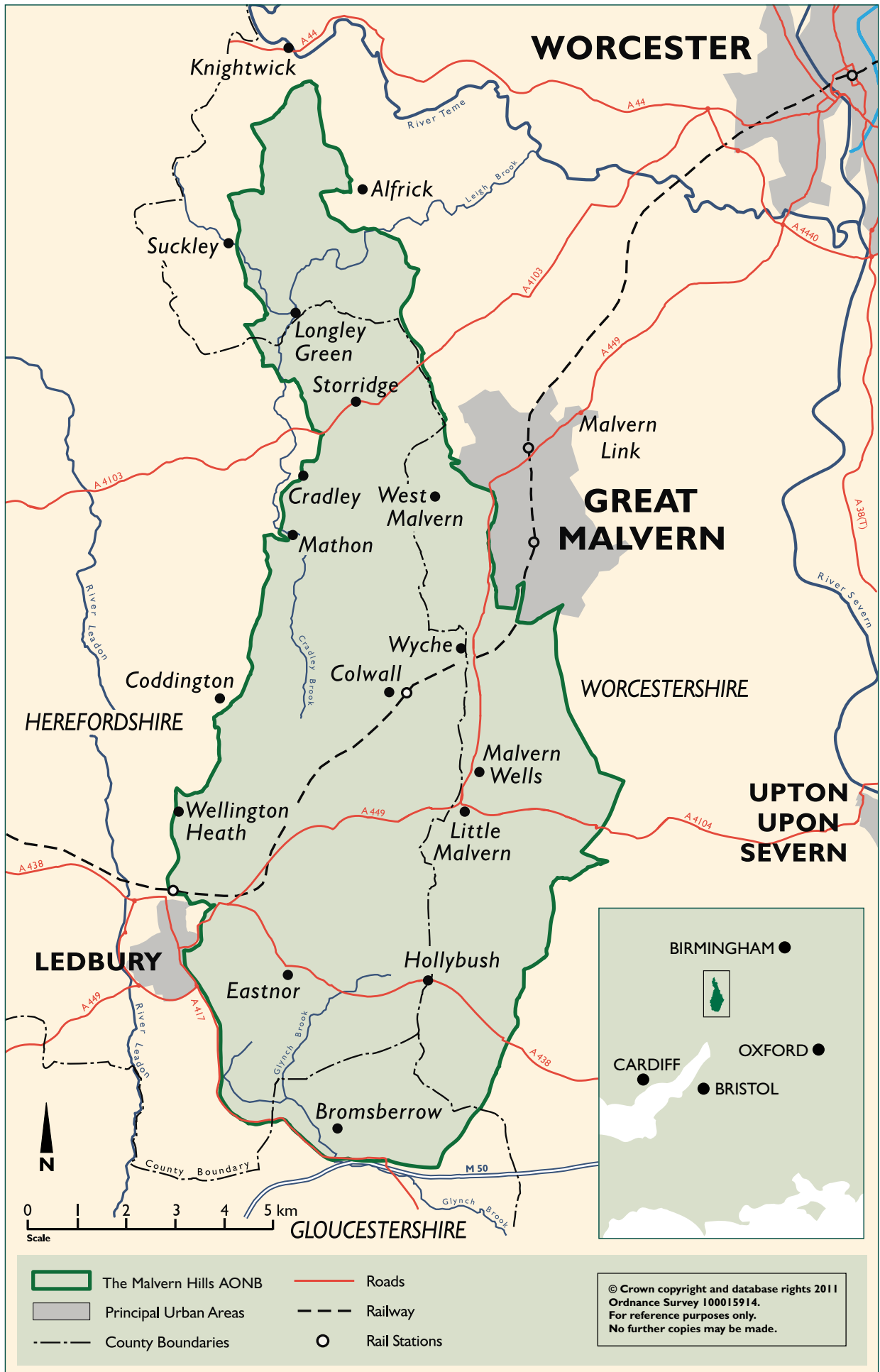


Malvern Hills Area of Outstanding Natural Beauty
Guidance on Identifying and
Grading Views and Viewpoints





Outline map of the Malvern Hills AONB

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View towards Bredon Hill from the Malvern Hills

Introduction

The Malvern Hills Area of Outstanding Natural Beauty (AONB) covers an area of 105 square kms, including the Malvern Hills themselves – a granite ridge of 22 hills running for eight miles from north to south. This ridge forms an island of high ground surrounded by lower lying land, most noticeably to the east. As a result, the Malvern Hills are clearly visible and easily recognisable from a considerable distance away.

The Malvern Hills constitute an iconic feature in the local and regional landscape. When people were asked what they particularly liked about the AONB in a visitor survey¹ 'the scenery and views' was the most popular response given. The importance of views in and around the Malvern Hills is fully recognised in the AONB Management Plan.

This guidance aims to help people identify and grade the importance of views and associated viewpoints in and around the Malvern Hills AONB, in particular, those that relate to the Malvern Hills themselves. It can be used to help make a judgement about how a proposed development or change in land use will alter views and, consequently, whether this change is likely to be acceptable.

This guidance is for any individual or organisation that has an interest in how future development and change may affect views in and around the Malvern Hills AONB. Particular target audiences include developers, local planning authorities and local communities.

