



Powick Neighbourhood Plan 2025-2041

Submission version



The Church of St Peter and St Lawrence, Powick Village

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1. SETTING THE SCENE

The Neighbourhood Plan

- 1.1 The Localism Act 2011 gave local communities the ability to prepare Neighbourhood Development Plans ('Neighbourhood Plans') as part of the statutory planning framework governing the development and use of land in their area. When planning applications are made, they must be decided in accordance with this framework unless there are overriding circumstances to the contrary.
- 1.2 Powick Parish Council has decided to make use of these planning powers to help ensure that decisions on future development are guided locally.
- 1.3 This document is the submission version of the Powick Neighbourhood Plan ('the Plan'). It has been prepared by a Steering Group of Parish Councillors and other volunteers. Its submission to Malvern Hills District Council follows consultation on an earlier draft and marks an important stage in the preparation process (Figure 1).

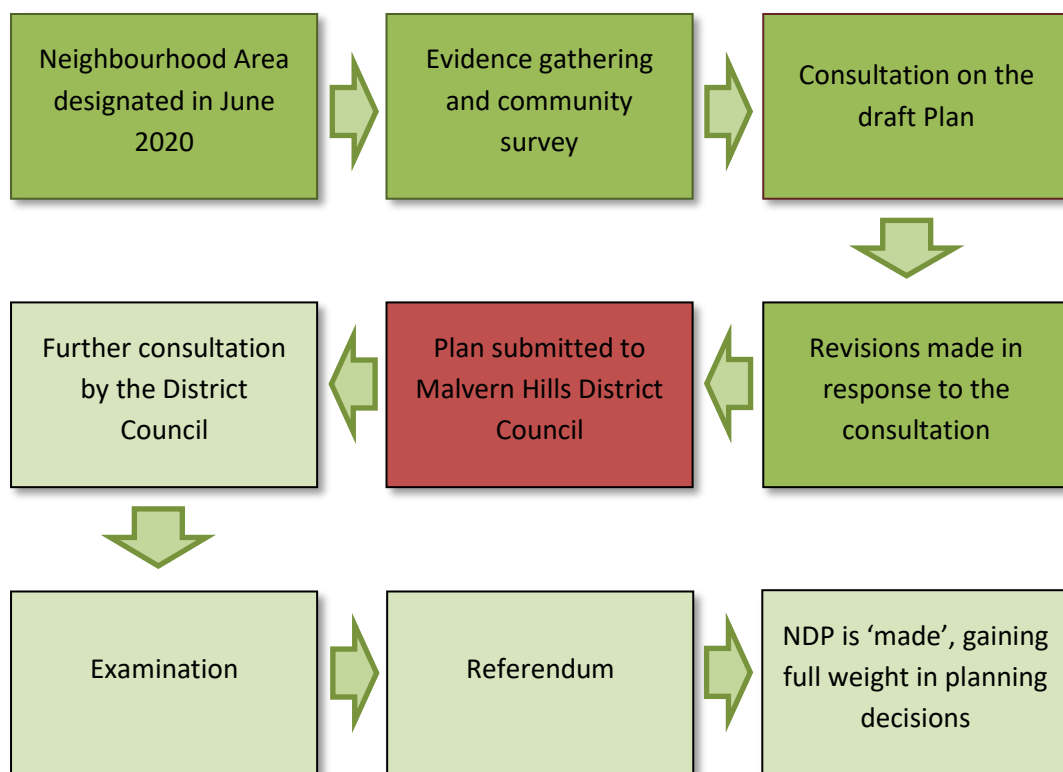


Figure 1: Neighbourhood Plan preparation process

- 1.4 The Plan is based on evidence about the characteristics of the parish and the views of residents. Two community questionnaire surveys were undertaken in 2021 and 2024, and consultation on a draft Plan was undertaken in October-December 2025. Reports and other documentation prepared for the South Worcestershire Development Plan have provided much useful information, and technical support on design was provided through Locality. The resultant 'evidence base' is set out at Appendix A.

Format of the Neighbourhood Plan

- 1.5 The Plan begins by presenting a thumbnail sketch of the main features of the Neighbourhood Area (chapter 2).
- 1.6 The community's Vision for the Neighbourhood Area in 2041 is defined in chapter 3, together with more detailed objectives.
- 1.7 To deliver the Vision and objectives, the Plan sets out policies on the development and use of land, on the environment (chapter 4); community facilities (chapter 5); housing (chapter 6); and economic development (chapter 7). Each policy is presented in bold text within a shaded box and is followed by a short justification and explanation. Chapter 8 explains how the Plan will be implemented, monitored, and reviewed. Finally, the process of preparing the Plan has highlighted a number of aspirations on non-land use matters, relating particularly to highways and transport, and these are listed in a concluding chapter as 'Community Actions'.

National and local planning policy context

- 1.8 The Plan's policies need to be read alongside the existing national and South Worcestershire planning policies which apply in the Neighbourhood Area. The Plan has been written to complement rather than duplicate existing planning policies.
- 1.9 National planning policy is set out in the National Planning Policy Framework (NPPF, 2024). Planning Practice Guidance gives more detailed advice as to how national policy is to be implemented.
- 1.10 The South Worcestershire Development Plan Review (SWDPR) was adopted in March 2026, replacing the 2016 South Worcestershire Development Plan. The SWDPR is the Local Plan for the administrative areas of Malvern Hills District, Worcester City and Wychavon District.¹ The SWDPR sets out strategic and non-strategic planning policies for the development of South Worcestershire up to 2041 and makes specific provisions for the Neighbourhood Area.
- 1.11 The SWDPR defines 'development boundaries' around Callow End, Powick and Collett's Green to establish their extent for planning purposes. Within such boundaries infill development is acceptable in principle, subject to more detailed planning policies; all land outside is open countryside where development is strictly controlled. In addition, the SWDPR:

¹ The parish of Powick is in the administrative area of Malvern Hills District Council.

- Allocates two sites for housing, comprising land south of Old Malvern Road (Powick/Collett's Green) and land at Wheatfield Court (Callow End).
- Sets out a range of environmental policies and designations dealing with biodiversity, heritage, flood risk and green infrastructure.

1.12 Mineral and waste matters are addressed in Local Plans prepared by Worcestershire County Council.

1.13 In preparing the Plan, consideration has been given to the need for Strategic Environmental Assessment (SEA) and for Habitats Regulations Appropriate Assessment. Malvern Hills District Council have determined in a screening opinion dated May 2025 that neither of these Assessments is required. This is because the Powick Neighbourhood Plan is in general conformity with the SWDPR and does not deviate from the proposed land allocations for development made in that plan.

1.14 The Plan covers the period 2025 to 2041, co-terminous with the SWDPR.

2. POWICK NEIGHBOURHOOD AREA

- 2.1 The Powick Neighbourhood Area was designated in June 2020 for the parish of Powick, which covers 2129 hectares to the south of Worcester in the district of Malvern Hills, Worcestershire (Plan 1). The qualifying body is Powick Parish Council.
- 2.2 This chapter describes the Neighbourhood Area in terms of the social, environmental, and economic aspects which contribute to sustainability and to a distinctive sense of place.

Community

- 2.3 The population of the Neighbourhood Area was 3,464 at the time of the Census in April 2021.² This compares to 2,945 in 2011, an increase of 17.6%, reflecting the amount of housing growth in the parish over the last decade. The 2021 population equates to a density of 1.6 persons per hectare (ppha), greater than that for Malvern Hills District overall at 1.4 ppha.
- 2.4 The age profile of the Neighbourhood Area in 2021 closely matches that of the District (Figure 2). The proportions in each age group remained similar between 2011 and 2021, the greatest change being in those aged 16-64 which rose from 56% to 58% of the population.
- 2.5 The main settlements are Powick and Collett's Green, in the north of the Neighbourhood Area, and Callow End to the south. These villages are the focus of community facilities, which include two churches, two primary schools, two parish/village halls, three playing fields, convenience stores and public houses.

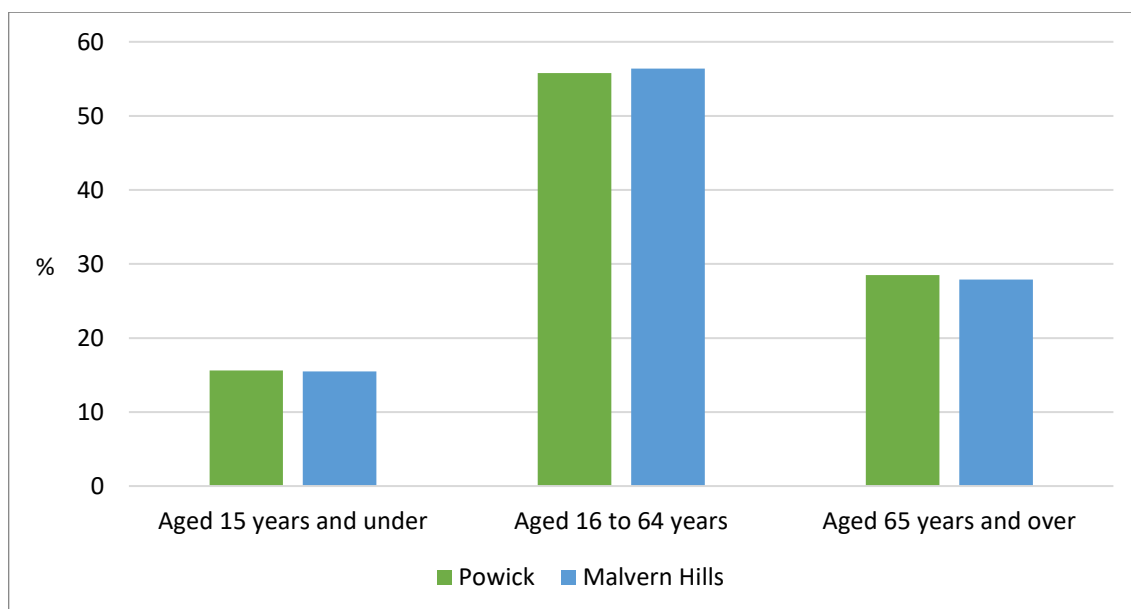
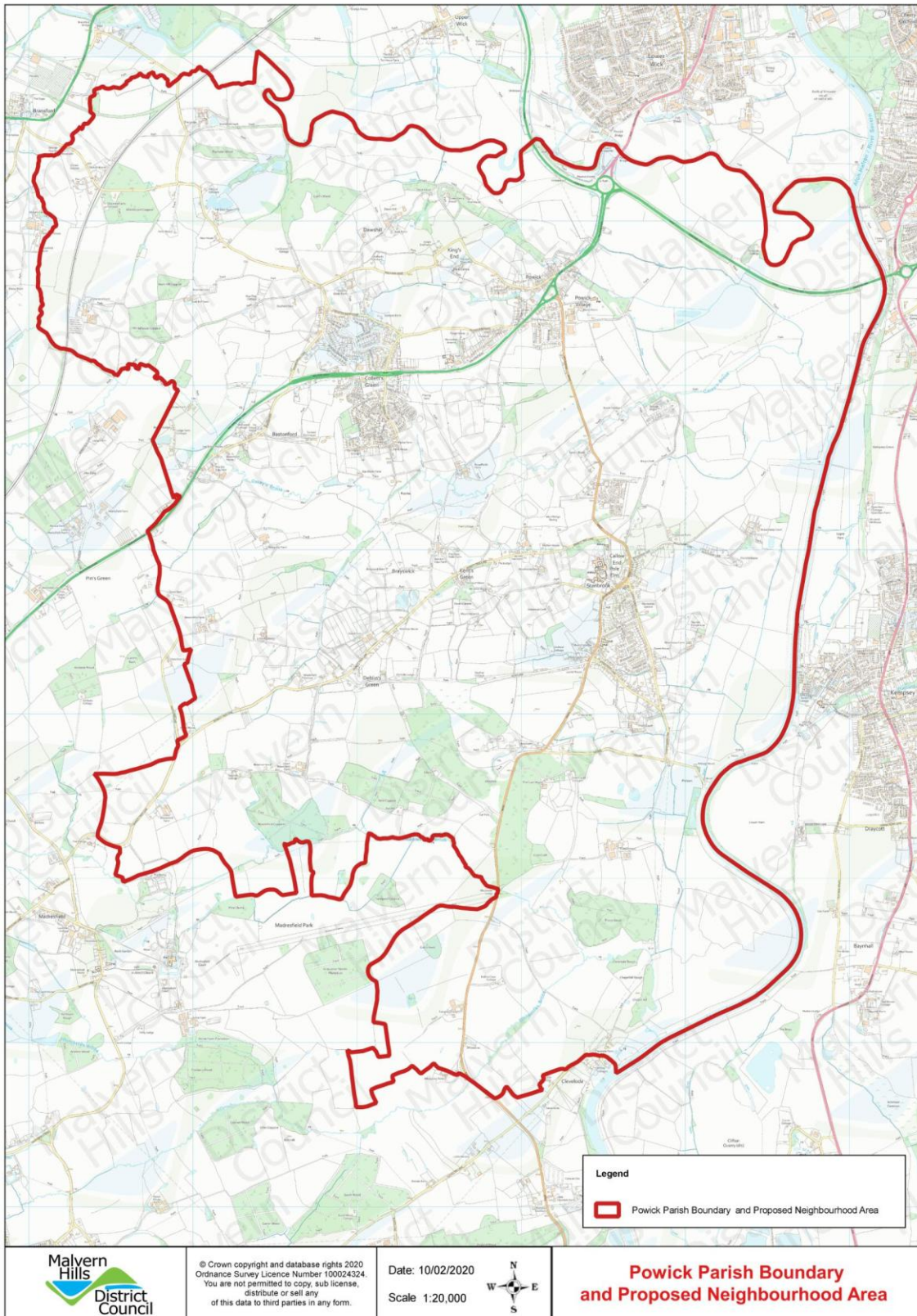


Figure 2: Age structure in 2021

² The local area statistics given in this chapter are for Powick parish as per Census 2021 Parish Profiles and other Tables available on Nomis.



