

IDENTIFICATION OF KEY VIEWS TO AND FROM THE MALVERN HILLS
AREA OF OUTSTANDING NATURAL BEAUTY

**A Report prepared by Cooper Partnership for
The Malvern Hills AONB Partnership**

March 2009

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Table L1: Assessment of Views Towards Malvern Hills

Table L1: Assessment of Views Towards Malvern Hills AONB

TERMINOLOGY:

Malvern Hills:	Type of Viewpoint:	Number/Type of Users	Key Components of View e.g.
<p>22 peaks from north to south: A - End Hill 329m B - North Hill 397m C - Sugarloaf Hill 368m D - Worcestershire Beacon 425m E - Summer Hill 382m F - Perseverance Hill 325m G - Jubilee Hill 327m H - Pinnacle Hill 357m I - Black Hill (N) 308m (S) 270m J - Tinkers Hill 213m K - Herefordshire Beacon (British Camp) 338m L - Broad Down 291m M - Millennium Hill 327m N - Hangmans Hill 276m O - Swinyard Hill 272m P - Midsummer Hill 284m Q - Hollybush 242m R - Raggedstone Hill (E) 250m (W) 254m S - Chase End Hill 191m</p>	<p>• Established viewpoint (e.g. beacon, toposcope) • Designed viewpoint (e.g. in historic parkland/garden) • Historic • Cultural • Movement corridor (transport/footpath/recreational/ cycle trail) • Tourist destination • Recreational • Other (state)</p> <p>Landscape Character/Designation Abbreviations:</p> <p>AONB: Area of Outstanding National Beauty AGLV: Area of Great Landscape Value SLA: Special Landscape Area NCA: National Landscape Character Area PROW: Public Right of Way NCT: National Cycle Trail LDF: Long Distance Footpath CA: Conservation Area NT: National Trust CL: Conservators Land</p> <p>Distance from AONB:</p> <p>• Measured from spine of Malvern Hills</p>	<p>• Few, moderate, many • Vehicular, railway passenger, pedestrian, cyclist, equestrian • Proprietary interest</p> <p>Description of View e.g.</p> <p>• Panoramic, elevated, glimpsed, open, oblique, framed (contained) • Essentially rural or urban view • Flattened perspective from elevated viewpoint • Whether the view is part framed by built development, landform or trees • Seasonal change in view likely</p> <p>Where Malvern Hills Seen in View e.g.</p> <p>• Whether Malvern Hills dominant on skyline, or seen in context of other hills • Whether just spine of hills and/or wider part of AONB visible • Whether hills represent a small or wide part of the view • Whether full N-S length/axis visible in view, or just end group of hills • Whether hills are seen as a silhouette on distant skyline beyond other hills, or form a strong skyline feature.</p>	<p>• Other parts of the AONB that are visible in the view. • Features that positively contribute to importance, distinctiveness and attractiveness of view (e.g. contrasting foreground of Severn Flood Plain) iconic features (e.g. historic tower); containment; rural setting. • Detractors in view; busy transport corridors, overhead powerlines, large-scale/extensive development.</p> <p>Perception (psychological experience) of the View (will vary with observer) e.g.</p> <p>• 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)</p> <p>Importance of View:</p> <p>• Exceptional (E) • Special (S) • Representative (R)</p>