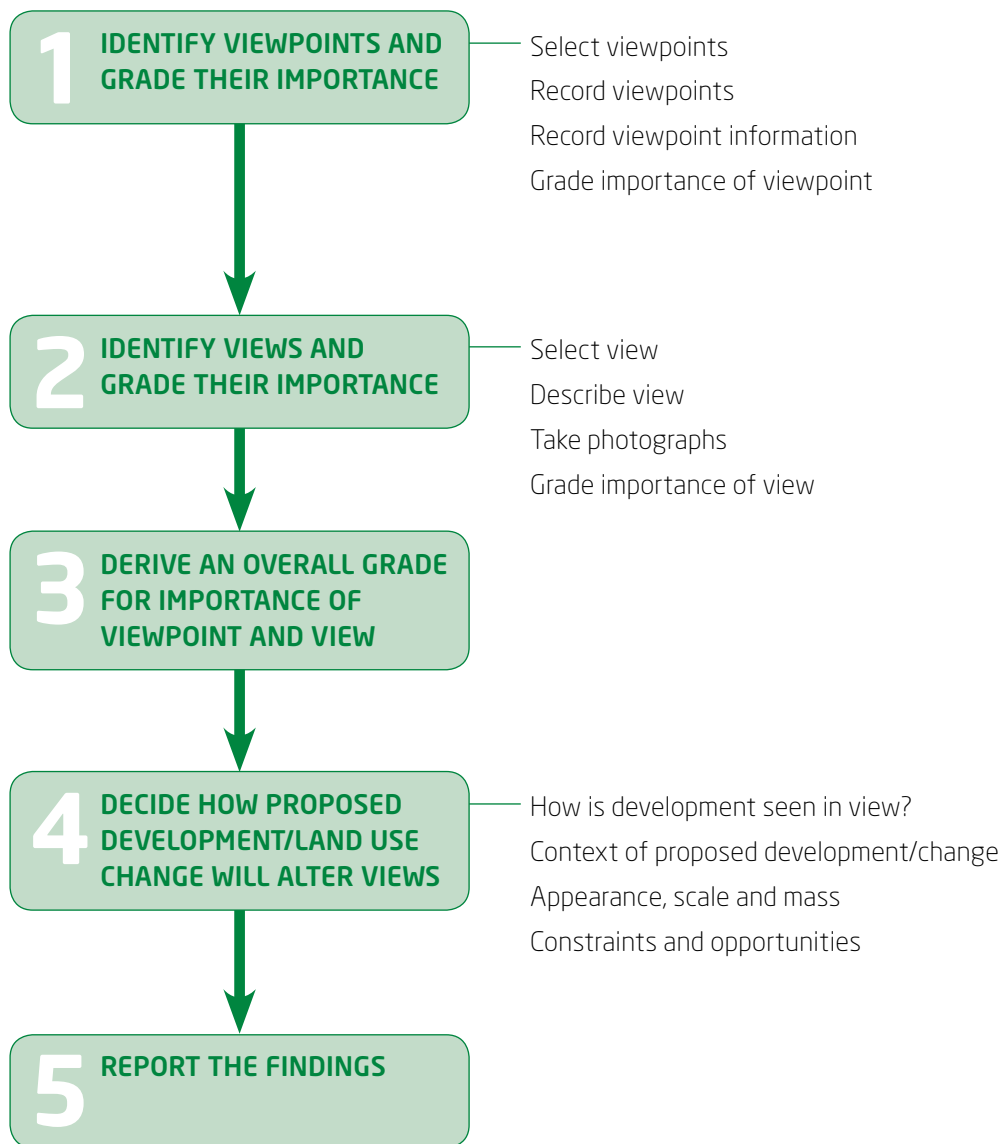
This guidance is non-technical and as such is different from technical assessments of views, such as 'Guidelines for Landscape and Visual Impact Assessment, Second Edition' (2002), (GLVIA), produced by the Landscape Institute and Institute of Environmental Management and Assessment.

The basis of this guidance is a study carried out in 2009 by Cooper Partnership Ltd, a firm of Chartered Landscape Architects, to identify and assess a selection of key views to and from the Malvern Hills. A sample of 50 key views were identified and assessed as part of this study, which can be viewed at www.malvernhillsaonb.org.uk

¹ Carried out by the Heart of England Tourist Board in 1999-2000.

An overview of the five-stage approach

There are five stages to identifying and grading viewpoints and views, as described in the flow chart below:



These five stages are described in further detail in the following sections of the guidance.



Eastnor Park from Midsummer Hill

Take a photograph; it may be helpful to annotate key features within the view, as shown on the example below.



Recording viewpoint information

Information about viewpoints should be recorded on a copy of the proforma provided in Appendix 5. Separate proformas are provided to relate to views towards the Malvern Hills, and those looking out from them. Copies of the proformas may be downloaded separately from www.malvernhillsaonb.org.uk/guidance.html

When completing proformas you should use a separate line for each new viewpoint, and complete all the specified information, for example:

- **Viewpoint:** identify with a name and unique reference number.
- **Location:** describe with reference to road, place name and geographical location such as village.
- **Type of viewpoint:** e.g. movement corridor, toposcope.
- **National Grid Reference:** standard six-figure reference.
- **Approximate distance to the Malvern Hills:** distance to the ridge of the hills in kilometres.
- **Direction of view:** use compass points.



Grading viewpoint importance

The importance of viewpoints should be graded in accordance with the table below, and recorded on the proforma in Appendix 5. Generally speaking, viewpoints that score highly against a number of criteria will be more significant than those which do not.

Table 1: Criteria for grading importance of viewpoint			
Viewpoint criteria	Exceptional	Special	Representative
Established viewpoints	Dedicated viewing area with interpretation signage, recorded on OS maps and in publications as having panoramic views; opportunity to take prolonged view (for example viewing beacons or toposcope); viewpoint of national importance.	Popular viewpoint with dedicated viewing area, where viewers may stop to take the view (for example seating area within town park or common land); viewpoint of regional importance.	Other viewpoints of the locality.
Historic viewpoints	Scheduled, historic site of national importance, either with a view of the Malvern Hills and prospect of surrounding landscape (for example certain hill forts, or publicly accessible scheduled monuments), or a notable view looking out from the hills themselves across the surrounding landscape.	Scheduled, historic site of regional importance that is publicly accessible.	Other, unscheduled historic sites of local importance.
Cultural heritage viewpoints	Cultural heritage site of national importance; for example, publicly accessible Grade I Registered Historic Parkland or Garden with designed view towards or from the Malvern Hills (for example tree lined avenue or dedicated seating/viewing area); or birthplace/home of nationally famous artist, author or poet whose work has been inspired by the locality.	Cultural heritage site of regional importance; for example, Conservation Area where street pattern affords vista towards or from the Malvern Hills; or place associated with locally famous poet, author or artist whose work has been inspired by the Malvern Hills.	Other cultural heritage site of local importance (for example unregistered historic park or garden); or sites not open to the public.
Movement corridor viewpoints	Where viewer has a unique and prolonged/unfolding view of the Malvern Hills from a main transport corridor, scenic holiday route or national cycle route; hills represent a way finding landmark; view is free from visual detractors (for example highway structures); or a prolonged/unfolding view from a route crossing the hills themselves.	Where viewer has the opportunity to appreciate the view; for example, approach road leading towards AONB, regional long distance footpath, or well used bridleway or footpath crossing the hills with tranquil and rural setting.	Other views from movement corridors, which are typical of the locality, or have fleeting view, are degraded by presence of urban/highway structures.
Other visitor designation viewpoints	Visitor designations of national importance (for example a National Trust site).	Visitor designations of regional importance.	Other visitor designations within the locality.
Designated landscape area or character type viewpoints	Designated and protected area of national importance (for example AONB, National Park); or highly valued and unique area of intact landscape character, quintessential to the identity of the area.	Designated and protected area of regional/district importance (for example SLA, AGLV); or valued area of intact landscape character that contributes to the enjoyment and identity of the area.	Other local designated areas (for example protected by countryside and open spaces policies); or area of typical landscape character, that may have suffered some degradation.

