Malvern Hills District Council

MALVERN URBAN GREENSPACE STUDY

Final Report

May 2003

CHRIS BLANDFORD ASSOCIATES

Environment Landscape Planning
Malvern Hills District Council

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Position: Senior Associate
Date: 14th May 2003

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EXECUTIVE SUMMARY

Purpose of the Study

- In November 2001, Malvern Hills District Council commissioned Chris Blandford Associates to undertake an assessment of Malvern’s greenspaces to inform the implementation of relevant Worcestershire County Structure Plan (WCSP) Policies, and for the review and implementation of open space policies to be included in the new Malvern Hills District Local Plan (1996 – 2001).

- The key aim of the Study is to identify greenspaces in and around the Town, and to evaluate these in terms of their individual and strategic value to Malvern.

- The District Council considers that the protection of greenspace for its own sake is important, not least for its contribution to the urban environment and resulting quality of life. Protection should recognise the intrinsic and potential value of urban greenspaces, and should not be limited by virtue of ownership constraints.

- This approach is in line with the objectives of WCSP Policy CTC.6 which requires that District Local Plans should identify and protect green open spaces and corridors within and on the periphery of settlements. Where possible such areas should be continuous and linked to the open countryside beyond in order that their ecological, recreational and landscape potential may be maximised.

What are Greenspaces?

- This Study defines ‘Greenspaces’ as areas of land within and around urban areas, which are not built up, and that consist predominantly of unsealed, permeable ‘soft’ surfaces such as soil, grass, shrubs and trees. They can include publicly and privately owned or managed land, with or without public access.

- ‘Greenspaces’ include both formally designated public open spaces - such as parks, play areas and other green spaces specifically intended and managed for recreational use, and other areas of greenspace with varying ‘green’ characteristics - such as both temporary and permanent greenspaces around housing and industrial sites, churchyards, private gardens and ‘green corridors’ comprising woodland, watercourses and road and railway verges.

- ‘Greenspace’ extends to include not just urban open spaces, but also the greenspace provided by the open countryside around the urban area. Greenspace in the urban fringe provides the setting for Malvern, linking it with the wider countryside and creating the first impression as people travel into or out of the Town.

Study Methodology

- For the purposes of identifying and evaluating urban greenspaces within Malvern, the study area comprises the extent of the settlement as defined by the current Malvern Hills Local Plan (1998), which includes Malvern Wells and West Malvern. The Study also assesses the countryside surrounding Malvern - i.e. landscape setting, and the key approaches to the town by road and rail.

- The general approach to the Study was developed within the context of the new Landscape Character Assessment Guidance for England and Wales (Countryside Agency & Scottish Natural Heritage, April 2002). The study involved separate characterisation and evaluation processes as recommended by the guidance.
The Study drew on the principles set out in relevant Planning Policy Guidance notes (PPGs) to assist in developing criteria for evaluating the Town’s landscape setting and key approaches. The Study also drew on the principles of the *Quality of Life Capital* methodology (Countryside Agency, English Heritage, Environment Agency & English Nature, 2001) to assist in developing its approach to the evaluation of urban greenspaces.

The Study concludes by examining existing Local Plan policies for Malvern, and recommends appropriate amendment, with reasoned justifications, in the light of current Planning Policy Guidance advice, and the Worcestershire County Structure Plan policies.

**Key Conclusions**

**Sensitivity of Landscape Setting and Approaches to Malvern**

- The Study has confirmed that the countryside surrounding Malvern, in particular the Malvern Hills, provides an important backdrop, and has a major positive influence on the perceptions of visitors approaching the Town along the main road and rail access route corridors. At a finer grain of detail, the Study has demonstrated that the immediate landscape setting is particularly sensitive to visually intrusive forms of land use change.

- Within the Town’s setting, *four of the landscape character areas are assessed as being of High Sensitivity* namely, Malvern Hills, Upper Colwall, Alfrick-West Malvern and Guarlford. The other three landscape character areas were assessed as being of moderate sensitivity.

- *The key approaches to the Town assessed as being of High Sensitivity* are A449 Worcester Road, A449 Wells Road and B4211 Guarlford Road and A4104 Marlbank Road.

**Benefits of Greenspaces for Malvern**

- The study evaluates each of the urban greenspaces in terms of their contribution to landscape/townscape character, biodiversity and informal recreation. *Many of Malvern’s Civic Parks/Gardens, Commons and other semi-natural open spaces were assessed as making a major contribution.* Amenity spaces, pocket parks and playing fields also made a contribution.

- It should be noted that those assessed as having a lesser contribution remain an important component of the wider greenspace structure or network of the Town, and many have potential for landscape, ecological and public access improvements.

- The key functions and benefits that greenspaces contribute to Malvern include:
  - *Townscape Character & Visual Amenity* - some of the greenspaces are essential to Malvern’s townscape character and sense of place, its setting and approaches, and to its visual, ecological and physical relationship with the wider countryside. They provide the structural framework of the town producing edges, focuses, nodes and corridors of different size, scale and character. Malvern’s greenspaces define and compliment urban form, and provide opportunities to experience the historical and architectural elements of the town. They also help differentiate, integrate and buffer other types of land use activity.
• **Wildlife corridors** – some of the town’s greenspaces provide a network of habitats and corridors within the urban area for wildlife, bringing the countryside into the town. Maintaining, enhancing and, in some places, restoring important ecological links with existing habitats, and linking new created habitats where appropriate, is important for the long-term health of the urban environment. The key features with most potential as wildlife corridors for linking urban habitats to the wider countryside include watercourses (drains, ditches and streams), roadside and/or railway verges, and the networks provided by both large and small private gardens.

• **Access, Permeability and Public Open Space** – some of Malvern’s greenspaces provide attractive route corridors for physical access through the urban fabric of the town. These corridors range from minor pedestrian/cyclist links and areas of open public access, to through routes for road and railway users. Where sensitively designed and managed, Malvern’s greenspaces also provide an essential social function as meeting places and spaces for both formal and informal recreational use by the local community and visitors alike. As such, attractive and well-managed greenspaces and corridors are important in maintaining the town’s continued economic prosperity as a tourist attraction.

**Local Plan Policies**

- The study identifies there is a need for incorporation of strong Local Plan Policies for the protection and positive enhancement where appropriate, of Malvern’s greenspaces, both individually and cumulatively as part of a wider network. Policy recommendations have been proposed where appropriate under separate cover.
1.0 INTRODUCTION

1.1 Purpose of the Study

1.1.1 In November 2001, Malvern Hills District Council commissioned Chris Blandford Associates to undertake an assessment of Malvern’s greenspaces to inform the implementation of relevant Worcestershire County Structure Plan (WCSP) Policies, and for the review and implementation of open space policies to be included in the new Malvern Hills District Local Plan (1996 – 2001).

1.1.2 The key aim of the Study is to identify greenspaces in and around the Town, and to evaluate these in terms of their individual and strategic value to Malvern.

1.1.3 The District Council considers that the protection of greenspace for its own sake is important, not least for its contribution to the urban environment and resulting quality of life. Protection should recognise the intrinsic and potential value of urban greenspaces, and should not be limited by virtue of ownership constraints.

1.1.4 This approach is in line with the objectives of WCSP Policy CTC.6 which requires that District Local Plans should identify and protect green open spaces and corridors within and on the periphery of settlements. Where possible such areas should be continuous and linked to the open countryside beyond in order that their ecological, recreational and landscape potential may be maximised.

1.2 Definition of Greenspace

1.2.1 This Study defines ‘Greenspaces’ as areas of land within and around urban areas, which are not built up, and that consist predominantly of unsealed, permeable ‘soft’ surfaces such as soil, grass, shrubs and trees. They can include publicly and privately owned or managed land, with or without public access.

1.2.2 ‘Greenspaces’ include both formally designated public open spaces - such as parks, play areas and other green spaces specifically intended and managed for recreational use, and other areas of greenspace with varying ‘green’ characteristics - such as both temporary and permanent greenspaces around housing and industrial sites, churchyards, private gardens and ‘green corridors’ comprising woodland, watercourses and road and railway verges.
1.2.3 ‘Greenspace’ extends to include not just urban open spaces, but also the greenspace provided by the open countryside around the urban area. Greenspace in the urban fringe provides the setting for Malvern, linking it with the wider countryside and creating the first impression as people travel into or out of the Town.

1.3 Study Approach and Methodology

Study Area - Urban Areas

1.3.1 For the purposes of identifying and evaluating urban greenspaces within Malvern, the study area comprises the extent of the settlement as defined by the current Malvern Hills Local Plan (1998), which includes Malvern Wells and West Malvern.

Study Area - Landscape Setting

1.3.2 The extent of the countryside surrounding Malvern, (its landscape setting) considered by the Study is shown on Figures 1 and 2 (see Section 3.0).

Study Area - Key Approaches

1.3.3 The key approaches to the town by road and rail considered by the Study were identified in the Project Brief: They include:

- A449 Worcester Road
- A449 Wells Road
- A4104 Marlbank Road
- B4211 Guarlford Road
- B4208 Townsend Way
- B4209 Hanley Road
- B4503 Leigh Sinton Road
- The Railway Line

1.3.4 A formal and rigorous assessment of key pedestrian approaches to the town was not specifically identified in the project brief. However, it is recognised that key pedestrian approaches are important for viewing the landscape setting of the town, and its network of
green spaces. These could be the focus of a future more detailed evaluation to supplement this study, and are likely to include:

- Malvern Hills ridgeline bridleway
- Worcestershire Way
- Oxhill bridleway
- Malvern Common and Malvern Link Common Bridleways
- Lady Howard de Walden Drive.

**Study Approach**

1.3.5 The general approach to the Study was developed within the context of the new *Landscape Character Assessment Guidance for England and Wales* (Countryside Agency & Scottish Natural Heritage, April 2002), supplemented by the *Quality of Life Capital Methodology* (Countryside Agency *et al*, 2001). The methodology developed for the purposes of this Study comprised two key stages as summarised below.

*Stage A – Characterisation (Section 3.0)*

1.3.6 In line with the *Landscape Character Assessment Guidance*, the starting point for the Study was to identify, map and describe distinctive areas of landscape character within the landscape setting (Section 3.2). This was based on the landscape character areas identified in the draft County Landscape Character Assessment published as *Shaping the New Worcestershire: Supplementary Planning Guidance to the Worcestershire County Structure Plan 1996-2011* (Worcestershire County Council, 1999). These character areas were validated by additional field work and research as necessary.

1.3.7 The character of the key approaches was assessed from analysis in the field (Section 3.3).

1.3.8 Urban greenspace types were identified drawing on similar greenspace typologies developed elsewhere, and their character described (Section 3.3).
Stage B – Evaluation (Section 4.0)

1.3.9 The Study drew on the principles set out in relevant Planning Policy Guidance notes (PPGs) to assist in developing criteria for evaluating the Town’s landscape setting and key approaches (Section 4.2). The key PPGs included:

- PPG3 - Housing
- PPG7 - Countryside
- PPG9 - Nature Conservation
- PPG17 - Sport and Recreation

1.3.10 The Study also drew on the principles of the Quality of Life Capital methodology (Countryside Agency, English Heritage, Environment Agency & English Nature, 2001) to assist in developing its approach to the evaluation of urban greenspaces (Section 4.3).

1.3.11 The context for the above characterisation and evaluation work is provided in Section 2.0 which sets out the historical evaluation of Malvern townscape and its open spaces.

1.4 Acknowledgements

1.4.1 Chris Blandford Associates would like to acknowledge a number of people who were involved in providing useful information, and in commenting on drafts of this report. They include:

- Gary Williams, Carol Marsden (Project Co-ordinator) and Bernie Smith of Malvern Hills District Council;
- Chris Bray at Worcestershire County Council;
- Staff at The Malvern Hills Conservators, Worcestershire Wildlife Trust and The Countryside Agency.
2.0 STUDY CONTEXT

2.1 General

2.1.1 This section summarises the evolution of Malvern to provide a broad understanding of the factors that have influenced the character and composition of the Town and its greenspaces.

2.2 Evolution of Malvern in its Landscape

2.2.1 Malvern’s greenspaces are a product of numerous factors, combining physiographical aspects (geology, soils, topography) and cultural aspects (land use, settlement patterns, tree cover). These factors have moulded the town’s development, which maps a changing urban structure through successive periods of settlement, woodland clearance and urban development, resulting in the historic townscape within its distinctive landscape setting of the Malvern Hills.

2.2.2 Malvern takes its name from the Celtic name Moel-bryn meaning ‘bare hill’. The springs emerging from the water line along the present day route of the A449 at the base of the Hills encouraged a religious order to settle at Little Malvern and at Holly Mount just west of Belle Vue Terrace during the 6th Century.

2.2.3 Malvern’s Commons, along with the Hills are remnants of the Royal Forest, or Chase, created by William the Conqueror in the 11th Century. The land was later vested in Gilbert de Clare who constructed the Shire Ditch on the Malvern Hills as a measure to retain his deer.

2.2.4 Malvern hosted an order of Benedictine monks who constructed a monastery on the site of the Priory Church, which, along with the adjoining gatehouse date from c.1480. The adjacent churchyard and the site of Priory Park with Swan Pool would have formed part the abbey grounds.

2.2.5 Malvern was established as a town in its own right during the middle of the 19th Century when it was promoted as a Spa and a centre for the new and revolutionary practice of hydrotherapy, by Doctors Gully and Wilson. The level of interest produced an influx of tourists and people looking for a healthy place to live, generating a rash of hotels and large houses and villas as a response to the demand. Key local landowner, Lord Foley took the
opportunity to improve the approach to Malvern from Worcester, by constructing a new library and pump house at Belle Vue Terrace.

2.2.6 Malvern College and the railway were built in the 1850s and 60s. They were located at the boundary of the town at that time. The character of the older area remains noticeable in the expansive style of buildings set in large gardens positioned well back from the road. Suburban areas surrounding Malvern also prospered. Areas such as Malvern Link, Barnards Green and Sherrards Green began to expand to accommodate people who worked locally, in houses of a more modest character.

2.2.7 The Edwardian and Victorian urban residential areas adopted a loose arrangement, typified by detached villa properties set in substantial gardens with generous setbacks arranged with a linking circulatory framework. The cuttings and embankments of the railway defined the eastern limit of the bulk of Victorian development activity in Great Malvern. Victorian terraced parades occupy the satellite commercial centres such as those at Barnards Green, Malvern Link, Link Top. The Victorian/Edwardian model of development remains one of the more enduring characteristics of urban Malvern, recognised by the prevalent architectural style of the local conservation area.

2.2.8 In the 1960s, Malvern became a centre for the Defence Evaluation Research Agency, bringing further opportunities for employment and a need for new housing. New developments infilled buffer areas which had formerly separated the communities of Malvern Link, Barnards Green and Poolbrook. The style of construction failed to match the standard set by the preceding phases of the town’s development, and today, there is a noticeable transition between the older developments, clustered at the centre of the communities surrounding Great Malvern, and the sprawling hinterland areas. Plot sizes were also diminished resulting in smaller gardens and a dense urban grain. The low density and high specification of the early Victorian residential areas sited on the steeper slopes of the Malvern Hills appear in stark contrast with the later low lying buffer land developments at Barnards Green, Poolbrook, Upper and Lower Howsell.

2.2.9 Subsequent late C20th development established even greater densities as developers sought more profitable returns, giving rise to detached and semi-detached properties in cul-de-sac street patterns and a consequential reduction in environmental quality and urban permeability.
2.2.10 The expansion of the more recent past has stopped short of occupying the Commons at its fringe. The practicalities involved in building on the topography of the Hills, along with the increasing sensitivity expressed in development control for the area has preserved the nature of the ribbon development linking smaller satellite “Malvers”, including West and North Malvern, Malvern Wells and Little Malvern, as well as Wyche, Welland and Colwall. These continue to retain a sense of identity, in contrast with the communities in the lower lying areas which have become engulfed by the outward expansion of Great Malvern.

2.3 **Historic Greenspaces in Malvern**

2.3.1 The greenspaces within Malvern which stand out as being of particular historic character are highlighted below:

*Priory Churchyard*

2.3.2 Priory Churchyard contains remnants of the former Abbey. Its tombstones, linking paths and mature trees form the setting of the stone built church, and its tower provide an impression of Malvern’s medieval past.

*Promenade Gardens*

2.3.3 The Promenade Gardens along the front of the Abbey Hotel have been laid out as a formal knot garden. They provide a historic landscape setting for the Abbey Hotel and the medieval abbey gatehouse.

*Priory Park*

2.3.4 Originally the garden to the house of one of Malvern’s Victorian spa founders, Priory Park was subsequently laid out as a park with a bandstand and Chinese bridge in Victorian times. It used to include the Winter Gardens. Swan Pool is an older feature dating back to Medieval times, forming part of the grounds of the Abbey.

*Hastings Pool*

2.3.5 Hastings Pool is an ancient historic landscape sited at the end of Guarlford Road, within the Guarlford Common Lands Greenspace which was used as a watering place for livestock.
**Malvern Common and Link Common**

2.3.6 Malvern Common and Link Common are the last vestiges of ‘natural’ space which suggest their status as part of the former Royal Forest or Chase. Prior to their being left to be managed by the Malvern Hills Conservators in 1898, they were handed down through successive generations as Wastes of the Manor, as was much of the farmland in the area.

**Rose Bank Gardens**

2.3.7 Rose Bank Gardens are the grounds of a former private Victorian residence, now demolished. The 99 steps lead from the gardens to Foley Terrace as a viewing feature, and link to the Victorian carriage drive to St Anns Well.

**Great Malvern Station/Imperial Road Gardens**

2.3.8 The Victorian station gardens were laid out for promenading and provide a landscape setting to the station and the Imperial Hotel.
3.0 CHARACTERISATION

3.1 General

3.1.1 This section identifies and describes the character of Malvern’s Townscape, its landscape setting, key approaches and urban greenspaces. This ‘characterisation’ provides the basis for the evaluation set out in Section 4.0.

3.2 Character of Malvern’s Townscape (see Figure 1)

3.2.1 The town of Great Malvern occupies mainly lower, more gently sloping ground at the base of the Malvern Hills, with the broad Severn Valley to the east. Extensive dense woodland forms the boundary between the hills and the town. The core of Great Malvern is loose grained with many Victorian/Edwardian villas set in large well tree’d back gardens, interspersed by a number of small historic parks and gardens. Extending out from this, large semi natural commons such as Malvern Common and Link Common, form green spines connecting the heart of the town with the wider countryside. To the east and to the north there are extensive areas of medium density modern residential development, with more isolated open spaces such as playing fields and neighbourhood pocket parks. The connected settlements of North Malvern, Wyche, Malvern Wells and Welland are characterised by mainly loose grained Victorian and Edwardian linear development following the highway and or contours. Malvern Wells and North Malvern have been partly extended by low and medium density modern development.

Key Characteristics

- Townscape dominated by the backcloth of the Malvern Hills.
- Loose grained Victorian/Edwardian Core of Great Malvern, mainly large houses set in gardens with tree lined roads.
- Distinctive large commons form a green spine.
- Strong wooded fringe at base of Malvern Hill.
- Key roads often follow the contours.
- Smaller linear settlements of North Malvern, Wyche and Welland.
- Extensive modern residential industrial development in the east and the north with occasional greenspaces.
3.3 Character of Landscape Setting

3.3.1 Figure 1 shows the distribution of the seven landscape character areas identified by the draft County Landscape Character assessment for the open countryside surrounding Malvern.

3.3.2 The character of the landscape character areas is summarised below and their sensitivity is evaluated in Section 4.2.