Plan 1: Powick Neighbourhood Area

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- 2.6 Powick and Callow End are long-established settlements, having grown up on higher land above the floodplains of the Rivers Severn and Teme. The historic core of Powick is Powick Village, occupying a strategic position at the junction of routes from the south and west and overlooking the floodplain. Collett’s Green is of more recent origins. It has grown considerably with the development of the site of the former Powick Hospital south of the Malvern Road for housing. This was a psychiatric facility, which opened in 1852 as the Worcester County Pauper and Lunatic Asylum and closed in 1989.
- 2.7 Away from these settlements, there are smaller groups of houses including Bastonford (to the west of Collett’s Green) and Kent’s Green and Deblin’s Green (west of Callow End).
- 2.8 There were 1,471 households in the Neighbourhood Area in 2021, an average household size of 2.35 persons per household. Compared to the District there was a higher proportion of single-family households, with conversely a lower proportion of one-person households (Figure 3). There was a 13% increase in the number of households between 2011 and 2021.

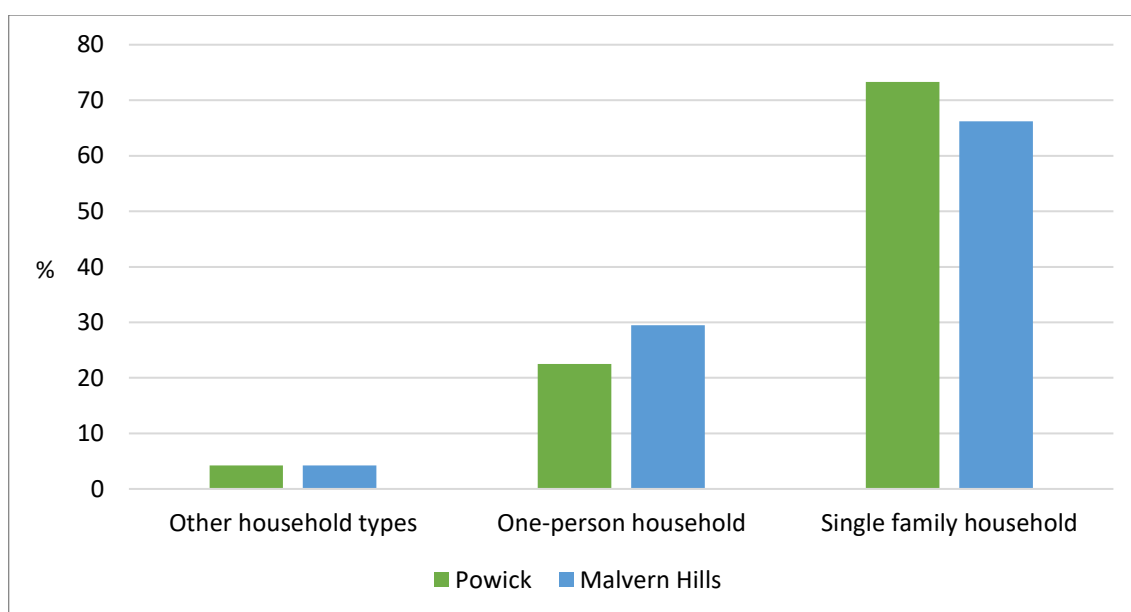


Figure 3: Household composition in 2021

- 2.9 In 2021 81% of homes in the Neighbourhood Area were owner-occupied or held in shared ownership, more than in Malvern Hills District (Figure 4). Conversely the proportions of social and of privately rented homes were both lower than at District level.
- 2.10 The Neighbourhood Area is well-connected by road and rail. The A449 Malvern Road runs through the Area, connecting Powick and Collett’s Green with Worcester to the north and Malvern to the southwest. The B4424 runs from Powick through Callow End towards Upton upon Severn. The Malvern Road connects to the recently dualled A4440 Temeside Way (Worcester Southern Link Road), providing ready access to the M5 three miles to the east and to the A4103 (Hereford) and A44 (Bromyard, Leominster) to the west.

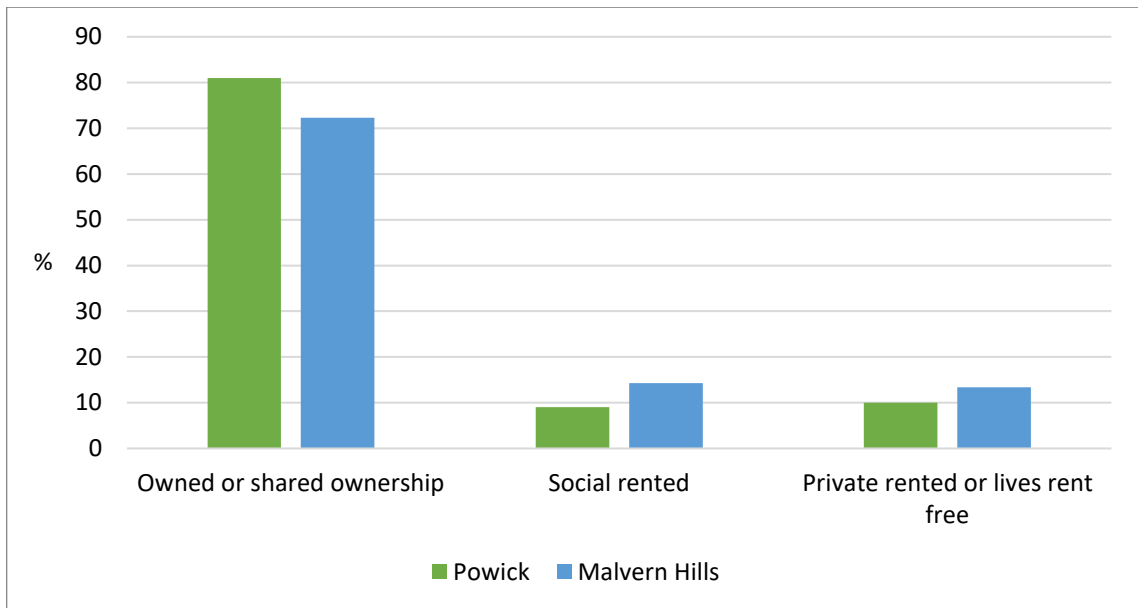


Figure 4: Tenure in 2021

- 2.11 There are nearby railway stations in Worcester, to the east at Worcestershire Parkway, and at Malvern. Bus services connect the Neighbourhood Area with Malvern/Worcester (service 44) and Upton upon Severn/Worcester (service 363). Provision is focussed on weekday daytimes, enabling journeys to work, with limited or no services on weekends and evenings. Community survey responses point to concerns about the frequency of these services and their impact on social and recreational trips outside the Area.
- 2.12 The Neighbourhood Area is crossed by numerous public rights of way principally giving access between the villages and into the surrounding countryside. National Cycle Route 46 extends into the Neighbourhood Area, making use of both Powick Old Bridge and the award-winning Hams Way footbridge over Temeside Way, which opened in 2020.

Environment

- 2.13 The Neighbourhood Area owes much of its character to the Rivers Severn and Teme, which mark its eastern and northern boundaries respectively, with significant areas of adjoining floodplain. The land rises from these riverside meadows, the highest point being on the Old Hills, an area of common land near to Callow End. This is managed by the Malvern Hills Trust and offers extensive views towards the Malvern Hills and across the Powick Hams to Worcester. The Malvern Hills are a National Landscape (Area of Outstanding Natural Beauty) and feature in many views looking west from the Neighbourhood Area. The Shropshire Hills and Cotswolds National Landscapes can also be seen in longer distance views to the northwest and east respectively.
- 2.14 The agricultural landscape throughout the Neighbourhood Area is an undulating lowland mosaic of small to medium scale fields used for arable and livestock farming, framed by tree and hedge boundaries, with occasional areas of woodland.

- 2.15 In terms of biodiversity, there are a range of sites and habitats identified and protected in Local Plan and national planning policy. The River Teme is a Site of Special Scientific Interest, as is Grange Meadow, a small area (1.5 ha) of ancient, semi-natural and floristically diverse lowland grassland which is outside but adjoins the Neighbourhood Area to the southwest.
- 2.16 Sites of Regional or Local Wildlife Importance within the Neighbourhood Area are:
- River Severn.
 - Madresfield Brook and associated areas of woodland.
 - Carey’s Brook.
 - Discrete blocks of woodland, such as Lord’s Wood (north of Collett’s Green), Middledyard Coppice (Station Road by railway line), and at Old Hills/Brockamin, opposite Pixham Ferry Lane.
- 2.17 Priority Habitat Inventory sites³ in the Neighbourhood Area comprise:
- An area of Coastal and Floodplain Grazing Marsh, east of Powick Wastewater Treatment Works.
 - Deciduous Woodland. These sites are also often ancient and semi-natural/ancient replanted woodland, and Sites of Regional or Local Wildlife Importance.
 - Scattered Traditional Orchards, the largest being east of Jennett Tree Farm.
- 2.18 There are several areas of wood-pasture and parkland (a Biodiversity Action Plan priority habitat) in the south of the Neighbourhood Area, notably at Madresfield Park and west of Brockamin. There are no local geological sites in the Neighbourhood Area.
- 2.19 Areas that are (or could become) of particular importance for biodiversity are shown on the Worcestershire Local Nature Recovery Strategy’s Local Habitat Map and include many of the above locations.
- 2.20 The Neighbourhood Area has a wealth of designated heritage assets with a key focus being land and buildings around and to the north of Powick Village. They are:
- Powick Old Bridge, a scheduled monument and listed building. The Bridge was constructed by monks from Malvern Priory before 1447 to span the River Teme and the Laughern Brook. It was partially re-built in the 17th century. The Bridge is a popular option for walkers and cyclists but is currently closed and undergoing restoration following the collapse of a supporting wingwall in January 2024. The southern part of the scheduled area is in the Neighbourhood Area.
 - 49 listed buildings. The Church of St Peter and St Lawrence and Powick Old Bridge are Grade I, all other listings being Grade II. As well as domestic properties, farmhouses and Stanbrook Abbey and Church, they include other structures such as a tomb in St Peter’s churchyard, a pump and pumphouse on the eastern approach to Powick Village alongside the Malvern Road, and four milestones.

³ These are ‘habitats of principal importance’ defined pursuant to section 41 of the Natural Environment and Rural Communities Act 2006.

- A registered battlefield (the Battle of Worcester 1651 with Powick Bridge 1642). The designated area relates to land north of Temeside Way which was the scene of the main cavalry action in the final and decisive battle of the English Civil War in 1651. The designation also includes the site of the opening skirmish at Powick Old Bridge in 1642.
- Parts of the Madresfield Court registered park and garden (Grade II*) also fall in the Neighbourhood Area, on its southern boundary.
- Powick Village Conservation Area, designated in 1991 and covering the historic core of the settlement alongside both sides of the busy Malvern Road.

2.21 The Neighbourhood Area drains mainly to the east, with watercourses such as Carey’s Brook, Madresfield Brook and Whiteacres Brook all flowing into the River Severn. To the north, other local watercourses drain to the River Teme. Floodplain lands adjacent to the Severn and Teme are seasonally inundated, and so fall within Flood Zones 2 and 3 as these are defined in national planning policy guidance, with medium and high probability of flooding respectively. Such flooding affects the A449 Malvern Road between Powick Village and the Powick roundabout junction with the A4440, and the area of flood risk also extends to the eastern settlement edge of Callow End. Other areas of Flood Zone 2 and 3 are associated with the brooks referred to above and their tributaries, including a section of the Malvern Road at Bastonford. The remainder of the Neighbourhood Area is in Flood Zone 1 (low risk of flooding). There are localised areas at risk of surface water flooding adjacent to watercourses and some highways.

Economy

2.22 The prevailing land use is mixed agriculture, with most of the farmland rated as grade 3 (good to moderate) throughout save for some grade 2 (very good) to the south and east of Powick. There are no purpose-built business or commercial trading estates. Farms, village services and small businesses including homeworking provide local employment.

2.23 In 2021, 57% of working-age residents were economically active, similar to the District (56%). Almost a quarter of those in employment were in ‘professional occupations’ (23%) with managerial and director roles (17%) and ‘associate professional and technical’ jobs (13%) also well-represented. These three occupational groups accounted for over half (53%) of employed residents (District 50%). A further one-third (30%) were in skilled trades, administrative, and ‘caring, leisure and other service’ occupations, matching the District proportion.

2.24 Reflecting the rural location, car ownership rates are relatively high. In 2021, the majority of households, 92.3%, had the use of one or more cars or vans (District 88.2%).

2.25 For working-age residents who were in employment in 2021, the most common means of travelling to work was by driving a car or van (56%), just above the equivalent District figure (52%). Just over one-third of such residents worked mainly at or from home – 36%, compared to 35% in Malvern Hills. Other modes of travel to work also generally reflected the District equivalents.

3. VISION AND OBJECTIVES

Key issues

- 3.1 The key issues to be addressed in the Plan have been identified by the Steering Group taking account of the feedback from the community surveys and the characteristics of the Neighbourhood Area set out in chapter 2. It is recognised that planning policies in the NPPF and the Local Plan already address many issues of local relevance and concern. The Plan focusses on those topics where additional local detail will help decision makers in considering development proposals in the Neighbourhood Area. The Plan addresses these topics through its Vision, objectives, and the neighbourhood planning policies on the development and use of land in chapters 4 to 7.
- 3.2 Many of the issues raised in community feedback are outside the scope of the Plan, because they are not related to development and land use. They include existing conditions and service levels in respect of traffic and highways, other transport matters such as public transport, walking and cycling, and services and facilities more generally including calls for a local shop to serve Powick and Collett's Green. Where appropriate, these are addressed in the Plan as Community Actions in chapter 9.
- 3.3 The key planning issues tackled by the Plan are as follows:
- The protection and enhancement of the local environment. This includes heritage, landscape character, village identity and setting, key landscape views, and open space of importance to the community.
 - The preservation or enhancement of the character or appearance of the Powick Village Conservation Area.
 - The implications of the climate emergency for development in the Neighbourhood Area.
 - Supporting renewable and low carbon energy development.
 - The design of new housing and other development to make a positive contribution to the special qualities of the area.
 - The size and type of new housing.
 - Design parameters for the development of land south of Old Malvern Road (SWDPR allocation).
 - Protecting community facilities and enabling new provision.
 - Providing for small-scale employment development where the potential impacts can be suitably balanced.