Stage 2: Identify views and grade their importance

Selecting a view

For the purposes of this guidance, a view is defined as the visible extent of a rural landscape or urban townscape, or combination of the two.

In views towards the Malvern Hills, this should include:

- the full extent of the visible spine of the hills; and
- the proposed development site/area of land use change and surrounding context.

The profile of the spine of the hills varies depending upon the direction from which it is viewed. Typical examples of how the hills may appear from different viewing directions are given in Appendix 3.

In views from the Malvern Hills, the 'relevant landscape' will include both the proposed development site and its context, so that the proposal's appearance and its place within its environment can be recognised and understood.

When considering the views themselves it is important to consider how the view would appear at night and whether or not the development would cause additional and/or unnecessary light spillage to the surrounding area. This is a particular consideration in 'dark', unlit landscapes.

Further guidance on how to interpret views is given in Appendix 1.

Describing the view

A description of each view should be included on the proforma in Appendix 5.

All the specified information should be completed, for example:

- **Description of view:** panoramic, elevated, glimpsed, open, oblique, framed (contained); essentially rural or urban; flattened perspective from elevated viewpoint; whether the view is part-framed by built development, landform or trees; seasonal change in view likely.
- **Where Malvern Hills seen in view (in views towards them):** whether Malvern Hills dominant on skyline or seen in context of other hills; whether just spine of hills and/or wider part of AONB is visible; whether hills represent a small or wide part of the view; whether full north-south length is visible or just the end group of hills; whether hills are seen as a silhouette on distant skyline beyond other hills, or form a strong skyline feature.
- **Key components of view:** for example, other parts of the AONB that are visible in the view; features that contribute to importance, distinctiveness and attractiveness of the view, iconic features (e.g. historic tower), containment, rural setting; detractors in view such as busy transport corridors, overhead powerlines, or large-scale or extensive development.
- **Perception/psychological experience of the view:** this will vary according to the individual observer but may include, for example, attracted to part or whole of view; sense of distant prospect; sense of tranquillity; desire to explore; 'wow' factor; other associations (e.g. wayfinder landmark to home/work).

Photographic recording of views

Ideally, the full width of the view should be recorded in a photograph or series of overlapping photographs. Best practice guidance (e.g. Landscape Institute Advice Note 01/11) still advises that a 50mm focal length lens be used when taking photographs, as this is the most comparable to the view seen by the average human eye. If possible an SLR camera (rather than digital compact camera) should be used to accurately capture and present the depth and field of the view.

Grading the importance of views towards the Malvern Hills

Views towards the Malvern Hills should be graded in accordance with Table 2 below and recorded on the proforma in Appendix 5.

Table 2: Criteria for grading importance of views towards the Malvern Hills			
View Criteria	Exceptional	Special	Representative
Characteristics of view	Malvern Hills form a dominant part of view and their whole silhouette is clearly visible and may be seen in context of wider AONB area; Malvern Hills are essential to the enjoyment of the view and make an impression on the viewer.	Malvern Hills are prominent on skyline and important to the enjoyment of the view; but view is not enhanced by its contextual setting (for example the presence of visual detractors such as pylons); or view is partly screened by intervening landform or vegetation cover.	Malvern Hills do not form main focus of view and are incidental to its enjoyment, or form part of distant skyline and are seen together with other hills; or are only glimpsed; or view noticeably degraded by visual detractors (for example urban and highway structures).

Grading the importance of views from the Malvern Hills

Views from the Malvern Hills should be graded in accordance with Table 3 below and recorded on the proforma in Appendix 5.

Table 3: Criteria for grading importance of views from the Malvern Hills			
View criteria	Exceptional	Special	Representative
Characteristics of view	Highly valued, unique, panoramic view or long distance view across intact and quintessential landscapes of Herefordshire, Worcestershire and/or Gloucestershire; allows for appreciation and understanding of wider surroundings of the AONB; does not replicate another view; allows the enjoyment of well known landmarks.	Panoramic or long distance view including dramatic scenery and skyline; allows appreciation of the more intimate setting of the AONB and the relationship of its landscape character types; may be comparable to other views.	Typical view, which may be replicated elsewhere; presence of visual detractors may degrade quality of view; narrow or glimpsed view.

Examples of exceptional, special and representative views are provided in Appendix 2.

Stage 3: Derive an overall grade for importance of viewpoint and view

Once the viewpoint and view have been graded, an overall level of importance can be determined by combining the importance of both the view and viewpoint, as set out in Table 4 below.

Table 4: Deriving an overall grade for importance of viewpoint and view

Viewpoint or view	Exceptional viewpoint	Special viewpoint	Representative viewpoint
Exceptional view	Exceptional	Special	Special
Special view	Special	Special	Representative
Representative view	Special	Representative	Representative

The results should be entered into the last column of the proformas used to describe and grade views (see Appendix 5).

Stage 4: Decide how proposed development or change in land use will alter views

Once you have graded the importance of the views and viewpoints, you need to consider how particular development proposals or changes in land use may alter the view towards or from the Malvern Hills/wider AONB. A view may be degraded or negatively altered by the proposal, or enhanced and positively altered. Illustrative examples of how a view may be altered are provided in Appendix 4.

Some of the key issues to consider are outlined below.

How is the development seen in the view?

- **Changes to existing view:** in assessing the change in view you should consider whether development may obstruct all or part of the view or impact on a relatively narrow part of the visible view.
- **Prominence:** an assessment would need to be made of the position of a development proposal in a key view. Generally, the closer it is to the viewpoint, the more likely it is that it would dominate the view to the detriment of longer distance views. In some cases the development may only be on the fringe of the view and therefore may be less prominent.