Table L1: Assessment of Views Towards Malvern Hills AONB													
Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
											View	View-point	Over-all
1	A4103 near Leigh Sinton SO788514	2.5km	SW	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Moderate/ many vehicular users	The first wide, open view of the Malvern Hills from the A4103 when travelling southbound from the south-west fringe of Worcester. The Malvern Hills rise up from flat agricultural fields in the foreground and are prominent on the skyline of an essentially rural view. Night-time: traffic headlights prominent in view, light sources within housing at base of hills glimpsed.	Hills at the northern end of the Malvern Hills spine are dominant in the view. Lower Hills and woodlands at the northern end of the AONB can be seen spreading from the centre to right of view. Houses within the residential areas of North Malvern and Upper Howsell are visible.	The boldness of the Malvern Hills grouping is distinctive to views from this direction. The subtle colouring/vegetation pattern on the hill slopes are repeated across to the lower hills at the northern end of the AONB. The road, telegraph poles and views of housing detract from the view slightly, but are important in setting the context of the Malvern Hills AONB.	'Wow' factor as hills suddenly appear along the road route.	S	S	S
2	A449 at Malvern Link SO783475	1.2km	W	Conservation Area (Malvern Link), Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Many vehicular and pedestrian users	Typical view from the A449 through urban areas of Great Malvern. Views towards the hills are framed by buildings on both sides of the road.	Only North Hill is visible, dominating the composition of the view.	Urban street with shop fronts, many pedestrians and cars clutter the view, and contrast with the bareness of the hill slopes.	Sense of being at the footslopes.	R	S	R
3	A4211 at Rhydd SO834450	4.5km	W	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Many vehicular users	View from road where roadside vegetation/buildings open up more than typical. Malvern Hills are dominant on the skyline in the centre of view, with urban areas of Great Malvern seen spreading at their foot. Night-time: light sources around Malvern glimpsed, traffic headlights visible on roads in foreground.	Only the spine of Perseverance Hill, Worcestershire Beacon, Sugarloaf Hill, North Hill and End Hill is clearly visible. More of the hills to the south become visible when travelling westwards on the B4211.	The semi-urban (rural) setting of the viewpoint is typical of the eastern side of the AONB. The road and houses in the view (both foreground and middleground) are fitting to the context of the area, and the hills are seen as set in such an urban setting, rather than a rural one.	Sense of civilisation/urban areas nearby.	S	S	S
4	Bredon Hill at Banbury Stone Tower SO955400	15.5km	W	Established Viewpoint, Recreational, Historic (unscheduled fort)	AONB (Cotswold), AGLV, NCA 106: Severn and Avon Vales, PROW	Moderate pedestrian and equestrian users	Panoramic (360°) view, affording full views of the eastern side of the Malvern Hills AONB to the west, in the context of other larger hill groups/mountain ranges in the distance and smaller hills rising from the flat Severn Plain in the middle ground. A rural view, although there is much visual evidence of urbanisation along the M5 corridor and at Great Malvern. Night-time: scattered light sources including from development on footslopes of Malvern Hills.	The full length of the central spine and the whole eastern side of the AONB is visible, and take up a large part of the view westwards. The urban areas at the foot of the slopes, and field patterns can be picked out.	The tranquil, rural and remote setting of the viewpoint (due to views of the spreading farmlands in the valley below) contributes to the powerfulness of the Malvern Hills spine line.	Sense of prospect and strength.	E	E	E
5	Baylis's Hill near Honeybourne SP123452	35km	W	Movement Corridor (footpath)	NCA 106: Severn and Avon Vales, PROW	Few pedestrian users	Open view of Malvern Hills seen in context of other hills on skyline. Essentially rural setting of agricultural fields in foreground.	The Malvern Hills take up only a small part of the view, and are recognisable by the characteristic silhouette of Worcestershire Beacon and North Hill. A recently planted hedge may screen the view as it matures.	Overhead powerlines and fencing detract from the view.	Sense of Malvern Hills being very far away.	R	R	R