1. Malvern Hills Character Area

3.3.3 Steeply sloping high hill and ridge, with extensive views of the surrounding countryside from vantage points such as Worcestershire Beacon at 425m AOD. These views reveal the settlement patterns of Malvern, its attractors (Priory Church, Holy trinity Church) and detracting points (the Defence Evaluation Research Agency complex and its chimneys, the hinterland of extensive residential and industrial developments) and its fragmentary provision of green open space - of which the larger commons and playing fields are the more prominent. The height of the hills also helps to put the immediate area into its wider context as part of a broad, intensively farmed plain, forming the valley of the River Severn, unrelieved except for some smaller hills in the foreground.

3.3.4 The hills form a prominent green backdrop to Malvern. They provide orientation and local distinctiveness, as well as pronouncing seasonal (micro) climatic change and access to semi-natural habitats for local people. The hills are a well-used recreational resource that attracts a significant proportion of the one million annual visitors to Malvern.

3.3.5 Within the Study area, the Malvern Hills character area comprise two distinctive sub-character areas:

- North Ridge
- South Ridge

North Ridge: Key Characteristics

- Ornamental planting and conifers on east slope
- Localised earthworks (Shire Ditch, British Camp)
- Locally distinctive leisure features associated with Edwardian/Victorian era, including carriage drives
• Footpath networks, distinctive seats, spring water wells
• Conifer block on west slope (but not seen from Malvern)
• Disused quarries becoming colonised by vegetation
• Impacts (e.g. erosion of pathways and vegetation) associated with visitor numbers
• Localised large body of water on east side (reservoir at British Camp)
• Pockets of high woodland (Happy Valley) providing variety and amenity
• Localised bracken

**South Ridge: Key Characteristics**

• Partial enclosure of lower slopes (of common land)
• Localised earthworks (Hill Fort and Shire Ditch)
• Tree cover in contrast with bare upper slopes of the three small hills
• Localised dwellings concentrated along roadsides in cuttings, notably as at Colwall/Wyche
• Disused quarries becoming colonised by vegetation
• Impacts (e.g. presence of traffic and erosion of pathways and vegetation) associated with visitor numbers
• Localised large bodies of water on east side
• Localised bracken

2. Upper Colwall Character Area

3.3.6 Steeply undulating wooded hills and ridges, shales and limestones, and free draining base-rich soils. Pastoral land-use, with interlocking or discrete blocks of ancient woodland. Farmsteads and clusters of wayside dwellings; high dispersal of dwellings; small to medium field pattern.

**Key Characteristics**

• Strong identity of building materials with stone/brick at Upper Colwall
• Mixed species hedgerows
• Prominent woodland, with conifer blocks in ancient woodland
• Pasture land use of low to moderate intensity
• Occasional modern residential development
• Scrub encroachment on unenclosed common
• Malvern’s only commercial spring water processing plant
3. **Alfrick West Malvern Character Area**

3.3.7 Steeply sloping wooded hills and ridges, shales and sandstones and poorly draining soils. Pastoral land-use, with interlocking or discrete blocks of ancient woodland. Farmsteads and strings of wayside dwellings; moderate to high dispersal of dwellings; small to medium field pattern.

**Key Characteristics**

- Orchards along lower eastern margins
- Mixed species hedgerows (some with hazel prominent)
- Pasture farming and forestry
- Prominent woodland, with conifer blocks in ancient woodland
- Pasture land use of low to moderate intensity

4. **Guarlford Character Area**

3.3.8 Area of low, rolling topography over soft rock mudstone with free-draining soils. Relics of ancient woodland, including scattered oaks, stream-side tree cover. Pastoral land use with settlement pattern of farmsteads and groups of wayside cottages, associated with moderate to high dispersal, small to medium field pattern. Prominent views across low lying farmland and the Town, with distinctive backdrop of the Malvern Hills above.

**Key Characteristics**

- Linear wayside commons, associated red brick wayside cottages and tree belts
- Localised parkland (e.g. the Rhydd)
- Mixed farming of moderate to high intensity
- Sparse tree cover
- Some modern development by roadside

5. **Blackmore Character Area**

3.3.9 Area of fluvio-glacial drift, with poorly drained soils and low rolling topography. Relics of ancient woodland, including scattered oaks, stream side tree cover. Area of mixed farming.
Farmsteads and groups of wayside dwellings, associated with moderate to high dispersal, small to medium field pattern.

Key Characteristics

- Localised parkland at Blackmore Park
- Mixed farming of moderate to high intensity
- Sparse tree cover
- Waste incinerator, industrial estate, caravan site, farm building developments as prominent features

6. Bransford – Old Hills Character Area

3.3.10 Area of low rolling topography over soft rock mudstone with free-draining soils. Relics of ancient woodland, including scattered oaks, stream side tree cover. Pastoral land use with settlement pattern of farmsteads and groups of wayside cottages, associated with moderate to high dispersal, small to medium field pattern.

Key Characteristics

- Mixed farming with pockets of pasture
- Brick and timber farmsteads
- Winding lanes, sunken in places
- Localised orchards
- Mixed farming of moderate to high intensity
- Sparse tree cover
- Recent cluster development
- New roadside dwellings, golf course, nursery, modern farm buildings as prominent features

7. Malvern Common and Three Counties Showground Character Area

3.3.11 Area of fluvio-glacial drift, with poorly drained sandy soils and low rolling topography. Isolated red brick farms associated with a geometric pattern of fields and roads. The land is pastoral in character, with tree cover comprising large plantations and belts of trees, and associated areas of parkland. Malvern Common (east) is characterised by rough acid
grassland and the marshy areas support rare plant species. The Common is intersected by distributor roads and local access roads at the perimeter. The Three Counties Showground is a large open area providing extensive views across the surrounding countryside.

- Vestige of the original chase hunting grounds (Malvern Common)
- Rough grazing with seasonal cutting
- Localised scrub and damp grassland
- Unenclosed
- Amenity planting
- DERA site (chimney towers) as prominent feature in views
- Prominent views of the Malvern Hills
- Medium to large scale field pattern
- Red brick building style, with utilitarian character
- Urban residential development, with amenity and non-agricultural uses
- Sparse tree cover throughout

3.4 Character of Approaches

3.4.1 The key approaches by road and rail to the Town are shown on Figure 2. They include:

- A449 Worcester Road (north eastern approach)
- A449 Wells Road (south western approach)
- A4104 Marlbank Road (south eastern approach)
- B4211 Guarlford Road (eastern approach)
- B4208 Townsend Way (north eastern approach)
- B4209 Hanley Road (eastern approach)
- B4503 Leigh Sinton Road (northern approach)
- Railway Line (northern/southern approach)

Figure 2 also identifies key landmarks and significant views as seen from the approaches to the Town.

3.4.2 Common characteristics of the highway approaches to the town include:

- arrival via open countryside allowing clear views of the Malvern Hills which build the sense of expectation, managed common land located at key arrival points
• substantial grass verges with trees lining the highway, set at a consistent spacing
• occasional stretches of open ground within the urban area reinforcing its loose structure
• a fairly loose overall urban structure
• a strong sense of heritage or antiquity in terms of architecture, street furniture composition and layout, increasing with proximity to the centre of Great Malvern, reinforcing the sense of arrival in a Victorian town

3.4.3 The character of each of the key approaches is described below, and their sensitivity is evaluated in Section 4.2.

1. A449 Worcester Road Approach

3.4.4 Meandering route from Worcester to Malvern’s centre. Threshold at Newlands, with mature avenue trees in raised grass verge, culminating in a wooded area. Passes through centre of Victorian suburb of Malvern Link, separated from Link Top by Link Common which provides rural character with clear views to Hills. Link Top is marked by spire of Holy Trinity Church where Link Common is fragmented by the road and path network. At Malvern Link, the road follows the steepened contours to enter great Malvern, where the imposing building frontages on the west side exacerbate the effect of their hillside location. The architectural character evokes that of a Victorian spa town towards the centre of Great Malvern. The Worcester Road ends at Belle Vue Terrace, culminating with historic character views down Church Street, and of the Abbey Gate and Priory Church tower.

Key Characteristics

• Meandering highway linking Worcester with Great Malvern
• Indirect approach to the town centre
• Passes several important spaces and places at Newlands, Malvern Link, Link Common, Link Top and Belle Vue Terrace

2. A449 Wells Road Approach

3.4.5 Descending from the Herefordshire Beacon into wooded slopes at Little Malvern with views east of the Severn Valley and the designated Area of Outstanding Natural Beauty. Glimpses between houses at Malvern Wells provide filtered views eastward over the Vale and of
Malvern. The golf course and the adjacent Three Counties showground are only evident on exit. The cleared hillsides at Wyche feature perched Edwardian/ Victorian brick and timber houses. Malvern emerges as a townscape below, with Malvern Common forming a buffer to southward urban expansion. Grazing sheep on highway verges compounds a sense of pastoral landscape. Wooded hillside character resumes to, merge with the large garden plots on approach to Great Malvern centre, which presents itself abruptly with views overlooking Priory Church tower, Abbey Gateway and Hotel.

**Key Characteristics**

- Key highway over the Hills, linking Ledbury with Great Malvern
- Filtered views over Severn Valley
- Glimpsed views of southern edge of Malvern
- Clear views of houses at Wyche
- Pastoral effect of grazing sheep
- Typified by wooded slopes
- Sudden arrival at historic Town Centre
- Other key places and spaces include Malvern Wells, Malvern Common and Rosebank Gardens

**A4104 Marlbank Road Approach**

3.4.6 Upton to Malvern via sinuous road with open views of the Malvern Hills, intermittently screened by woodland clumps. Landmark timber construction of Little Malvern Church in sloping fields with wooded backdrop. The road continues to Malvern via the A449 Wells Road (see above).

**Key Characteristics**

- Quiet, narrow, direct highway from Upton, linking with the A449 and with the B4208
- Views of the setting of Malvern and the Hills above
- Landmark church at Little Malvern, in a pastoral landscape
4. **B4211 Guarlford Road Approach**

3.4.7 Guarlford Road leads from Rhydd to Malvern. Characterised by broad grassed corridor, hedged on each side, stretching approximately three miles on level ground. Later sections are augmented by mature avenue trees, framing the Worcestershire Beacon. Beyond Hall Green hedges give way to red brick houses with gravel drives. The gradient gently increases to Hastings Pool at the intersection with the B4208.

**Key Characteristics**

- Distinctive linear corridor space from Rydd
- Willows overhanging the sunken Hastings Pool, forms key junction with Poolbrook Road and Barnards Green Road.

5. **B4208 Townsend Way Approach**

3.4.8 New road with commercial land use character, forming the commercial and retail annex at north east Malvern. Landscaped with bunds and native plants and standard tree screens.

**Key Characteristics**

- Busy new curving highway forming east urban fringe, serving Malvern’s commercial quarter
- Bypass/Business Park character fails to integrate traditional aesthetic
- Bunds screen countryside, although Hills remain visible
- Watercourses, for surface water drainage

6. **B4209 Hanley Road Approach**

3.4.9 Linking Upton and the M5 (south) via straight road to Hanley Castle, the Three Counties Showground site, Malvern Wells and the A449 Wells Road. Open agricultural lowland landscape with intermittent woodland screening views to Malvern. From Blackmore Park Road clear panoramic views of the Hills. Steepens and becomes wooded, and enclosed by Victorian gardens of Malvern Wells.
**Key Characteristics**

- Moderately busy highway linking Hanley Castle with Malvern Wells
- Malvern and the Hills viewed after the junction with the B4208
- Open character, set on a gentle east-facing inclined plain
- Rises to wooded character of Malvern Wells

### 7. B4503 Leigh Sinton Road Approach

3.4.10 Twisting route rises on approach to north of Malvern, via agricultural landscape with views to North Hill and Table Hill. Urban fringe ends at post war housing estates at Upper Howsell and DERA (north site). Victorian architecture becomes more prevalent on approach to Malvern Link and Link Top.

**Key Characteristics**

- Moderately busy highway linking Leigh Sinton with Link Top
- Views of Malvern masked by hedges although the Hills can be seen throughout
- Urban character transition at North Malvern

### Railway Line Approach

3.4.11 Built during the late 1850s. From Colwall, it emerges from tunnel bore to prominent views of perched Victorian houses on the hillside at Wyche. There are also filtered views of the Severn Valley, and of Malvern Common and the town’s southern edge. Its character becomes more distinctly urban adjacent to the collier’s depot, preceding Great Malvern Station. North of the Station the adjoining greenspaces of Malvern College grounds, Barnards Green sports fields, the cemetery and allotment site, are all prominent in views and contribute to the impression of greenspace penetrating the urban area. Malvern Link Station lies in a cutting, after which the line rises above adjacent suburban housing to exit at the urban fringe.

**Key Characteristics**

- Abrupt exit from tunnel to alternate embankment/cutting, with views east across Malvern
• Key views to the east towards Severn Valley, Malvern Common, southern urban fringe of Great Malvern, Barnards Green playing fields, Hayslan Fields; and to the west towards Wyche, Malvern College Grounds and Howsell recreational open spaces
• Great Malvern and Malvern Link stations

3.5 Character of Urban Greenspaces

3.5.1 Malvern possesses a diverse range of greenspace types with different functions/uses and varying intrinsic landscape, historical and ecological characteristics and public access opportunities. A typology of urban greenspaces has been defined to reflect the full range of different types of greenspace found within Malvern. The greenspace typology extends to include amenity/recreation greenspace, functional greenspace, semi-natural habitats and linear greenspace. The typology provides a framework within which individual greenspaces can be assessed. Figure 3 shows the distribution of the ten urban greenspace types and individual greenspaces identified within Malvern. These are:

(A) Playing Fields and Organised Sports
(B) Woodland
(C) School Campus
(D) Pocket Park
(E) Civic Parks and Gardens
(F) Semi-Natural Open Space
(G) Allotments
(H) Amenity Space
(J) Linear Space
(K) Churchyard/Cemetery

3.5.2 In terms of their broad distribution, Malvern’s greenspaces exhibit the following key characteristics:

• Sports pitches locate on the lower slopes
• Wooded areas are associated with the fringe
• Private schooling institutions occupy the older parts of the town, whereas state schools are sited in more recently populated areas of tighter grain
• Parks, gardens and civic spaces are to be found at the centres of communities
• Natural spaces tend to be larger in size and are associated with the edge of the town
• Allotments fit into residential environments
• Linear spaces often link the countryside with the town
• Churchyards are close to older centres of population

3.5.3 The generic character of these urban greenspace types is summarised below, and a more detailed analysis of the character of individual greenspace sites is provided in Table 1. The contribution of these greenspaces to Malvern is evaluated in Section 4.3.

**Greenspace Type (A) - Playing Fields and Organised Sports**

3.5.4 Field-sized open ground with marked pitches for public or private recreational use.

*Key Characteristics*

• Minimal vegetation or tree cover, with a predominance of short grass sward
• Limited vegetation at perimeter, including shrub hedge and occasional trees
• Enclosed
• Served by associated facilities and infrastructure to provide for organised sports and informal play/recreation
• Intensively managed
• Set within residential area

**Greenspace Type (B) - Woodland**

3.5.5 Area managed for forestry or the cultivation of trees, with the majority covered by tree canopy.

*Key Characteristics*

• Comprehensive tree cover with shrub understorey
• Some screening perimeter vegetation
• Enclosed by wall/railing/fence
• Low-intensity management
• Located in peripheral (urban fringe) areas
• Not always open to public access
• Greenery softens appearance of residential areas
• Nesting habitats encourage bird song
• Informal exercise: informal games and play
• Other activities: arboriculture, wildlife interpretation; miscellaneous cultural activities

**Greenspace Type (C) - School Campus**

3.5.6 Mix of functional buildings, open grass and trees, hard standings, with a circulation framework (paths, roads, drainage), with amenity shrub planting to soften appearance of the entrance.

**Key Characteristics**

• Intermittent tree cover
• Substantial green areas managed as short grass
• Screening vegetation at perimeter, including shrub hedge and trees
• Enclosed at the perimeter
• Served by associated facilities and infrastructure including functional buildings, car parking and laid out to encourage organised sports
• Intensively managed
• Located within residential environments

**Greenspace Type (D) - Pocket Park**

3.5.7 Small-sized area of open accessible ground, maintained to provide a mixture of local sports and play facilities.

**Key Characteristics**

• Intermittent tree cover
• Substantial green areas managed as short grass
• Screening vegetation at perimeter, including shrub hedge and trees
• Enclosed
• Play and sports facilities
• Intensively managed
• Located within residential environments
Greenspace Type (E) - Civic Parks and Gardens

3.5.8 Accessible area containing a variety of formal and informal facilities for exercise and relaxation, usually provided with ornamental entrance treatment, and intended to serve the broader community and help form the setting for the adjacent urban area.

Key Characteristics

- Intermittent tree cover
- Substantial green areas managed as short grass
- Screening vegetation at perimeter, including shrub hedge and trees
- Enclosed
- Laid out for sports, play and informal recreational activities
- Intensively managed
- Centred within urban environments
- Occasionally of historic character
- Special features
- Circuitous path network

Greenspace Type (F) - Semi-Natural Open Space

3.5.9 Area managed for the benefit of nature conservation. In Malvern, these areas are frequently the former Manor Wastes (Commons), although other spaces which have been left unmanaged from their originally intended use have regressed to become semi natural open space.

Key Characteristics

- Unimproved, vegetated site featuring indigenous trees, shrubs and differentially managed grassland
- Some screening perimeter vegetation
- Unenclosed to the highway
- Low-intensity management
- Located in peripheral (urban fringe) areas or at the edge of nucleic settlement
- Incorporate public rights of way
- Original topography evident
- Open views in, out and across the landscape
- Greenery softens appearance of adjoining urban areas
- Nesting habitats encourage bird song
- Informal exercise: running/jogging, rambling, dog walking, tai chi etc
- Other activities: wildlife and historic interpretation, nature conservation education, miscellaneous cultural activities

**Greenspace Type (G) - Allotments**

3.5.10 Grouped plots of land strips rented and cultivated by local residents for domestic agriculture.

*Key Characteristics*

- Managed for domestic agriculture
- Intermittent tree cover
- Some screening perimeter vegetation
- Enclosed
- Intensively managed
- Located in residential areas
- No public access
- Informal exercise

**Greenspace Type (H) - Amenity Space**

3.5.11 Public space between buildings and highway infrastructure, provided with ornamental treatment to integrate with or to improve the immediate environment.

*Key Characteristics*

- Varied content
- Unenclosed
- Low-maintenance
Greenspace (J) - Linear Space

3.5.12 Green margin associated with the highway or railway.

Key Characteristics

- Verges managed against conflict with passing vehicles
- Not intensively managed
- Located at key approaches
- Can be of historic character
- Links with other greenspaces
- Occasionally of benefit to wildlife

Greenspace Type (K) - Churchyard/Cemetery

3.5.13 Burial ground, associated with local church. Laid out with monumental masonry, paths, grass, hedges, trees and shrubs. Churchyards tend to be of strong historic character and of general interest, whereas cemeteries are typically more modern and ‘private’ in character and largely of personal interest to those in bereavement.

