSCA study area physically divorced from rest of village by topography (distinctive crest along line of California Lane with land falling away to N / NE). However, property is linked to the village by the other residential properties to S, along W side of B4208 <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Very strong, tall, well-vegetated buffer along N & E boundaries of parcel • Pylons & overhead cables to N are detractors in the landscape • Traditional orchard within parcel <u>Landscape Function</u> <ul style="list-style-type: none"> • At gateway to village from N <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway • California Lane narrow & unsuitable for increased access 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Low to Moderate <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> High	<ul style="list-style-type: none"> • High level of Capacity due to existing built form which could be redeveloped • Retain / protect / enhance / manage designated wildlife habitats

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
36	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • TPOs along S side of California Lane (oak with remnant Scots Pine) <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII <u>Biodiversity</u> <ul style="list-style-type: none"> • N/A <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Partially visible from Malvern Hills (relies on trees along California Lane to screen) • Visually prominent location along top of spur esp. in views from N, S & SW (A4104) • Spur screens views of rest of village from N • Part of KEY VIEW along road (E end of Parcel only) • Road frontage (B4208 to E & California Lane to N) • Limited visibility along California Lane to S & W due to topo, built form & vegetation, good views to N & NW towards Hills <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Linear strip of C20 properties & associated buildings / gardens along S side of California Lane & W side of B4208 • Locally-prominent & elevated E – W spur of land forming enclosure to village to N • Steep S-facing slopes to Marlbank Brook below (beyond Parcel 37), & E end of spur W of road • Resi / gardens / paddocks / agricultural / horticultural <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Significant line of trees (mostly oak, c. 2 or 3 Scots Pine) along S side of lane • Mixture of small & medium-sized fields divided by native hedges (some escaped trees), fences & ornamental vegetation • Scattered ornamental vegetation & fruit trees within parcels • Damage to several TPO oak <u>Landscape Function</u> <ul style="list-style-type: none"> • Prominent spur encloses & screens village from N <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway except properties to E • California Lane narrow & unsuitable for increased access 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate to High <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Moderate to High	<ul style="list-style-type: none"> • Moderate to High level of Capacity is on basis that new development would not significantly increase area of existing built form • Check health / future of TPO trees

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
37	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Post-WWII / Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • Marlbank Brook along S boundary • Ponds in parcel (GCN potential) <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Visually prominent location on steep-sided S-facing slope of spur esp. in views from S & SW (A4104) • Spur screens views of village from N • Road frontage (B4208 to E) • Strong, mature vegetation along watercourses & B4208 screens most views of parcel from road to E • PRoW opp. • Residential receptors to N, E & S <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Fields & paddocks / pasture / new orchards associated with properties to N along California Lane • Predominantly in open countryside • Adj. settlement boundary along Brook (W end of S boundary of parcel) • Very steep-sided S-facing Marlbank Brook valley slopes • No buildings apart from c. 2 or 3 sheds • Distinctive landscape pattern of small to medium-sized fields <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Marlbank Brook runs along S boundary • Significant mature native treeline along Brook • Fields bounded by hedges & fences in various states of repair • Significant vegetation associated with properties along W side of B4208: mixed native incl. fine mature oak & ornamental <u>Landscape Function</u> <ul style="list-style-type: none"> • Spur & steep-sided valley slopes form distinctive northern edge to village <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway • California Lane narrow & unsuitable for increased access • Very steep slope (1:3 in parts, 1:5 across most of slope) • Flood zone along Brook 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate to High <u>Overall Sensitivity:</u> Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low	<ul style="list-style-type: none"> • Reinforce & strengthen important village edge / boundary along NW (parcel) side of Brook with locally-appropriate planting • Potential for access through residential property to E