Vision

Vision

By 2041 the Parish of Powick will be:

- A home for **thriving local communities** with a distinctive Parish identity based on the separate settlements of Powick, Collett's Green and Callow End; and
- A **sustainable rural environment** where landscape character, key views, green spaces, heritage, and the setting of the villages are protected and enhanced, providing an attractive and peaceful countryside for all to enjoy; and
- A place where the implications of **the climate emergency** are addressed in planning decisions; and
- A place where development is **well-designed**, respecting and maintaining the special qualities of the Neighbourhood Area; and
- A place where accessible **community facilities** support social and cultural well-being; and
- A place where new housing adds to **the overall quality of the area** and provides dwellings of **a size and type** relevant to the community's needs; and
- A place where **appropriate economic development** is supported, helping to provide local employment in small businesses, farming, and other rural enterprises.

Objectives

- 3.4 The following objectives for the neighbourhood planning policies reflect the community priorities and concerns identified in consultation and surveys. They will contribute to the achievement of sustainable development:

Environment

- To take every available opportunity to address the climate emergency in neighbourhood planning policies.
- To minimise the adverse impact of new development on the Parish environment.
- To ensure new development is well-designed including being visually attractive, sympathetic to local character and history, and energy- and resource-efficient.
- To protect and enhance the contribution made by the historic environment to the character and appearance of the Parish.
- To identify and protect important views of the Parish countryside.
- To identify green areas of particular importance to the community and designate them as Local Green Space.
- To support the supply of energy from renewable and low carbon sources, including by addressing adverse impacts.

Community facilities

- To protect existing community facilities.
- To guide improvements to existing facilities and new provision as required to support a healthy, inclusive, and safe community.

Housing

- To deliver a mix of size and type of dwellings which meet the community's needs.
- To ensure that new housing is provided in well laid out and designed developments, and which support local facilities and transport networks including walking and cycling.
- To provide guidelines for the development of new housing on land south of Old Malvern Road, Collett's Green (SWDPR allocation).

Economic development

- To support business, tourism and farming developments which are in scale and keeping with the character of the Parish, and appropriate to their location.

4. ENVIRONMENT

Design

Policy PWK1: Design

Development proposals should maintain and enhance the local distinctiveness of the Powick Neighbourhood Area and achieve a high quality of design by:

- 1. having regard to the Powick Design Codes and Guidance. A Design and Access Statement or similar should be provided to show how the Design Codes and Guidance have been addressed and positively influenced the proposed design solution; and**
- 2. respecting the character of the locality and street scene as to layout, density, height, massing, architectural detailing, building to building distances, boundary treatment, landscaping, and materials; and**
- 3. retaining natural site features of amenity and biodiversity value, such as trees, ponds, and hedgerows, as far as possible, and providing new tree planting and other landscaping and open space which is in keeping with landscape character and provides for wildlife, with a preference for native deciduous species and those resilient to climate change; and**
- 4. being capable of being safely accessed from the local road network without undue impacts on the character of the locality and on biodiversity which cannot be mitigated; and**
- 5. avoiding creating unacceptable impacts on neighbourhood amenity and the tranquillity of the countryside from noise, volume and nature of traffic generated, dust or odour. External lighting should avoid undue adverse impacts on amenity, wildlife, and dark skies.**

Modern design approaches which take an innovative approach, including to energy efficiency and sustainability, will be welcomed where they make a positive contribution to the character of the area and contribute to local distinctiveness.

- 4.1 The design of individual buildings and their relationship to each other and their surroundings is an important aspect of the local environment. National policy is that good design is a key aspect of sustainable development. Neighbourhood Plans can play an important role by identifying the special qualities of an area and explaining how this should be reflected in development. Design guides and codes can provide a local framework for creating distinctive places with a consistent and high quality of design.⁴

⁴ NPPF paragraphs 131 - 133.

- 4.2 The Powick Design Codes and Guidance have been prepared to help assist future change and development in the Neighbourhood Area.⁵ They are based on a place analysis of the Powick Neighbourhood Area, setting out six area types which reflect variations in local character. The area types help to inform a series of design guidelines and codes that are both sensitive and responsive to local context, landscape setting, and character.
- 4.3 The Powick Design Codes and Guidance should be applied alongside other national and local guidance, including the South Worcestershire Design Guide Supplementary Planning Document (SPD) which provides guidance on overarching design principles.
- 4.4 In this context, the Plan supports development that respects the character, appearance, and amenity of the surrounding area, identifying design elements to be considered when assessing how any given proposal contributes to its environs. Responses to the community survey identified a range of factors seen as important to local distinctiveness and in the design of new development. Priority was given to retaining trees and other landscape features on development sites, density, provision of trees, landscaping and open space, wildlife and biodiversity, building size and height, and scheme layout. Traffic impacts were also regarded as important.
- 4.5 The creation of new or improved accesses to serve development can have notable environmental impacts, particularly in the open countryside or settlement edge. For example, the loss of hedgerows to achieve required sight lines can have adverse impacts on rural character and appearance, and on biodiversity. Proposals should seek to mitigate such adverse impacts to an acceptable level, with hedgerows retained as far as possible.

⁵ AECOM, Powick Design Codes and Guidance, November 2024.

Heritage

Policy PWK2: Heritage

Development proposals should protect, conserve and where possible enhance the historic environment of the Neighbourhood Area and its positive contribution to local character and distinctiveness. In considering the impact of proposed development on heritage assets, appropriate account will be taken of their significance (including any contribution made by their setting) by:

- 1. giving great weight to conserving designated heritage assets in the Neighbourhood Area:**
 - listed buildings
 - Powick Old Bridge scheduled monument (part)
 - Battle of Worcester 1651 with Powick Bridge 1642 registered battlefield (part)
 - Madresfield Court registered park and garden (part)
 - Powick Village Conservation Area; and
- 2. for non-designated heritage assets including other archaeological sites and buildings of local interest, balancing the scale of any harm or loss against their significance; and**
- 3. ensuring that proposals for the redevelopment, alteration or extension of historic farmsteads and agricultural buildings are sensitive to their distinctive character, materials and form; and**
- 4. requiring development proposals to be accompanied by Heritage Impact Assessments where the significance of heritage assets may be affected. Where proposals may affect archaeological interests, an appropriate desk-based assessment and where necessary a field evaluation should be submitted with the relevant planning application.**

4.6 The Neighbourhood Area has a wealth of designated heritage assets with a key focus being land and buildings in and to the north of Powick Village.⁶ They are:

- Powick Old Bridge, a scheduled monument. The Bridge was constructed by monks from Malvern Priory before 1447 to span the River Teme and the Laughern Brook. It was partially re-built in the 17th century. Today, the Bridge is a popular option for walkers and cyclists but is currently closed and undergoing restoration following the collapse of a supporting wingwall in January 2024. The southern part of the scheduled area is in the Neighbourhood Area (the River Teme marks the Area's boundary).
- 49 listed buildings. The Church of St Peter and St Lawrence at Powick Village, and Powick Old Bridge, are Grade I, all other listings being Grade II. As well as domestic

⁶ See SWDPR Policies Map for boundaries of designated areas (Scheduled Monument, Battlefield, Historic Park and Garden, and Conservation Area).

properties, farmhouses and Stanbrook Abbey and Church, they include other structures such as a tomb in St Peter's churchyard, a pump and pumphouse on the eastern approach to Powick Village alongside the Malvern Road, and four milestones.

- A registered battlefield (the Battle of Worcester 1651 with Powick Bridge 1642). The extensive designated area relates to land north of the present-day Worcester southern link road; that part south of the River Teme is in the Neighbourhood Area. It marks the location of the first and final battles of the English Civil War.
- Parts of the Madresfield Court registered park and garden (Grade II*) also fall in the Neighbourhood Area, on its southern boundary.
- Powick Village Conservation Area, designated in 1991 and covering the historic core of the settlement alongside both sides of the busy Malvern Road.

4.7 A number of buildings and other structures of local heritage interest in the Neighbourhood Area have been identified by the NDP Steering Group. The Parish Council will seek the inclusion of these buildings and features on the District Council's Local List of non-designated heritage assets, in line with the guidance set out in the Local List Supplementary Planning Document. A Community Action is included to that effect in chapter 9. They are as follows:

- The Forge, Old Malvern Road.
- Circular iron seat around trees on Bowling Green open space and The Pound, Callow End.
- Memorial stone at southern end of Powick Old Bridge.

4.8 The District Council's Conservation Area Appraisal identifies several unlisted buildings of merit in Powick Village:

- The Cottage, Kings End Road.
- Holly Cottage, Kings End Road.
- Church End Villa, The Village.
- 15 The Village.

4.9 The NDP Steering Group has also identified that the historic core of Callow End may merit Conservation Area designation. This is a matter for the District Council to consider and a suitable Community Action has been included in chapter 9.

4.10 Historic farmsteads are a feature of the Neighbourhood Area and development proposals should have regard to their distinctive character including plan form and layout. Due reference should be made, and full consideration be given to the Worcestershire Farmsteads Assessment Framework produced by Worcestershire County Council and English Heritage. This offers guidance to achieve the sustainable development of historic farmsteads, including their conservation and enhancement.

Powick Village Conservation Area

Policy PWK3: Powick Village Conservation Area

Development proposals within Powick Village Conservation Area or its setting should preserve or enhance its character or appearance, having regard to the significance and special interest of the Conservation Area as set out in the Appraisal and Management Strategy. Proposals will be supported provided that they:

- 1. serve to preserve or positively enhance the Conservation Area by virtue of their use, character, and design; and**
- 2. avoid any demolition of a building or structure if its loss would be harmful to the character of the Conservation Area; and**
- 3. respect the prevailing density of buildings and their plan form, recognising the variations that occur in these factors within the Conservation Area; and**
- 4. reflect the size, height, scale, form, proportions and detailing of the existing and surrounding built form; and**
- 5. use traditional materials, vernacular techniques, and local architectural detailing wherever possible; and**
- 6. ensure that any extensions and service buildings are subsidiary to the main property, are not unduly prominent in the street scene, and use sympathetic materials to the main property; and**
- 7. retain the boundary treatments, public realm, important views, and natural environment features including watercourses, gardens, trees and hedges as referred to in the Appraisal and Management Strategy; and**
- 8. specify local materials or native species for any new boundary treatments such as walls, railings, fencing or hedging; and**
- 9. maintain the open countryside setting of the Conservation Area.**

4.11 Powick Village Conservation Area was designated in 1991 in recognition of its special architectural and historic interest. The nature of that special interest is set out in the District Council's Appraisal and Management Strategy, prepared in 2010. The Conservation Area boundary is shown on Plan 2.

4.12 The Conservation Area represents a historic linear settlement with buildings clustered along the main thoroughfare. It contains a mix of property from the 17th, 18th and 19th centuries built in different styles and materials. Changes to the road network in the 20th century with the construction of the present-day A449 Malvern Road and associated one-way system have had a significant detrimental impact on its character and appearance. As well as requiring some building demolition, the changes led to the Grade II-listed Cross House losing garden space to highway and itself becoming 'marooned' on an island, whilst those parts of the Conservation Area adjacent to the busy main roads suffer from traffic noise and pollution.

Notwithstanding these impacts, away from the principal transport routes the semi-rural, village character survives intact.