Key Characteristics

- Intermittent tree cover
- Substantial green areas managed as short grass
- Screening vegetation at perimeter, including shrub hedge and trees
- Enclosed
- Stone components integrated with architecture
- Intensively managed
- Churchyards are of historic character, with special features endearing a sense of place
- Indirect secondary path network

3.5.14 The following Table 1 summarises the character of each individual greenspace site identified within the context of the above greenspace types.
### TABLE 1: URBAN GREENSPACE CHARACTER

<table>
<thead>
<tr>
<th>GREENSPACE TYPE/SITE</th>
<th>SIZE (Ha)</th>
<th>DESCRIPTION</th>
<th>KEY CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> PLAYING FIELDS &amp; ORGANISED SPORTS</td>
<td></td>
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</tr>
</tbody>
</table>
| A1 Barnards Green Sports Ground | 1.4 | • Location: Barnards Green  
• Nature: close mown grass, with leyland cypress shelter belts  
• Elements/features: Sports facilities set in level open ground, with parking and roads.  
• Qualities: Open views of hills above; provides some local relief from urban development  
• Context: surrounded by mixed uses  
• Facilities: running track, sports pitches, changing facilities, pavilion  
• Access: from Court Rd  
• Open space rpt ref: none given  
• Green linkages: Chase High School, DERA north | • Open, level sports fields  
• Centre of suburban area  
• Indirect access  
• Entirely open with hedge and fenced boundaries |
| A2 Dukes Meadow Playing Field | 2 | • Location: Pound Bank Rd, NW of Barnards Green  
• Nature: Close mown grass  
• Elements/features: Playing fields with some trees at boundary.  
• Qualities: Open views of hills above; provides some local relief from urban development  
• Context: adjacent to a school, amidst housing  
• Facilities: Senior sports pitch; 2no. 5-aside pitches; basketball pitch; play area  
• Access: Pickersleigh Rd; Pound Bank Rd  
• Open space rpt ref: 20  
• Green linkages: adjacent school grounds and private gardens (leading to urban fringe) | • Open, level sports field  
• Edge of suburban area  
• Open with hedge and fenced boundaries |
| A3 Manor Park Sports Club | 3.4 | • Location: Just east of Great Malvern town centre, and abutting west of the railway line, within conservation area  
• Nature: Mown grass  
• Elements/features: sports amenity features  
• Qualities: Compartmentalised area  
• Context: adjacent to a school, hospital and public open space  
• Facilities: tennis courts, bowling and covered sports, privately managed but available for public use  
• Access: Madresfield Road  
• Open space rpt ref: 24  
• Green linkages: Hayslan Fields open spaces | • Compartmentalised sports pitches  
• Adjoining urban area  
• Embankment, hedge and fenced boundaries |
| A4 Richard Close Sports Ground | 0.8 | • Location: Suburban NW Malvern  
• Nature: close mown grass, with stream forming its north boundary  
• Elements/features: Grassed open site containing pitches, located adjacent to DERA north site. Trees along boundary  
• Qualities: Recreational resource and functional space  
• Context: Situated adjacent to residential and commercial development  
• Facilities: see above  
• Access: Restricted  
• Open space rpt ref: none given  
• Green linkages: Countryside at the urban fringe | • Open sports pitch  
• Edge of suburban area  
• Open with hedge and fenced boundaries |
<table>
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</thead>
</table>
| A5 North End Lane Cricket Ground | 1.7 | • Location: North End Lane  
• Nature: mown grass with some trees at edge  
• Elements/features: Playing fields with trees at boundary.  
• Qualities: Strategic recreational resource; provides views of hills above Malvern; provides some local relief from urban development; trees at edge constitute a moderate ecological resource  
• Context: residential  
• Facilities: as above  
• Access: North End Lane  
• Open space rpt ref: 15  
• Green linkages: | • Open sports pitch  
• Edge of suburban area  
• Open with hedge and fenced boundaries |
| A6 Malvern BMX Track | 2 | • Location: Urban fringe, North End Lane and off Mayfield Rd  
• Elements/features: Cycle cross and local play facilities.  
• Qualities: BMX track is a strategic recreational resource for young people; trees at edge constitute a moderate ecological resource  
• Nature: grass with trees and shrubs at edge  
• Context: fringe  
• Facilities: as above  
• Access: Mayfield Rd  
• Open space rpt ref: 14  
• Green linkages: | • Undulating made-up course  
• Urban fringe location  
• Open with hedge and fenced boundaries; occasional trees |
| A7 Spring Lane Open Space (Malvern Rugby Club) | 5 | • Location: Lower Spring Lane  
• Elements/features: Pitches and stadium, tennis court  
• Qualities: Open area set on level ground  
• Nature: mown grass, hedge and trees at boundary  
• Context: industrial, with residential to south  
• Facilities: 4no. rugby pitches, tennis court, junior football pitch  
• Access: Lower Spring Lane  
• Open space rpt ref: 13  
• Green linkages: Townsend Way (subject to development) | • Open sports pitches and facilities  
• Mixed use urban context  
• Indirect access  
• Large open area with hedge and fenced boundaries; occasional trees |
| A8 Regency Road Cricket Ground | 1.6 | • Location: Suburban Lower Howsell, N Malvern  
• Elements/features: Playing fields with trees at boundary.  
• Qualities: Strategic recreational resource; provides some local relief from urban development; trees at edge constitute a moderate ecological resource  
• Nature: generally unrelieved grass surrounded by a hedge, but with woodland along east boundary and a water channel along N/E sides  
• Context: Surrounded by suburban housing  
• Facilities: Close mown sports pitch and pavilion  
• Access: Via Regency Rd  
• Open space rpt ref: 2  
• Green linkages: relatively isolated, although there are links via private gardens to Lower Howsell former allotment site and the countryside beyond | • Open sports pitches and facilities  
• Residential urban context  
• Open area with hedge and fenced boundaries; occasional trees |
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</table>
| A9 College Playing Fields, Barnards Green Rd | 5.3 | - Location: Barnards Green Rd  
- Elements/features: sports pitches  
- Qualities: Enclosed school sports field adjacent allotment gardens and cemetery  
- Nature: Close mown grass  
- Context: Opposite college  
- Facilities: Pavilion, pitches  
- Access: For college use. Via Barnards Green Rd  
- Open space rpt ref: none given  
- Green linkages: Allotments, cemetery | - Open sports pitches and facilities  
- Residential suburban context  
- Open area with hedge and fenced boundaries  
- Adjoining greenspaces  
- Indirect access |
| A10 Malvern Town Football Club | 2.4 | - Location: Sub-urban Malvern off Langland Ave  
- Elements/features: Pitch, play space, trees at edge  
- Qualities: Open area set on level ground  
- Nature: Mown grass; some trees at edge of POS  
- Context: Residential  
- Facilities: Football pitch and children's play space  
- Access: As above  
- Open space rpt ref: 18  
- Green linkages: Hayslan Fields open space | - Wooded area with local amenity facilities  
- Post war suburban context  
- Hedge and fence boundaries  
- Mature trees |
| B WOODLAND | | | |
| B1 Assarts Road Woodland | 5 | - Location: Malvern Wells  
- Elements/features: Trees, wire fence  
- Qualities: Habitat provider  
- Nature: Trees  
- Context: Within village  
- Facilities: None  
- Access: Assarts Road  
- Open space rpt ref: none given  
- Green linkages: Adjacent park and surrounding countryside | - Enclosed wooded area  
- Residential village context  
- Hedge and fenced boundaries  
- Adjacent to minor road |
| B2 Townsend Woods | 1 | - Location: West of Townsend Way development  
- Elements/features: Mixed age woodland public footpath  
- Qualities: Quiet area with narrow mud paths leading through trees and scrub  
- Nature: Heavily wooded area between commercial and residential development  
- Context: Located near the north-east boundary of Malvern town  
- Facilities: Footpath forming linear woodland walk  
- Access: Via Goodson Road  
- Open space rpt ref: none given  
- Green linkages: Adjacent woodland | - Accessible wooded area  
- Mixed use urban context  
- Footpath access  
- Stream |
| B3 Worcester Rd Woods | 1 | - Location: Key approach road NE Malvern, Worcester Rd  
- Elements/features: Mixed age woodland  
- Qualities: Quiet area forming prominent block on Worcester Road on approach to Malvern  
- Nature: Heavily wooded area between commercial and residential development  
- Context: Located near the north-east boundary of Malvern town adjacent to main road | - Enclosed dense wooded area  
- Mixed use urban context  
- Adjacent to major road |
<table>
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</table>
| B4 Spring Woods      | 0.8       | Location: Rear of Spring Industrial Estate  
Elements/ features: Mixed age woodland incorporating a watercourse  
Qualities: Quiet area with narrow mud paths leading through trees and scrub  
Nature: Heavily wooded area between commercial and residential development  
Context: Located near the north-east boundary of Malvern town  
Facilities: None  
Access: via A449  
Open space rpt ref: none given  
Green linkages: Adjacent woodland, Townsend Way planting and the countryside east of Malvern | • Accessible wooded area  
• Mixed use urban context  
• Footpath access  
• Stream |
| C1 Chase School       | 4.5       | Location: Barnards Green Rd  
Elements/ features: School buildings, pitches  
Qualities: Enclosed school sports fields and grounds  
Nature: Close mown grass  
Context: Mixed use urban area  
Facilities: See above  
Access: Certain facilities reserved for shared use with public. Via Barnards Green Rd  
Open space rpt ref: 28  
Green linkages: DERA, Guarlford Road | • Open sports pitches and facilities  
• Mixed use suburban context  
• Open area with hedge and fenced boundaries  
• Adjoining greenspaces  
• No public access |
| C2 Grove School Grounds | 2.5      | Location: Urban setting East of railway, off Pickersleigh Road  
Elements/ features: Pitches and open grass; mature trees and hedges at boundary; water course to north boundary  
Qualities: Open, level greenspace. Fenced with gates and hedges  
Nature: Open mown grass  
Context: School grounds, not for public access  
Facilities: School playing facilities  
Access: via Pickersleigh Grove. Not for public access  
Open space rpt ref: none given  
Green linkages: Water course on north side; Hayslan Fields and private gardens | • Open sports pitches and facilities  
• Mainly post war residential suburban context  
• Open area with hedge and fenced boundaries  
• No public access |
| C3 St Josephs School Grounds | 1        | Location: sub-urban NW Malvern, off Newton Rd  
Elements/ features: Pitches and open grass; mature trees and hedges  
Qualities: Open greenspace  
Nature: Native trees, grass  
Context: school grounds  
Facilities: see above  
Access: Newton Rd  
Open space rpt ref: none given  
Green linkages: Surrounding private gardens | • Open sports pitches and facilities  
• Post war residential suburban context  
• Open area with hedge and fenced boundaries  
• No public access |
<table>
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</thead>
</table>
| C4 Somers Park School | 1.5       | • Location: Urban setting North of Malvern  
• Elements/features: Pitches and open grass; trees and hedges at edge  
• Qualities: Open greenspace  
• Nature: School grounds  
• Context: situated amongst residential land uses and the School  
• Facilities: see above  
• Access: Upper Howsell Rd  
• Open space rpt ref: none given  
• Green linkages: Allotments at southwest corner of site, surrounding private gardens, Dyson Perrins school grounds | • Open sports pitches and school amenity facilities  
• Post war residential suburban context  
• Open area with hedge and fenced boundaries  
• No public access |
| C5 Dyson Perrins High School | 6.5       | • Location: Urban fringe North of Malvern  
• Elements/features: Pitches and open grass; trees and hedges at edge.  
• Qualities: Open greenspace with views to the hills looking south west  
• Nature: Senior school sports grounds and recreation area  
• Context: situated amongst residential land uses and the School  
• Facilities: see above  
• Access: Michael Crescent and other access roads, through school grounds  
• Open space rpt ref: 6  
• Green linkages: Allotments at southwest corner of site, surrounding private gardens, Dyson Perrins school grounds | • Open sports pitches and school amenity facilities  
• Post war residential suburban context  
• Open area with hedge and fenced boundaries  
• No public access |
| C6 The Firs/Malvern College Common | 13        | • Location: Urban fringe South of Great Malvern, within conservation area  
• Elements/features: Enclosed school sports facilities mixed with open land similar in character and appearance to adjacent common land  
• Qualities: Common land character with formal sports facilities and housing integrated  
• Nature: Common land with mature trees, grassland, hedges  
• Context: Linked to college residential accommodation  
• Facilities: Private physical education facilities, including horse pasture, swimming pool, tennis courts, rifle range  
• Access: via College Grove; Firs Close or the Common  
• Open space rpt ref: none given  
• Green linkages: Malvern Common | • Sports and school amenity facilities, with Common landscape features  
• Victorian residential/suburban fringe context  
• Part-wooded area with wall, hedge and fenced boundaries  
• No public access |
| C7 Malvern Boys College Grounds | 9         | • Location: Upper slopes, south of Great Malvern, within conservation area  
• Elements/features: Stone wall enclosure, gravel coated paths and access roads, lawns, shrub beds and some informal tree planting, also mature specimen trees  
• Qualities: Enclosed school grounds integrating circulatory and recreational functions for the campus; east facing aspect, terraced and planted with mature trees and hedges  
• Nature: Lawn, sports turf, hedging and shrubs, mature trees, some woodland clumps  
• Context: Walled and fenced, with gated access, this landscape is self contained from within, and the college buildings are a prominent feature viewed from the area east of Malvern  
• Facilities: sports fields, tennis courts, cricket pitches, formal and informal gardens, car parking. Some of these facilities are provided for informal use by the public  
• Access: Via a number of gates, for vehicles and pedestrians  
• Links: Part of a green wedge linking the south end of Malvern with the hills  
• Open space rpt ref: 26  
• Green linkages: Railway, Malvern Common and via local private gardens and open spaces, to the Hills above | • School amenity facilities in park style landscape  
• Victorian residential/suburban fringe context  
• Part-wooded area with walled and fenced boundaries  
• No public access |
<table>
<thead>
<tr>
<th>GREENSPACE TYPE/SITE</th>
<th>SIZE (Ha)</th>
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<th>KEY CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D</strong> POCKET PARK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D1 St Peters Road Open</td>
<td>1.8</td>
<td><strong>Location:</strong> sub-urban NW Malvern&lt;br&gt;<strong>Elements/features:</strong> Mature trees and</td>
<td>• Open area with sports and play facilities&lt;br&gt;• Post war residential suburban context&lt;br&gt;• Open area with hedge and fenced boundaries&lt;br&gt;• Some regenerative scrub&lt;br&gt;• Adjacent to minor road</td>
</tr>
<tr>
<td>Space/Northleigh C of E</td>
<td></td>
<td>shrubs at boundary, grass, pitch&lt;br&gt;<strong>Qualities:</strong> Locally used amenity facility</td>
<td></td>
</tr>
<tr>
<td>School Pitch Facility</td>
<td></td>
<td><strong>Nature:</strong> Native trees, shrubs, grass&lt;br&gt;<strong>Context:</strong> residential&lt;br&gt;<strong>Facilities:</strong> Junior all-weather pitch&lt;br&gt;<strong>Access:</strong> St Peters Rd; Clayfield Drive</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Open space rpt ref:</strong> 9, 10&lt;br&gt;&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>Green linkages:</strong> DERA North and the Hills and open landscape to the west. Also local gardens which increase in size with proximity to the Hills</td>
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<td></td>
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<tr>
<td>D2 Jamaica Crescent</td>
<td>0.6</td>
<td><strong>Location:</strong> Urban fringe by railway N of Malvern Link&lt;br&gt;<strong>Elements/features:</strong></td>
<td>• Open area with sports and play facilities&lt;br&gt;• Post war residential suburban context&lt;br&gt;• Open area with hedge and fenced boundaries&lt;br&gt;• Prominent railway adjacent&lt;br&gt;• Woodland to north&lt;br&gt;• Adjacent to minor road</td>
</tr>
<tr>
<td>Recreation Ground</td>
<td></td>
<td>Open site predominantly grassed; containing play facility with trees at boundary, located adjacent to railway.&lt;br&gt;<strong>Qualities:</strong> Local recreational resource&lt;br&gt;<strong>Nature:</strong> open grass&lt;br&gt;<strong>Context:</strong> Sub-urban fringe, adjacent to railway&lt;br&gt;<strong>Facilities:</strong> Kick about area, children's play space&lt;br&gt;<strong>Access:</strong> Pedestrian footpaths along periphery&lt;br&gt;<strong>Open space rpt ref:</strong> 3&lt;br&gt;<strong>Green linkages:</strong> Greenfield Road and Lower Howsell open spaces, and the countryside at the urban fringe</td>
<td></td>
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<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>D3 Greenfield Road Open</td>
<td>1.5</td>
<td><strong>Location:</strong> Urban fringe by railway N Malvern&lt;br&gt;<strong>Elements/features:</strong> Open</td>
<td>• Open area with sports and play facilities&lt;br&gt;• Post war residential suburban context&lt;br&gt;• Open area with hedge and fenced boundaries</td>
</tr>
<tr>
<td>Space</td>
<td></td>
<td>site predominantly grassed; containing pitches, located adjacent to railway.&lt;br&gt;<strong>Qualities:</strong> Local recreational resource&lt;br&gt;<strong>Nature:</strong> Grass with a woodland belt and rivulet to north, giving way to open fields&lt;br&gt;<strong>Context:</strong> Sub-urban fringe, adjacent to railway&lt;br&gt;<strong>Facilities:</strong> Senior football pitches&lt;br&gt;<strong>Access:</strong> Pedestrian footpaths along periphery&lt;br&gt;<strong>Open space rpt ref:</strong> 4&lt;br&gt;<strong>Green linkages:</strong> Greenfield Road and Lower Howsell open spaces, and the countryside at the urban fringe</td>
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<tr>
<td>D4 Lower Howsell Open</td>
<td>1.7</td>
<td><strong>Location:</strong> Suburban N Malvern. Lower Howsell Road&lt;br&gt;<strong>Elements/features:</strong></td>
<td>• Open area with sports and play facilities&lt;br&gt;• Post war residential suburban context&lt;br&gt;• Hedge and fenced boundaries&lt;br&gt;• Prominent railway adjacent&lt;br&gt;• Access across railway&lt;br&gt;• Adjacent to minor road</td>
</tr>
<tr>
<td>Space</td>
<td></td>
<td>Grassed open site containing pitches, located adjacent to railway; contains a drainage channel along its south boundary&lt;br&gt;<strong>Qualities:</strong> Local recreational resource; large open area&lt;br&gt;<strong>Nature:</strong> Grass with a few trees&lt;br&gt;<strong>Context:</strong> Sub-urban fringe&lt;br&gt;<strong>Facilities:</strong> Football, pitches, fenced children’s play area&lt;br&gt;<strong>Access:</strong> Pedestrian entrances SE and SW corners; vehicular access via Seymour Ct&lt;br&gt;<strong>Open space rpt ref:</strong> 2&lt;br&gt;<strong>Green linkages:</strong> Greenfield Road open space and the countryside at the urban fringe</td>
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<tr>
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| D3 Beauchamp Rd Open Space | 1 | • Location: off Beauchamp Rd  
• Elements/ features: Play facilities, grass.  
• Qualities: Secluded play space for local use, enclosed by local housing  
• Nature: open grass  
• Context: residential  
• Facilities: kick about area, children’s play space  
• Access: path from Beauchamp Road  
• Open space rpt ref: 8  
• Green linkages: none | • Open area with local play facilities  
• Post war residential suburban context  
• Hedge and fenced boundaries |
| D6 Welland Open Space | 5 | • Location: Welland  
• Elements/ features: Pitches and play equipment  
• Qualities: Open site on east facing slope  
• Nature: Predominantly close mown grass  
• Context: Edge of village  
• Facilities: Pitches, metal play equipment and railings  
• Access: Assarts Road  
• Open space rpt ref: 35  
• Green linkages: Adjacent woodland and surrounding countryside | • Open area with local sports and play facilities  
• Victorian village context  
• Hedge and fence on two sides, minor roads on others |
| D7 Malvern Wells Grounds | 1.4 | • Location: Urban fringe west of Wells Road  
• Elements/ features: Paths, mature planting and woodland, retaining walls, sports facilities  
• Qualities: East facing space set on steep sloping ground directly overlooking Malvern Wells  
• Nature: Parkland environment, with overgrown shrubs, lawn and mature trees  
• Context: West of village centre, off the main highway  
• Facilities: Tennis courts, seats, garden walks with mature planting  
• Access: Wells Road  
• Open space rpt ref: none given  
• Green linkages: Adjacent woodland and surrounding countryside | • Wooded area with local amenity facilities  
• Victorian village context  
• Hedge and fence boundaries  
• Mature trees  
• Adjacent to major road |
| E CIVIC PARKS AND GARDENS | | | |
| E1 Priory Park | 2.7 | • Location: Centre of Great Malvern behind Priory in Great Malvern, within conservation area  
• Elements/ features: Range of facilities, including bandstand, pond and lake (the historic Swan Pool) bowling green, arboretum, planting beds, lit paths, signs and bins. Overlooked by local government, arts and recreation buildings, and including the grounds of a historic building (the town hall). Accommodates space for water birds (ducks, geese) and pond life, tree and shrub cover  
• Qualities: Strategic recreational, ecological and townscape resource; outdoor extension to the adjacent theatre  
• Nature: Lake, river, pond, trees, woodland, shrubs, lawns  
• Context: Set just south of the town centre  
• Facilities: As above. Integrated with the Festival Theatre and Swimming Pool buildings  
• Access: From adjacent car parks and pedestrian paths  
• Open space rpt ref: 25  
• Green linkages: Priory church yard; Promenade Gardens, Rose Bank Gardens and the Hills above | • Semi- open area with recreational amenity facilities  
• Victorian urban context  
• Walled boundaries  
• Mature trees and shrubs  
• Streams, pools and ponds  
• Historic buildings, structures and layout |
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</table>
| E2 Victoria Park     |           | **Location:** Malvern Link  
**Elements/features:** Range of facilities, including sports pitches, stadium, ornamental gardens, car park  
**Qualities:** Strategic recreational resource  
**Nature:** Mown grass, scattered shrubs and trees  
**Context:** Mixed use Victorian/post war  
**Facilities:** As above  
**Access:** From car parks and pedestrian paths  
**Open space rpt ref:** 12  
**Green linkages:** Rugby Club |  
**Largely open area with recreational amenity facilities**  
**Urban context**  
**Fenced boundaries** |
| E3 Rose Bank Gardens | 1.6       | **Location:** Urban fringe west of Wells Road. Located within conservation area  
**Elements/features:** Enclosed by stone walls, paths, mature planting, terraced retaining walls, access to hills; includes the 99 steps leading to St Anns Well. Includes an imposing pair of gates and piers in its north east corner  
**Qualities:** East facing space set on steep sloping ground directly overlooking Priory Church. Circuit walks set amidst mature planting, terraced retaining walls, linking the town with the hills above.  
**Nature:** Parkland environment, with overgrown shrubs, lawn and mature trees  
**Context:** At the south edge of the town centre, off the main highway  
**Facilities:** Seats, garden walks with mature planting  
**Access:** Main gates at the north east end of the park off the Wells Road; egress to the Hills via the 99 steps leading to Foley Terrace and the pedestrian path which leads up to St Ann’s Well; other gates to footpaths leading south of Malvern  
**Open space rpt ref:** None given  
**Green linkages:** Promenade Gardens, Priory church yard; the hills above |  
**Semi-open terraced gardens**  
**East facing steeply sloping ground**  
**Fringe of town**  
**Views over Priory Church to Severn Valley**  
**Walled boundaries and terraced retaining walls**  
**Mature trees and shrubs**  
**Historic buildings, structures and layout**  
**Adjacent to major road** |
| E4 Promenade Gardens | 0.3       | **Location:** Great Malvern centre, east of Worcester Rd  
**Elements/features:** Clipped hedges, garden walls, lawns, shrubs and trees, fountain pool.  
**Qualities:** Setting for the Abbey Hotel, also framing views from Rosebank Gardens. South facing aspect, sheltered from Wells Road by stone wall  
**Nature:** Lawns, clipped hedges and shrubs  
**Context:** Close to town centre  
**Facilities:** Paths, seats  
**Access:** From Abbey gateway or via Church Street  
**Open space rpt ref:** None given  
**Green linkages:** Chase High School, Barnards Green playing fields |  
**Semi-open terraced gardens to Abbey Hotel**  
**Victorian urban context**  
**Walled boundaries**  
**Mature trees and shrubs**  
**Historic layout**  
**Adjacent to major road (Wells Road)** |
| F1 Hayslan Fields    | 3 10      | **Location:** East of railway line, south of Link Common  
**Elements/features:** Pitches, open fields with footpaths; mature trees and hedges at boundary  
**Qualities:** Open area with naturalistic characteristics. Enhances rail approach to Malvern Central from Colwall. Historic access route. Part of wildlife corridor  
**Nature:** Long and short grass, mature trees, hedges  
**Context:** Between railway line and housing  
**Facilities:** Path, pitches |  
**Open fields, separated by hedges with scattered mature trees**  
**Mixed use urban context**  
**Interlinking rights of way**  
**Some sports provision**  
**Adjacent to other green open spaces** |
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</table>
| F2 Lower Howsell Road Former Allotment Site | 3.5 | **Location:** Urban fringe NE Malvern. Lower Howsell Road  
**Elements/features:** unmanaged green open space, with scattered mature trees, shrubs and rough grassland. Stone wall at west boundary with road  
**Qualities:** Level and partly hidden wedge of open space, on site of former allotment gardens. Prominent for local people. Enclosure varied, but includes stone wall, post and rail fence; features long views away from the town  
**Nature:** Long grass, rough ground, with shrubby clumps.  
**Context:** Surrounded by suburban residential development of Upper Howsell  
**Facilities:** none  
**Access:** Informal paths across (public rights of way)  
**Open space rpt ref:** none given  
**Green linkages:** Lower Howsell Fields/ Newlands, and into Malvern via Lower Howsell Open Space and Jamaica Crescent Open Space | Open ground maintained as rough grass, with intermittent trees and scrub  
Post war residential urban fringe  
Interlinking rights of way  
Adjacent to other green open spaces  
Extensive views in and out of space  
Adjacent to minor road |
| F3 St Wulstans Nature Reserve | 22 | **Location:** East of Upper Welland  
**Elements/features:** Undulating topography, comprising rough grass, heathland, copse and small areas of woodland with natural understorey, mature specimen trees  
**Qualities:** Hidden but substantial naturalistic open space, functioning as a small recreational space and green reservoir.  
**Nature:** Heathland/ rough grass, featuring mature trees, regenerating scrub and a range of habitats  
**Context:** Fringe of Malvern Wells  
**Facilities:** Car park, paths etc, some interpretative signing, metal seats  
**Access:** via car park  
**Open space rpt ref:** none given  
**Green linkages:** Malvern Hills | Semi-open with rough grass, regenerating scrub and trees  
Post war village fringe  
Public rights of way  
Views to hills and surrounding land |
| F4 Malvern Common (West) | 38 Ha | **Location:** Urban fringe common land south of Great Malvern, east of Lower Wych, west of railway line  
**Elements/features:** Unmanaged grass, heath forming grazing for resident sheep; water courses, wet areas and ponds; mature trees and woodland/ copse; bracken; set on steepening slopes of the Hills; dissected by roads, and criss-crossed with informal paths; railway defines east boundary; contains the edge of Lower Wyche; includes the busy Wells Road; senior football pitch off Peachfield Road  
**Qualities:** Prominent naturalistic feature and threshold to approach to the south of great Malvern from Malvern Wells/ Three Counties Show Ground; scenic views across Malvern and the surrounding countryside from Wells Road. Falls within the AONB and Conservation Area. Unenclosed, abutted by fenced property beyond  
**Nature:** Native trees, shrubs, rough grass; water courses and ponds; grazing sheep  
**Context:** At the foot of the Malvern Hills on the approach to Malvern from Hereford  
**Facilities:** Footpaths, seats, signs, street lighting. Also contains a senior football pitch at Peachfield Road  
**Access:** From Peachfield Road, Lower Wyche Road, Wyche Road.  
**Open space rpt ref:** none given for Common; Peachfield pitch: 31  
**Green linkages:** the Hills, AONB, Malvern Common (east) and the wider landscape to the Severn | Largely wooded extension of Hills, set on eastward sloping ground, giving way to rough grass, small pools, scrub and scattered native trees as ground levels out  
South west margin of Victorian residential fringe  