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
38	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • Marlbank Brook along N boundary <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills esp. Beacon • Limited visibility to N, E & W (topo, built form & vegetation) • Residential receptors surrounding but closest to W & S <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Enclosed field on flat / gently-sloping land S of Marlbank Brook • Adj. settlement boundary to W • Associated with Welland House care home (Parcel 39) to S but in open countryside • Heavily-eroded / poached improved grassland cover <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Significant mature native treeline along Brook to N • Native hedge to E • High erosion / loss of vegetation & landcover incl. eroded residential edge to W • Clutter, horse tape fencing etc. <u>Landscape Function</u> <ul style="list-style-type: none"> • Important rural buffer at edge of settlement <u>Other Constraints</u> <ul style="list-style-type: none"> • No direct access from public highway • Flood zone along Brook to N 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate <u>Visual Sensitivity:</u> Low to Moderate <u>Overall Sensitivity:</u> Moderate <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Moderate	<ul style="list-style-type: none"> • Potential access via Lime Grove / Welland House? • NB Proposed residential development adj. to E currently (May 2015) subject to appeal (13/01388/F) could provide indirect access if Parcel 39 developed • Changes in horse-keeping management practices can improve landscape character & biodiversity: See MHAONB's <i>Guidance on Keeping Horses in the Landscape</i> • Could restore / create new orchard with native woodland to N along Brook

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
39	West to North	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • TPOs along access road (Lime Grove) to S <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Adj. MHDC Policy QL17 'Sites of Regional or Local wildlife importance' (NB to be updated when future SWDP adopted) • Adj. PHI lowland meadow <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Partially visible from Malvern Hills (mature trees screen esp. in summer) • E-facing elevation prominent in views from roads to E & SE • Enclosed by built form & mature vegetation to N, S & W, but open to S side of spur to N • Residential receptors to N, W & S <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Currently care home 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Large Victorian Malvern stone house with modern brick etc. extensions (currently care home) & garden • Colours of building materials integrate well into local landscape • Closely related to village esp. with recent resi development at Lime Grove to S • Access via Lime Grove • Settlement boundary adj. to W & S • Good, mature ornamental trees / gardens / parking & hardstanding / associated sheds, caravans, tanks, storage etc. • Unclear boundary between this parcel & land to N (Parcel 38) <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Significant mature trees along W & S boundaries – several very good lime • Native hedgerow field boundary to E <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • N/A <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • No direct access from public highway (existing access via Lime Grove to S) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate</p> <p><u>Visual Sensitivity:</u></p> <p>Low to Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>High</p>	<ul style="list-style-type: none"> • High level of Capacity due to existing built form which could be redeveloped • Check health & future management of mature trees which make an important contribution to local character & visual amenity • Colours of Malvern stone & modern brownish brick integrate well into landscape – use as example for future built form

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
40	West to North	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • MHDC Policy QL17 'Sites of Regional or Local Wildlife Importance' (NB to be updated when future SWDP adopted) • PHI lowland meadow <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Industrial <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • MHDC Policy QL17 'Sites of Regional or Local wildlife importance' (NB to be updated when future SWDP adopted) • PHI lowland meadow <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Partially visible from Malvern Hills (mature trees screen esp. in summer, several conifers) • Important local feature of village, green gap prominent in immediate views from road • Road frontage • Public access • Tourist trail to S • Residential receptors surrounding (not adj. to N) • Very limited visibility in local / wider landscape <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Public access to cemetery 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • C20 cemetery (first burial recorded 1937. Replaced what is now 'closed' graveyard at Welland Court Lane (first burial recorded 1644, last 1891). • Strip of flat land within what is now residential area <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Significant vegetation (grassland / meadow / ornamental shrubs / fine, mature trees in parcel & around boundaries) <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Locally important green gap in village • Quiet place for remembrance, contemplation etc. <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Consecrated ground (apart from small area) 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Low to Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Low</p>	<ul style="list-style-type: none"> • Retain / protect / enhance / manage designated wildlife habitats