Context of proposed development/land use change

- **Landscape character:** assess whether the proposal is sympathetic or in-keeping with other elements in the view; for example, the horizontal and vertical scale of the landform, existing vegetation or development. Relevant information on landscape character is available in the 'Landscape Character Assessments' produced by local authorities and in the AONB Landscape Strategy. These assessments should be considered in parallel with a consideration of impacts on views.
- **Settlement pattern:** settlement pattern may be particularly important in relation to views from the Malvern Hills over the surrounding area. Information about settlement patterns is available through the documents referred to above.

Appearance, scale and mass of proposals

- **Scale and mass:** consider whether the scale and mass of the proposed development/land use change would significantly alter views and, if so, whether there is scope to reduce the scale of the design or alter its dimensions to reduce the impact. Will the proposal detract from how the Malvern Hills are seen on the skyline, for example?
- **Local vernacular:** where a local vernacular building style exists, the appearance of a new development may be more in keeping with its surrounds if it reflects existing styles in the development's design.
- **Materials:** inappropriate use of building materials can make a structure stand out in the views. The considered use of suitable materials for roofs and walls may help reduce its visual impact.

Constraints and opportunities

In drawing up proposals for new development or land use change it is essential to identify and take account of any existing constraints such as environmental or historic designations, or preservation of protected areas and features (e.g. Conservation Areas, Listed Buildings or Registered Historic Parks and Gardens). Such designations may constrain the scale, mass and appearance of the proposals.

Alternatively, the proposals may include opportunities to enhance views; for example through management and sensitive clearance of vegetation, reinstatement of former, or creation of new, designed vistas.

Planning policy designations can be obtained from relevant local authority websites. Websites such as www.magic.gov.uk identify ecological and historical designations.

In making a decision on planning applications for new development, the local authority will need to consider all of these issues in the context of existing planning policy at national and local level. Of particular importance will be the Local Development Frameworks that District and Unitary authorities prepare, and any supplementary guidance on landscape and environmental issues (e.g. landscape character appraisals).

Stage 5: Report the findings

If a developer or land manager has felt it would be helpful to identify views and viewpoints likely to be affected by their proposals using this non-technical guidance, the findings could be presented in a report or Design and Access Statement (with the completed proformas appended) that is submitted to support their planning application.

For large planning applications, a more formal and technical visual assessment may need to be undertaken using the Landscape Institute GLVIA methodology (see Introduction). This assessment should be submitted alongside the Design and Access Statement and the Planning Statement accompanying the application.

Major planning applications may require an Environmental Statement to be produced in accordance with the Environmental Impact Assessment (England and Wales) Regulation 1999 (amended 2008). In this instance a Landscape and Visual Impact Assessment will need to be undertaken following both the GLVIA and EIA best practice guidance.

In all cases, potential changes to, or impacts on, views would be clarified by the inclusion of maps showing the relationship of the selected viewpoints to both the Malvern Hills AONB and the proposed development/application site. Visualisations using simple photographs or computer generated photomontages may also be useful to illustrate views 'before' and 'after' development.

Local planning authorities may be happy to discuss the findings of the assessment with potential applicants before a planning application is submitted within the Malvern Hills AONB, or within its immediate surroundings.



Little Malvern Priory from Marlbank

Appendix 1: Interpreting views

The following issues should be considered:

Is the view:

- narrow, contained, wide or panoramic;
- open, filtered (by vegetation/development), framed, oblique or glimpsed;
- local, medium distance or distant;
- from an elevated position (higher lying land on ridge, elevated footbridge).

Character of the view:

- what is in the foreground, middle ground and background;
- essentially rural or urban;
- feature a distinctive vegetation pattern/settlement pattern/field pattern;
- well kept landscape, designed landscape, derelict landscape with a feel of neglect.

Are there dominant features in the view:

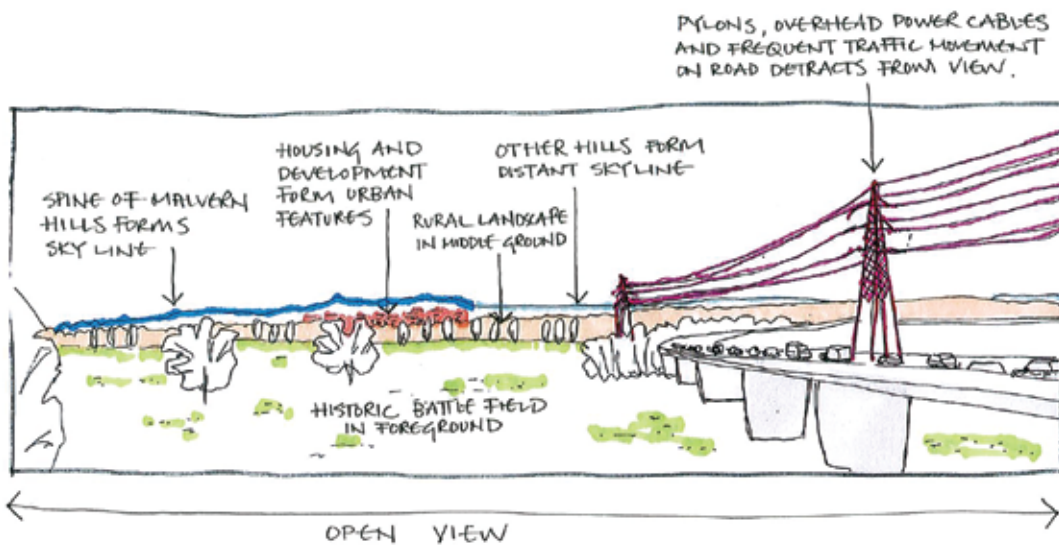
- on the skyline;
- settlements/development;
- major transport corridors;
- pylons and overhead power cables;
- designed features.

Malvern Hills:

- seen in whole (side or end elevation) or only partially seen;
- dominant on skyline or in context of other surrounding hills;
- peaks of hills seen on their own or in setting of wider AONB hinterland;
- represent only a small part of the view or a wider part of the view.

The following three illustrations provide examples of how views may be interpreted.

