



Malvern Wells Parish Council

www.malvernwells-pc.gov.uk

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5th September, 2019

Dear Bryony,

Consultation response on the proposed changes to the Malvern Wells Conservation Area Boundaries:

1. Malvern Wells Parish Council (MWPC) comments on the proposed conservation area boundary:

MWPC welcomes and raises no objection to all the proposed boundary changes and new inclusions, with the exception of the specific boundary changes affecting the Upper Welland Road between Kings Road and Chase Road areas, (namely the grazing land, houses, and fields bordering Upper Welland Road between Kings Road and Chase Road, and also the strip of land below Kings Road).

The Council feels that the Conservation Area appraisal has failed to prove the case for removal of this specific boundary from the Conservation Area, with regard to it being contrary to Historic England advice and guidance. MWPC believes that the current boundary has a strong case for retained inclusion, if a slightly wider interpretation were made of the guidance available especially that with regards to setting. Further, members agree with the reasons already articulated in the consultation response by parishioners of Upper Welland, but in particular: -

1. Identification of some under-appreciated special architectural and historic interest in the area (Kinley Cottage, Watery Lane, etc)
2. The contribution of the area to the street scene per the same reasons given in the CAA for including The Homestead on Assarts Road
3. The historic setting and value of the area as one of the southern gateways to Malvern Wells and the Hills, set narrowly as it is in context between Little Malvern CA and Malvern Wells CA, and allowing an important space between buildings and other heritage assets that contributes to the character and landscape of the area.
4. The area's contribution of historic views to, through and from the hills and other very close local heritage assets
5. The removal of extra protections afforded by CA status against threats of change, both unique and cumulative, which might erode the historic character and nature of the green corridor and open green spaces typical of this area and its' overall value to the cherished historic landscape, residents, and the many visitors to the area.

2. Comments on the draft character appraisal and management plan:

Part 1 CAA - thorough attention to detail apart from the noticeable absence of coverage for the area along (and either side of) Upper Welland Road from Kings Road down to Chase Road (and down Watery Lane), inclusion of which analysis and detail might have helped underscore the reviews conclusion to recommend removing it from Conservation Area status as one of the proposed boundary changes – or not.

Part 2 Management proposals - MWPC would like to see current AONB documents considered especially the Building Design Guide in the criteria against which new proposals are assessed (section 2.3).

Yours sincerely,

David Taverner

Clerk and Responsible Finance Officer

Bryony Taylor

Heritage Team, Planning & Infrastructure

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