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
41	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • Gd II listed milestone opposite • HLC: Parliamentary Enclosure <u>Biodiversity</u> <ul style="list-style-type: none"> • Marlbank Brook along N boundary • Welland Brook along SE boundary <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Road frontage (small section to S at access off A4104) • Adj. sports pitches (public access) • Contributes to rural context & setting of village • Residential receptors surrounding but only adj. to E, SW & W <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • N/A 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Arable field on land between village centre & Marlbank Brook • Settlement boundary adj. SW corner • Flat / gently sloping to NE & Marlbank Brook <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Marlbank Brook along N boundary & Welland Brook along SE boundary • Significant native vegetation incl good, mature trees along watercourses esp. to N & E • Native hedgerow to W <u>Landscape Function</u> <ul style="list-style-type: none"> • Forms part of rural context & setting of village centre <u>Other Constraints</u> <ul style="list-style-type: none"> • Flood zone along Brook to N 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> Moderate <u>Overall Sensitivity:</u> Moderate / Moderate to High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low to Moderate	<ul style="list-style-type: none"> • Some potential for built form contiguous with existing settlement edge to S of parcel only • Appeal decision pending (May 15) for residential development (24 no. dwellings - Application Ref 13/01388/F) on S part of parcel • Ideal location for village community space: could create footpath link across land from sports pitches to N side of Marlbank Brook & beyond

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
42	West to North	<p><u>Landscape Designations</u></p> <ul style="list-style-type: none"> • Within AONB <p><u>Landscape Features</u></p> <ul style="list-style-type: none"> • N/A <p><u>Landscape History, Heritage, Culture</u></p> <ul style="list-style-type: none"> • HLC: Post-WWII <p><u>Biodiversity</u></p> <ul style="list-style-type: none"> • Marbank Brook runs along N boundary • Welland Brook runs through parcel <p><u>Views & Visual Amenity</u></p> <ul style="list-style-type: none"> • Partially visible from Malvern Hills (mature trees screen esp. in summer) • Part of KEY VIEW along road • Road frontage • Adj. sports pitches (public access) • Important contribution to rural context & setting of village centre • PRoW opp. • Residential receptors site / adj. to N & S • Views of Malvern Hills' ridgeline • Mature vegetation along watercourse screens views of village from road travelling S esp. in summer <p><u>Public & Social Amenity</u></p> <ul style="list-style-type: none"> • Tourist trails along road to E 	<p><u>Landscape Character Type / Unit</u></p> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <p><u>Landscape Character / Settlement Description Summary</u></p> <ul style="list-style-type: none"> • Fields / pasture / meadow, residential properties & gardens • Flat land on valley floor (possible alluvial deposition as Brook incises slopes to N?), rising gently to N at end of spur, & to S (village centre) • Brick wayside cottage is key feature at gateway to village centre • Unimproved (?) / semi-improved grassland / orchard • Locally enclosed by topo & vegetation but views of Malvern Hills' ridgeline beyond <p><u>Landscape Elements & Features / Condition</u></p> <ul style="list-style-type: none"> • Elements & features make highly important contribution to landscape character & visual amenity • Marbank Brook along N boundary (runs under road & to SE at this point) • Welland Brook runs through parcel • Significant, mature native vegetation on all boundaries esp. along watercourses (distinctive willow belt along Marbank Brook) • important native roadside hedge (but ornamental section along road at property to S of parcel) • Old orchard trees <p><u>Landscape Function</u></p> <ul style="list-style-type: none"> • Important contribution to rural context & setting of village centre <p><u>Other Constraints</u></p> <ul style="list-style-type: none"> • Flood zone N & E sides 	<p><u>Sector Landscape Quality</u></p> <p>Moderate to High (localised Moderate)</p> <p><u>Landscape Character Sensitivity:</u></p> <p>Moderate to High</p> <p><u>Visual Sensitivity:</u></p> <p>Moderate</p> <p><u>Overall Sensitivity:</u></p> <p>Moderate / Moderate to High</p> <p><u>Landscape Value:</u></p> <p>High</p> <p><u>Landscape Capacity:</u></p> <p>Low to Moderate</p>	<ul style="list-style-type: none"> • Potential for redevelopment of existing properties only • Check brook courses, culverting & flooding issues