Interpreting an open view



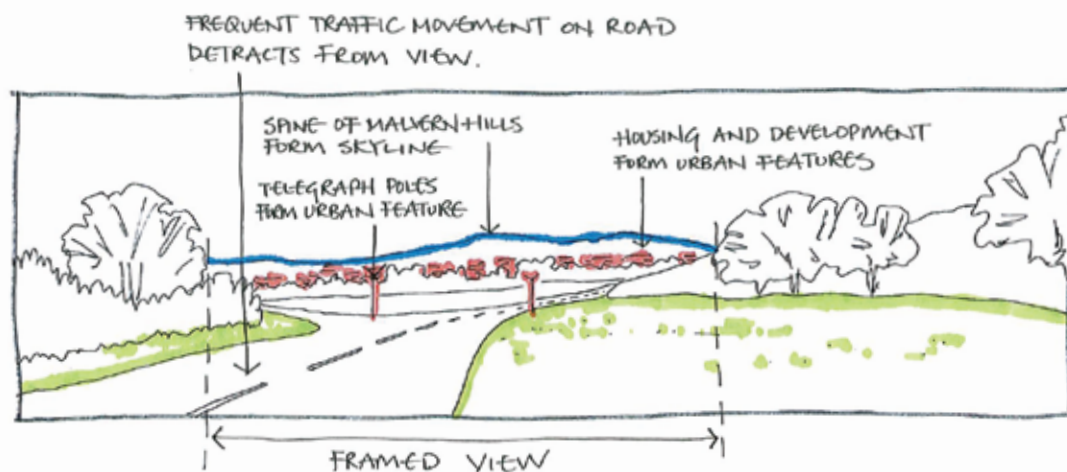
View from Ketch Viewpoint

Interpreting an open, panoramic view



View from Croome Park

Interpreting a framed view



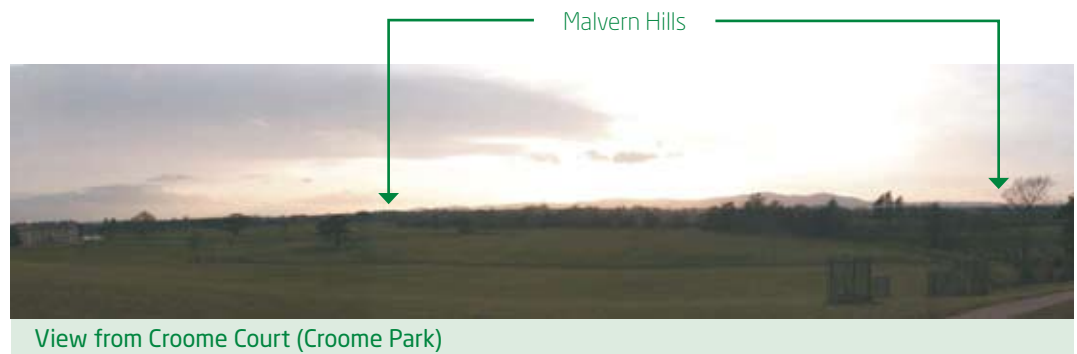
View from the Guarford Road

Appendix 2: Examples of exceptional, special and representative views and viewpoints

Example of an exceptional view and viewpoint

Table 5: Example of an exceptional view and viewpoint

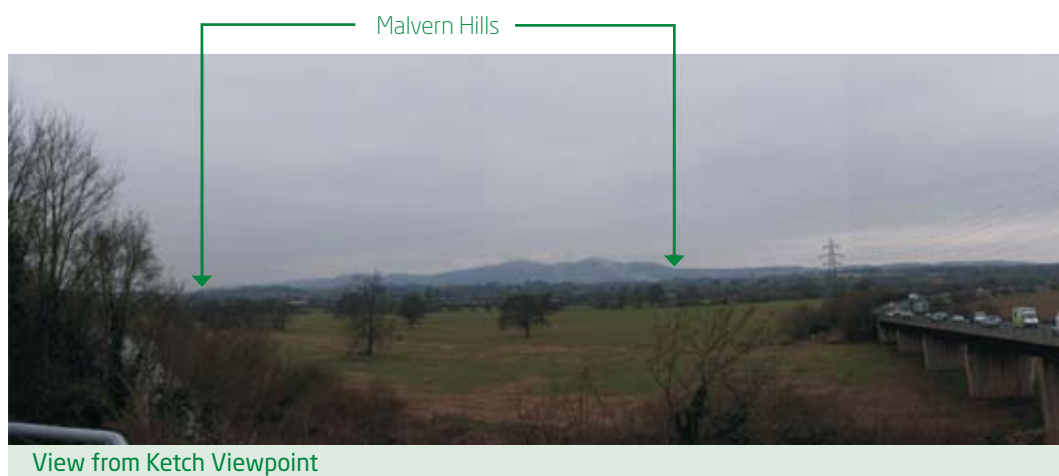
	Characteristics of view	Cultural heritage viewpoints	Other visitor designation viewpoints
Criteria for exceptional views	Malvern Hills form a dominant part of the view and their silhouette is clearly visible and may be seen in context of the wider AONB area; Malvern Hills essential to the enjoyment of the view and make an impression upon the viewer.	Cultural heritage site of national importance; for example, publicly accessible Grade I Registered Historic Parkland or Garden with designed view towards Malvern Hills (for example tree lined avenue or dedicated seating/viewing area); or birthplace/home of nationally famous artist, author or poet whose work has been inspired by Malvern Hills.	Visitor designations of national importance (for example a National Trust Site).
Why criteria met	View of full north to south axis of silhouette of the Malvern Hills central hill spine dominant and essential.	Registered Historic Parkland (Grade I) designed by Lancelot 'Capability' Brown (and others).	National Trust Property.