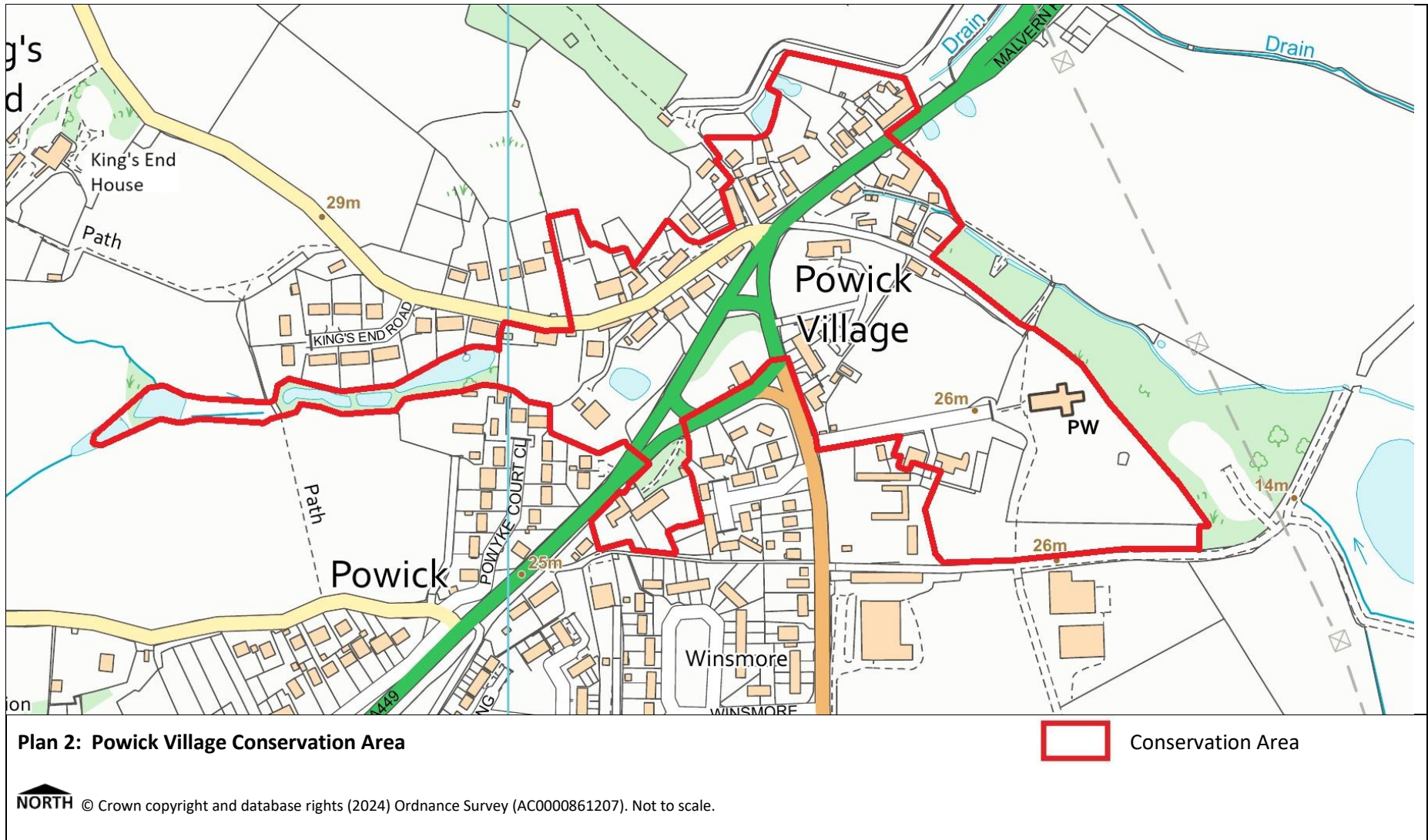
4.13 In summary, the special interest of the designated area comprises:

- Its long history reflecting the position of the settlement at the junction of routes from the south and west. The village grew up on higher land above the floodplain of the Rivers Teme and Severn, yet close to the strategic crossing point of the Teme immediately to the north.
- The survival of the historic identity of the village, evident in its buildings and layout.
- The number and quality of historic buildings, 14 of which are listed.
- A combination of larger detached properties in generous and well-landscaped gardens behind high boundary walls, and smaller semi-detached or terraced dwellings on smaller plots often positioned on the pavement edge.
- Quieter roads and public rights of way providing relief from the traffic noise and pollution associated with the busy main roads.
- Historic fabric, such as timber framing and local building materials, architectural detailing, and some aspects of the public realm.
- Boundary treatments particularly those in brick.
- Views looking into and out of the Conservation Area.
- The contribution of the natural environment through local watercourses, woodland, mature trees, gardens, open spaces and hedges.

4.14 The Appraisal highlights several problems and pressures for change. These are:

- Inappropriate modern development and infrastructure (satellite dishes, cables, substation).
- Road signage and markings.
- Unsympathetic alterations to properties.
- Loss of front boundary walls.
- Introduction of timber panelled fences.

4.15 National planning policy requires that heritage assets are conserved in a manner appropriate to their significance. It sets out a graduated approach to apply when considering the impacts of a proposed development on designated heritage assets such as Conservation Areas. This approach is reflected in Local Plan policy. Within this framework, policy PWK3 draws on the Conservation Area Appraisal and Management Strategy to set out guidance on how development proposals should be assessed so that its character or appearance can best be preserved or enhanced. It is complementary to the Powick Design Codes and Guidance.



Landscape character

Policy PWK4: Landscape character

Development proposals must demonstrate that:

1. the siting, design, scale, layout, landscaping, and boundary treatment of the proposal have been positively influenced by the latest Worcestershire Landscape Character Assessment in terms of the characteristics, guidelines and advice provided for the Landscape Type of the proposed site; and
2. every available opportunity has been taken to strengthen the landscape character of the relevant Landscape Type, by retaining and conserving existing features such as trees, woodland, and hedgerows, and by restoring, enhancing, and making new provision, including the establishment of community orchards, where this is appropriate; and
3. they respect the landscape setting of Powick, Collett's Green and Callow End and of other settlements in the open countryside of the Neighbourhood Area, as relevant to the proposal. Development which would have an adverse effect upon the landscape setting of a settlement, considered in terms of the assessed landscape character, will not be supported.

4.16 Powick Neighbourhood Area is situated within the Severn and Avon Vales National Character Area (NCA), as defined by Natural England. The NCA represents an extensive, open, and low-lying agricultural vale landscape. It is characterised by a scattered mosaic of hedgerow trees, small areas of deciduous woodland, traditional orchards, parkland, and remnant areas of ancient and semi-natural woodland contribute to an overall well-wooded appearance. All these landscape elements can be found in the Neighbourhood Area.

4.17 The Worcestershire Landscape Character Assessment (LCA) identifies three Landscape Types in the Neighbourhood Area. For each Type, the LCA sets out key characteristics, landscape guidelines, and advice on land management and planning and development.

4.18 Most of the Neighbourhood Area away from the river corridors of the Severn and Teme comprises **Principal Timbered Farmlands**. These are rolling lowland landscapes with a small scale, wooded, agricultural appearance, characterised by filtered views through densely scattered hedgerow trees, irregularly shaped woodlands and winding lanes. LCA guidelines for this landscape type include to:

- Maintain the tree cover character of hedgerow oaks and enhance the age structure of the hedgerow oak population.
- Conserve all ancient woodland sites and restock with locally occurring native species.
- Seek to bring about coalescence of fragmented ancient woodlands.

- Encourage the planting of new woodlands, reflecting the scale, shape and composition of the existing ancient woodland character, favouring oak as the major species.
- Conserve and restore tree cover along watercourses and streamlines.
- Seek opportunities to enhance tree cover along highways and other non-farmed locations.
- Conserve and restore the pattern and composition of the hedgerow structure through appropriate management and replanting.
- Conserve the organic pattern and character of the lane networks.
- Maintain the historic dispersed settlement pattern.

4.19 Land in and adjacent to the floodplains of the Rivers Severn and Teme comprises the **Riverside Meadows** Landscape Type. These are linear riverine landscapes, generally secluded and pastoral in character, with meandering rivers flanked by alluvial meadows often used for seasonal grazing. In the Neighbourhood Area the oft-secluded character has been compromised in the north by the building of Temeside and Hams Way. LCA guidelines for this Landscape Type include to:

- Retain the unity of the linear landscape form.
- Conserve all existing areas of permanent pasture.
- Seek opportunities to encourage the conversion of arable land back to pasture.
- Conserve and enhance continuous tree cover along hedgelines, ditches and watercourses.
- Conserve existing wetland habitats and seek opportunities for further wetland habitat creation.
- Avoid building or road construction works.
- Avoid further drainage of waterside meadows.
- Explore opportunities to return to patterns and processes of natural flooding cycles where feasible.

4.20 The final Landscape Type is areas of **Settled Farmlands on River Terrace** between Powick and Callow End. This Landscape Type represents a medium scale, settled agricultural landscape where horticulture and cropping is the dominant land use, reflecting the fertile, free draining soils. The settlement pattern comprises scattered farms and clusters of wayside dwellings, linked by a matrix of winding lanes. Fields are bounded by hedgerows, with tree cover largely concentrated in groups associated with dwellings. LCA guidelines for this Landscape Type include to:

- Retain the integrity of the dispersed settlement pattern.
- Conserve and enhance tree cover along watercourses.
- Seek to maintain cropping/horticultural land uses.
- Enhance patterns of tree cover associated with settlement.
- Conserve and enhance patterns of hedgerows.

4.21 Many of the features contributing to the landscape character of the Neighbourhood Area are also of biodiversity significance. The Worcestershire Local Nature Recovery Strategy identifies

habitats such as ancient semi-natural woodland, veteran trees, grassland, and wood-pasture and parkland in the Neighbourhood Area as Areas of Particular Importance for Biodiversity. Policy PWK4 aligns with and supports Strategy priorities within the Trees, Scrub and Woodland and Open Habitats themes, and with Potential Measures particularly in relation to the creation and enhancement of woodland, hedgerows, and species rich neutral grassland, and the reversion of land to wet grassland and floodplain meadow.

- 4.22 Protecting the overall landscape setting of settlements in the Neighbourhood Area is a priority for the Plan. This consideration applies to both the larger villages with a development boundary in the Local Plan (Powick, Collett's Green and Callow End) and other smaller settlements which lie in the open countryside such as Bastonford, Kent's Green and Deblin's Green. Responses to the community survey placed emphasis on the nearby countryside, views and traditional landscape features. Specific features contributing to landscape character, such as trees, hedgerows, woodland, and traditional orchards also often have historic, cultural and biodiversity significance and should be retained on development sites wherever possible.

Powick/Collett's Green Local Gap

Policy PWK5: Powick/Collett's Green Local Gap

Development proposals within the Powick/Collett's Green Local Gap as shown on Plan 3 will only be supported provided that they would not diminish or reduce the physical and/or visual separation between these settlements or compromise its open character and integrity.

In applying this policy, regard will be had as appropriate to:

- 1. building scale, footprint, massing, height, and design; and**
- 2. the suitability of the proposed use to the rural character of the Local Gap and having regard to SWDPR 08C; and**
- 3. any intensification likely to arise when compared to the current use; and**
- 4. the individual effects of proposals and the cumulative effects when considered with other existing and proposed development.**

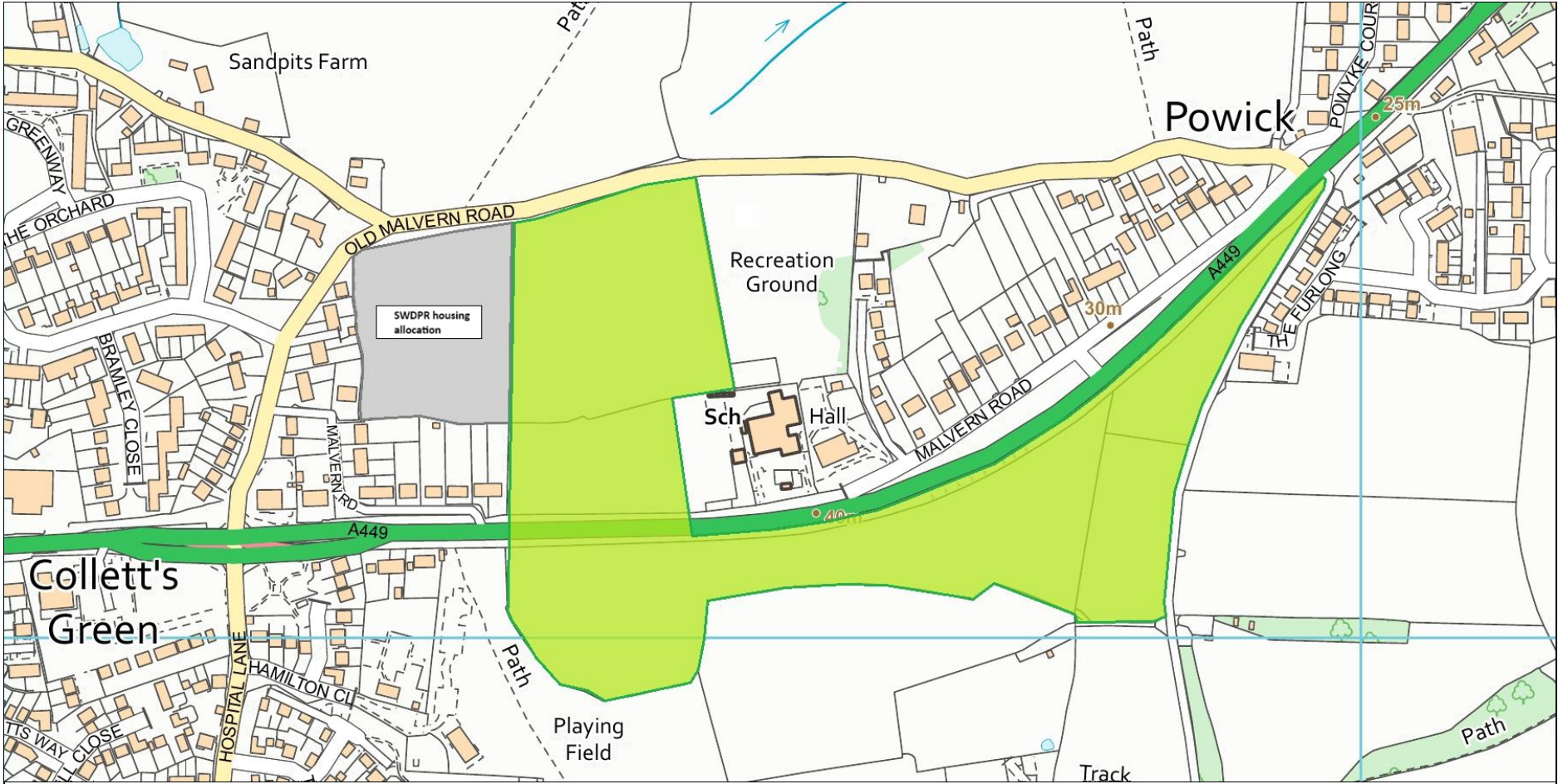
- 4.23 The open countryside between Powick and Collett's Green serves to define and maintain the historic separation and distinct identities of the two settlements. It contributes to the rural agricultural setting of the two villages, local distinctiveness, and a sense of place. These attributes are readily appreciated from Old Malvern Road, the A449 Malvern Road, and public rights of way running alongside and through the land.
- 4.24 Taking these factors into account, a Local Gap is designated for the open countryside between Powick and Collett's Green. The designation will serve to maintain settlement identity, prevent coalescence, and protect the setting of the villages. The principle of this approach was strongly supported in the community survey; maintaining the open countryside gaps between settlements was the top priority for almost three-quarters of respondents in considering new dwellings. Establishing a Local Gap thus helps deliver on a key role for neighbourhood planning – to give communities power to develop a shared vision for their neighbourhood and to shape and direct the development and growth of their local area.
- 4.25 Support for the approach is also given in the Local Plan where SWDPR 08 provides for the designation of Significant Gaps to retain the separate identity of settlements and prevent coalescence either within or between settlements.
- 4.26 The boundaries of the Local Gap are shown on Plan 3. To the west, the Local Gap abuts Hospital Lane Playing Field (Local Green Space under policy PWK7), the settlement edge/Local Plan development boundary for Collett's Green, and land allocated in the SWDPR for housing (this site is also shown on Plan 3; see policy PWK13). To the east, the Local Gap abuts the settlement edge/Local Plan development boundary for Powick, Powick CE Primary School, and Powick Playing Field (also Local Green Space, see policy PWK7).