PARCEL REF	SECTOR REF	KEY BASELINE DESIGNATIONS, FEATURES & RECEPTORS	LANDSCAPE CHARACTER, FUNCTION & OTHER CONSTRAINTS	LANDSCAPE CAPACITY	COMMENTS & RECOMMENDATIONS
43	West to North	<u>Landscape Designations</u> <ul style="list-style-type: none"> • Within AONB <u>Landscape Features</u> <ul style="list-style-type: none"> • N/A <u>Landscape History, Heritage, Culture</u> <ul style="list-style-type: none"> • HLC: Industrial <u>Biodiversity</u> <ul style="list-style-type: none"> • Welland Brook runs along NW boundary <u>Views & Visual Amenity</u> <ul style="list-style-type: none"> • Visible from Malvern Hills • Visually prominent location at village centre • Part of KEY VIEW at village centre • Road frontage 2 sides • Sports pitches (public access) • Setting of church • Highly important contribution to rural context & setting of village centre • Extensive & fine views of Malvern Hills from road across pitches • Limited visibility from N, E & S due to topo, built form & vegetation • Visual clutter <u>Public & Social Amenity</u> <ul style="list-style-type: none"> • Playing fields / community use • Tourist trails along roads to S & E • Bus stop adj. 	<u>Landscape Character Type / Unit</u> <ul style="list-style-type: none"> • LCT: Enclosed Commons • LDU: MW25 <u>Landscape Character / Settlement Description Summary</u> <ul style="list-style-type: none"> • Flat, open grassed area used as sports pitches ('Spitalfields' – originally 'Hospital Fields') • C21 (2010) brick sports pavilion adj. road • Wide grass verges along roads contribute to open character • Associated paraphernalia is detractor • Amenity grassland, surfaced car park, sports & play equipment <u>Landscape Elements & Features / Condition</u> <ul style="list-style-type: none"> • Native hedges to N, & along roads to E & S • Significant / mature vegetation along parts of Welland Brook • Timber gates / post & rail fences very visible in landscape: stain dark, ideally c. 50% black & 50% warm brown (e.g. 'Rosewood') to better integrate into surroundings <u>Landscape Function</u> <ul style="list-style-type: none"> • Recreation / education / community • Open green space • Makes highly important contribution to rural context & setting of village centre • Prominent location on corner plot in village centre • Heart of village • Setting of church <u>Other Constraints</u> <ul style="list-style-type: none"> • Playing fields are protected open space (MHDC Local Plan Policy CN13 at May 2015 but likely to remain protected – see emerging SWDP Policy 38) 	<u>Sector Landscape Quality</u> Moderate to High (localised Moderate) <u>Landscape Character Sensitivity:</u> Moderate to High <u>Visual Sensitivity:</u> High <u>Overall Sensitivity:</u> Moderate to High / High <u>Landscape Value:</u> High <u>Landscape Capacity:</u> Low	<ul style="list-style-type: none"> • Integrate pavilion into surroundings with e.g. climbers / colour render / manage roadside hedge taller / plant native trees & allow to escape. • Plant tree clumps to screen pavilion / play equipment, & where sitting areas could be sited? Would require detailed assessment to ensure clumps appropriate, what spp. etc. Could associate well with ornamental gardens to E? • Stain timber gates / post & rail fences dark, ideally c. 50% black & 50% warm brown (e.g. 'Rosewood') to better integrate into surroundings • Use darker materials for surfacing – dark pinks & browns • Consider planting along NW boundary: Would require detailed assessment to decide what appropriate, what spp., management etc.