Amenities including sports provision, parking  
Roads and railway line  
Grazing sheep  
Public rights of way  
Views to Malvern Fringe and beyond to Severn Valley |
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</table>
| **F5 Malvern Common (East)** | 27 | - **Location:** Common land forming urban edge, east of railway line and south of Poolbrook.  
- **Elements/features:** Rough grass, damp heath with twisting water courses leading to wet areas at the north east (lowest) point of the Common; mainly open with some smaller trees and hedging along the edge of the space; dissected by roads, and criss-crossed with informal paths; railway defines west boundary; bounded by loose linear arrangement of houses with linear fence aligned to form west and south boundaries  
- **Qualities:** Prominent naturalistic feature and threshold to Poolbrook. Bulk of site lies within a Conservation area. Unenclosed, but abutted by fenced property beyond  
- **Nature:** Sparse trees set in rough grass; water courses and ponds.  
- **Context:** At the foot of the Malvern Hills beyond the southern edge of Poolbrook east of the railway line  
- **Facilities:** Highways, footpaths, seats, signs.  
- **Access:** From Peachfield Road, Poolbrook Road, Longridge Road.  
- **Open space rpt ref:** none given  
- **Green linkages:** Adjacent common areas, Malvern Hills; Poolbrook and Guarford Roads; DERA site, Barnards Green open spaces; golf course, New Pool and agricultural land to the south | - Open undulating/ gently sloping common, featuring water channels, wetland areas, rough grass with some peripheral scrub/ trees  
- South of Victorian residential fringe  
- Intervisibility to hills  
- DERA (south) impacts  
- Roads and railway line  
- Grazing sheep  
- Public rights of way  
- Gardens abt with close-board fences |
| **F6 Albert Road (North)** | 2 | - **Location:** Just east of Malvern centre, and abutting west of the railway line  
- **Elements/features:** Rough grass, mature trees, regenerating scrub, hedges  
- **Qualities:** Local wildlife resource, largely hidden  
- **Nature:** Mature trees, hedge boundary, grass  
- **Context:** adjacent to a school, hospital and sports area  
- **Facilities:** grassland  
- **Access:** Sling Lane (path alongside railway)  
- **Open space rpt ref:** 22  
- **Green linkages:** Railway cutting, open space east of railway line | - Largely open level area with rough grass with peripheral hedges, scrub/ trees  
- Victorian residential context and abutting Manor Sports Centre  
- Public rights of way, linking to Hayslan Fields  
- Adjacent to minor road |
| **F7 Link Common** | 2 | - **Location:** Urban fringe Malvern Link, south of Worcester Road, north of Moorlands Road, east of Pickersleigh Road  
- **Elements/features:** Undulating topography, comprising rough grass, heathland, copse and small areas of woodland with natural understorey, mature specimen trees, avenue planting alongside main highway. Highway infrastructure (distributor and local roads); railway cutting. Surrounded by built up areas, of different uses, including Victorian villas and mixed use retail. Bund, fencing and footbridge associated with railway.  
- **Qualities:** Prominent naturalistic open space, functioning as a recreational space and green corridor. Sited within Conservation area. Unenclosed, surrounded by highways (major route along north and west side), and incorporating minor routes through. Railway cuts through the eastern third. Vantage point provides views to Hills and across Malvern Link and lower Great Malvern.  
- **Nature:** Heathland/rough grass, featuring mature trees, regenerating scrub and a range of habitats  
- **Context:** Largely contained by roads (most significantly the Worcester Road). The railway line cuts through (a footbridge has been provided at the south end, and the Worcester Road crosses via a road bridge)  
- **Facilities:** Car parks, some interpretative signing, metal seats  
- **Access:** Site is intersected by Graham Rd and Cockshot Rd, and served with many footpaths and some car parks. Malvern Link station is close by  
- **Open space rpt ref:** none given  
- **Green linkages:** Malvern Hills (Link Top); Holy Trinity Churchyard | - Substantial area of open and wooded undulating common land, featuring rough grass, woodland, scrub  
- Within Victorian residential suburban setting  
- Surrounded by roads, which feature equally spaced mature (lime) trees  
- Intersected by minor roads, with access to car parking areas  
- Dissected by railway cutting  
- Intervisibility to hills and across Malvern  
- Holy Trinity Church landmark  
- Public rights of way |
<table>
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</table>
| G1 Madresfield Allotments | 1.5 | • Location: South of Madresfield Rd, South of Great Malvern.  
• Elements/features: cultivated ground divided into plots; individual sheds and structures to aid cultivation  
• Qualities: low lying site without distinguishing features adjacent to a fairly busy highway in suburban Malvern, east of railway line. Gentle east facing slope; bounded by low wire fence, with fields and cemetery to perimeter. Access via footpaths. Site appears well-used. Views to College and the Hills. Adjacent local road carries minor levels of traffic  
• Nature: Seasonal planting under cultivation  
• Context: Below grounds and playing fields of Malvern College  
• Facilities: Allotment servicing facilities  
• Access: Madresfield Rd  
• Open space rpt ref: None given.  
• Green linkages: Playing fields, cemetery | • Open, level ground featuring domestically cultivated plots  
• Within post war residential suburban setting, abutting cemetery, sports field  
• Abuts Madresfield Road  
• Views to hills and across Malvern  
• College landmark  
• No right of access  
• Fence boundary |
| G2 Beauchamp Road Allotments | 0.5 | • Location: Off Beauchamp Road  
• Elements/features: cultivated ground divided into plots; individual sheds and structures to aid cultivation  
• Qualities: small undistinguished area next to a school in suburban north Malvern/Howsell. Gentle east facing slope; bounded by fence, with playing fields to north. Access via footpaths. Site appears well-used. No special views. Adjacent local road carries minor levels of traffic  
• Nature: Seasonal planting under cultivation  
• Context: In a residential suburban environment, adjacent to school playing fields  
• Facilities: Allotment servicing facilities  
• Access: path from Beauchamp Road  
• Open space rpt ref: none given  
• Green linkages: Somers Park school; local gardens | • Open level ground, featuring domestically cultivated plots  
• Within post war residential suburban setting  
• Adjacent to minor road  
• No right of access  
• Fence boundary, with some shrub growth |
| G3 Goodwood Road Allotment Gardens | 1.7 | • Location: North of Malvern Link off Goodwood Rd  
• Elements/features: cultivated ground divided into plots; individual sheds and structures to aid cultivation; occasional trees, with informal boundary hedge; small water course also skirts boundary  
• Qualities: obscure space hidden behind area of suburban housing in north Malvern. Relatively flat ground bounded by informal hedge/fence. Access via footpaths. Site appears well-used. No special views.  
• Nature: Seasonal planting under cultivation; occasional mature trees; rivulet on south boundary  
• Context: set within suburban housing, adjacent to railway forming west boundary  
• Facilities: Allotment servicing facilities  
• Access: gated access via Goodwood Rd, or Players Ave  
• Open space rpt ref: none given  
• Green linkages: Railway embankment, local gardens to rear of Oakfield Road, Greenfield Road open space, Jamaica Crescent open space | • Open level ground, featuring domestically cultivated plots  
• Within post war residential suburban setting  
• No right of access  
• Fence boundary, with some shrub growth |
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<tr>
<td>H AMENITY SPACE</td>
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</table>
| H1 The Crescent Open Space | 1         | Location: Welland  
Elements/features: Specimen trees  
Qualities: Quiet space  
Nature: mature trees  
Context: Edge of village settlement  
Facilities: seats and paths  
Access: unrestricted  
Open space rpt ref: none given for Common; Peachfield pitch: 31  
Green linkages: Countryside | Open level ground with mown grass and trees  
Within recently built residential village development  
Unenclosed, free access |
| H2 The Lees | 0.8 | Location: at the south end of Great Malvern, off Thirlstane Rd, within conservation area  
Elements/features: featuring a number of specimen (predominantly evergreen/ coniferous) trees with some shrubs but mainly grass; paths, seats and bins  
Qualities: Quiet space, opposite College grounds. Surrounded by roads; gentle slope east; unenclosed with easy public access; moderately well maintained  
Nature: mature trees  
Context: residential/college  
Facilities: seats and paths  
Access: unrestricted  
Open space rpt ref: none given | Gently sloping, slightly uneven ground with mown grass and a variety of mature trees  
“Garden” quality  
Victorian suburban residential context  
Unenclosed, free access  
Surrounded by minor roads and parked cars |
| H3 Malvern Station/Imperial Road Gardens | 0.2 | Location: Imperial Road  
Elements/features: Trees, paths, seats and bins  
Qualities: Small but significant space, which provides an important setting for the station building  
Nature: Mown grass, trees  
Context: Station, amidst Victorian housing  
Facilities: Seats, bins etc  
Access: Imperial Road  
Open space rpt ref: none given  
Green linkages: Local gardens, Malvern College | Slightly uneven ground with mown grass and scattered trees  
Station garden  
Victorian suburban residential context  
Unenclosed, free access  
Surrounded by minor roads and parked cars |
| H4 Barnards Green Village Centre | 0.1 | Location: At junction of Barnards Green Road and Court Road  
Elements/features: Features public art and a distinctive 1920’s concrete structure with a clock; open space accommodates a number of specimen broadleaf (lime) in grass.  
Qualities: Small but well-known and busy space dominated by road network at a key local road junction at the heart of the Barnards Green area of Malvern. Steep earth slopes at north end. Busy shopping parades east and south, with longer views east to greenspace extending out along Barnards Green Road  
Nature: Mown grass, groups of mature trees  
Context: Town centre location, surrounded by busy access road, shopping frontages  
Facilities: Pedestrian crossings, lighting, seats  
Access: via pedestrian crossings; visual access from all sides  
Open space rpt ref: none given  
Green linkages: Open spaces along east section of Barnards Green Road; Guarlford Road and Malvern Commons | Level ground with mown grass and scattered trees  
Village centre and focus of road network  
Victorian / post war residential/commercial centre context  
Unenclosed, free access  
Confluence of major local roads  
Features public art  
Views down high street |
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<tbody>
<tr>
<td>H5  Belle Vue Island</td>
<td>0.1</td>
<td>• Location: Top of Church Street, opposite Post Office</td>
<td>• Small, terraced area featuring trees and shrub planting with stone paving, raised beds and lighting</td>
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<td></td>
<td></td>
<td>• Elements/features: Features public art, formalized planting, paths, seats and bins</td>
<td>• Local centre and focus of road network</td>
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<td></td>
<td></td>
<td>• Qualities: Small but well-known and busy space at a key local road junction at the heart of Malvern. Busy shopping parades adjacent</td>
<td>• Victorian commercial centre context</td>
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<td></td>
<td></td>
<td>• Nature: Ornamental trees, shrubs</td>
<td>• Unenclosed, free access</td>
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<td></td>
<td></td>
<td>• Context: Town centre location, surrounded by busy access road, shopping frontages</td>
<td>• Confluence of major roads</td>
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<td></td>
<td></td>
<td>• Facilities: Paths, lighting, seats</td>
<td>• Features public art</td>
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<td></td>
<td>• Access: via pedestrian crossings from Belle Vue Terrace; Church Street</td>
<td>• Views down high street</td>
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<td></td>
<td></td>
<td>• Open space rpt ref: none given</td>
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<tr>
<td></td>
<td></td>
<td>• Green linkages: Promenade Gardens</td>
<td></td>
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<tr>
<td>J6  Townsend Way</td>
<td>0.1</td>
<td>• Location: Urban fringe Townsend Way, inside settlement</td>
<td>• Level ground featuring trees and grass</td>
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<tr>
<td>Small Amenity Space</td>
<td></td>
<td>• Elements/features: grass</td>
<td>• Adjacent to major road</td>
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<tr>
<td></td>
<td></td>
<td>• Qualities: Small quiet amenity space</td>
<td>• Post war suburban context</td>
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<tr>
<td></td>
<td></td>
<td>• Nature: grass</td>
<td>• Unenclosed, free access</td>
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<tr>
<td></td>
<td></td>
<td>• Context: residential</td>
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<td></td>
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<td>• Facilities: none</td>
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<td></td>
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<td>• Access: Townsend Way</td>
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<td></td>
<td>• Open space rpt ref: none given</td>
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<td></td>
<td>• Green linkages: non</td>
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</tr>
<tr>
<td>J  LINEAR SPACE</td>
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<tr>
<td>J1  Railway Lands from</td>
<td>1.8</td>
<td>• Location: Railway south of Malvern</td>
<td>• Linear feature at base of steep slope, overlooking Severn Valley</td>
</tr>
<tr>
<td>Colwall Tunnel to Malvern</td>
<td></td>
<td>• Elements/features: Plants, trees</td>
<td>• Urban fringe/ Victorian suburban context</td>
</tr>
<tr>
<td>Common</td>
<td></td>
<td>• Qualities: Linear area of regenerating planting, periodically managed by Railtrack</td>
<td>• Regenerating scrub</td>
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<tr>
<td></td>
<td></td>
<td>• Nature: Mix of shrubs and grass with some trees</td>
<td>• Fenced, no access</td>
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<td></td>
<td></td>
<td>• Context: Largely urban fringe</td>
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<tr>
<td></td>
<td></td>
<td>• Facilities: None</td>
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<td></td>
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<td>• Access: restricted access; occasional foot- or road-bridges</td>
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<td></td>
<td></td>
<td>• Green linkages: Adjoining gardens, Hills and countryside</td>
<td></td>
</tr>
<tr>
<td>J2  Railway from Malvern</td>
<td>1.3</td>
<td>• Location: Railway through Malvern as far as Malvern Station</td>
<td>• Linear feature part level, part cutting at base of slope</td>
</tr>
<tr>
<td>Common to Malvern Station</td>
<td></td>
<td>• Elements/features: Plants, trees</td>
<td>• Urban fringe/ Victorian suburban context</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Qualities: Linear area of regenerating planting, periodically managed by Railtrack</td>
<td>• Regenerating scrub</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Nature: Mix of shrubs and grass with some trees</td>
<td>• Fenced, no access, but underbridge crossings</td>
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<tr>
<td></td>
<td></td>
<td>• Context: Urban fringe and urban uses</td>
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<tr>
<td></td>
<td></td>
<td>• Facilities: Malvern Station</td>
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<tr>
<td></td>
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<td>• Access: restricted access; occasional foot- or road-bridge crossings</td>
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<td></td>
<td></td>
<td>• Green linkages: Adjoining gardens, College spaces, Hills and countryside</td>
<td></td>
</tr>
<tr>
<td>J3  Railway from Malvern</td>
<td>0.8</td>
<td>• Location: Malvern Station to Malvern Link Station</td>
<td>• Linear feature part level/ embankment/ cutting</td>
</tr>
<tr>
<td>Station to Malvern Link</td>
<td></td>
<td>• Elements/features: Plants, trees</td>
<td>• Victorian suburban context</td>
</tr>
<tr>
<td>Station</td>
<td></td>
<td>• Qualities: Linear area of regenerating planting, periodically managed by Railtrack</td>
<td>• Regenerating scrub</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Nature: Mix of shrubs trees</td>
<td>• Fenced, no access, but underbridge crossings and footbridge at Link Common</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Context: Mixed use</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Facilities: Stations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Access: restricted access</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Green linkages: adjoining tracksides</td>
<td></td>
</tr>
<tr>
<td>GREENSPACE TYPE/SITE</td>
<td>SIZE (Ha)</td>
<td>DESCRIPTION</td>
<td>KEY CHARACTERISTICS</td>
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<tr>
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</tr>
</tbody>
</table>
| J4 Railway North of Malvern Link Station | 3.9 | - Location: Railway north of Malvern Link  
  - Elements/features: Plants, trees  
  - Nature: Mix of shrubs and grass with some trees  
  - Context: Largely urban, with Link Common  
  - Facilities: Malvern Link Station  
  - Access: restricted access; occasional foot- or road-bridge crossings  
  - Green linkages: Adjoining gardens and open spaces  
  - Key characteristics: Linear feature part level/ embankment  
  - Urban fringe/ post war suburban context  
  - Sparse regenerating scrub  
  - Fenced, no access, but pedestrian level crossings | |
| J5 Poolbrook Road | 5.1 | - Location: Urban fringe greenspace either side of Poolbrook Road north of junction with Longridge Road and south of junction with Guarlford Road  
  - Elements/features: Rough grass, mature trees arranged as an avenue. Highway components  
  - Qualities: Prominent naturalistic treatment of highway verges entering/ leaving Poolbrook. Unenclosed, but abutted by fenced property beyond  
  - Nature: Grass, mature trees and hedges  
  - Context: Threshold road link leading in to Poolbrook, south east of Great Malvern. The site links Malvern Common with the residential settlement  
  - Facilities: Highway, signs, lighting, seats, footpaths  
  - Access: Blackmore Park Road, Peachfield Drive, Longridge, Guarlford Road, Barnards Green Road  
  - Open space rpt ref: none given  
  - Green linkages: Adjacent common areas, Malvern Hills; Guarlford Road, Barnard Green Road; DERA site, Barnards Green open spaces  
  - Linear feature including mature avenue trees in rough grass highway verges  
  - Victorian urban fringe suburban context  
  - Sparse regenerating scrub  
  - Unenclosed  
  - Links to other greenspaces in and on edge of Malvern  
  - Views to hills | |
| J6 Guarlford Road, Barnards Green Road and Associated Common Lands | 13 | - Location: Urban fringe straddling the east section of Barnards Green Rd, Hastings Pool and the Guarlford Rd, incorporating Woodbridge Farm and the MHC lands  
  - Elements/features: Rough grass, mature trees arranged as an avenue; with hedges at back edge of space; pond, with marginal vegetation. Highway components; seats, signs, lighting, litter bins  
  - Qualities: Predominantly a transport route (although the common greenspaces near Barnards Green are a local amenity for sitting in etc). Prominent naturalistic treatment of highway verge to Poolbrook. Field hedges giving way to fenced house frontages with increased proximity to urban area. Dramatic focused views to Malvern Hills above the town. The feature exemplifies good urban fringe management, taking on an increasingly ruralised character on leaving Barnards Green. The pond at the Barnards Green Road/ Guarlford Road junction is an ornamental high light and key local feature/ landmark. The highway takes significant flows of traffic, and so the feature is appreciated daily by large numbers of people, many of whom are visiting the Three Counties Showground or the Hills. Guarlford Road is the main route north to Malvern from the M5.  
  - Nature: Grass, mature trees and hedges  
  - Context: at the fringe between agricultural land and residential settlement  
  - Facilities: signs, lighting, seats, footpaths  
  - Access: Poolbrook Road, Barnards Green Road  
  - Open space rpt ref: none given  
  - Green linkages: Adjacent common areas, Malvern Hills; Guarlford Road, Barnard Green Road; DERA site, Barnards Green open spaces  
  - Linear feature with mature avenue trees in rough grass highway verges linking other spaces  
  - Occasional additional features (pool, amenity areas)  
  - Victorian urban fringe suburban context  
  - Sparse regenerating scrub  
  - Unenclosed  
  - Links to other greenspaces in and on edge of Malvern  
  - Framed views of Worcestershire Beacon and high hills | |
<table>
<thead>
<tr>
<th>GREENSPACE TYPE/SITE</th>
<th>SIZE (Ha)</th>
<th>DESCRIPTION</th>
<th>KEY CHARACTERISTICS</th>
</tr>
</thead>
</table>
| J7 Townsend Way      | 6.7       | • Location: Urban fringe E of B4208 from A442 to Mayfield Road  
• Elements/features: Curving secondary road link with roundabouts set at nodes of development, set within naturally landscaped setting, planted with amenity shrubs and standard trees, set against a background of older indigenous shrub hedges and copse woodland. Bunds form the east margin, punctuated by occasional water channels taking surface run-off from the slopes east of the road.  
• Qualities: Mitigated highway, upgraded to handle commercial traffic servicing retail and industrial premises. Urban fringe  
• Nature: Medium intensity maintenance planting, in the style of ’80s/’90s commercial/retail development  
• Context: Retail/business park setting  
• Facilities: none  
• Access: Townsend Way  
• Open space rpt ref: none given  
• Green linkages: Countryside east of Townsend way, and the water channels issuing eastward | • Linear feature of earthwork bunds planted with native tree screens with occasional watercourses  
• Separates commercial/industrial urban fringe development from countryside  
• Major road adjacent  
• Unenclosed  
• Links to other greenspaces in and on edge of Malvern  
• Views to high ground |
| J8 Newland           | 4.2       | • Location: Urban fringe on each side of Worcester Road  
• Elements/features: Rough grass, mature trees arranged as an avenue; with hedges at back edge of space; woodland. Highway components; seats, signs, lighting, litter bins  
• Qualities: Key transport route. Exemplifies good urban fringe management. The highway takes significant flows of traffic, and this feature is appreciated by large numbers of people.  
• Nature: Natural planting  
• Context: Residential urban fringe/urban threshold  
• Facilities: highway, paths etc  
• Access: Worcester Road  
• Open space rpt ref: none given  
• Green linkages: Countryside north of Malvern | • Linear feature of mature avenue trees in raised rough grass highway verge  
• Links to adjoining woodland/copse  
• Urban fringe and gateway to Malvern  
• Major road adjacent  
• Unenclosed  
• Links to other greenspaces in and on edge of Malvern |
| K Malvern Wells Burial Ground | 1       | • Location: Green Lane/Oaklands in Malvern Wells  
• Elements/features: Gravestones, chapel  
• Qualities: Locally prominent semi-public space  
• Nature: Trees and shrubs in lawns with marked graves  
• Context: Walled enclosure within village settlement  
• Facilities: footpaths  
• Access: via Green Lane  
• Open space rpt ref: none given  
• Green linkages: Surrounding countryside | • Open area within village  
• Walled boundaries |
| K Priory Churchyard and Burial Ground | 1.2      | • Location: the grounds of Priory Church of St Mary and St Michael, off Church St, Great Malvern centre  
• Elements/features: Enclosed area acts as a public garden and grounds of Priory Church. Contains a number of significant mature tree specimens set amid historic gravestones. The site contains the remains of the former Abbey/Priory  
• Qualities: Very prominent and well maintained semi-public space, set on east facing slope offering relief to the high street environment. Part of a green corridor leading from Priory Park to the Malvern Hills. | • Semi-open burial ground, featuring mature trees, set in mown grass with gravestones  
• Site functions as amenity space, with seats and public paths  
• Boundary walls  
• Town centre context  
• Access to other urban greenspace |
<table>
<thead>
<tr>
<th>GREENSPACE TYPE/SITE</th>
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<th>DESCRIPTION</th>
<th>KEY CHARACTERISTICS</th>
</tr>
</thead>
</table>
| **K3 Great Malvern Cemetery** | 3 | - **Location**: South of Madresfield Rd, South of Great Malvern  
- **Elements/features**: Enclosed contemporary cemetery, with access roads, paths and gravestones, set in grass, with fenced boundary and some trees shrubs at edge  
- **Qualities**: Well maintained space, with views to College and hills above. In a broadly residential context, but adjacent to allotment gardens (to act as later overspill for cemetery) and playing fields used by Malvern College  
- **Nature**: Grass, some trees and shrubs  
- **Context**: Adjacent to allotments and playing fields  
- **Facilities**: Mortuary, chapel, seats and paths etc  
- **Access**: Madresfield Rd  
- **Enclosure**: Fenced, with gated entrance  
- **Open space rpt ref**: none given  
- **Green linkages**: Adjacent playing fields and allotment gardens | - Open burial ground, with occasional trees, set in mown grass with gravestones  
- Quiet space for bereavement  
- Walls at front, fence and hedge elsewhere  
- Post war residential suburban context  
- Adjacent to other greenspaces  
- Views to high ground |
| **K4 Trinity Road Churchyard** | 0.8 | - **Location**: Urban fringe West end of Malvern Link  
- **Elements/features**: Enclosed and terraced Victorian church garden, with access paths, lawn, shrub borders and mature trees. The imposing architecture of the church, and the dramatic changes in level of the terraces make this space a local landmark, integrated with the other individual grassed spaces on the west side of Link Common  
- **Qualities**: Well maintained space, with of Malvern Link and Link Common. In Victorian broadly residential context, immediately but adjacent to allotment gardens (to act as later overspill for cemetery) and playing fields used by Malvern College  
- **Nature**: Grass, shrubs, trees  
- **Context**: historic church sited in front of busy traffic intersection  
- **Facilities**: none  
- **Access**: Path and steps  
- **Green linkages**: Link Common, the Hills | - Enclosed burial ground, with mature trees and shrubs on terraced sloping ground at urban fringe abutting hills  
- Walled boundaries  
- Victorian residential fringe context  
- Public access  
- Links to other greenspace |
| **K5 St Matthias’s Churchyard** | 1 | - **Location**: suburban Malvern  
- **Elements/features**: Access paths, lawn, shrub borders and mature yew trees  
- **Qualities**: Walled Victorian churchyard and burial ground  
- **Elements/features**: Access paths, lawn, shrub borders and mature yew trees  
- **Qualities**: Walled Victorian churchyard and burial ground  
- **Nature**: Large yew trees, shrubs and grass  
- **Context**: residential  
- **Facilities**: paths, seats  
- **Access**: off Church Road  
- **Open space rpt ref**: none given  
- **Green linkages**: none | - Semi-open burial ground, with mature trees, set in mown grass with gravestones  
- Quiet space  
- Walled boundaries  
- Post war residential suburban context  
- Public access |
<table>
<thead>
<tr>
<th>GREENSPACE TYPE/SITE</th>
<th>SIZE (Ha)</th>
<th>DESCRIPTION</th>
<th>KEY CHARACTERISTICS</th>
</tr>
</thead>
</table>
| K6 St Matthias's Cemetery | 1 | **Location:** suburban Malvern  
**Elements/features:** Access paths, lawn, leylandii trees  
**Qualities:** Enclosed cemetery extension  
**Nature:** Trees, shrubs and grass  
**Context:** residential  
**Facilities:** paths, seats  
**Access:** off Church Road  
**Open space rpt ref:** none given  
**Green linkages:** none | **Open burial ground, with occasional trees, set in mown grass with gravestones**  
**Quiet space**  
**Walled boundaries**  
**Post war residential suburban context** |
4.0 EVALUATION