Powick/Collett's Green Local Gap from Old Malvern Road




Powick/Collett's Green Local Gap from bridleway adjacent The Furlong



Plan 3: Powick/Collett's Green Local Gap

 Local Gap

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Key views

Policy PWK6: Key views

Where a development proposal within the Neighbourhood Area would have a significant visual impact on the key views (KV) listed below and shown on Plan 4 and the accompanying photographs, a Landscape and Visual Impact Assessment or similar study should be provided to demonstrate that the levels of effects are acceptable, and that the scheme has been sited and designed sensitively and appropriately reflecting, respecting, and where possible, enhancing its landscape context:

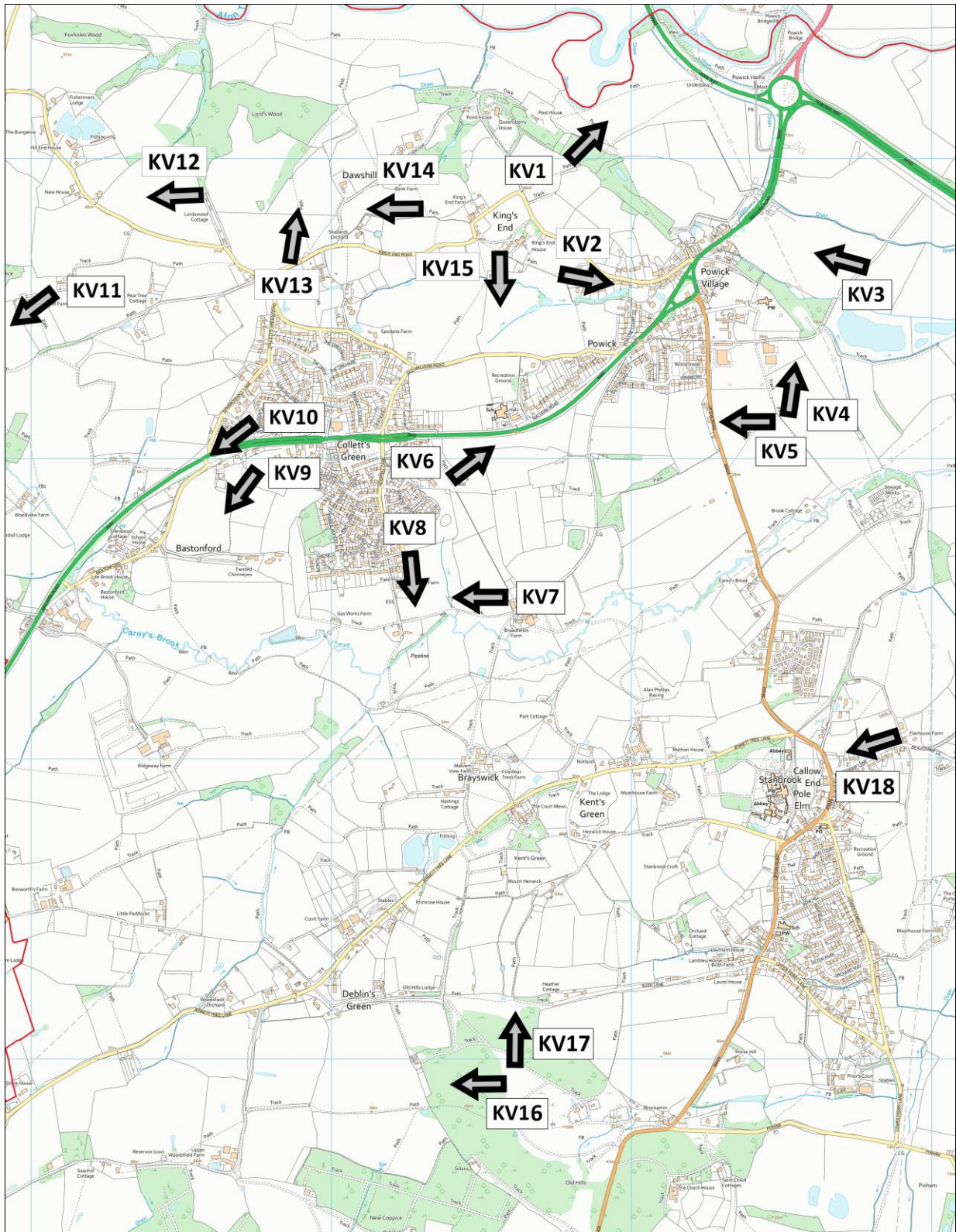
- **KV1: view from King's End towards Powick Hams, Powick Mills, and Worcester.**
- **KV2: view from King's End towards Powick Village.**
- **KV3: view from Powick Hams towards Powick Village.**
- **KV4: view from Manor Farm towards Worcester.**
- **KV5: view from Manor Farm towards the Malvern Hills.**
- **KV6: view Hospital Lane playing field towards Powick Hams and Worcester.**
- **KV7: view from Broadfields Farm towards the Malvern Hills.**
- **KV8: view from Hospital Lane/Home Farm towards Jennett Tree Lane and the Old Hills.**
- **KV9: view from Pasture Close/Field View Drive towards the Malvern Hills.**
- **KV10: view from Damson Way towards the Malvern Hills.**
- **KV11: view from Bush Hill Farm towards the Malvern Hills.**
- **KV12: view from Lords Wood towards the Malvern Hills.**
- **KV13: view from Kings End Road towards Rushwick and Worcester.**
- **KV14: view from by Bank Farm towards the Malvern Hills.**
- **KV15: view from King's End towards the Malvern Hills and Bredon Hill/Cotswolds.**
- **KV16: view from the Old Hills towards the Malvern Hills.**
- **KV17: view from the Old Hills towards Powick.**
- **KV18: view from Beauchamp Lane/Flaxhouse Farm towards Stanbrook Abbey.**

4.27 Key views for protection have been identified by the Steering Group, taking into account responses to the community survey.


4.28 The key views are listed in Table 1 and shown on Plan 4 and the accompanying photographs. All views are available from publicly accessible points in the Neighbourhood Area.


Ref	Description	Grid ref
KV1	View from King's End looking northeast towards Powick Hams, Powick Mills, and Worcester.	SO82775201
KV2	View from King's End looking east towards Powick Village.	SO82775162
KV3	View from Powick Hams looking west towards Powick Village.	SO83745160
KV4	View from south of Manor Farm looking north and east towards Worcester.	SO83495113
KV5	View from south of Manor Farm looking west towards the Malvern Hills.	SO83495113
KV6	View from Hospital Lane playing field looking northeast towards Powick Hams and Worcester.	SO82415089
KV7	View from Broadfields Farm looking west towards the Malvern Hills.	SO82595054
KV8	View from Hospital Lane/Home Farm looking south towards Jennett Tree Lane and the Old Hills.	SO82255068
KV9	View from open space at Pasture Close/Field View Drive looking southwest towards the Malvern Hills.	SO81885091
KV10	View from open space at Damson Way looking southwest towards the Malvern Hills.	SO81745113
KV11	View from Bush Hill Farm looking southwest towards the Malvern Hills.	SO81075155
KV12	View from Lords Wood looking west towards the Malvern Hills.	SO81515788
KV13	View from Kings End Road looking north towards Rushwick and Worcester.	SO81855165
KV14	View from south of Bank Farm looking west towards the Malvern Hills.	SO82315183
KV15	View from King's End looking south towards the Malvern Hills, Bredon Hill and the Cotswolds.	SO82555169
KV16	View from the Old Hills looking west towards the Malvern Hills.	SO82594890
KV17	View from the Old Hills looking north towards Powick.	SO82624893
KV18	View from Beauchamp Lane/Flaxhouse Farm looking west towards Stanbrook Abbey.	SO83895006

Table 1: Key views



Plan 4: Key views

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 **Neighbourhood Area**



KV1: King's End looking northeast



KV2: King's End looking east



KV3: Powick Hams looking west



KV4: Manor Farm looking north and east



KV5: Manor Farm looking west



KV6: Hospital Lane looking northeast



KV7: Broadfields Farm Lane looking west



KV8: Hospital Lane/Home Farm looking south



KV9: Pasture Close looking southwest



KV10: Damson Way looking southwest



KV11: Bush Hill Farm looking southwest



KV12: Lords Wood looking west



KV13: King's End Road looking north



KV14: Bank Farm looking west



KV15: King's End looking south



KV16: Old Hills looking west



KV17: Old Hills looking north



KV18: Beauchamp Lane looking west

Local Green Spaces

Policy PWK7: Local Green Spaces

The following areas of land as shown on Plans 5A to 5C are designated as Local Green Space:

- **LGS1: Powick Playing Field.**
- **LGS2: The Furlong.**
- **LGS3: Winsmore.**
- **LGS4: Lion Orchard.**
- **LGS5: Paddock south of Powick Church.**
- **LGS6: The Greenway/The Drive.**
- **LGS7: The Vineyard/Damson Way.**
- **LGS8: Bowling Green.**
- **LGS9: Hospital Lane Playing Field.**
- **LGS10: Tannery Drive.**
- **LGS11: Montgomerie Close/Field View Drive.**
- **LGS12: Paddock east of Stanbrook Abbey.**
- **LGS13: Callow End Playing Field.**

Development will be managed in a manner consistent with that applicable to designated Green Belt.

4.29 National planning policy allows neighbourhood plans to designate land as Local Green Space to protect green areas of particular importance to local communities. Such designation should be consistent with the local planning of sustainable development, complement investment in sufficient homes, jobs and other essential services, and be capable of enduring beyond the end of the plan period. The designation should only be used where the green space concerned is in reasonably close proximity to the community served, is demonstrably special to the community and holds a particular local significance, and is local in character and not an extensive tract of land.⁷

4.30 Areas of land at Powick, Collett's Green and Callow End which meet these requirements have been identified, taking into account responses to the community survey. Overall, these spaces are of value to the community because of their beauty, including adding to the rural character of the villages and to an appreciation of their countryside setting; historic significance; recreational role; tranquillity; and richness of their wildlife. Their particular local significance is detailed in Table 2.

⁷ NPPF paragraphs 106 and 107.

4.31 The Plan’s Vision and objectives confirm that this approach is consistent with the local planning of sustainable development, with social, economic and environmental matters having been considered together. The designation of these areas will complement investment in homes, jobs and other essential services addressed elsewhere in the Plan. They meet the further requirements of national planning policy for designation, being:

- **In reasonably close proximity to the community served:** all of the Local Green Spaces are in close proximity to Powick, Collett’s Green or Callow End as shown on Plans 5A to 5C and detailed in Table 2.
- **Demonstrably special to the local community and holding a particular local significance:** Table 2 explains how each Local Green Space meets this requirement by virtue of the uses they represent and benefits they offer.
- **Local in character and not an extensive tract of land:** the Local Green Spaces are all local in character and do not represent extensive tracts of land. The area of each is given in Table 2.