APPENDIX C

Landscape Assessment Criteria Tables and Matrix

Landscape Assessment Criteria Tables and Matrix

Contents:

Table 1: Landscape Quality

Table 2: Landscape Character Sensitivity

Table 3: Visual Sensitivity

Table 4: Visual Receptor Sensitivity

Table 5: Landscape Value

Table 6: Landscape Capacity Matrix

Table 1: Landscape Quality

Value	Definition
Very High	<ul style="list-style-type: none"> • Landscapes of an ‘awe-inspiring’ or ‘sublime’ nature and which are important and valued on an international and national level (DMRB) • Unspoilt areas comprising a strong, clear and highly aesthetically-pleasing composition of elements and features in excellent condition, intact and distinctive • Excellent representation of the landscape area / type • Very high level of management, or care, or pristine natural / semi-natural environment • Exceptional scenic integrity • Very strong sense of place • Negligible or no atypical or incongruous features or detractors
High	<ul style="list-style-type: none"> • Very attractive landscapes which are of high value nationally and can be defined as highly scenic (DMRB) • Areas with components combined in an aesthetically pleasing composition, in very good condition • Very good representation of the landscape area / type • High level of management, or care, or natural / semi-natural environment in very good form and health • Very good scenic integrity • Strong sense of place • Few atypical or incongruous features or detractors
Moderate	<ul style="list-style-type: none"> • Good landscape containing areas that, although still attractive, have less significant and more common landscape features (DMRB) • Areas of some value for their landscapes, components combined in an aesthetically pleasing composition but showing signs of erosion and loss, in good to fair condition • Good to fair representation of the landscape area / type • Good to fair level of management, environment in good to fair form and health • Good to fair scenic integrity • Some loss of, or change to, intrinsic sense of place • Some atypical or incongruous features or detractors

<p>Low</p>	<ul style="list-style-type: none"> • Ordinary landscape containing areas that have only common landscape features and some intrusive elements such as conspicuous infrastructure with scope for improvement in management (DMRB) • Areas of limited landscape value, disturbed and lacking coherence and structure. Limited aesthetically-pleasing composition. Signs of urbanisation and / or erosion, landscape elements and features degraded and / or lost • Limited representation of the landscape area / type • Limited management, or care, environment in fair to poor form and health • Poor scenic integrity • Little if any sense of place • Several atypical or incongruous features or detractors
<p>Very Low</p>	<ul style="list-style-type: none"> • Poor landscape with areas that contain frequent detracting aspects and/or lack of management which results in a degraded landscape with very few valued features (DMRB) • Areas with few or no valued landscape components or comprising degraded and / or lost elements and features, making negative contribution to aesthetic composition • Poor or no representation of the landscape area / type • Little or no management, or care, environment in very poor form and health • Little or no scenic integrity • Negative sense of place • Widespread atypical or incongruous features or detractors

Table 2: Landscape Character Sensitivity

Value	Definition
Very High	<ul style="list-style-type: none"> • Landscapes of very high quality as defined by appropriate criteria • Landscapes of very high value as defined by appropriate criteria • Landscapes which make a significant contribution to the special qualities of internationally or nationally-designated landscapes • Highly distinctive elements and combination of features in excellent condition which are irreplaceable, and make a significant contribution to land-, town- / villagescape character and sense of place • An excellent example of the landscape type • Significant intervening open land between settlement/s, or perceived as such, which may be preventing coalescence • Of significance to the setting of a settlement, for example by providing an essential break between built form and countryside • Open space essential to the appearance, form and character of the built environment • Extremely limited resilience and very high vulnerability to change • Site completely divorced from settlement and / or in very high quality and value open countryside
High	<ul style="list-style-type: none"> • Landscapes of high quality as defined by appropriate criteria • Landscapes of high value as defined by appropriate criteria • Distinctive elements and combination of features in very good condition and a very good representation of the landscape type. Limited potential for restoration if lost - they make an important and positive contribution to character and sense of place • Important intervening open land between settlement/s, or perceived as such • Important to the setting of the settlement by providing a distinctive break between built form and open countryside • Open space important to the appearance, form and character of the built environment • Development would be isolated from the settlement and / or would detract from important aspects of settlement form and pattern • Area has very limited resilience and high vulnerability to change • Site may be adjacent to settlement edge, but lies outside clear and important boundary features defining extent of built form
Moderate	<ul style="list-style-type: none"> • Landscapes of moderate quality as defined by appropriate criteria • Landscapes of moderate value as defined by appropriate criteria • Commonplace elements and combination of features present, generally in good to fair condition, some of which could not be replaced but which are a good to fair representation of the landscape type but common: generally unremarkable character, albeit with some sense of place • Forms part of larger area of intervening open land between settlement/s, or perceived as such • Of some importance to the setting of the settlement but the break between built form and countryside is less distinctive • Open space of some importance to the setting, appearance, form and character of the built environment • Area has some resilience to, and tolerance of, change • Development would have close physical and / or visual association with the settlement