Example of a special view and viewpoint

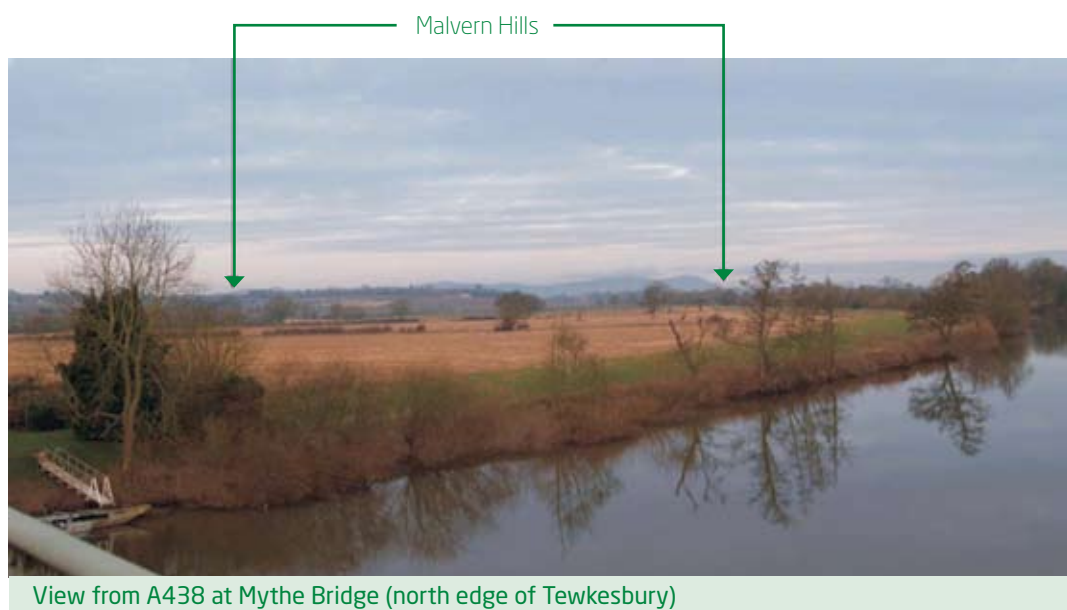
Table 6: Example of a special view and viewpoint

	Characteristics of view	Cultural heritage viewpoints	Other visitor designation viewpoints	Movement corridor viewpoint
Criteria for special views	Malvern Hills are prominent on the skyline and are important to the enjoyment of the view; but it is not enhanced by its contextual setting (for example the presence of visual detractors such as pylons); or view is being partly screened by intervening landform or vegetation cover.	Popular viewpoint with dedicated viewing area, where viewers may stop to take the view (for example seating area within town park or common land); viewpoint of regional importance.	Cultural heritage site of regional importance; for example, Conservation Area, where street pattern affords vista towards Malvern Hills, or place associated with locally famous poet, author or artist whose work has been inspired by Malvern Hills.	Where viewer has the opportunity to appreciate the view; for example, approach road leading towards AONB, regional long distance footpath, or well used bridleway with tranquil and rural setting.
Why criteria met	Prominent on skyline, but visual detractors in view.	Ketch Viewpoint.	Overlooks (unregistered) battlefield.	Also view from A38 and A4440 junction.



Example of a representative view and viewpoint

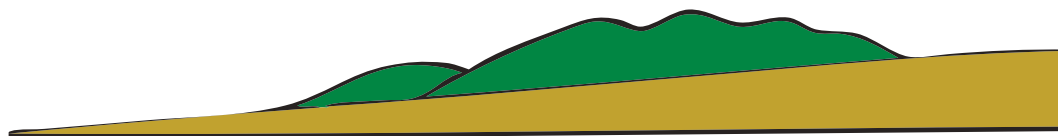
Table 7: Example of a representative view and viewpoint		
	Characteristics of view	Cultural heritage viewpoints
Criteria for exceptional views	Malvern Hills do not form the main focus of the view and are incidental to its enjoyment; or form part of distant skyline and are seen together with other hills; or are only glimpsed; or view noticeably degraded by visual detractors (for example urban and highway structures).	Other views from movement corridors, which are typical of the locality; or have fleeting view of Malvern Hills; are degraded by presence of urban/highway structures.
Why criteria met	Malvern Hills form distant skyline and not main focus of view.	Fleeting view.



Appendix 3: Typical profiles of the Malvern Hills

The silhouette of the 22 Malvern Hills creates a unique and highly characteristic profile, which varies according to the direction from which they are being viewed. How the silhouette is seen in the view should be described on the proforma.

Views from the North



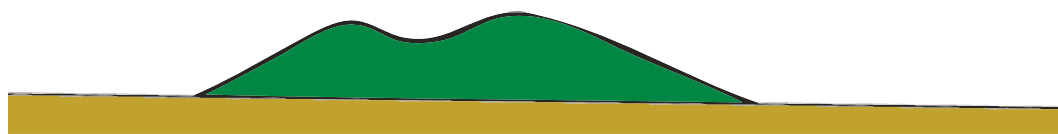
A relatively narrow, end-on profile where the three northern peaks (End Hill, Table Hill and North Hill) combine to create one solid profile, which is seen rising steeply from a relatively flat landscape. Worcestershire Beacon is often seen within and behind this grouping, and contributes to the mass of the silhouette (which is shown in dark green above, with yellow representing the surrounding lower lying land).

Views from the East



Perhaps the most well-known silhouette of the Malvern Hills, which some compare to the Ngong Hills in Kenya. In uninterrupted views, all 22 peaks are visible in a linear formation, and are seen rising above the Severn Floodplain.

Views from the South



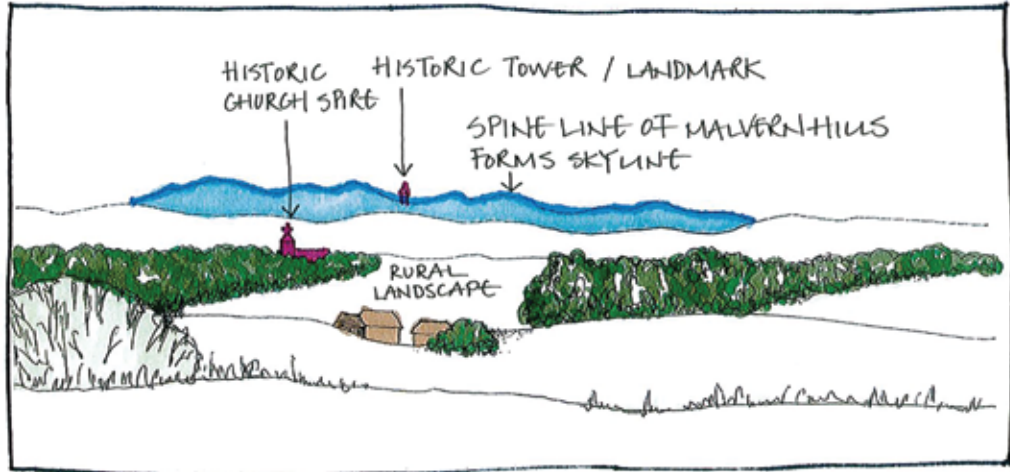
A narrow, end-on profile where the two highest peaks (Worcestershire Beacon and Herefordshire Beacon) align to form a distinctive, twin-peaked silhouette that rises steeply on the skyline. In some views from the South, other lower lying peaks may also be visible.