4.1 General

4.1.1 This section presents the Study’s evaluation of Malvern’s landscape setting, approaches and urban greenspaces. The criteria on which the evaluation process is based are defined below in Sections 4.2 and 4.3.

4.2 Evaluation of Landscape Setting and Key Approaches

4.2.1 The sensitivity of Malvern’s landscape setting and its key approaches to built development and other major land use change(s) was assessed. Sensitivity relates to the ability of an area to absorb built development and other major land use change(s) without significant adverse effects on its character, or the functions it performs.

Landscape Setting Evaluation Criteria

4.2.2 The following factors influence the relative sensitivity of each of the landscape character areas that make up Malvern’s landscape setting:

(a) **Strength of character.** Positive key characteristics of an area (see Section 3.2), which are strongly represented.

(b) **Forming (or potential to form) a clear limit to unrestricted urban sprawl.** Areas which include a well-defined boundary to the edge of Malvern, in terms of physical landscape features, e.g. topography, treebelts, hedgerows, in a manner which is unambiguous and robust.

(c) **Safeguarding countryside from encroachment.** Significant areas of greenspace around the urban edge which help to protect the wider countryside from visual encroachment, and restrict development from extending into the landscape and countryside.

(d) **Preventing the merging of neighbouring and separate settlements.** Areas which form buffers or strategic or local gap between neighbourhoods or expanded villages to create a sense of separation and/or to emphasise local identity.

(e) **Preserving the urban setting.** Areas which contain features such as strong or characteristic boundaries, backdrops, open local and distant views from without and within.
Providing a recognised local visual amenity. Areas which have recognised positive visual amenity features/qualities, or provides notable viewing opportunities, including for strategic and distant views and attractive vistas.

Visual prominence/intervisibility. Areas which have or include visually prominent topography, e.g. ridgeline and/or are widely visible from adjoining landscapes and/or wider countryside.

Forming a strategic link between town and country. Areas which provide a strategic urban greenspace link through the urban fringe to the countryside, both physical and visual. This encompasses entities which could be considered as green links and corridors; vistas and viewing corridors; streams and rivers.

Heritage/Historic Landscape Character. Areas which retain vestiges of ancient settlement and land uses, e.g. ancient roads and pathways, earthworks, fortifications, field boundaries, ancient woodlands, coppice, buildings or monuments, and the likelihood of further substantial hidden remains.

Retains or enhances attractive landscapes near to where people live. Areas which contain woodland, open fields with views of the wider countryside, undulating topographies which offer backdrops, prospects and/or refuge.

Represents a secured ecological interest in the area. Areas which contain or include a variety of plant species and habitats to support a range of wildlife. Streams and wetland areas are included.

4.2.3 The degree of sensitivity of Malvern’s landscape setting was assessed as follows:

- Landscape character areas which accord with five or more of the criteria listed in 4.2.2 above have a high sensitivity
- Landscape character areas which accord with three or four of the criteria listed in 4.2.2 above have a moderate sensitivity
- Landscape character areas which accord with two or fewer of the criteria listed in 4.2.2 above have a lesser sensitivity.

4.2.4 It should be noted that the relative levels of sensitivity identified provide a pointer to issues that would need to be addressed in any policy or development control decisions affecting the town’s setting. There may be local variations in sensitivity within areas so it is anticipated further analysis would need to be carried out on decisions affecting specific sites. It also should be emphasised that the boundaries between character areas may represent areas of transitional sensitivity.
Key Approaches Evaluation Criteria

4.2.5 The following factors influence the relative sensitivity of Malvern’s road and rail approaches:

(a) Providing notable views which include strategic and distant views, vistas and framed views
(b) Providing “special” characteristics or recognised visual amenity features which include, topography, architectural, natural or vegetative features or structures
(c) Intrinsically linked to Malvern’s heritage which include historic road pattern, monuments, vernacular buildings
(d) Enhancing the sense of expectation which include features or landscapes which provide a clear sense of transition, arrival or departure, through thresholds, gateways and patterns in the landscape which provide enhance the journey from countryside to town and vice versa

4.2.6 The degree of sensitivity of Malvern’s key approaches were broadly assessed as follows:

- Key approaches which accord with all four evaluation criteria listed in 4.2.5 above have a high sensitivity.
- Key approaches which accord with two or three of the evaluation criteria listed in 4.2.5 above have a moderate sensitivity.
- Key approaches which accord with only one of the evaluation criteria listed in 4.2.5 above have a lesser sensitivity.