<p>Low</p>	<ul style="list-style-type: none"> • Landscapes of low quality as defined by appropriate criteria • Landscapes of low value as defined by appropriate criteria • Several or many elements / features are discordant, derelict, in decline or lost altogether, resulting in little or no positive contribution to landscape character and / or visual amenity. Limited sense of place. However, potential for improvement • Of limited importance as intervening open land between settlement/s • Of limited importance to the setting of the settlement as the break between built form and countryside is indistinct • Open space of limited importance to the appearance, form and character of the built environment • Area relatively resilient to, and tolerant of, change • Development could be an appropriate extension of, or infill to, the settlement.
<p>Very Low</p>	<ul style="list-style-type: none"> • Landscapes of very low quality as defined by appropriate criteria • Landscapes of very low value as defined by appropriate criteria • Most elements / features are discordant, derelict, in decline or lost altogether, resulting in negative effects on character with all intrinsic sense of place lost. Little prospect of improvement • Is not important intervening open land between settlement/s • Of little or no importance to the setting of the settlement as there is little or no distinctive break between built form and countryside • Open space of little or no importance to the appearance, form and character of the built environment • Area very resilient to, and tolerant of, change • Development could be absorbed into the settlement without detriment to its character and visual amenity, and could improve the current situation

Table 3: Visual Sensitivity

Value	Definition
Very High	<ul style="list-style-type: none"> • Highly visible in wider area • Forms part of exceptional / iconic / very highly valued views • Internationally / nationally important visual function (context, setting, gateway, gap, screen, buffer, transition zone, skyline, panorama, vista, focal point, cultural association etc.) • Very open to public or private views of the countryside or open space which are significant • Development would create unacceptable visual intrusion into the wider landscape that could almost certainly not be mitigated
High	<ul style="list-style-type: none"> • Visible in wider area • Highly visible in local area • Forms part of wider important / highly valued views • Forms part of views of significant local value • Important wider visual function • Significant local visual function • Very open to public or private views of the countryside or open space which are of wider importance • Development would be uncharacteristically conspicuous in the wider area and mitigation unlikely to reduce adverse effects • Development would create unacceptable visual intrusion into the local landscape that almost certainly could not be mitigated
Moderate	<ul style="list-style-type: none"> • Not visible from wider area or of no influence • Locally visible but limited influence • Views are of some wider importance but there is scope for mitigating potential adverse visual effects • Locally highly-valued views • Limited wider visual function • Important local visual function • Partially open to public or private views of the countryside or open space which are of wider importance • Open to views public or private views of the countryside or open space which are of local importance • Development likely to be perceptible in the wider area but would not significantly alter the balance of features or elements within the existing view • Development would be uncharacteristically conspicuous in the local area and mitigation unlikely to reduce adverse effects
Low	<ul style="list-style-type: none"> • Not visible from wider area • Limited local visibility • Views of limited importance • Development could be integrated into the land- / town- / villagescape although possibly only with mitigation • Site is fairly well-screened from public and private views • Development may be discernible in the wider area but would not result in loss of, or change to, important views or wider visual amenity • Development likely to be perceptible in the local area but would not significantly alter the balance of features or elements within the existing view