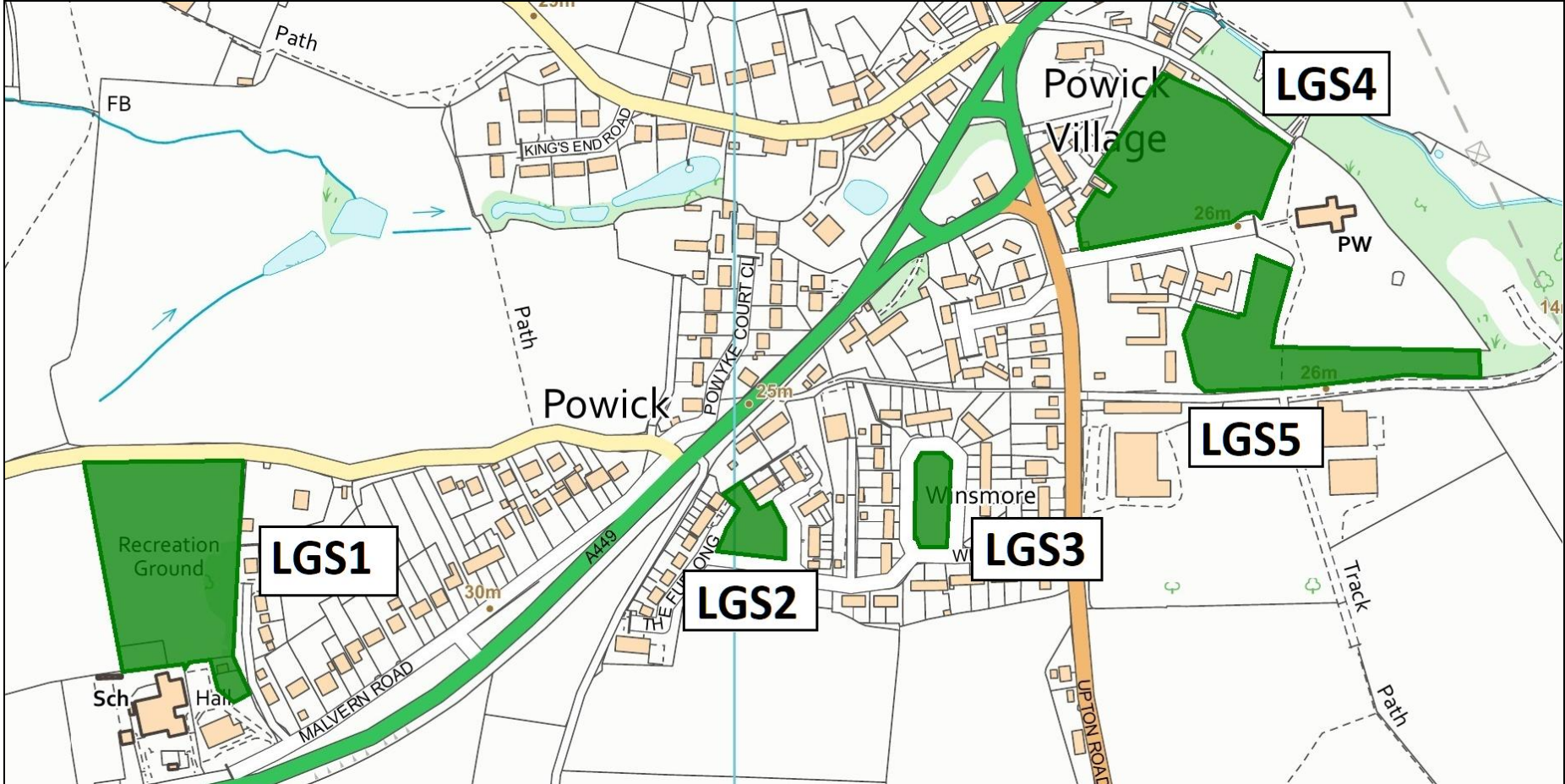
Close proximity to the community	Reason for being demonstrably special and holding a particular local significance	Area (ha.)
<p>LGS1: Powick Playing Field</p> <p>Situated on the edge of Powick with housing to the east and the Primary School and Parish Hall to the south.</p>	<p>Powick Playing Field offers a range of formal recreational activities (football pitches, tennis courts, children’s play area). It also provides for informal recreation. It contributes to the rural setting of the village and gives an opportunity to appreciate its natural beauty in a tranquil location. Powick Playing Field is of local significance because of its beauty, recreational value (formal and informal), and tranquillity.</p>	1.6
<p>LGS2: The Furlong</p> <p>Open space centrally situated in housing area at The Furlong/Hooper Close.</p>	<p>Amenity open space which makes an important contribution to the rural village character, providing a tranquil contrast with, and visual relief from, surrounding development. It benefits from natural surveillance from surrounding properties, supporting its safe use for informal recreational activities. The Furlong open space is of local significance because of its beauty, tranquillity, and informal recreational use.</p>	0.2
<p>LGS3: Winsmore</p> <p>Open space centrally situated in housing area at Winsmore.</p>	<p>Amenity open space which makes an important contribution to the rural village character, providing a tranquil contrast with, and visual relief from, surrounding development. It benefits from natural surveillance from surrounding properties, supporting its safe use for informal recreational activities. Winsmore open space is of local significance because of its beauty, tranquillity, and informal recreational use.</p>	0.2

Close proximity to the community	Reason for being demonstrably special and holding a particular local significance	Area (ha.)
<p>LGS4: Lion Orchard</p> <p>Situated between Powick Church and housing to the west and south.</p>	<p>Lion Orchard is a long-established pasture field bordered by village housing, the Churchyard, and woodland. It provides a tranquil rural setting to the Grade I listed Church and other Grade II designated heritage assets (Red Lion Public House, cottages, and Virginia House) which border to the west. It is in the Powick Conservation Area in recognition of its heritage value. Its beauty and the visual relief provided can be readily appreciated from the access drive (public footpath) to the Church and the public footpath adjoining its western boundary. These afford views of the Church and other surrounding properties. Lion Orchard is of local significance because of its beauty, tranquillity, and heritage value.</p>	1.3
<p>LGS5: Paddock south of Powick Church</p> <p>On the edge of Powick Village with the Church to the north and housing to the west.</p>	<p>This long-established pasture field provides a tranquil rural setting to the Grade I listed Church; it is in the Powick Conservation Area in recognition of its heritage value. Its beauty and the visual relief provided can be readily appreciated from the public footpaths which run across it and along its southern edge; these provide views of Manor Farm and of the Church. The paddock south of Powick Church is of local significance because of its beauty, tranquillity, and heritage value.</p>	0.85
<p>LGS6: The Greenway/The Drive</p> <p>Open space centrally positioned in established housing area at Collett's Green.</p>	<p>Three areas of amenity open space fronting onto The Drive, The Orchard, and The Greenway. With the benefit of mature tree planting and bench seating, they make an important contribution to the rural character of the settlement, providing a tranquil contrast with, and visual relief from, surrounding development. They also benefit from natural surveillance from surrounding properties, supporting safe use for informal recreational activities. The Greenway/The Drive open space is of local significance because of its beauty, tranquillity, and informal recreational use.</p>	0.7
<p>LGS7: The Vineyard/Damson Way</p> <p>Open space within housing on the western edge of the village.</p>	<p>Two areas of amenity open space fronting onto The Vineyard and Damson Way and including a children's play area. The open space makes an important contribution to the rural character of the village, providing a tranquil contrast with, and visual relief from, surrounding development. Wide-ranging views to the west are available as far as the Malvern Hills. The open spaces benefit from natural surveillance from surrounding properties, supporting their safe use for informal recreational activities. The Vineyard/Damson</p>	0.8

Close proximity to the community	Reason for being demonstrably special and holding a particular local significance	Area (ha.)
	Way open space is of local significance because of its beauty, tranquillity, and informal recreational use.	
<p>LGS8: Bowling Green</p> <p>Situated within the settlement area, with housing adjoining.</p>	<p>Amenity open space with mature tree planting which makes an important contribution to the rural character of the settlement, providing a tranquil contrast with, and visual relief from, surrounding development and the A449 Malvern Road to the south. The circular iron seat around the central mature tree has been identified as a candidate non-designated heritage asset (see supporting text to policy PWK2). It is believed to be the site of a historic bowling green dating to at least the mid-17th century. Bowling Green is of local significance because of its beauty, tranquillity, history, and informal recreational use.</p>	0.26
<p>LGS9: Hospital Lane Playing Field</p> <p>Situated to the east of Collett's Green, with housing and Link Nurseries adjoining.</p>	<p>Hospital Lane Playing Field provides for formal and informal recreation. It contributes to the rural setting of the village, adjoining the Local Gap and LGS10 (Tannery Drive). It offers an opportunity to appreciate its natural beauty in a tranquil location. This is further enabled by a public footpath which crosses the playing field, providing a link between the Malvern Road/areas of settlement with the countryside to the south. Hospital Lane Playing Field is of local significance because of its beauty, recreational value (formal and informal), and tranquillity.</p>	1.8
<p>LGS10: Tannery Drive</p> <p>Situated to the east of housing at Tannery Drive with Hospital Lane Playing Field to the north.</p>	<p>Area of amenity open space wrapping around the edge of housing and including a children's play area. It provides a tranquil contrast with and visual relief from surrounding development. The natural surveillance provided by surrounding properties supports informal recreational activities. It acts as a significant green buffer between settlement areas and surrounding countryside, which can be accessed by a public footpath leading south from Hospital Lane. The elevated topography provides wide-ranging views to the east and south. Tannery Drive open space is of local significance because of its beauty, tranquillity, and informal recreational use.</p>	1.8

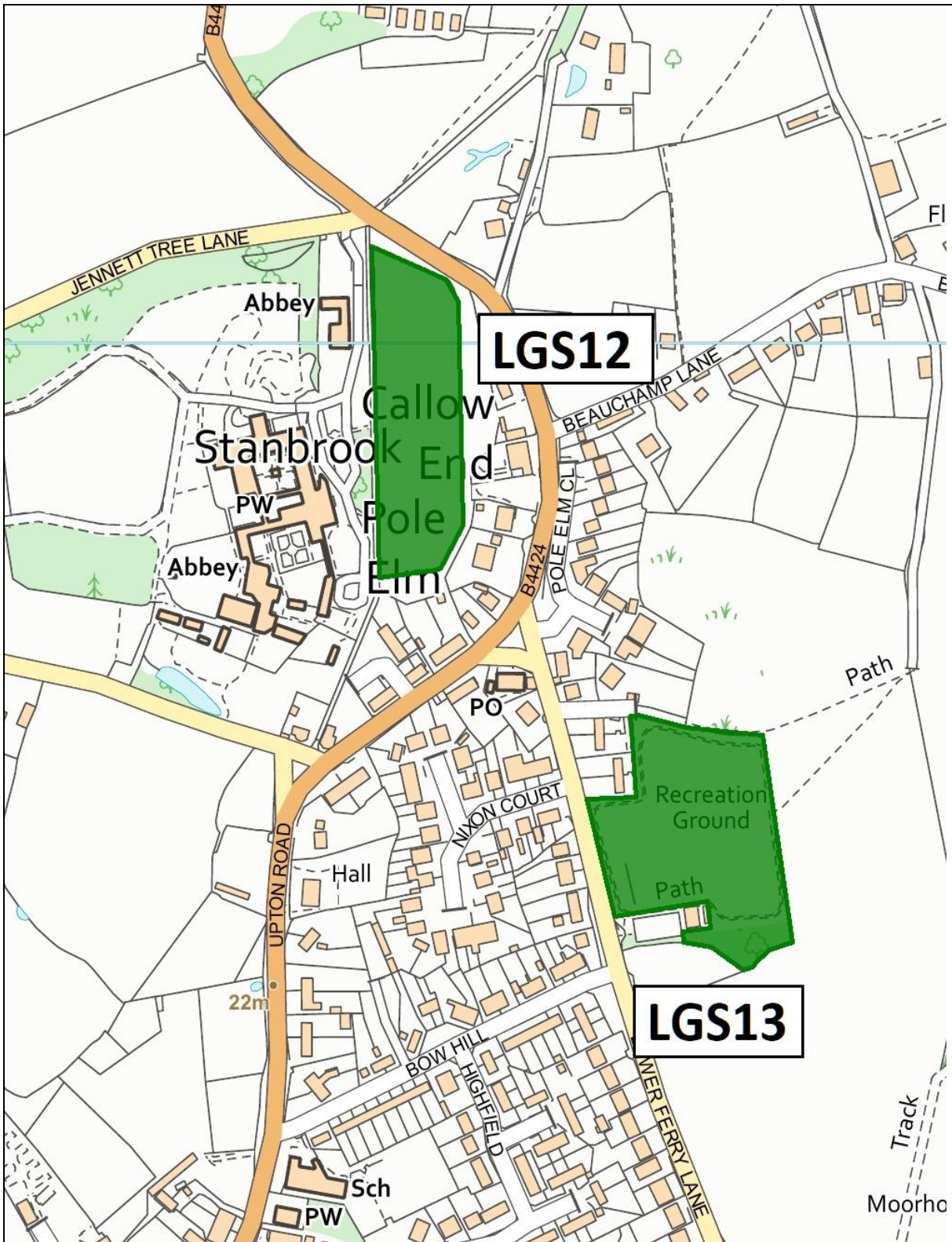
Close proximity to the community	Reason for being demonstrably special and holding a particular local significance	Area (ha.)
<p>LGS11: Montgomerie Close/Field View Drive</p> <p>Situated to the west of housing served from Hospital Lane.</p>	<p>Area of amenity open space wrapping around the edge of housing. It includes a children’s play area and 1.8 ha of deciduous woodland, a Priority Habitat Inventory site. The open space provides a tranquil contrast with and visual relief from surrounding development. The natural surveillance provided by surrounding properties supports informal recreational activities. It acts as a significant green buffer between settlement areas and surrounding countryside, with its elevated topography providing wide-ranging views to the west and the Malvern Hills. Montgomerie Close/Field View Drive open space is of local significance because of its beauty, tranquillity, wildlife value, and informal recreational use.</p>	2.3
<p>LGS12: Paddock east of Stanbrook Abbey</p> <p>Situated between Stanbrook Abbey and village housing at Pole Elm.</p>	<p>Paddock bordered by housing to the east and sought, with the grounds of Stanbrook Abbey to the west. It provides a tranquil rural setting to the imposing Grade II listed Stanbrook Abbey which overlooks the site. Its beauty and the visual relief it offers can be readily appreciated from the public footpath adjoining its western boundary. The paddock east of Stanbrook Abbey is of local significance because of its beauty, tranquillity, and heritage value.</p>	1.2
<p>LGS13: Callow End Playing Field.</p> <p>Situated on the edge of Callow End on Lower Ferry Road, with village housing to the west and open countryside to the north, east and south.</p>	<p>Callow End Playing Field provides for formal and informal recreational activities, with football pitches and a children’s play area. It contributes to the rural setting of the village and gives an opportunity to appreciate its natural beauty in a tranquil location. Public footpaths across and bordering the field enable access between the village and the countryside to the east. Callow End Playing Field is of local significance because of its beauty, recreational value (formal and informal), and tranquillity.</p>	1.7.

Table 2: Local Green Spaces




Plan 5A: Local Green Spaces Powick/Powick Village

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Plan 5C: Local Green Spaces Callow End

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Renewable and low carbon energy

Policy PWK8: Renewable and low carbon energy

Renewable and low carbon energy proposals that will benefit the community will be supported where:

- 1. the scale and form of development is appropriate to its surroundings and to the rural character of the Neighbourhood Area; and**
- 2. there is no substantial increase in traffic volumes including HGV traffic; and**
- 3. there is no undue detrimental impact (including cumulative impacts) on visual and residential amenity, landscape character including the countryside setting of settlements, key views and views of National Landscapes, heritage assets, biodiversity, and the utility and enjoyment of public rights of way.**

Proposals for community-led renewable and low carbon energy development where benefits can be demonstrated are particularly encouraged.