4.2.7 Matrix 1 below sets out the evaluation of the Town’s landscape setting and its key approaches. The findings of this evaluation are illustrated on Figure 4.
Matrix 1 - Evaluation of Landscape Setting and Approaches

<table>
<thead>
<tr>
<th>LANDSCAPE CHARACTER AREA</th>
<th>EVALUATION</th>
<th>SENSITIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. MALVERN HILLS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Character:</td>
<td>Strong spatial identity created by the imposing ridge of steeply sloping hills and peaks above the town, forming a prominent backdrop. Steep gradients and open natural landscape contrasts with other areas. Unspoilt character.</td>
<td>HIGH (accords with 10 evaluation criteria, i.e. - a, b, c, e, f, g, h, i, j, k)</td>
</tr>
<tr>
<td>(b) Urban sprawl:</td>
<td>Hills are a natural physical barrier to westward development. Also a strong wooded fringe on the lower hillslopes has remained largely unchanged for over a century.</td>
<td></td>
</tr>
<tr>
<td>(c) Encroachment:</td>
<td>Hills and commons protect wider countryside west of Malvern.</td>
<td></td>
</tr>
<tr>
<td>(d) Preventing the merging of settlements:</td>
<td>Partially separates West and North Malvern from Great Malvern.</td>
<td></td>
</tr>
<tr>
<td>(e) Urban setting:</td>
<td>Very distinctive backdrop of sloping heath and woodland to edge of settlement.</td>
<td></td>
</tr>
<tr>
<td>(f) Visual amenity:</td>
<td>Hills are very important visual feature. Specific sites which constitute visual amenity include the Worcestershire Beacon, Shire Ditch, Lady Howard de Walden Drive, Wyche Cutting. Important strategic views from spine bridleway route of the town and the wider countryside.</td>
<td></td>
</tr>
<tr>
<td>(g) Visual prominence/intervisibility:</td>
<td>Steep hills/peaks and prominent ridgelines are widely visible from surrounding lowland countryside and from Malvern.</td>
<td></td>
</tr>
<tr>
<td>(h) Strategic links:</td>
<td>Merges with urban greenspace on west side of Malvern, via Rosebank Gardens, Malvern Common, Link Common, Trinity Churchyard to link town and country.</td>
<td></td>
</tr>
<tr>
<td>(i) Heritage/Historic landscape:</td>
<td>Ancient roads and pathways, earthworks, fortifications and monuments of special archaeological value and industrial remnants from last century. Heathland with ancient fields.</td>
<td></td>
</tr>
<tr>
<td>(j) Attractive landscapes near housing:</td>
<td>Heathland and high open ground, close to Malvern and suburban villages.</td>
<td></td>
</tr>
<tr>
<td>(k) Ecological interest:</td>
<td>Heathland and woodland habitats merge with watercourses to support a broad range of wildlife, connecting with other ecological spaces and features of the town, including wetland areas (Malvern Common). Valuable source of biodiversity, bringing wildlife to the edge of the town.</td>
<td></td>
</tr>
<tr>
<td><strong>2. UPPER COLWALL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) Character:</td>
<td>Setting for smaller settlements west of the Worcestershire Beacon. Strong spatial identity derived from ridges, sloping topography and woodland. Smaller scale field pattern in contrast with low lying land. Distinctive historic linear settlement pattern provides strong sense of place.</td>
<td></td>
</tr>
<tr>
<td>(b) Urban sprawl:</td>
<td>Woodland or strong hedgerowed field boundaries limit expansion of West Malvern, Upper Colwall and Upper Wyche.</td>
<td></td>
</tr>
<tr>
<td>(c) Encroachment:</td>
<td>The character area retains woodland and open space which buffer the wider countryside and help to limit the expansion of its small settlements.</td>
<td></td>
</tr>
<tr>
<td>(d) Preventing the merging of settlements:</td>
<td>Wyche cutting greenspace separates Upper Colwall from Upper Wyche; Park Wood on the B4232 separates Upper Colwall from the distinctive settlement of West Malvern.</td>
<td></td>
</tr>
<tr>
<td>(e) Urban setting:</td>
<td>Wooded backdrop contributes to edge of settlement; quarry landscapes create dramatic setting.</td>
<td></td>
</tr>
<tr>
<td>(g) Visual prominence/intervisibility:</td>
<td>The area is widely visible from the adjacent Malvern Hills. However, woodlands/intervening topography limit its visual prominence/visibility from other character areas and the wider countryside.</td>
<td></td>
</tr>
<tr>
<td>(h) Strategic links:</td>
<td>Links to wider countryside are mostly of local significance.</td>
<td></td>
</tr>
<tr>
<td>(i) Heritage/Historic landscape character:</td>
<td>Victorian/Edwardian architecture of settlements and roadside houses, with some older individual farm buildings. Ancient woodlands and historic small scale field patterns.</td>
<td></td>
</tr>
<tr>
<td>(j) Attractive landscapes near housing:</td>
<td>Attractive woodlands, small hedgerowed fields close to Upper Colwall, West Malvern.</td>
<td></td>
</tr>
<tr>
<td>(k) Ecological interest:</td>
<td>Remnant industrial landscape elements provide niche environments which promote local biodiversity, woodland habitats.</td>
<td></td>
</tr>
<tr>
<td>LANDSCAPE CHARACTER AREA</td>
<td>EVALUATION</td>
<td>SENSITIVITY</td>
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<tr>
<td><strong>3. ALFRICK WEST MALVERN</strong></td>
<td></td>
<td>HIGH (accords with 9 evaluation criteria, i.e. - a, b, c, e, f, h, i, j, k)</td>
</tr>
<tr>
<td>(a) Character:</td>
<td>Associated with North and West Malvern. Steeply undulating wooded topography with varied views of the setting of Malvern seen from North.</td>
<td></td>
</tr>
<tr>
<td>(b) Urban Sprawl:</td>
<td>Woodland, hedgerows, steep hillslopes form identifiable boundaries that can contain further urban development.</td>
<td></td>
</tr>
<tr>
<td>(c) Encroachment:</td>
<td>Due to few buildings and no settlements within it, the character area functions as an effective buffer to any possible encroachment on the wider countryside.</td>
<td></td>
</tr>
<tr>
<td>(d) Preventing the merging of settlements:</td>
<td>No contribution made.</td>
<td></td>
</tr>
<tr>
<td>(e) Urban setting:</td>
<td>Forms an important contrast between the loose settlement pattern and their wooded/pastoral setting.</td>
<td></td>
</tr>
<tr>
<td>(f) Visual amenity:</td>
<td>Woods, springs, hills, coppice, with occasional buildings.</td>
<td></td>
</tr>
<tr>
<td>(g) Visual prominence/intervisibility:</td>
<td>Some visually prominent hillslopes/ridges, although not widely visible from surrounding landscape character areas.</td>
<td></td>
</tr>
<tr>
<td>(h) Heritage/Historic landscape character:</td>
<td>Vernacular of older individual farm buildings, ancient woodland and coppice; well heads; ancient footpaths.</td>
<td></td>
</tr>
<tr>
<td>(i) Strategic links:</td>
<td>Incorporates Worcestershire Way footpath amongst other routes.</td>
<td></td>
</tr>
<tr>
<td>(j) Attractive landscapes near housing:</td>
<td>Attractive wooded slopes and ridges, providing open and closed natural environments adjacent to North and West Malvern.</td>
<td></td>
</tr>
<tr>
<td>(k) Ecological interest:</td>
<td>Important wooded slopes interspersed with open fields provide rich habitats.</td>
<td></td>
</tr>
<tr>
<td><strong>4. GUARLFORD</strong></td>
<td></td>
<td>HIGH (accords with 5 evaluation criteria, i.e. - c, d, f, g, h)</td>
</tr>
<tr>
<td>(a) Character:</td>
<td>Low lying flat, open agricultural land extending beyond Malvern’s east fringe, and incorporating Newland.</td>
<td></td>
</tr>
<tr>
<td>(b) Urban sprawl:</td>
<td>Newland Green and woods form threshold to Malvern from north east. Townsend Way forms a clear limit of development. However, poor quality edge associated with mediocre housing at Mayfield Road at Sherrards Green continuing to Pound Bank and Hall Green.</td>
<td></td>
</tr>
<tr>
<td>(c) Encroachment:</td>
<td>Commercial/retail complex screened by bunds on Townsend Way. Further expansion prevented by tree belts.</td>
<td></td>
</tr>
<tr>
<td>(d) Preventing the merging of settlements:</td>
<td>Newland separated from Malvern by established woodland, and Madresfield separated from Malvern by woodland/farmed landscape.</td>
<td></td>
</tr>
<tr>
<td>(e) Urban setting:</td>
<td>Flat open landscape with occasional hedges, not strongly distinctive.</td>
<td></td>
</tr>
<tr>
<td>(f) Visual amenity:</td>
<td>New tree belts on Townsend Way; Madresfield Road and associated moats and ponds; University Wood, Newland Green and woods and Newland Almshouses; Guarlford Road.</td>
<td></td>
</tr>
<tr>
<td>(g) Visual prominence/intervisibility:</td>
<td>Open flat landscape visible from Malvern Hills. Fairly intervisible within it.</td>
<td></td>
</tr>
<tr>
<td>(h) Strategic links:</td>
<td>Guarlford Road links to Hastings Pool and Barnards Green/Malvern Common, Townsend Way links to woods on Worcester Road.</td>
<td></td>
</tr>
<tr>
<td>(i) Heritage/Historic landscape character:</td>
<td>A few old farm buildings, and some ancient woodland.</td>
<td></td>
</tr>
<tr>
<td>(j) Attractive landscapes near housing:</td>
<td>Open, accessible landscape but lacking strong visual qualities.</td>
<td></td>
</tr>
<tr>
<td>(k) Ecological interest:</td>
<td>Predominantly arable fields, with occasional woodland, watercourses, tree belts, hedges and road verge.</td>
<td></td>
</tr>
<tr>
<td><strong>5. BLACKMORE</strong></td>
<td></td>
<td>MODERATE (accords with 4 evaluation criteria, i.e. - f, g, h, i)</td>
</tr>
<tr>
<td>(a) Character:</td>
<td>Mostly flatter, low lying, open ground, west of Malvern, includes non-agricultural uses. Abuts urban fringe at Poolbrook. Forms south edge of Guarlford Road.</td>
<td></td>
</tr>
<tr>
<td>(b) Urban sprawl:</td>
<td>Buffer to south east fringe (Poolbrook) where there are some hedgerowed field boundaries.</td>
<td></td>
</tr>
<tr>
<td>(c) Encroachment:</td>
<td>Includes some existing non-agricultural uses, including sewage treatment, camp sites (used and derelict).</td>
<td></td>
</tr>
<tr>
<td>(d) Preventing the merging of settlements:</td>
<td>Limited function.</td>
<td></td>
</tr>
<tr>
<td>(e) Urban setting:</td>
<td>Occasional woodland and hedged boundaries contribute to urban edge.</td>
<td></td>
</tr>
<tr>
<td>(f) Visual amenity:</td>
<td>Ox Hill, Blackmore Park and associated tree belts, watercourses.</td>
<td></td>
</tr>
<tr>
<td>(g) Visual prominence/intervisibility:</td>
<td>Widely visible from Malvern Hills. Within the area it is more intervisible in the north where there are fewer existing woodlands.</td>
<td></td>
</tr>
<tr>
<td>(h) Strategic links:</td>
<td>Guarlford Road and Malvern Common both link with Malvern.</td>
<td></td>
</tr>
<tr>
<td>(i) Heritage/Historic landscape character:</td>
<td>Blackmore Park.</td>
<td></td>
</tr>
<tr>
<td>(j) Attractive landscapes near housing:</td>
<td>Moderate quality of landscape.</td>
<td></td>
</tr>
<tr>
<td>(k) Ecological interest:</td>
<td>Watercourse, tree belts and Blackmore Park make some contribution.</td>
<td></td>
</tr>
<tr>
<td>LANDSCAPE CHARACTER AREA</td>
<td>EVALUATION</td>
<td>SENSITIVITY</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>----------------------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
</tbody>
</table>
| **6. BRANSFORD – OLD HILLS**                  | (a) Character: Open countryside with large agricultural fields on lower lying gently sloping ground abutting northern edge of Malvern. Includes extended settlement of Lower Howsell. Boundaries hedged with trees. Of moderate visual interest, but strong contrast with adjoining urban area.  
(b) Urban sprawl: Ragged edge comprising post-war housing development, with occasional older style houses; DERA complex (north) lies on the west boundary.  
(c) Encroachment: Containing some existing non-agricultural uses.  
(d) Preventing the merging of settlements: A wide gap of open countryside effectively separates Malvern from the settlement of Leigh Sinton to the north.  
(e) Urban setting: Open fields; naturalised appearance of former allotments site reflects countryside beyond and contributes to setting of urban edge; recreational/amenity space provides a buffer and offers potential for visual/ecological amenity.  
(f) Visual amenity: Whippets Brook and associated woods/hedges; allotment site.  
(g) Visual prominence/intervisibility: Moderate intervisibility.  
(h) Strategic links: St Peters Rd open space—DERA (North) – Dyson Perrins; railway land – Lower Howsell recreation ground - Jamaica Crescent open space; allotment site.  
(i) Heritage/Historic landscape character: Scattered Victorian/Edwardian housing.  
(j) Attractive landscapes near housing: Moderately attractive open countryside.  
(k) Ecological interest: Of lesser importance, with exception of Whippets Brook. | MODERATE (accords with 3 evaluation criteria, i.e. - d, e, h)  |
| **7. MALVERN COMMON AND THREE COUNTIES SHOWGROUND** | (a) Character: Scattered farmsteads, no settlement. Predominantly open sloping ground which levels out to east. Agricultural fields and non-agricultural uses, with a prominent woodland belt; defines the east and north sides of Malvern Wells. Incorporates linear roads (B4208; B4209).  
(b) Urban sprawl: Field boundaries, tracks, roads, railway lines partly define limits to Malvern Wells and Great Malvern, and for Hanley Swan.  
(c) Encroachment: Showground, golf course and camp sites with associated car parks and other infrastructure.  
(d) Preventing the merging of settlements: Limited function.  
(e) Urban setting: Malvern Common and footslopes of Malvern Hills in the west of the area make an important contribution.  
(f) Visual amenity: Views from the west; Blackmore Wood, Mere Brook, New Pool, Malvern Common (east), notable farm buildings.  
(g) Visual prominence/intervisibility: Widely visible from surrounding Malvern Hills. Moderately intervisible.  
(h) Strategic links: Via Malvern Common.  
(i) Heritage character/Historic landscape character: Settlements and roadside houses of Victorian/Edwardian architecture, some older individual farm buildings.  
(j) Attractive landscapes near housing: Sloping ground north and west of Malvern Wells, New Pool, Malvern Common (east)  
(k) Ecological interest: Mere Brook. Mixed use fields. | MODERATE (accords with 4 evaluation criteria, i.e. - e, f, h, i)  |

Note: The sensitivity ratings given are broad assessments for the whole of the landscape character areas. There may be local sensitivity variations within areas and transitional areas at the boundaries. See paragraph 4.2.4.
<table>
<thead>
<tr>
<th>KEY APPROACH</th>
<th>EVALUATION</th>
<th>SENSITIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. A449 WORCESTER ROAD</strong></td>
<td>(a) Notable views: Extensive views of the Hills and natural landscape setting from Malvern Link to Link Top; long view down Church Street from Belle Vue Terrace. &lt;br&gt; (b) Visual amenity features: Urban green of avenue and woodland at Newland and at Link Common; landmark of Holy Trinity Church at Link Top; manicured green at Belle Vue Island and Promenade Gardens; extensive view down Church Street; all contribute to containment of road corridor and sense of place. &lt;br&gt; (c) Heritage: Historic route from Worcester to Ledbury via Malvern; ancient common lands mark site of former Royal Forest (Malvern Chase) at Link Common; views of historic Priory Church and Abbey gateway; historic spring line traced by the road between Link Top and Belle Vue Terrace. &lt;br&gt; (d) Enhancing sense of expectation: Route starts at green character of Newlands; passes via Malvern Link to Link Common. The landmark church at Link Top marks change in direction. Follows the water line on approach to Town Centre, where slope makes houses on west side of road appear increasingly imposing. The historic civic buildings of Priory Church and the Abbey Hotel combine with the greenery of adjacent gardens and open spaces to emphasise sense of arrival.</td>
<td>HIGH (accords with all 4 evaluation criteria)</td>
</tr>
<tr>
<td><strong>2. A449 WELLS ROAD</strong></td>
<td>(a) Notable views: Dramatic views of Malvern and across Severn Valley seen from high ridge and descent from the Herefordshire Beacon; strategic views of perched houses at Wyche; open views across Malvern Common. &lt;br&gt; (b) Visual amenity features: Wooded slope contrasts with open views across wider landscape of Severn Valley; rural character of sheep-grazed verges between Malvern Wells and Lower Wyche; overhanging canopies enhance approach to Great Malvern; route terminates with a view of Priory Church and Abbey gateway. &lt;br&gt; (c) Heritage: Important historic route between Worcester and Ledbury, via Malvern; ancient common lands mark site of former Royal Forest (Malvern Chase) at Malvern Common; Church and Abbey emphasise historic nature of town centre. &lt;br&gt; (d) Sense of expectation: Descent from high ground evokes anticipation of arrival. Woodland belts shelter road until the visitor enters Town’s centre where buildings frame the view of the Priory Church and the Abbey Hotel.</td>
<td>HIGH (accords with all 4 evaluation criteria)</td>
</tr>
<tr>
<td><strong>3. A4104 MARLBANK ROAD</strong></td>
<td>(a) Notable views: Views from lowlands to Malvern and the backdrop of the Hills above; pastoral views of Little Malvern church. &lt;br&gt; (b) Visual amenity features: Open pastoral landscape; localised views of Little Malvern church in wooded setting. &lt;br&gt; (c) Heritage: Historic route from Upton to Ledbury, via Malvern; ancient common lands mark site of former Royal Forest (Malvern Chase); Little Malvern church site of early settlement of Benedictine monks. &lt;br&gt; (d) Enhancing sense of expectation: Dramatic views of the Malvern Hills. Clustered settlements at Wyche, and distinctive church provide incidental points of interest and expectation. Marlbank Road joins the Wells Road at Malvern Wells (see above).</td>
<td>HIGH (accords with all 4 evaluation criteria)</td>
</tr>
<tr>
<td><strong>4. B4211 GUALRFORD ROAD</strong></td>
<td>(a) Notable views: Framed long views of Worcestershire Beacon. &lt;br&gt; (b) Visual amenity features: Contained route sustained for 3 miles. Hastings Pool. &lt;br&gt; (c) Heritage: Historic approach to Malvern. &lt;br&gt; (d) Sense of expectation: Hedges provide a corridor enclosure for 3 miles; extensive views to Hills become framed by avenue of trees; hedge enclosure gives way to fringe residential, before arriving at Hastings Pool.</td>
<td>HIGH (accords with all 4 evaluation criteria)</td>
</tr>
<tr>
<td><strong>5. B4208 TOWNSEND WAY</strong></td>
<td>(a) Notable views: Some distant views of high ground. &lt;br&gt; (b) Visual amenity features: Few except for recently established treebelt (awaiting maturity). &lt;br&gt; (c) Heritage: None. &lt;br&gt; (d) Sense of expedition: Very limited.</td>
<td>LESSER (accords with 1 evaluation criterion, i.e. - a)</td>
</tr>
<tr>
<td><strong>6. B4209 HANLEY ROAD</strong></td>
<td>(a) Notable views: Distant views of high ground. &lt;br&gt; (b) Visual amenity features: None. &lt;br&gt; (c) Heritage: Historic approach to Malvern. &lt;br&gt; (d) Sense of expectation: Linear route sustains sense of expectation; screening woods open up new views.</td>
<td>MODERATE (accords with 3 evaluation criteria, i.e. - a, b, d)</td>
</tr>
<tr>
<td>KEY APPROACH</td>
<td>EVALUATION</td>
<td>SENSITIVITY</td>
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<tr>
<td>7. B4503 LEIGH</td>
<td>(a) Notable views: Views of high ground.</td>
<td>LESSER (accords with 1 criterion, i.e. - a)</td>
</tr>
<tr>
<td>SINTON ROAD</td>
<td>(b) Visual amenity features: Trinity Church.</td>
<td></td>
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<tr>
<td></td>
<td>(c) Heritage: None.</td>
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<tr>
<td></td>
<td>(d) Sense of expectation: Hedges restrict views; urban threshold of low quality; arrival at Link Top brings view of Link Common before joining A449.</td>
<td></td>
</tr>
<tr>
<td>8. RAILWAY LINE</td>
<td>(a) Notable views: Extensive views over Severn Valley seen on emerging from Colwall Tunnel; Malvern Common and south Malvern Fringe.</td>
<td>MODERATE accords with 3 evaluation criteria, i.e. - a, b, c)</td>
</tr>
<tr>
<td></td>
<td>(b) Visual amenity features: Wyche, Malvern Common, Malvern Station, Hayslan Fields.</td>
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<tr>
<td></td>
<td>(c) Heritage: Railway defines the limit of the original spa town.</td>
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<tr>
<td></td>
<td>(d) Sense of expectation: Dramatic sudden emergence from tunnel is obscured by alternate embankments and cuttings, although rewarded with glimpses of Wyche perched housing, Severn Valley, Malvern Common, Boys College; architecture of Malvern Station helps register a sense of arrival; Hayslan Fields suggestive of countryside; north side of Malvern has few positive aesthetic qualities.</td>
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</tbody>
</table>
4.3 Evaluation of Urban Greenspaces

_Urban Greenspace Evaluation Criteria_

4.3.1 There are a number of factors which govern the significance of Malvern’s urban greenspaces. Importance is judged on the degree to which a specific greenspace contributes to the following criteria:

(a) _Makes an important contribution to landscape and/or townscape character in terms of one or more of the following factors:_
   - visual distinctiveness and/or strong sense of place
   - strong historic townscape character
   - role as a localised buffer or gap, defining separation between the identity of individual communities or uses
   - provision of strategic views or the enhancement of local views
   - provision of a recognised local visual amenity in terms of special character, particularly if near to where people live
   - role in the mitigation of any identified detractive element, including derelict land or unsightly feature

(b) _Makes an important contribution to biodiversity_ in terms of intrinsic or potential habitat value and/or role as a corridor or stepping stone for wildlife

(c) _Makes an important contribution to informal recreation opportunities_ in terms of provision of opportunities for walking, picnicking, nature appreciation, kite flying, cycling, climbing and other recognised informal outdoor recreational pursuits or specialisms. Greenspace is also assessed in terms of provision of strategic physical access to other parts of Malvern and its context

_Degree of Contribution_

4.3.2 The relative importance of each greenspace is assessed on the basis of their contribution to Malvern, as follows:

- Greenspace defined as making a **Major Contribution** to Malvern accords with at least two of the criteria listed in 4.3.1 above.
- Greenspace defined as making a **Moderate Contribution** to Malvern accords with one of the criteria listed in 4.3.1 above. It may also make a partial, but not an important, contribution to either or both of the other two criteria.
• Greenspace defined as making a **Lesser Contribution** to Malvern does not fully accord with any of the criteria listed in 4.3.1 above. However, it may make a partial contribution in respect of some of the criteria.