Value	Definition
Very Low	<ul style="list-style-type: none">• Not visible from wider area• Little or no local visibility• Views of little or no importance• Development would not lead to unacceptable visual intrusion into the landscape, or adverse effects on the settlement, with or without mitigation• Site is very well-screened from public and private views• Development would not be discernible or would enhance views or existing visual amenity

Table 4: Visual Receptor Sensitivity

Sensitivity	Criteria
Very High	Visitors to very high value landscapes and townscapes, and internationally or nationally designated sites such as World Heritage Sites, National Parks, Areas of Outstanding Natural Beauty (AONB), Special Landscape Areas, National Trails. Areas where the landscape is one of the main reasons for the visit. People living in residential properties with clear views towards the development.
High	People in high value landscapes and townscapes, which may be part of a very high value landscape setting. Receptors in sites of national and regional importance which may or may not be designated, such as Registered Parks and Gardens and Conservation Areas. Other important / valued / well-used public / community sites, recreation areas, rights of way, touring routes including cycle paths and canals, used by many people where the view is a contributing factor to the visit.
Moderate	People who appreciate the view for short periods of time while passing through the landscape / townscape (e.g. walkers, riders, cyclists, boat users, motorists) but who are not necessarily in that location to enjoy the view. Users of recreational areas where the view is incidental to the visit, and / or not used by large numbers of people. Some people's places of work, offices etc.
Low	Receptors in commercial and industrial premises, schools, playing fields etc. where the view is not central to the use. People using main roads, rail corridors, infrequently used / inaccessible public rights of way and likely to be travelling for a purpose other than to enjoy the view. Usually in landscapes / townscapes of medium to low value.
Very Low	People moving past the view often at high speed (e.g. on motorways and main line railways); usually in degraded landscapes / townscapes of low value.

Table 5: Landscape Value

Value	Definition
Very High	<ul style="list-style-type: none"> • Outstanding landscapes (ELC) • Internationally and / or nationally-designated landscapes • Internationally and / or nationally-designated areas of nature conservation, archaeological, historic, geological and / or other importance • Landscapes of very high quality as defined by appropriate criteria • Significant cultural associations • Significant time-depth • Significant natural or semi-natural character • Exceptional representation of landscape type and / or rare • Landscapes of exceptional quality and in excellent condition • Landscapes, elements and features of exceptional significance • Elements and features intact with no loss or erosion of key characteristics • Exceptional aesthetic attributes with significant scenic quality, iconic views • Negligible or no detractors • Exceptional perceptual qualities (sense of place, scenic beauty, wildness / remoteness, tranquillity etc.) • Significant wider landscape / visual function • Significant contribution to settlement of international or national importance • The quality of the landscape is likely to be the primary purpose of the visit • Significant potential for biodiversity (for example known EPS or other protected species) • Significant contribution to wider public access and recreation • Significant Green Infrastructure assets
High	<ul style="list-style-type: none"> • Landscapes between 'Outstanding' and 'Everyday' (ELC) • Regionally / locally-designated landscapes • May be subject of strategy and / or guidance • Nationally or county-wide designated areas of nature conservation, archaeological, historic, geological and / or other importance • Landscapes of high quality as defined by appropriate criteria • Important cultural associations • Important time-depth • Very good natural or semi-natural character • Very good representation of landscape type and / or uncommon • Landscapes of very good quality and in very good condition • Landscapes, elements and features of wider importance or local significance • Elements and features widely intact with limited loss or erosion of key characteristics • Very good aesthetic attributes with important scenic quality & key views • Few detractors • Very good perceptual qualities • Important wider landscape / visual function • Significant local landscape / visual function • Very good contribution to settlement of national or county-wide importance • The quality of the landscape is likely to be one of the main reasons for the visit • Very high potential for biodiversity (for example likely presence of EPS or other protected species) • Important contribution to wider public access and recreation • Significant contribution to local public access and recreation • Important wider Green Infrastructure assets

