

Dear Matt McConville

Application No: W/25/00596/OUT – email: matt.mcconville@malvern hills.gov.uk

Land At (OS 9140 3472) Tewkesbury Road Bredons Hardwick

Residential development for up to 500 homes with associated facilities

Kemerton Parish Council has already objected to the original application for 500 dwellings for the adjacent land to the south of this application, W/18/00771/OUT, which forms the first phase of the allocation of 1000 dwellings at Mitton in SWDPR 54. It did not object when W/18/00771/OUT was resubmitted as W/23/00682/OUT because by that time it had submitted its objections to the allocation SWDPR 54, in December 2022 in the Reg 19 Consultation on the SWDPR.

However since W/23/00682/OUT has not yet been determined, the Parish Council would like its objection to be noted for the same reasons as given for the W/25/00596/OUT, below.

Kemerton Parish Council objects to W/25/00596/OUT on the following grounds:

1. Until the allocation of SWDPR54 is confirmed by the inspector in the Examination in Public of the SWDPR, housing on either part of this site is contrary to the Bredon Parish Neighbourhood Plan.
2. The parish council is particularly concerned about the extra traffic generated by either, and, a fortiori, both, these applications along the C5, which links the villages of Bredon, Westmancote, Kemerton, Overbury, Conderton, and Beckford. This minor road already provides a rat-run from Tewkesbury to the A46 at Beckford whenever there is congestion at Junction 9 of the M5. This is particularly noticeable when there is an accident on the motorway with a resultant diversion. The C5 forms the main street of the latter four villages which all lie within the Cotswolds National Landscape and already suffer from considerable loss of amenity from through traffic.
3. The site lies within 2 miles of the Cotswolds National Landscape and certainly forms part of its setting. Kemerton Parish contains the highest point of Bredon Hill with its prominent Folly landmark and the Parish Council feels most strongly the need to protect the views from this much visited vantage point, as well as from a number of footpaths in the parish, ascending the south- west slopes of Bredon Hill.
4. In the Parish Council's earlier representations we stressed the need to provide protection for the ridge of high ground along the B4080 road so as to maintain the quality of the local landscape.

Since then, it has become apparent that there is also a need to provide a buffer to the east of this road to prevent disturbance to curlews nesting in the Avon Valley meadows lying on the western side. Kemerton Conservation Trust, a charity based in the village, has already submitted an objection explaining the international importance of this species for bird conservation.

Yours sincerely

Chairman: Cllr Lisa Croft
Kemerton Parish Council