4.3.3 Matrix 2 sets out the evaluation of the Town’s urban greenspaces. The findings of this evaluation are illustrated on Figure 5.
<table>
<thead>
<tr>
<th>Matrix 2 - Evaluation of Urban Greenspace - (Read in conjunction with paras. 4.3.1 and 4.3.2)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GREENSPACE TYPE/SITE</strong></td>
</tr>
</tbody>
</table>
| A1 Barnards Green Sports Ground | • Open character  
• Contrasts with surrounding built-up mixed area  
• Strategic views to high ground  
• Local greenspace buffer | (None identified) | (None identified) | MODERATE - accords with evaluation criteria (a). |
| A2 Dukes Meadow Playing Field | • Open character  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | (None identified) | • Use by local people for dog walking  
• Social gathering area | MODERATE - accords with evaluation criteria (c) only. |
| A3 Manor Park Sports Club | • Semi-open character  
• Contrasts with surrounding built-up residential area | (None identified) | (None identified) | LESSER - does not fully accord with any of the evaluation criteria. |
| A4 Richard Close Sports Ground | • Open character  
• Contrasts with surrounding built-up residential area | • Local stream at north edge  
• Use by dog walkers  
• Social gathering area | MODERATE - accords with evaluation criteria (c). |
| A5 North End Lane Cricket Ground | • Open character  
• Contrasts with surrounding built-up residential area  
• Some trees at edge of space | (None identified) | LESSER - does not fully accord with any of the evaluation criteria. |
| A6 Malvern BMX Track | • Open character  
• Contrasts with surrounding built-up residential area | (None identified) | Active informal recreation area | MODERATE - accords with evaluation criteria (c). |
| A7 Spring Lane open space (Malvern Rugby Club) | • Open character  
• Contrasts with surrounding built-up mixed use area | (None identified) | (None identified) | LESSER - does not fully accord with any of the evaluation criteria. |
| A8 Regency Road Cricket Ground | • Open character  
• Contrasts with surrounding built-up residential area  
• Watercourse and trees to north boundary provide wildlife corridor | (None identified) | MODERATE - accords with evaluation criteria (b). |
| A9 College Playing Fields | • Open character  
• Contrasts with surrounding built-up residential area  
• Strategic views to high ground  
• Local greenspace buffer | (None identified) | (None identified) | MODERATE - accords with evaluation criteria (a). |
| A10 Malvern Town Football Club | • Open character  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | (None identified) | • Use by local people for dog walking  
• Social gathering area  
• Access to countryside | MODERATE - accords with evaluation criteria (c). |
<table>
<thead>
<tr>
<th>GREENSPACE TYPE/SITE</th>
<th>(a) LANDSCAPE/TOWNSCAPE CONTRIBUTION</th>
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<th>OVERALL CONTRIBUTION TO MALVERN</th>
</tr>
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<tbody>
<tr>
<td>B WOODLAND</td>
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</tbody>
</table>
| B1 Assarts Road Woods | • Closed character, distinctive linear feature  
                       • Contrasts with surrounding built-up area  
                       • Local visual amenity  
                       • Link to surrounding countryside  
                       • Mixed age closely planted trees  
                       • Limited public access, although used by dog walkers | MODERATE - accords with evaluation criteria (a) only. |
| B2 Townsend Woods   | • Closed character, distinctive linear feature  
                       • Contrasts with surrounding built-up area  
                       • Mitigates commercial development  
                       • Local visual amenity  
                       • Link to surrounding countryside  
                       • Mixed age broadleaf woodland  
                       • Watercourse  
                       • Links to other green areas  
                       • Limited public access, although used by dog walkers | MAJOR - accords with evaluation criteria (a) and (b). |
| B3 Worcester Road Woods | • Closed character, distinctive feature  
                       • Contrasts with surrounding mixed use area  
                       • Mitigates commercial development  
                       • Local visual amenity  
                       • Mixed age broadleaf woodland  
                       • Links to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | MAJOR - accords with evaluation criteria (a) and (b). |
| B4 Spring Woods     | • Closed character, distinctive feature  
                       • Contrasts with surrounding mixed use area  
                       • Mitigates commercial development  
                       • Local visual amenity  
                       • Mixed age broadleaf woodland  
                       • Links to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | MAJOR - accords with evaluation criteria (a) and (b). |
| C SCHOOL CAMPUS     |                                     |                               |                                     |                                 |
| C1 Chase School     | • Open character  
                       • Contrasts with surrounding built-up mixed use area  
                       • Intervisibility to high ground  
                       • Watercourse on north side  
                       • Limited public access, although used by dog walkers  
                       • Limit to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | LESSER - does not fully accord with any of the evaluation criterion. |
| C2 Grove School     | • Open character  
                       • Contrasts with surrounding built-up residential area  
                       • Intervisibility to high ground  
                       • Watercourse on north side  
                       • Limited public access, although used by dog walkers  
                       • Limit to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | LESSER - does not fully accord with any of the evaluation criterion. |
| C3 St Josephs School | • Open character  
                       • Contrasts with surrounding built-up mixed use area  
                       • Intervisibility to high ground  
                       • Watercourse on north side  
                       • Limited public access, although used by dog walkers  
                       • Limit to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | LESSER - does not fully accord with any of the evaluation criterion. |
| C4 Somers Park School | • Open character  
                       • Contrasts with surrounding residential area  
                       • Intervisibility to high ground  
                       • Watercourse on north side  
                       • Limited public access, although used by dog walkers  
                       • Limit to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | LESSER - does not fully accord with any of the evaluation criterion. |
| C5 Dyson Perrins High School | • Open character  
                       • Contrasts with surrounding built-up residential area  
                       • Intervisibility to high ground  
                       • Watercourse on north side  
                       • Limited public access, although used by dog walkers  
                       • Limit to watercourse and other green areas  
                       • Limited public access, although used by dog walkers | LESSER - does not fully accord with any of the evaluation criterion. |
<table>
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</thead>
</table>
| **C6** The Firs/Malvern College Common | • Closed character  
• Local visual amenity  
• Historic sense of place  
• Enhances local identity  
• Integrates with Common and countryside  
• Intervisibility to high ground | • Native woodland/scrub and unimproved grassland | • Public access with connections to linking green  
• Used by dog walkers  
• Scope for interpretation  
• Links south of Town to open countryside | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| **C7** Malvern Boys College Grounds | • Mixed character  
• Strong walled enclosure and definition  
• Historic sense of place  
• Enhances Malvern’s identity  
• Known visual amenity  
• Contrasts with surrounding built-up residential area  
• Intervisibility to Severn Valley | • Mature trees and ornamental shrubs | (None identified) | MODERATE - accords with evaluation criteria (a). |
| **D** POCKET PARK | | | | |
| **D1** St Peters Road open space | • Open character  
• Contrasts with surrounding built-up mixed use area  
• Intervisibility to high ground | • Rough grass and native tree cover | • Use by local people for dog walking  
• Social gathering area | MODERATE - accords with evaluation criteria (c). |
| **D2** Jamaica Crescent Recreation Ground | • Open character  
• Some sense of place  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | • Adjacent to wooded area north | • Use by local people for dog walking  
• Social gathering area  
• Access to linking green | MODERATE - accords with evaluation criteria (c). |
| **D3** Greenfield Road Open Space | • Open character  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | • Rivulet | • Use by local people for dog walking  
• Social gathering area  
• Access to linking green | MODERATE - accords with evaluation criteria (c). |
| **D4** Lower Howsell Open Space | • Open character  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | (None identified) | • Use by local people for dog walking  
• Social gathering area  
• Access to linking green | MODERATE - accords with evaluation criteria (c). |
| **D5** Beauchamp Road Open Space | • Open character  
• Isolated greenspace  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | (None identified) | • Use by local people for dog walking  
• Social gathering area  
• Access to linking green | MODERATE - accords with evaluation criteria (c). |
| **D6** Welland Open Space | • Open character  
• Contrasts with surrounding residential area  
• Integrates with surrounding countryside | (None identified) | • Use by local people for dog walking  
• Social gathering area  
• Access to countryside | MODERATE - accords with evaluation criteria (c). |
| **D7** Malvern Wells Park | • Local visual amenity | (None identified) | • Use by local people for dog walking  
• Social gathering area | MODERATE - accords with evaluation criteria (c). |
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</tr>
</thead>
</table>
| E1 CIVIC PARKS AND GARDENS | • Strong, distinctive character  
• Historic sense of place  
• Enhances Malvern’s identity  
• Provides a spatial contrast with surrounding town centre  
• Rich visual amenity and setting for surrounding amenity uses | • Lake, pond and river, and non-native trees and shrubs  
• Interpretative facilities  
• Used for walking  
• Social gathering area  
• Access to linking green |  |
| E2 Priory Park |  |  |  | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| E3 Victoria Park | • Strong, distinctive character  
• Sense of place  
• Contrasts with surrounding built-up residential area  
• Intervisibility to high ground | • Ornamental trees and shrubs  
• Social gathering area |  |
| E4 Rosebank Gardens | • Strong, distinctive character  
• Historic sense of place  
• Enhances Malvern’s identity  
• Provides a spatial contrast with surrounding town centre  
• Provides strategic views  
• Rich visual amenity  
• Notable setting for adjacent town centre | • Dense non-native shrub areas and trees  
• Terracing provide niches for habitats  
• High hills adjacent  
• Interpretative feature  
• Social gathering place  
• Links Town and Hills | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| E4 Promenade Gardens | • Strong, distinctive character  
• Historic sense of place  
• Enhances Malvern’s identity  
• Provides a spatial contrast with surrounding town centre  
• Noted visual amenity  
• Notable setting for Hotel and Priory gateway | • Non-native trees and shrubs  
• Interpretative feature  
• Social gathering place  
• Links Town and Hills | MAJOR - accords with evaluation criteria (a) and (c). |
| F SEMI-NATURAL OPEN SPACE |  |  |  |  |
| F1 Hayslan Fields, with Sling Lane Field | • Distinctive open character  
• Sense of place  
• Contrasts with surrounding built-up mixed use area  
• Enhances local identity  
• Intervisibility to high ground | • Mature native trees, hedgerows network, long grass  
• Public rights of way  
• Scope for interpretation  
• Links east and west of Town  
• Access to linking green | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| F2 Lower Howsell Road former allotment site | • Distinctive open character  
• Sense of place  
• Contrasts with surrounding built-up residential area  
• Enhances local identity  
• Canopies screen urban edge  
• Intervisibility to high ground | • Native trees and scrub, long grass  
• Link for wildlife from the urban area to surrounding countryside  
• Public rights of way  
• Used by dog walkers  
• Scope for interpretation  
• Links north of Town to countryside  
• Access to linking green | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| F3 St Wulstans Nature Reserve | • Distinctive open character  
• Sense of place  
• Integrates with rural setting  
• Intervisibility to high ground | • Native trees, hedgerows, scrub, long grass  
• Improves edge of urban settlement  
• Public access with connections to linking green  
• Facilities for interpretation | MAJOR - accords with evaluation criteria (a), (b) and (c). |
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</tr>
</thead>
</table>
| F4 Malvern Common (west) | • Strong, distinctive character, mixed woodland with open areas  
• Buffer space separating Malvern from Wyche  
• Mitigates roads through and alongside  
• Historic sense of place  
• Enhances Malvern’s identity  
• Noted visual amenity  
• Integrates with rural setting  
• Intervisibility to Severn Valley  
• Links to other greenspaces | • Watercourses, ponds, heath, native trees and scrub  
• Strong links to adjacent Hills | • Public access with connections to linking green  
• Used by dog walkers  
• Scope for interpretation  
• Links southwest of Town to countryside  
• Links to Malvern Wells | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| F5 Malvern Common (east) | • Strong, distinctive open character  
• Buffer space, separating Barnards Green from Poolbrook  
• Contrasts with surrounding mixed uses  
• Historic sense of place  
• Enhances Malvern’s identity  
• Noted visual amenity  
• Integrates with rural setting  
• Intervisibility to high ground  
• Links to other greenspaces | • Watercourses and wetland, ponds, heath, native trees and scrub  
• Strong links to adjacent Hills | • Public access with connections to linking green  
• Used by dog walkers  
• Scope for interpretation  
• Links southeast of Town to countryside  
• Links to Malvern Wells | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| F6 Albert Road (north) | • Strong, distinctive open character with wooded edge  
• Contrasts with surrounding mixed uses  
• Buffer space  
• Sense of place  
• Local visual amenity  
• Some intervisibility to hills  
• Links to other greenspaces | • Native trees and hedgerows  
• Rough grass  
• Links to green spaces | • Public access with connections to linking green  
• Used by dog walkers  
• Scope for interpretation  
• Links across railway | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| F7 Link Common | • Strong, distinctive character  
• Contrasts with surrounding residential and commercial uses  
• Mixed open/wooded areas and assorted topography  
• Buffer space separating Malvern Link and Link Top from Malvern  
• Historic sense of place  
• Enhances Malvern’s identity  
• Known visual amenity  
• Intervisibility to hills  
• Links to other greenspaces | • Native trees and scrub  
• Rough grass  
• Links to green spaces | • Public access with connections to linking green  
• Used by dog walkers  
• Scope for interpretation  
• Links across railway and to Hills | MAJOR - accords with evaluation criteria (a), (b) and (c). |
<table>
<thead>
<tr>
<th>GREENSPACE</th>
<th>TYPE/SITE</th>
<th>(a) LANDSCAPE/TOWNSCAPE CONTRIBUTION</th>
<th>(b) BIODIVERSITY CONTRIBUTION</th>
<th>(c) INFORMAL RECREATION CONTRIBUTION</th>
<th>OVERALL CONTRIBUTION TO MALVERN</th>
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<tbody>
<tr>
<td>G</td>
<td>ALLOTMENTS</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>G1</td>
<td>Madresfield Allotments</td>
<td>• Distinctive character</td>
<td>(None identified)</td>
<td>• Local social focus</td>
<td>MODERATE - accords with evaluation criteria (a).</td>
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<tr>
<td>G2</td>
<td>Beauchamp Road Allotments</td>
<td>• Distinctive character</td>
<td>(None identified)</td>
<td>• Local social focus</td>
<td>MODERATE - accords with evaluation criteria (a).</td>
</tr>
<tr>
<td>G3</td>
<td>Goodwood Road Allotments</td>
<td>• Distinctive character</td>
<td>(None identified)</td>
<td>• Local social focus</td>
<td>MODERATE - accords with evaluation criteria (a).</td>
</tr>
<tr>
<td>H</td>
<td>AMENITY SPACE</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>H1</td>
<td>The Crescent</td>
<td>• Open character</td>
<td>(None identified)</td>
<td>• Used by dog walkers</td>
<td>MODERATE - accords with evaluation criteria (c).</td>
</tr>
<tr>
<td>H2</td>
<td>The Lees</td>
<td>• Sheltered character</td>
<td>(None identified)</td>
<td>• Used by dog walkers</td>
<td>MODERATE - accords with evaluation criteria (c).</td>
</tr>
<tr>
<td>H3</td>
<td>Malvern Station/Imperial Road Open Space</td>
<td>• Sheltered character</td>
<td>(None identified)</td>
<td>• Local gathering space</td>
<td>MODERATE - accords with evaluation criteria (a).</td>
</tr>
<tr>
<td>H4</td>
<td>Barnards Green Centre</td>
<td>• Sheltered character</td>
<td>(None identified)</td>
<td>• Local gathering space</td>
<td>MAJOR - accords with evaluation criteria (a) and (c).</td>
</tr>
<tr>
<td>H5</td>
<td>Belle Vue Island</td>
<td>• Sheltered character</td>
<td>(None identified)</td>
<td>• Local gathering space</td>
<td>MAJOR - accords with evaluation criteria (a) and (c).</td>
</tr>
<tr>
<td>H6</td>
<td>Townsend Way Open Space</td>
<td>• Open character</td>
<td>(None identified)</td>
<td>• Used by dog walkers</td>
<td>MODERATE - accords with evaluation criteria (c).</td>
</tr>
<tr>
<td>J</td>
<td>LINEAR SPACE</td>
<td></td>
<td></td>
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<tr>
<td>J1</td>
<td>Railway Lands from Colwall Tunnel to Malvern Common</td>
<td>• Filtered views</td>
<td>(None identified)</td>
<td>• Regenerative scrub</td>
<td>MODERATE - accords with evaluation criteria (b).</td>
</tr>
<tr>
<td>GREENSPACE TYPE/SITE</td>
<td>(a) LANDSCAPE/TOWNSCAPE CONTRIBUTION</td>
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<tr>
<td>J2 Railway Lands from Malvern Common to Malvern Station</td>
<td>• Local filtered views • Historic station • Defines extent of historic development</td>
<td>• Regenerative scrub • Wildlife corridor</td>
<td>(None identified)</td>
<td>MODERATE - accords with evaluation criteria (b).</td>
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</tr>
<tr>
<td>J3 Railway Lands from Malvern Station to Malvern Link Station</td>
<td>• Enclosed character • Occasional filtered views • Intermittent sense of place</td>
<td>• Regenerative scrub • Wildlife corridor</td>
<td>• Green space access under track</td>
<td>MODERATE - accords with evaluation criteria (b).</td>
<td></td>
</tr>
<tr>
<td>J4 Railway Lands from Malvern Link Station to Howsell</td>
<td>• Local filtered views</td>
<td>(None identified)</td>
<td>• Green space access across track</td>
<td>LESSER - does not accord with any of the evaluation criteria.</td>
<td></td>
</tr>
<tr>
<td>J5 Poolbrook Road</td>
<td>• Strong, semi-open character • Axial views • Historic sense of place • Enhances Malvern’s identity • Contrasts with built-up area • Visual green links</td>
<td>• Some mature avenue trees, rough grass</td>
<td>• Social meeting place • Used by dog walkers</td>
<td>MAJOR - accords with evaluation criteria (a) and (c).</td>
<td></td>
</tr>
<tr>
<td>J6 Guarlford Road, Barnards Green Road and associated Common Lands</td>
<td>• Strong, semi-open character • Axial views • Historic sense of place • Visual amenity • Enhances Malvern’s identity • Contrasts with built-up area • Visual green links</td>
<td>• Mature avenue trees, ancient hedgerows, water, rough grass</td>
<td>• Social meeting places • Used by dog walkers</td>
<td>MAJOR - accords with evaluation criteria (a), (b) and (c).</td>
<td></td>
</tr>
<tr>
<td>J7 Townsend Way</td>
<td>• Strong, semi-open character • Axial views • Historic sense of place • Enhances Malvern’s identity • Contrasts with built-up area • Visual green links</td>
<td>• Mature avenue trees, some native shrubs, hedgerows</td>
<td>(None identified)</td>
<td>MODERATE - accords with evaluation criteria (a).</td>
<td></td>
</tr>
<tr>
<td>J8 Newland</td>
<td>• Strong, semi-open character • Historic sense of place • Enhances Malvern’s identity • Contrasts with built-up area • Visual green links</td>
<td>• Mature avenue trees, hedgerows • Wildlife corridor to adjacent countryside</td>
<td>• Used by dog walkers</td>
<td>MAJOR - accords with evaluation criteria (a) and (b).</td>
<td></td>
</tr>
<tr>
<td>K CHURCHYARD/CEMETERY</td>
<td></td>
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<tr>
<td>K1 Malvern Wells Burial Ground</td>
<td>• Semi-open character • Sense of place • Historic walled boundaries • Contrasts with built-up area</td>
<td>(None identified)</td>
<td>• Place of bereavement</td>
<td>MODERATE - accords with evaluation criteria (a).</td>
<td></td>
</tr>
<tr>
<td>GREENSPACE TYPE/SITE</td>
<td>(a) LANDSCAPE/TOWNSCAPE CONTRIBUTION</td>
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</tbody>
</table>
| K2 Priory Churchyard and Burial Ground | • Strong, distinctive semi-open character  
• Historic sense of place  
• Enhances Malvern’s identity  
• Provides a spatial contrasts with surrounding town centre  
• Rich visual amenity  
• Setting for surrounding amenity uses | • Mature trees and shrubs  
• Niche environments for lichens etc | • Historic interpretation  
• Used for walking  
• Place of worship  
• Social gathering area  
• Access to linking green | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| K3 Great Malvern Cemetery | • Semi-open character  
• Sense of place  
• Integrates with adjacent open areas  
• Intervisibility to hills  
• Contrasts with built-up area | (None identified) | • Place of bereavement | MODERATE - accords with evaluation criteria (a). |
| K4 Trinity Road Churchyard | • Strong, distinctive enclosed character  
• Historic sense of place  
• Enhances Malvern Link’s identity  
• Integrates with adjacent green spaces  
• Rich visual amenity | • Mature trees and shrubs  
• Niche environments for lichens etc | • Historic interpretation  
• Used for walking  
• Access to linking green  
• Place of worship | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| K5 St Matthias’s Churchyard | • Strong, distinctive semi-open character  
• Historic sense of place  
• Enhances Malvern Link’s identity  
• Integrates with adjacent green spaces  
• Rich visual amenity | • Mature trees and shrubs  
• Niche environments for lichens etc | • Historic interpretation  
• Used for walking  
• Social gathering area  
• Place of worship | MAJOR - accords with evaluation criteria (a), (b) and (c). |
| K6 St Matthias’s Cemetery | • Open character  
• Sense of place  
• Contrasts with built-up area | (None identified) | • Place of bereavement | MODERATE - accords with evaluation criteria (a). |
5.0 CONCLUSIONS