	<ul style="list-style-type: none"> • Significant local Green Infrastructure assets
<p>Moderate</p>	<ul style="list-style-type: none"> • Everyday landscapes (ELC) • Locally-designated or undesignated landscapes • May be subject of strategy and / or guidance • Locally-designated areas of nature conservation, archaeological, historic, geological and / or other importance • Landscapes of moderate quality as defined by appropriate criteria • Good to fair cultural associations • Good to fair time-depth • Good to fair representation of landscape type but common • Landscapes of good to fair quality and in good to fair condition • May be areas with semi-natural character • Landscapes, elements and features of local importance • Elements and features contributing to key characteristics showing signs of erosion and / or loss. May still make positive contribution to local landscape and local visual amenity • Good to fair aesthetic attributes and scenic quality, but not contributing greatly to key views • Some detractors • Good to fair perceptual qualities • Limited landscape / visual function in wider context but potentially of local importance • Good to fair contribution to settlement of local importance • The landscape is unlikely to be one of the main reasons for the visit but makes a positive contribution to the experience • Good to fair potential for biodiversity (for example possible EPS or other protected species & their habitats) • Important contribution to local public access and recreation • Good to fair local Green Infrastructure assets
<p>Low</p>	<ul style="list-style-type: none"> • Landscapes between 'Everyday' and 'Degraded' (ELC) • Undesignated landscapes • Unlikely to be subject of strategy and / or guidance • Little if any nature conservation, archaeological, historic, geological and / or other interest • Landscapes of low quality as defined by appropriate criteria • Few if any cultural associations • Limited time-depth • Areas which have lost their intrinsic landscape character due to urbanisation, lack of management, changes in pattern and scale etc. • Poor representation of landscape type • Landscapes of poor quality and in poor condition but with potential for improvement • Landscapes, elements and features of limited importance • Erosion and / or loss of elements and features, few examples of key characteristics. Makes little or no positive contribution to local landscape and / or visual amenity • Poor aesthetic attributes and scenic quality, little or no contribution to key views • Several detractors • Few if any perceptual qualities • Little or no landscape / visual function in wider context • Little or no contribution to settlement • The landscape is unlikely to be one of the main reasons for the visit • Limited potential for biodiversity (no habitats likely to support EPS or other protected species)

	<ul style="list-style-type: none"> • Little or no contribution to public access and recreation • Limited Green Infrastructure assets
<p>Very Low</p>	<ul style="list-style-type: none"> • Degraded landscapes (ELC) • Undesignated landscapes • Not subject of strategy and / or guidance (unless for restoration) • Negligible or no nature conservation, archaeological, historic, geological and / or other interest • Landscapes of very low quality as defined by appropriate criteria • Negligible or no cultural associations • Negligible time-depth • Despoiled / urbanised / industrial areas where change is likely to be long-term or permanent • Not representative of landscape type • Landscapes of very poor quality and in very poor condition with little or no potential for improvement • Landscapes, elements and features of little or no importance • Widespread erosion and / or loss of elements and features, as well as key characteristics. Make negative contribution to local landscape and / or visual amenity • Negative aesthetic attributes and scenic quality, negative contribution to key views • Widespread detractors • Negative perceptual qualities • Negligible or no landscape / visual function in wider context (gap, gateway, buffer, transition zone, setting, context, focal point, view corridor, panorama etc.) • Negative contribution to settlement • The landscape is unlikely to be a reason for the visit • Negligible or no potential for biodiversity • Negligible or no contribution to public access and recreation • Few if any Green Infrastructure assets

Table 6: Landscape Capacity Matrix

Overall Landscape Sensitivity	Very High	Moderate		Mod	Low	Low		Low	Very Low	Very Low	
	High	High	Mod	Moderate		Mod	Low	Low		Low	Very Low
	Moderate	High		High	Mod	Moderate		Mod	Low	Low	
	Low	Very High	High	High		High	Mod	Moderate		Mod	Low
	Very Low	Very High		Very High	High	High		High	Mod	Moderate	
		Very Low		Low		Moderate		High		Very High	
		Landscape Value									