Views from the West

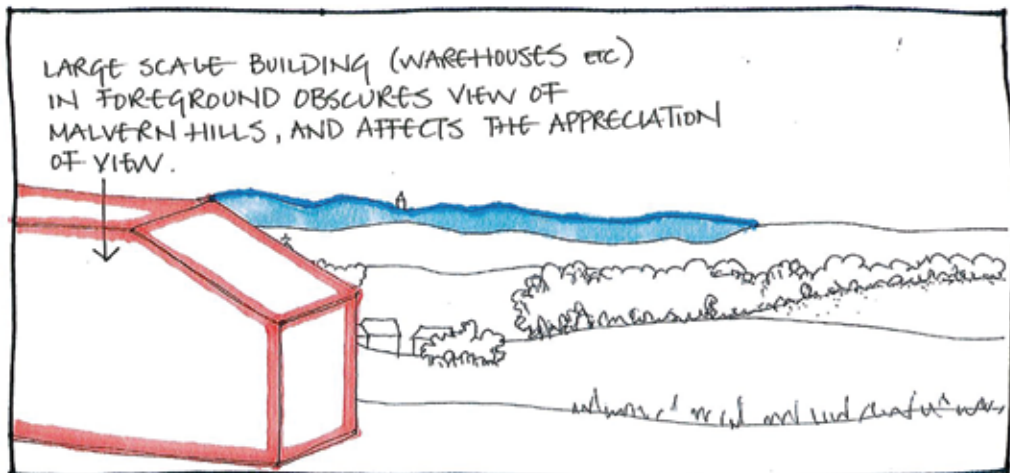


Views from the West show a linear silhouette of all 22 peaks which, from elevated viewpoints, can appear slightly flattened. Gentle undulations in the intervening landform often interrupt, and partly screen, the linear silhouette of the Malvern Hills.

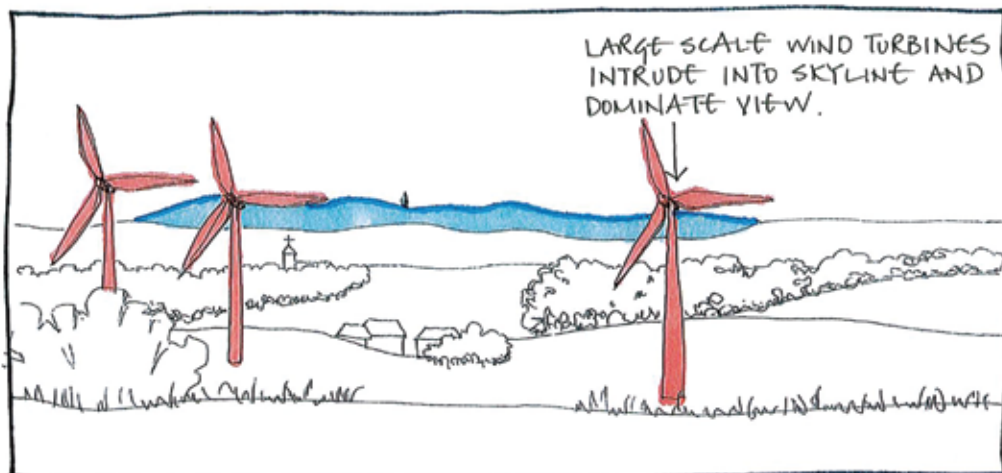
Appendix 4: Examples of how views may alter with development or land use change



EXISTING VIEW



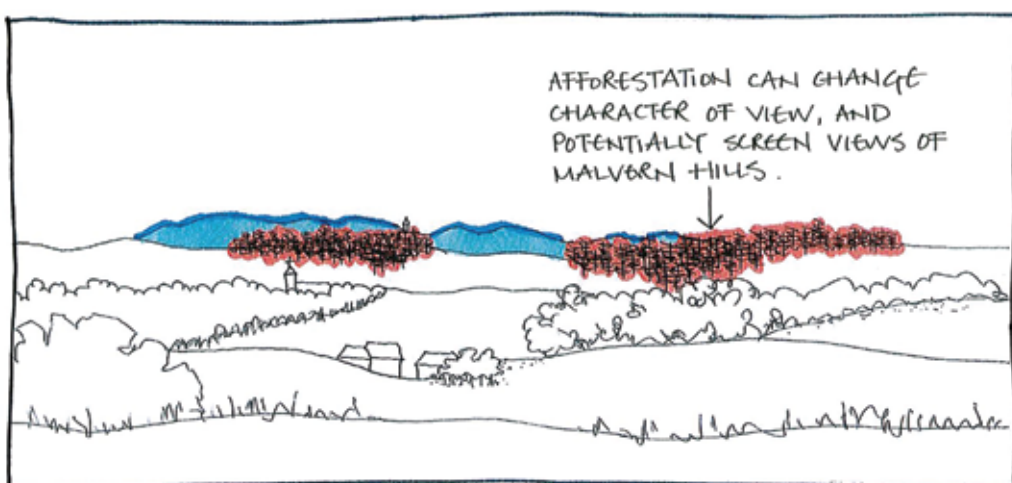
ADVERSE DEVELOPMENT / CHANGE IN LAND USE.



ADVERSE DEVELOPMENT / CHANGE IN LAND USE.



ADVERSE DEVELOPMENT / CHANGE IN LAND USE.



ADVERSE DEVELOPMENT / CHANGE IN LAND USE.