- 4.32 The generation of electricity from renewable and low carbon sources is supported and encouraged in national planning policy and the Local Plan as part of making the transition to a low carbon future. The community survey canvassed opinion on domestic, commercial, and community-led initiatives for generating energy from solar, biomass and wind sources. The options supported by a majority of respondents were for domestic solar power generation, a community-led renewable energy project, and commercial solar power (solar farm). Other forms of renewable energy generation were also generally supported on balance, with only wind turbines (domestic or commercial) being opposed.
- 4.33 Taking this feedback into account alongside the positive framework established by other planning policies, the Plan is supportive of renewable and low carbon energy proposals provided they are suitably located and designed, and that their planning impacts are appropriately addressed. The above policy sets out the key relevant planning issues in the Neighbourhood Area for the consideration of such proposals. For the avoidance of doubt, it will apply to solar panels proposed by householders when planning permission is required.
- 4.34 The community survey demonstrated significant support for a community-led renewable energy project providing direct benefits, for example reduced tariffs to householders. Over three-quarters of survey respondents were in favour of such an initiative. Such a proposal would therefore be welcomed, and a Community Action has been included in chapter 9 to support this initiative.

5. COMMUNITY FACILITIES

Policy PWK9: Community facilities

Development proposals that would result in the loss of community facilities will only be supported when the criteria in relevant Local Plan policies can be shown to be met.

This includes the following community facilities:

• Powick CE Primary School	• Pound Stores/Post Office, Callow End
• Powick Preschool	• Shop at the Top, Callow End
• Callow End CE Primary School	• Callow End playing field & pavilion
• Powick Parish Hall	• Hospital Lane playing field & pavilion
• Callow End Village Hall	• Powick playing field
• St Peter's Church, Powick Village	• Public houses
• St James Church, Callow End	• Murco petrol filling station/shop
• Callow End Club	• Powick Community Hub (formerly Link Nurseries)

Proposals for new community facilities or the enhancement of existing facilities will be supported. A village shop to serve Powick/Collett's Green will be particularly welcomed. Proposals will be required to demonstrate that:

1. the local road network can accommodate any additional traffic without compromising highway safety; and
2. the facilities are accessible by a choice of transport modes including walking and cycling and include adequate off-road vehicle and cycle parking on the site; and
3. there will be no significant harmful impacts on residential amenity; and
4. their siting, scale, and design respects the character of the surrounding area, including any historic and natural assets.

5.1 The Neighbourhood Area enjoys a wide range of community facilities. These meet a variety of educational, religious, health and wellbeing, and day-to-day community needs and requirements. Built facilities in Powick, Collett's Green and Callow End include two Primary Schools/Preschool, Parish and Village Halls, places of worship, village shops/Post Office, a petrol filling station, the Link Nurseries, and six public houses.⁸ Outdoor sports and recreation provision is catered for at several playing fields and associated pavilions. Responses to the community survey showed that local facilities meeting day-to-day shopping and other needs were seen as particularly important, as were the Parish/Village Halls and the playing fields.

⁸ Powick Village - The Red Lion. Collett's Green – The Crown and The Three Nuns. Callow End – The Bluebell, The Old Bush. Bransford - The Bear and Ragged Staff.

- 5.2 The following Local Plan policies set out the planning criteria which will be considered when development proposals are made which could lead to the loss of such facilities:
- SWDPR 13 *Promotion of Town, District and Local Centres.*
 - SWDPR 47 *Built Community Facilities.*
 - SWDPR 48 *Open Space.*
- 5.3 The provision or enhancement of community facilities can be enabled by financial contributions from new residential development. In considering how to make best use of such developer contributions, regard will be had to community survey responses where suggestions included:
- Additional convenience shopping facilities, particularly at Powick/Collett's Green.
 - Allotments.
 - Enhanced opportunities for outdoor recreation and play.
- 5.4 The formal sports facilities located in both Powick and Callow End are played to capacity with thriving senior teams and junior teams playing in local leagues in addition to training. The Football Association recommends that pitches should not be used more than 2.5 games of play per week without affecting the condition of the pitches requiring enhanced maintenance. Furthermore, the pitches in Callow End are located on the floodplain and would benefit from an improved drainage solution to increase pitch capacity. In terms of built sports facilities, both parish halls provide valuable local sports and leisure facilities for residents that could be further enhanced with investment to increase capacity (e.g. car parking and extensions) and therefore address the increased demand on these local facilities arising from population growth. However, these facilities are already well used and the Parish Council would look to expand the local community facilities offer by utilising developer contributions to enable a land purchase to help meet increased local demand from housing growth.
- 5.5 Survey responses have also been reflected in the Community Actions (see chapter 9). The co-location of services to maintain and improve the viability and sustainability of existing facilities will be encouraged as a Community Action.
- 5.6 As noted above, the provision of new convenience retail facilities in suitable premises to serve Powick and Collett's Green was a major theme in the community survey (there are two such shops in Callow End). Whilst any such provision would be first and foremost a commercial decision, the policy provides a positive planning framework for the consideration of such proposals.

6. HOUSING

Neighbourhood Area housing requirement

- 6.1 The SWDPR does not identify any housing requirements for designated neighbourhood areas such as Powick on the basis that the overall housing target for South Worcestershire is to be met through the SWDPR itself (i.e. the housing requirement for the Neighbourhood Area is nil).
- 6.2 SWDPR housing site allocations for the Neighbourhood Area comprise land at Old Malvern Road and land at Wheatfield Court.
- 6.3 Further dwellings have come forward as ‘windfalls’. These are dwellings arising on sites not specifically identified in the development plan. Since April 2021 up to March 2025, 28 new dwellings have been completed in this way (Appendix B). Dwellings are expected to continue to arise as windfalls throughout the remainder of the plan period to 2041.
- 6.4 Whilst national planning practice guidance encourages neighbourhood planning bodies to plan to meet their housing requirement, this is not binding as neighbourhood planning groups are not required to plan for housing. The Plan does not include any new further housing allocations, over and above those already provided for in the SWDPR.

Housing mix

Policy PWK10: Housing mix

Proposals for new housing of five or more units must demonstrate, subject to viability considerations, that they provide market dwellings of a type and size that positively contribute to meeting the latest assessment of housing needs. There is a particular requirement in the Neighbourhood Area for:

- **Smaller family housing (3 bedrooms).**
- **Starter homes (2 bedrooms).**
- **Housing designed to meet the needs of older people including bungalows.**

Proposals for accommodation associated with start-up small farming initiatives, live/work units, and self-build and custom-build housing will also be supported.

- 6.5 It is important to make sure that housing is provided to meet local requirements to help deliver sustainable and balanced communities.
- 6.6 Responses to the community survey show a clear preference for new housing to be provided as smaller family homes with 3 bedrooms, followed by 2-bedroom 'starter' properties, with much less support for larger houses (4 or more bedrooms) or smaller 'studio' units (1 bedroom).
- 6.7 In terms of type, there was significant community support for housing to meet the needs of older people, such as adapted/easy access homes such as bungalows and supported/sheltered housing. There was also support for accommodation associated with start-up small farming initiatives, live/work homes with workshops or offices attached, and self-build and custom-build housing.
- 6.8 The latest Strategic Housing Market Assessment⁹ shows that the largest single component of the market housing mix for Malvern Hills District in the period 2021-2041 comprises 3-bedroom houses (35-40%).
- 6.9 Providing a suitable mix of housing will help meet housing market pressures and local need. In addition, the provision of new housing suitable for older people will allow existing residents to stay in the community, enabling downsizing and so the release of existing larger homes for family occupation. Housing to support small-scale farming initiatives, live/work units and self-build dwellings will also be supported.

⁹ Strategic Housing Market Assessment, 2021 update, table 6.1.

Design of new housing

Policy PWK11: Design of new housing

To be supported, proposals for new housing must:

1. be proportionate in size to the village concerned and to the Neighbourhood Area as a whole, maintain gaps between settlements, and respect the existing settlement form, rural character, and countryside setting; and
2. have regard to the capacity of infrastructure and facilities to accommodate the additional demands likely to arise from the proposal, providing if necessary for additional capacity to at least maintain existing service levels; and
3. provide for energy and water conservation and the generation of renewable energy. All new housing should aim to achieve the highest standards of energy conservation, being ideally carbon neutral whilst as a minimum complying with Building Regulations; and
4. incorporate other sustainability measures to include building orientation and design, sustainable construction methods and materials, and provision for waste recycling, cycle storage, communications and broadband technologies, and electric vehicle charging points; and
5. show how the proposal can be safely accessed by all, providing sufficient off-road parking, and safe, direct, and attractive connections by foot and cycle to community facilities and public transport as far as practicable; and
6. avoid unacceptable impacts on the amenity of neighbouring properties, including from loss of privacy, overlooking, and reduction of outlook or daylight; and
7. be located and designed to avoid adverse impacts on the amenity of the future occupants from the operation of existing uses, including agricultural, business and community uses, where such impacts could lead to unreasonable restrictions being placed on them.

6.10 It is important that proposals for new village housing respect the established settlement form, their character as rural, historic villages, and countryside setting. Depending on the scale of growth proposed there may also be implications for the ability of local facilities, services, and infrastructure to accept the additional demands placed upon them.

6.11 National policy for rural housing is for planning policies and decisions to be responsive to local circumstances. A major theme in responses to the community survey was that there had been too much recent new housing, particularly at Powick and Collett's Green, and that this had not been matched by a commensurate increase in community facilities. Key priorities in the community survey were for new housing to be proportionate in size to the existing settlements, maintain the open countryside gaps between villages, and to respect the overall character and appearance of the Neighbourhood Area. In making an assessment as to

whether new housing growth is proportionate, proposals will be assessed for both the village concerned and the Neighbourhood Area as a whole, taking into account:

- Existing population and number of households.
- Other permitted and proposed housing development.
- The Neighbourhood Area housing requirement 2021-2041.
- Impact on settlement form and rural setting.

6.12 The community survey showed that other priorities in the consideration of new housing were:

- Impacts on the amenity of neighbouring dwellings.
- Impacts on local roads.
- Retention of trees and other important landscape features.
- Impacts on infrastructure such as sewerage and drainage, and local services.
- Sufficient off-road parking.
- Achieving sustainable, eco-designs.

6.13 Some of these concerns are addressed in other Plan policies, notably in policy PWK1 on design. This covers such matters as access from the road network and the retention of trees. These provisions are not repeated here.

6.14 The policy supports minimising the carbon footprint of new housing and encourages sustainable designs, for instance using renewable energy sources such as solar panels and air source heat pumps, and the promotion of water conservation through such means as water harvesting.

Householder development

Policy PWK12: Householder development

Proposals for alterations and extensions to existing dwellings or for ancillary development within residential curtilages will be supported where they are in accord with policy PWK11 and:

- 1. the existing dwelling remains as the dominant element of built form on the curtilage, to which the proposed development is subordinate; and**
- 2. the proposal respects and complements the existing dwelling in massing, height, materials, and detailing; and**
- 3. the proposal does not lead to an unacceptable loss of useable private amenity space or of on-curtilage parking.**

6.15 Householder developments are those within the curtilage of a dwellinghouse which require an application for planning permission.¹⁰ Examples include alterations and extensions, conservatories, loft conversions, home offices, dormer windows and the provision of ancillary accommodation, garages, car ports and annexes. Householder developments accounted for over one-third (36%) of all planning applications in the Neighbourhood Area in the last five years (since April 2019).

6.16 Proposals for householder development are expected to continue to come forward in the Neighbourhood Area up to 2041 as the housing stock is adapted to changing demands and requirements, including a potential increase in home working which is already a significant feature of local economic activity.

6.17 In considering such proposals, the overall aim is to ensure that they respect and complement both the existing dwelling and the immediate locality including the amenity of neighbours, and that undue adverse impacts associated with over-development, such as inadequate private garden provision, loss of trees, or additional on-road parking, are avoided. Policy PWK12 reflects these considerations. It is to be applied together with relevant criteria in policy PWK11. This refers to the need to retain natural site features of amenity and biodiversity value, such as trees, ponds, and hedgerows, as far as possible; and to respect the amenity of neighbouring dwellings. These were the top priorities in the community survey, followed by designs to match the original/main dwelling and no additional on-road parking.

¹⁰ Householder development does not include proposals to build a separate dwelling in the garden, changes of use to part or all a property to non-residential (including business) uses, or anything outside the garden of the property (including stables if in a separate paddock).

Land south of Old Malvern Road

Policy PWK13: Land south of Old Malvern Road

Development proposals for land south of Old Malvern Road which meet the following requirements and are in accordance with other development plan policies will be supported:

- 1. provide a high-quality sustainable design, taking account of the Powick Design Codes and Guidance; and**
- 2. include proposals to improve connectivity for pedestrians and cyclists between Collett's Green and Powick, and to community facilities and public transport; and**
- 3. take vehicular access from Old Malvern Road to the north, retaining the semi-mature oak tree and as much of the roadside hedgerow as is consistent with junction design and visibility requirements; and**
- 4. incorporate sufficient provision for off-road car parking reflecting the rural location; and**
- 5. demonstrate that acceptable arrangements for wastewater collection/treatment and surface water drainage are or will be in place to serve the whole proposal before development commences; and**
- 6. ensure no undue adverse impact on the amenity of existing neighbouring residents; and**
- 7. incorporate open space and landscaping which reflects and enhances the site's edge-of-settlement location, uses native species and adds to biodiversity.**

6.18 Land south of Old Malvern Road, Collett's Green is allocated in the SWDPR for housing (indicative capacity 25 dwellings).¹¹ The above Neighbourhood Plan policy sets criteria for the development of the site to support the delivery of the allocation and reflect community priorities.