5.1 General

5.1.1 This section summarises the key conclusions drawn from the Study (Section 5.2).

5.2 Conclusions

Sensitivity of Landscape Setting and Approaches to Malvern

5.2.1 The Study has confirmed that the countryside surrounding Malvern, in particular the Malvern Hills, provides an important backdrop, and has a major positive influence on the perceptions of visitors approaching the Town along the main road and rail access route corridors. At a finer grain of detail, the Study has demonstrated that the immediate landscape setting is particularly sensitive to visually intrusive forms of land use change.

5.2.2 The relative sensitivity of the open countryside surrounding the town and its key approaches was shown on Figure 4, and supporting justification was set out in Matrix 1 (see Section 4.2).

5.2.3 Within the Town’s setting, landscape character areas assessed as being of High Sensitivity include:

- Malvern Hills
- Upper Colwall
- Alfrick West Malvern
- Guarlford

5.2.4 Landscape character areas assessed as being of Moderate Sensitivity include:

- Blackmore
- Bransford - Old Hills
- Malvern Common and Three Counties Showground

5.2.5 No landscape character areas were assessed as being of Lesser Sensitivity within the Study area.
5.2.6 **Key approaches to the Town assessed as being of High Sensitivity** include:

- A4104 Marlbank Road
- A449 Worcester Road
- A449 Wells Road
- B4211 Guarlford Road

5.2.7 **Key approaches assessed as being of Moderate Sensitivity** include:

- Railway Line
- B4209 Hanley Road

5.2.8 **Key approaches assessed as being of Lesser Sensitivity** include:

- B4503 Leigh Sinton Road
- B4208 Townsend Way

**Benefits of Greenspaces for Malvern**

5.2.9 The Study has found that Malvern’s network of greenspaces are important for a number of reasons. The relative contribution of each identified greenspace to Malvern was shown on Figure 5, and supporting justification was set out in Matrix 2 (see Section 4.3).

5.2.10 **Urban greenspaces assessed as having a Major Contribution** in terms of landscape/townscape, biodiversity and informal recreation for Malvern include:

- B2 - Townsend Woods (woodland)
- B3 - Worcester Road Woods (woodland)
- B4 - Spring Woods (woodland)
- C6 - The Firs/Malvern College Common (School Campus)
- E1 - Priory Park (Civic Park/Garden)
- E3 - Rosebank Gardens (Civic Park/Garden)
- E4 - Promenade Gardens (Civic Parks/Garden)
- F1 - Hayslan Fields (Semi-Natural Open Space)
- F2 - Lower Howsell Road former Allotment Site (Semi-Natural Open Space)
• F3 - St Wulstans Nature Reserve ((Semi-Natural Open Space)
• F4 - Malvern Common (West) (Semi-Natural Open Space)
• F5 - Malvern Common (East) (Semi-Natural Open Space)
• F6 - Albert Road (North) (Semi-Natural Open Space)
• F7 - Link Common (Semi-Natural Open Space)
• H4 - Barnards Green Centre (Amenity Space)
• H5 - Belle Vue Island (Amenity Space)
• J5 - Poolbrook Road (Linear Space)
• J6 - Guarlford Road, Barnards Green Road and associated Common Lands (Linear Space)
• J8 - Newland (Linear Space)
• K2 - Priory Churchyard and Burial Ground (Churchyard/Cemetery)
• K4 - Trinity Road Churchyard (Churchyard/Cemetery)
• K5 - St Matthias’s Churchyard (Churchyard/Cemetery)

5.2.11 Urban greenspaces assessed as having a Moderate Contribution include:

• A1 - Barnard Green Sports Ground (Playing Fields)
• A2 - Dukes Meadow Playing Field
• A4 - Richard Close Sports Ground (Playing Fields)
• A6 - Malvern BMX Track (Playing Fields)
• A8 - Regency Road Cricket Ground (Playing Fields)
• A9 - Malvern College (Playing Fields)
• A10 - Malvern Town Football Club (Playing Fields)
• B1 - Assarts Road Woods (Woodland)
• C7 - Malvern Boys College Grounds (School Campus)
• D1 - St Peters Road Open Space (Pocket Park)
• D2 - Jamaica Crescent Recreation Ground (Pocket Park)
• D3 - Greenfield Road Open Space (Pocket Park)
• D4 - Lower Howsell Open Space (Pocket Park)
• D5 - Beauchamp Road Open Space (Pocket Park)
• D6 - Welland Open Space (Pocket Park)
• D7 - Malvern Wells Grounds (Pocket Park)
• E2 - Victoria Park (Civic Parks & Gardens)
• G1 - Madresfield Allotments (Allotments)
• G2 - Beauchamp Road Allotments (Allotments)
• G3 - Goodwood Road Allotments (Allotments)
• H1 - The Crescent (Amenity Space)
• H2 - The Lees (Amenity Space)
• H3 - Malvern Station/Imperial Road Open Space (Amenity Space)
• H6 - Townsend Way Open Space (Amenity Space)
• J1 - Railway Lands from Colwall Tunnel to Malvern Common (Linear Space)
• J2 - Railway Lands from Malvern Common to Malvern Station (Linear Space)
• J3 - Railway Lands from Malvern Station to Malvern Link Station (Linear Space)
• J7 - Townsend Way (Linear Space)
• K1 - Malvern Wells Burial Ground (Churchyard/Cemetery)
• K3 - Great Malvern Cemetery (Churchyard/Cemetery)
• K6 - St Matthias’s Cemetery (Churchyard/Cemetery)

5.2.12  **Urban greenspaces assessed as having a Lesser Contribution** include:

• A3 - Manor Park Sports Club (Playing Fields)
• A5 - North End Lane Cricket Ground (Playing Fields)
• A7 - Spring Lane Open Space/Malvern Rugby Club (Playing Fields)
• C1 - Chase School (School Campus)
• C2 - Grove School (School Campus)
• C3 - St Josepshs School (School Campus)
• C4 - Somers Park School (School Campus)
• C5 - Dyson Perrins High School (School Campus)
• J4 - Railway Lands North of Malvern Link Station (Linear Space)

5.2.13  It should be noted that the above greenspaces assessed as having a lesser contribution remain an important component of the wider greenspace structure or network of the Town, and many have potential for landscape, ecological and public access improvements.

5.2.14  In summary, the key functions and benefits that greenspaces contribute to Malvern include:

• **Townscape Character & Visual Amenity** - some greenspaces are essential to Malvern’s townscape character and sense of place, its setting and approaches, and to its visual, ecological and physical relationship with the wider countryside. They provide the structural framework of the town producing edges, focuses, nodes and corridors of
different size, scale and character. Malvern’s greenspaces define and compliment urban form, and provide opportunities to experience the historical and architectural elements of the town. They also help differentiate, integrate and buffer other types of land use activity.

- **Wildlife corridors** – some of the town’s greenspaces provide a network of habitats and corridors within the urban area for wildlife, bringing the countryside into the town. Maintaining, enhancing and, in some places, restoring important ecological links with existing habitats, and linking new created habitats where appropriate, is important for the long-term health of the urban environment. The key features with most potential as wildlife corridors for linking urban habitats to the wider countryside include watercourses (drains, ditches and streams), roadside and/or railway verges, and the networks provided by both large and small private gardens. Figure 6 highlights the main existing wildlife corridors that need to be protected and enhanced. These corridors, together with existing open spaces of wildlife interest, provide a framework within which opportunities for provision of new wildlife corridors as part of any larger redevelopment schemes within the town can be considered.

- **Access, Permeability and Public Open Space** – Malvern’s greenspaces provide attractive route corridors for physical access through the urban fabric of the town. These corridors range from minor pedestrian/cyclist links and areas of open public access, to through routes for road and railway users. Figure 6 highlights existing key recreational access linkages, and potential new linkages where these may be physically practicable. There may also be opportunities for new links in association with specific development proposals. Where sensitively designed and managed, Malvern’s greenspaces also provide an essential social function as meeting places and spaces for both formal and informal recreational use by the local community and visitors alike. As such, attractive and well-managed greenspaces and corridors are important in maintaining the town’s continued economic prosperity as a tourist attraction.

In conclusion, there is a clear need for the incorporation of strong Local Plan policies for the protection, and positive enhancement where appropriate, of Malvern’s greenspaces, both individually and cumulatively as part of a wider network. Recommendations for proposed amended/new open space and landscape policies are contained under separate cover.
BIBLIOGRAPHY AND FURTHER READING

Case study examples of greenspace evaluation projects for Plymouth City Council and Sefton Council (in Countryside Agency, English Heritage, English Nature & Environment Agency, Quality of Life Capital, March 2001)

Countryside Agency & Scottish Natural Heritage, Landscape Character Assessment Guidance for England and Scotland, April 2002


DTLR, Planning Policy Guidance Notes 3, 7, 9, 15, 17


Malvern Hills Conservation Area Plans

Malvern Hills Conservation Areas of Jurisdiction 1884 plan.


Malvern Hills District Council, Open Space Draft Report December 2000


Ordnance Survey (first issue) dated 1888, 1889, 1891 and 1905.


Town and Country Planning, ‘Sustainability, Biodiversity and Land Use Planning’, p210 July/August 2001

Worcestershire County Council : Shaping the New Worcestershire Supplementary Planning Guidance, Draft Landscape Character Assessment, May 1999


APPENDIX A

Existing Relevant Planning Policies

Worcestershire County Structure Plan

There are a number of Structure Plan policies that are of relevance to the protection and enhancement of Malvern’s greenspaces. These include:

WCSP Policy CTC.1: Landscape character
Proposals for development must demonstrate they are informed by, and sympathetic to, the landscape character of the area in which they are proposed to take place. Furthermore they should:

(i) be appropriate to and integrate with the areas landscape character
(ii) safeguard or strengthen the existing features and patterns that contribute to the landscape character and local distinctiveness of the area
(iii) relate to the sensitivity of the particular landscape and location

Development, or associated land use change or land management, which would adversely affect the landscape character of an area will not normally be allowed

WCSP Policy CTC.6: Green Spaces and Corridors
Both within and on the periphery of settlements the creation and conservation of green open spaces and green corridors, including watercourses, appropriate to the landscape character of the area will be encouraged. Where possible these should be continuous and linked to the open countryside in order to maximize their ecological, recreational and landscape potential. Green open spaces and corridors should be identified in District Local Plans as part of the Local Plan review process.

WCSP Policy SD.7: A Sequential Approach to the Location of Development
In the settlements covered by Policy SD.6 there will be a sequential approach to the location of all development in the following order:

(i) consideration of locations within the urban area on previously developed (brownfield) land which avoids damaging the quality of the environment
(ii) consideration of locations within the urban areas on Greenfield land which avoids damaging the quality if the environment
(iii) consideration of locations adjacent to the urban area outside the Green Belt and adjacent to the urban area in areas of Development Restraint
(iv) in exceptional circumstances, when all the options for locating development set out above, in sustainable locations, have been exhausted and where there exists a clear development need, consideration of locations adjacent to the urban area on land currently designated as Green Belt, where the purposes for which green Belts were designated would not be compromised.
WCSP Policy RST.12: Recreational Provision in Settlements

The creation and conservation of formal and informal open spaces (or networks of open spaces) in settlements, will be encouraged to meet regional and local recreational needs. Priority for active promotion will be given to:

(i) proposals to link open spaces in settlements to the wider countryside
(ii) areas with inadequate current provision
(iii) facilities catering for a wide range of user types, including joint uses
(iv) facilities that are accessible by other modes of transport, particularly public transport

District Planning authorities will determine the appropriate open space standards in the review of Local Plans

Malvern Hills Adopted Local Plan

There are a number of existing policies in the Adopted Local Plan that are of relevance to the protection and enhancement of Malvern’s greenspaces. These include:

Environmental Policy 11: Water Pollution Prevention
- prohibits development likely to harm local water course.

Housing Policy 1: land for new housing development
- allocates 3450 dwellings to the Malvern/Upton/Martley area (largely to be accommodated on brownfield/non-greenfield sites).

Housing Policy 19: residential development of large areas of land
- recognises the importance of landscape designations set out in the Local Plan

Conservation Policy 1: Preserving or enhancing Conservation Areas
- The Council proposes to undertake enhancement schemes for its Conservation Areas (subject to resources/possibly in partnership with other local interests) and pledges protection for significant tree specimens.

Conservation Policy 2: New Development in Conservation Areas
- The Council permits development, subject to certain conditions, including:
  - New buildings to follow the present building line
  - New building must preserve/enhance existing important open spaces.

Landscape Policy 1: Development outside settlement
- make use of existing buildings
- not to result in loss of best agricultural land
- not to create any visual intrusion or detract from landscape character.

Landscape Policy 2: Areas of Outstanding Natural Beauty
- Development in AONB generally resisted
- Must be sympathetic to landscape character

Landscape Policy 4: Agricultural land
- Proposals refused if agricultural land is versatile or quality grade
Landscape Policy 8 : Landscape standards
- Council requires highest possible standards
- Hard surface to be in keeping
- Any development proposals to be accompanied by landscape scheme

Landscape Policy 10 : Tree Preservation Orders
- The Council will use TPOs to protect trees and woodlands and will assess trees on the basis of visual importance in the landscape
- Condition
- Contribution to nature conservation

Landscape Policy 12 : Trees and Woodlands
- The Council will protect and enhance the above
- Will plant broadleaf species
- Encourage sensitive woodland management

Landscape Policy 13 : Landform and site capacity
- Development not permitted on sites too small to provide adequate access and parking
- Not acceptable on slopes less than 1:5

Landscape Policy 14 : Enhancement
- The Council will provide expert advice on the improvement of open space within the urban fringe
- Securing appropriate section 106 obligations where possible

Transport Policy 10 : Car Park design
- Secures high design standards for hard and soft landscape associated with car parking

Tourism Policy 3 : New hotel development in urban areas
- Encourages design which harmonises with its setting and landscape context

Recreation Policy 22 : Protection of playing fields and outdoor sports areas
- The Council will refuse developments which reduce the above provision (even for private concerns) unless it can be shown that:
  - Demand is reduced
  - A suitable replacement has been secured
  - There is no local under-provision

Recreation Policy 23 : Provision of new/improved sports/playing fields
- Will be approved where:
  * The site is the best accessible to population centre its intended to serve
  * Well related to transport network
  * Facilities will not adversely affect conservation areas/local amenities

Recreation Policy 24 : Recreational open space standards
- Establishes minimum standards (2.4 Ha/1000 people) for new development
- 0.2 Ha/1000 for play space
- 0.4 Ha/1000 for informal play
- 1.6 Ha/1000 for playing fields
Recreational Policy 25 : Recreational open space provision
  • Further minimum provision standards for developments

Recreational Policy 26 : Maintenance
  • Leaves the maintenance obligation for new open space with the developer

Recreational Policy 27 : Temporary recreational land and open space
  • Development not permitted if it results in irretrievable loss of that use and open space

Recreational Policy 28 : Protection of public open space and children’s play areas
  • Proposals resulting in loss of the above will be refused unless suitable alternative can be provided.

Recreational Policy 29 : Private open space
  • Proposals resulting in loss of the above refused if:
    * A loss of public amenity would occur
    * No provision for replacement of the open space amenity is made within the proposals

Recreational Policy 30 : Allotments
  • Safeguard unless alternative provision of equal or enhanced community benefit is to be made available

Nature Conservation Policy 4 : Wildlife corridors
  • Where identified by English Nature, the Worcestershire Wildlife Trust or Hereford Nature Trust and shown on the Local Plan, the importance (of wildlife corridors) will be taken into account as part of any development proposals.
  • Permission only granted if links are maintained or alternatives provided