POSITIVE DEVELOPMENT PROPOSALS

Appendix 5: Proforma for recording views and viewpoints

This proforma may also be downloaded from www.malvernhillsaonb.org.uk

Proforma - Grading viewpoints and views looking towards the Malvern Hills												
Viewpoint name and number	Location and type of viewpoint	National Grid reference	Approximate distance to the Malvern Hills (km)	Direction of view	Description of view	Where Malvern Hills are seen in view	Key components of view	Psychological experience	Importance of view			
									View	Viewpoint	Overall	
1												
2												
3												
4												

Appendix 5: Proforma for recording views and viewpoints

This proforma may also be downloaded from www.malvernhillsaonb.org.uk

Proforma - Grading viewpoints and views from the Malvern Hills									
Viewpoint name and number	Location and type of viewpoint	National Grid reference	Direction of view	Description of view	Key components of view	Psychological experience	Importance of view		
							View	Viewpoint	Overall
1									
2									
3									
4									

Appendix 6: Example of completed proforma

Assessment of views towards Malvern Hills AONB

Viewpoint name & number	Location & type of viewpoint	National Grid reference	Approx. distance to Malvern Hills (km)	Direction of view	Description of view	Where Malvern Hills seen in view	Key components of view	Psychological experience	Importance of view		
									View	Viewpoint	Overall
29 Ronkswood Hill Meadows, Worcester. Recreational	Ronkswood Hill Meadows, Worcester. Recreational	S0872555	138km	SW	Panoramic view from highest point within park. Urban areas of Worcester seen spreading on the low lying River Severn vale in the midground, including view of Worcester Cathedral. MH central spine line and linear group of hills to the north form a grey silhouette on the skyline, as a backdrop to the city. Seasonal change likely in view towards the central spine. Night-time: the lit area of Worcester is prominent in the midground of the view.	Silhouette of MH central spine on skyline obscured or interrupted by intervening landform and urban elements. In most views, only northern group of hills from F to A can be seen as a continuous line. Ridge line of lower group of hills at the north part of the AONB seen on the skyline.	Urban area of Worcester is dominant in the view and MH provides a backdrop and context to the city.	Sense that Worcester is at the foot and enclosed by the MH.	S	S	S
30 Ketch Viewpoint	Ketch Viewpoint (A38 and A4440) junction south of Worcester. Established viewpoint, movement corridor (transport, footpath), cultural heritage (overlooks Battle of Worcester site).	S0863516	10.0km	SW	Panoramic (180°) view from dedicated viewing point to overlook historic battlefield (green fields in the foreground). Essentially rural view across flat River Severn floodplain seen in the fore/midground, urbanised by the busy A4440 road corridor, pylons and overhead power lines and views of urban areas of Great Malvern at the foot of Worcestershire Beacon and North Hill in the distance. Some seasonal change likely in the view. Night-time: traffic headlights intrusive in foreground of view.	Full length of N-S axis of MH central spine seen on the skyline. Northern section between the Wyche cutting and End Hill is most prominent, and houses on the hill slopes can be glimpsed. Linear spine line of the group of lower hills within the north part of the AONB glimpsed above the intervening landform.	Busy road, pylons and overhead power lines detract from the view.	Good view of the hills with context of River Severn in the lower foreground, which gives a sense of prospect towards the hills. Fast moving traffic on the roads (in front and behind the viewer) is uninviting.	S	S	S
31 Broadheath	Bridleway at Broadheath. Cultural heritage (near Elgar's birthplace), movement corridor (bridleway).	S0803555	9km	WSW	Open view across rural farmland landscape towards northern parts of the AONB. Small seasonal changes likely in view. Night-time: glimpses of light sources with housing on footslopes of hills.	End of profile of northern group of hills and Herefordshire Beacon behind seen as a dominant feature on the skyline. Housing along the foot of the hills can be glimpsed. Suckley Hills and Ravenhill Wood on the linear group of lower hills at the northern end of the AONB seen to the right of the main hills.	View of flat landscape of the Severn floodplain to the left and more undulating land to the right show MH in their landscape context.	Attraction to the tranquil and remote setting, the simplicity and strength of the MH seen in the view	E	S	S
32 Collins' Green viewpoint	Collins' Green viewpoint (on B4197). Established viewpoint (with parking interpretation signage), movement corridor (transport).	S0740573	11.0km	SE (centre of view)	Open, wide panoramic view from side of road across rural countryside. Far reaching views across flat, open landscape of the Severn and Avon Valleys to the left and centre of view. Grey silhouette of Breton Hill at the edge of the Cotswolds seen on the distant skyline at the centre of view. MH and more hilly landscape to its west and north seen in the right of view. Some seasonal change likely in view.	Although seen only in a part of the wide panoramic view, the characteristic, strong end of profile of the northern group of hills along the central spine (A to D) is dominant on the skyline. Views of peaks along the southern half of the spine line are obscured by the group of lower hills within the northern parts of the AONB which form the intermediate skyline in the right of the view. Glimpsed views of houses at West Malvern at the foot of End Hill.	The tranquil, rural setting contributes to the attractiveness of the view, and the contrast between the flat land to the east and hilly landscape to the west provides drama.	Attraction and desire to stop and take in the open and far reaching views. Silhouette of the MH is impressive and hilly landscape to the west is interesting.	S	E	S

Appendix 7: Glossary

Backdrop - The backdrop is the immediate background to a landmark or focus of the view. It is distinct from a background area that extends away from the foreground or middle ground into the distance.

Designed view - A view that is the product of a deliberate design, usually intended to create a particular effect, illustrate a particular aspect of a landscape, or focus on a particular feature or features in a landscape. Such a landscape and its features do not themselves have to be designed, but they may be.

Landform - Combinations of slope and elevation that produce the shape and form of the land.

Landmark - An object or feature of a landscape or town that is easily seen from a distance; or a building or feature of great importance or significance.

Landscape - Human perception of the land conditioned by knowledge and identity with a place.

Landscape character - The distinct and recognisable pattern of elements that occurs consistently in a particular type of landscape, and how this is perceived by people. It reflects particular combinations of geology, landform, soils, vegetation, land use and human settlement. It creates the particular sense of place of different areas of the landscape.

Landscape feature - A prominent eye-catching element, for example, wooded hilltop or church spire.

Land use - The primary use of the land, including both rural and urban activities.

Malvern Hills - The ridge of granite hills between and including North Hill (in the North) and Chase End Hill (in the South).

Perception (of landscape) - The psychology of seeing and possibly attaching value and/or meaning (to landscape).

Sense of place - The essential character and spirit of an area: genius loci literally means 'spirit of the place'.

Setting - An established concept that relates primarily to the surroundings in which a place is experienced – the definition of a setting of a place will normally be guided by the extent to which material change within it could affect (enhance or diminish) the place's significance.

Sky space - The open space around a feature that allows it to be seen clearly from an identified viewpoint.

View - That which can be seen in the range of vision, in this case relating to scenery.

Viewpoint - The point from which a view is observed or considered.

The following bodies provide financial support to the Malvern Hills AONB Partnership



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