6.19 The site is 1.5 ha. in area on the eastern edge of Collett's Green. The rear gardens of village dwellings lie to the west and south. The hedgerow boundary to Old Malvern Road includes a semi-mature oak tree in the west. This tree should be retained in line with Landscape Character Assessment guidelines (see policy PWK4). The site is part of a larger field in arable cultivation which runs between Collett's Green and Powick Playing Field to the east.

6.20 The site assessment undertaken for the SWDPR identifies no major constraints.¹² However, reference is made to existing hydraulic flooding and pollution issues. In respect of wastewater arising from the development of the site, it is recommended that hydraulic modelling is undertaken to understand the impact on the public sewerage network and any improvements

¹¹ SWDPR 70.

¹² Strategic Housing and Economic Land Availability Assessment, site CFS0511.

required. It is also recommended that surface water should be managed on site through sustainable drainage or to watercourses/ponds where available. The assessment notes that allocation of the larger field is not preferred as this would promote the coalescence of Powick and Collett's Green. Plan policy PWK5 addresses this concern by including that part of the field which is outside the SWDPR housing allocation in the Powick/Collett's Green Local Gap, along with other land.

- 6.21 In the community survey a range of priorities for site development were identified. These included the provision of acceptable sewerage and surface water drainage, sufficient off-road parking, open space and landscaping, footpath and cycleway links to village facilities, and that the new dwellings respect the amenity of existing residents. There were also concerns over traffic generation, design, dwelling mix, and infrastructure and services. These issues are addressed where appropriate at site level in policy PWK13, and more generally in other Plan policies such as policy PWK10 (dwelling mix) and PWK11 (design of new housing).

7. ECONOMIC DEVELOPMENT

Small-scale employment

Policy PWK14: Small-scale employment

Proposals for small-scale employment development which are in accord with relevant Local Plan policies will be supported provided that:

- 1. they are of a scale, type, and nature appropriate to their location and setting, and to the rural character of the Neighbourhood Area; and**
- 2. the traffic generated can be accommodated on local roads without undue operational, safety or environmental consequences, including which may arise from road widening or loss of hedgerows; and**
- 3. all available practicable opportunities are taken to enable access by walking, cycling, and public transport for staff and visitors; and**
- 4. there are no unacceptable adverse impacts on the amenity of residents, including through increases in traffic, noise or air pollution, light levels, and working hours.**

7.1 Despite its proximity to Malvern and Worcester, Powick Neighbourhood Area is strongly rural in character. Employment is provided by farms, land-based businesses and home working throughout the parish, as well as in a range of village services such as Pole Elm Garage at Callow End or Cromwells restaurant north of Powick village. This overall pattern is likely to continue in the plan period. There is little scope for new building for employment purposes within the development boundaries at Powick, Collett's Green and Callow End, which would likely be at odds with the prevailing residential character.

7.2 The community survey demonstrated support for those types of small-scale economic development which would be suitable to the rural surroundings and the village context, namely small-scale retail (such as a café, village shop, or craft outlets), small-scale farming/horticulture, and farm diversification. Around nine out of ten respondents were in favour of small-scale retail, echoing other calls in the survey for a shop to serve Powick and Collett's Green and which have been reflected in policy PWK9 on community facilities.

7.3 In contrast, the survey revealed notable opposition to storage and distribution and to intensive agriculture in the form of livestock units, glass-housing or polytunnels. Flexible workspace (such as a business centre), light manufacturing and business units were also not supported by the community.

7.4 In managing new economic development, residents were particularly concerned to minimise any increase in traffic on both the main roads through Powick, Collett's Green and Callow End and on the rural lanes. Other priorities were to avoid unacceptable impacts from noise or

light, and to ensure that the overall scale of any new business undertaking was kept to a minimum as appropriate to the rural surroundings.

- 7.5 The Plan supports suitable small-scale development for employment purposes, provided such proposals are of a scale and nature which are appropriate to their location and setting and are in accord with the Local Plan. This includes the diversification of agricultural and other land-based rural businesses for employment, tourism, leisure, and recreation uses; the conversion and re-use of redundant rural buildings, and home working (when planning permission is required). The aim is to enable small-scale employment in the Neighbourhood Area to continue to evolve, with a flexible approach to growing enterprises and to enabling self-employment.
- 7.6 The Plan seeks to ensure that economic development will be locally appropriate by providing neighbourhood planning requirements, informed by the community survey. Traffic levels, type, and speed are key issues of concern throughout the Neighbourhood Area, together with associated impacts on road safety for vulnerable road users and tranquillity; any proposals which may lead to further increases will be carefully scrutinised. To reduce traffic and to support sustainable transport, proposals should take all opportunities to encourage active travel through walking and cycling. Access to public transport should also be enabled and promoted. Proposals should be acceptable in terms of their impacts on amenity, including from noise or air pollution (odour and dust), external lighting, and hours of operation.
- 7.7 Improvements to broadband speed and mobile reception were seen as important in the community survey. These help to support economic development generally and particularly working from home. Promoting such improvements is outside the scope of the Plan and is therefore addressed as a Community Action.

8. DELIVERING THE NEIGHBOURHOOD PLAN

- 8.1 The Neighbourhood Plan is a long-term planning document for the period up to 2041. Powick Parish Council will seek to implement the objectives and policies of the Plan with the aim of achieving the Vision and delivering the sustainable development of the Neighbourhood Area.
- 8.2 The principal means of doing this will be through decisions on planning applications. These are taken by Malvern Hills District Council as local planning authority in accordance with the development plan unless material considerations indicate otherwise. The Neighbourhood Plan will, when made, form part of the overall statutory 'development plan'.
- 8.3 When responding to consultations on planning applications, the Parish Council will base its response on development plan policies including those in the Neighbourhood Plan, taking due account of other material considerations. Existing and new Parish Councillors will ensure that they are briefed on the Neighbourhood Plan and its purpose, that they are familiar with its contents, and skilled in the application of its policies to development proposals.
- 8.4 The Parish Council will work pro-actively with applicants and the District Council to seek to support planning applications that improve the economic, social, and environmental conditions of the Neighbourhood Area. This will include suggesting the use of planning conditions or obligations to make unacceptable development acceptable.
- 8.5 The Parish Council will monitor the implementation of the policies in the Plan and keep under review the need for the Plan to be amended and updated. Policies in this document may be superseded by other development plan policies or by the emergence of new evidence. Where its policies become out-of-date, the Parish Council, in consultation with the District Council, will decide how best to review and up-date the Plan.

9. COMMUNITY ACTIONS

- 9.1 The formal role of the Plan is the setting of planning policies which deal with land use and development. However, in preparing the Plan and in its responses to consultations the local community has identified ways of improving the local area which extend beyond this remit. These generally concern infrastructure and transport matters. Such issues cannot be addressed through the land use planning policies of the Plan but may be expressed as Community Actions. These are set out in Table 3 overleaf. Whilst the Community Actions shown reflect the concerns raised, it is also the case that many of these issues are the subject of ongoing work by the Parish Council with partner organisations.
- 9.2 Where possible and appropriate, developer contributions will be sought to deliver, or support the delivery, of improvements to these aspects of parish life, where such obligations are:
- Necessary to make the development acceptable in planning terms.
 - Directly related to the development proposed.
 - Fairly and reasonably related in scale and kind to the development.
- 9.3 The Community Actions do not form part of the Neighbourhood Plan and do not constitute planning policy.

Ref.	Topic area	Community Action
CA1	Highways – road safety for all users	To work with Worcestershire County Council and other partners to identify and implement measures to improve road safety, to include speed indicator devices, the enforcement and lowering of speed limits, and pavement improvements including widening and hedge cutting.
CA2	Highways – road safety priority locations	To work with Worcestershire County Council and others to improve road safety at: <ul style="list-style-type: none"> Sparrowhall Lane/A449 Malvern Road.
CA3	Highways – road maintenance	To work with Worcestershire County Council to address issues of highway maintenance including surface water drainage (road run-off, ditches, and gullies), flood defence and hedge cutting as they arise.
CA4	Highways – other matters	To work with Worcestershire County Council to address other highway issues including noise pollution, air quality, traffic calming at the priority and other locations, and road and footpath signage.
CA5	Street lighting	To resist the introduction of street lighting when the views of the Parish Council/ community are sought on highway planning and design by Worcestershire County Council or developers.
CA6	Public transport provision	To work with Worcestershire County Council, bus operators and Community Transport providers to investigate ways of addressing issues identified and to continue to press the case for existing service levels to be maintained and for improvements to be delivered particularly to evening and weekend services.
CA7	Public rights of way	To work with Worcestershire County Council and landowners to promote the maintenance of public rights of way throughout the Parish.
CA8	Walking and cycling	To work with Worcestershire County Council and landowners to seek improvements to connectivity in and around Powick, Collett's Green and Callow End to foster walking and cycling as alternatives to use of the private car for short trips.
CA9	Communications and broadband	To promote and support improvements to communications and broadband infrastructure by working in partnership with Worcestershire County Council and network operators.
CA10	Community-led generation of renewable and low carbon energy	To investigate options for a community-led initiative for the generation of renewable and low carbon energy, noting the support in the community survey for such a project providing benefits such as reduced tariffs.

Ref.	Topic area	Community Action
CA11	Community facilities	To encourage and promote: <ul style="list-style-type: none"> • The enhancement and improvement of community facilities and equipment including recreational by using developer contributions, taking account of community priorities. • The co-location of community services in achieving and enhancing the viability of existing activities. • Opportunities for low-cost social interaction including activities and events catering for shared interests, health and wellness. • Provision of allotments. • Secure facilities for dog exercise.
CA12	Convenience retail	To support the provision of new convenience retail facilities in suitable premises to serve Powick and Collett's Green.
CA13	Health and educational services	To work with service providers to promote the provision of health and educational services to the community, proportionate to population growth.
CA14	Community information and communication	To continue to maintain and improve ways of providing information to and communicating/engaging with the community including use of notice boards, publications, website, and social media.
CA15	Non-designated heritage assets	To seek the inclusion of local heritage buildings and structures as may be identified on the District Council's Local List.
CA16	Callow End Conservation Area	To seek assessment and subsequent designation of the historic core of Callow End village as a Conservation Area by the District Council.

Table 3: Community Actions

APPENDIX A: EVIDENCE BASE

A.1 The following planning policy documents, reports, consultation evidence and other survey material have been used in drawing up the NDP.

National level evidence

Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024.

Ministry of Housing, Communities and Local Government and Department for Levelling Up, Housing and Communities, Planning Practice Guidance.

Census 2011 and 2021 available on the ONS Nomis website.

Natural England, National Character Area profile 106: Severn and Avon Vales, 2014.

Environment Agency, Flood Map for Planning.

Environment Agency, Risk of flooding from Surface Water.

Historic England, National Heritage List for England.

Natural England, Magic Map at <http://www.magic.gov.uk/magicmap.aspx>.

Natural England, Regional Agricultural Land Classification map for West Midlands, 2010.

County and district level evidence

[NB South Worcestershire Councils comprise Malvern Hills District Council, Worcester City Council and Wychavon District Council].

Malvern Hills and Wychavon District Councils, Local list of heritage assets Supplementary Planning Document (SPD), undated.

South Worcestershire Councils, South Worcestershire Development Plan 2006-2030, adopted February 2016.

South Worcestershire Councils, SPDs to the SWDP.

South Worcestershire Councils, Village Facilities and Rural Transport Study, September 2019.

South Worcestershire Councils, Strategic Housing Market Assessment, September 2019 and 2021 update, November 2021.

South Worcestershire Councils, SWDP Review, Regulation 19 Publication Consultation document, November 2022 (submitted to the Secretary of State for independent examination on 27 September 2023).

South Worcestershire Councils, Strategic Housing and Economic Land Availability Assessment supporting the SWDPR Regulation 19 document, Powick and Colletts Green sites.

Worcestershire County Council and English Heritage, Worcestershire Farmstead Assessment Framework, undated.

South Worcestershire Councils, Addendum to the Housing Requirement for Designated Neighbourhood Areas, 2021 Census update, September 2024.

Examination of the South Worcestershire Development Plan Review, Inspectors' Post Hearing letter, 23 June 2025.

South Worcestershire Councils, SWDPR Main Modifications, January 2026.

South Worcestershire Councils, South Worcestershire Development Plan Review, adopted March 2026.

Worcestershire County Council, Worcestershire Local Nature Recovery Strategy, March 2026.

Parish and local level evidence

Malvern Hills District Council, Powick Village Conservation Area Appraisal and Management Plan, February 2010.

Worcestershire County Council, Landscape Character Assessment and Supplementary Guidance, August 2012, and interactive map online at http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape_character_assessment

Malvern Hills District Council, Powick Parish Profile 2014.

Reports by AECOM for Locality:

- Powick Design Codes and Guidance, November 2024.

Reports by DJN Planning Ltd. for Powick Parish Council:

- Community survey 2024, Results report and Comment Listings, March 2024.

Malvern Hills District Council, Powick Neighbourhood Plan 2025-2041 Consultation Draft, Strategic Environmental Assessment (SEA) and Habitats Regulations Assessment (HRA) Screening Opinion, May 2025.

Malvern Hills District Council, online planning applications.

APPENDIX B: WINDFALL HOUSING COMPLETIONS

B.1 Dwellings completed since April 2021 on windfall sites in the Powick Neighbourhood Area are shown below. The figures are net of demolition or other loss of an existing dwelling(s).

Year	Address	No. completed in year
2021-2	Malvern Caravans, Malvern Road	2
Total		2
2022-3	Land at Crown Inn	18
Total		18
2023-4	Moat House Farm, Jennett Tree Road	1
	Hillcrest, Hawthorn Lane	1
	Manor Farm, Upton Road	4
Total		6
2024-25	Oakrow, Sparrowhall Lane	2
Total		2
Grand total		28

Source: South Worcestershire Councils, Five Year Housing Land Supply Reports Appendix 1 from April 2021.