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6	A4104 at M5 Overbridge SO886420	8.5km	W	Movement Corridor (transport)	NCA 106: Severn and Avon Vales.	Moderate/ many vehicular users	View from road, framed by roadside vegetation which opens up as you reach elevated points of the road. Malvern Hills are prominent on the skyline travelling west along the A4104. The M5 motorway corridor and agricultural fields can be seen in the foreground.	The full length of the Malvern Hills spine lies across the view from left to right. The lower areas of the eastern side of the AONB are screened by intervening landform.	The busy M5 motorway corridor does detract from the view, but the open view allowing a large part of the full north-south axis to be seen contributed to the impressiveness of the view. Although the hills are quite close, due to the landform, they seem a lot farther away.	Impressive size/scale.	S	S	S
7	A4214 at Stanley Hill S0675440	10.0km	E	Movement Corridor (transport)	NCA 100: Herefordshire Lowlands	Few vehicular users	View from road through gaps in roadside vegetation. Malvern Hills spine is prominent on skyline, although undulating hills and vegetation clutter the fore/mid-ground. Essentially rural view across farmland and woodland.	Long length of Malvern Hills spine is visible from End Hill to the tip of Herefordshire Beacon (screened by rising land near Wellington Heath). Houses at West Malvern are visible at the foot of North Hill and Worcestershire Beacon. The vegetation pattern of the western hill slopes can be seen.	Gently undulating hills and their woodlands in the midground give a sense of distance to the hills. Views of housing at the foot of the hills gives an urbanised feel for those areas in contrast to the rural farmland setting of the foreground.	Sense of prospect.	S	R	R
8	B4066 Taits Hill ST734999 (nr Stinchcombe Hill)	34.0km	NW	Movement Corridor (transport)	AONB (Cotswold), NCA 107: Cotswolds	Moderate number of vehicular users	Roadside view. Malvern Hills seen in the distance in the context of other hills. The ridge line of the Wye Valley within the Forest of Dean and May Hill are more dominant in the view. The Severn Estuary can be seen lying across the lower land of the Severn plain. Urban areas of Gloucester are glimpsed at the right of view. Essentially a view of rural areas at the outskirts of urban areas. Night-time: scattered light sources and headlights on M5.	The Malvern Hills seen in the far distance as a grey silhouette against the sky. The characteristic outline of the Herefordshire Beacon and Worcestershire Beacon can be distinguished.	The ridge line of the Forest of Dean, May Hill and the Severn Estuary are the main components of the view and the Malvern Hills contribute to this landscape on a day of good visibility.	Sense of prospect across Severn Flood Plain.	R	E	S
9	Haresfield Beacon SO821088	26.0km	NNW	Established Viewpoint (360°), Historic, Recreational, Visitor Destination	AONB (Cotswold), NCA 107: Cotswolds, PROW. LDF: Cotswold Way, NT	Moderate number of walkers of recreational route	Panoramic (180°) viewpoint. Views filtered by wooded vegetation, and seasonal change likely in view. Malvern Hills seen on skyline to the left, rising above the flat Severn Plain. Large urban areas of Gloucester in the midground, in the centre of view and more rural and wooded areas within the Forest of Dean spread to the left of view. Night-time: light sources within settlements.	The full north-south axis is visible in the view as a dark silhouette on the skyline. The middle to northern section of the Malvern Hills spine is recognisable by the characteristic outlines of Herefordshire Beacon, Worcestershire Beacon and North Hill.	In views from this direction, the low lying Severn flood plain contrast sharply with the Malvern Hills which seem to rise abruptly from the ground to break the skyline. The large urban expanse of Gloucester is prominent in the midground, below the viewpoint.	Sense of prospect across urbanised flat flood plain	R	E	S
10	Clent Hills Country Park, near Hagley SO927799	36.0km	SSW	Recreational, Established Viewpoint (360°)	NCA:97 Arden; NT	Many pedestrian and equestrian users	180 degree panoramic view towards the south-west from elevated viewpoint on SW facing slope of Clent Hills, affording long distance views. Malvern Hills seen to the left of view in the context of other hill ranges seen to the centre and right of view. Generally hilly foreground with scattered settlements on lower lying land. Urban areas of Kidderminster and Stourbridge seen in centre mid-ground. Night-time: scattered light sources.	The distinctive outline of the Malvern Hill peaks is seen on the distant skyline as a back-drop to the view in the left of view, and appears further in distance to the other hill ranges seen to the centre/right distance.	Far-fetching views of hill ranges, including that of Malvern Hills is impressive, across a generally rural setting.	Lovely environment of countryside pursuits. The view of wide range of hills is impressive.	R	E	S

Table L1: Assessment of Views Towards Malvern Hills AONB

Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
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11	B4202 (near Clows Top) SO716715	25.0km	S	Movement Corridor (transport)	NCA:102 Teme Valley	Moderate vehicular user	Framed view from road. Malvern Hills seen rising above intermediate hills in the distance. Undulating, rural countryside unfolds in fore/mid-ground. No seasonal change likely in view. Night-time: vehicular headlights on road.	Characteristic strong end-on silhouette of central Malvern Hills peaks seen on distant skyline with other peaks glimpsed to their right.	Tranquil, rural setting and unfolding landform contributes to the attractiveness of the view.	Although on a B road, the lack of housing or any other urban elements gives a sense of tranquility which gives the MH rising in the distance a majestic feel.	R	R	R
12	Cleeve Hill SO985266	25.0km	NW	Established Viewpoint (180°+), Movement Corridor (footpath), Recreational Cleeve Common Conservators' land.	AONB (Cotswold), NCA: 107 Cotswolds, PROW, LDF: Cotswold Way	Moderate number of pedestrian users	180 degree panoramic view from elevated viewpoint on north-west facing slope of Cleeve Hill. Distant hills make up an almost continuous skyline, of which the Malvern Hills are a part of. Urban areas of Gloucester and Cheltenham seen in the foreground spreading on the lower lying land of the Severn and Avon Vales. Industrial warehouses and large scale developments stand out in the view. Night-time: lit urban area of Bishops Cleeve and other settlements visible, in midground.	Whole length of the Malvern Hills spine is visible to the right of the view on the skyline.	May Hill and hills within the Wye Valley AONB to the left of view. Urban areas of Gloucester and Cheltenham give an 'urbanised' feel	Recreational destination	R	E	S
13	May Hill (view not from top of hill) SO695223	15.0km	NNE	Recreational, Movement Corridor (footpath), Visitor Destination (National Trust)	NCA:104 South Herefordshire and Over Severn; PROW, LDF: Gloucestershire Way	Few pedestrian users and dog walker	Oblique view from gap in field boundary hedgerow at field gate. Far reaching views across rural countryside. Sloping land and gentle undulations reveal and hide the mid-ground landscape From top of May Hill: glimpsed views of top of Malvern Hills through gaps in woodland vegetation. Seasonal changes likely in view. Night-time: scattered light sources.	Although only a small part of the view, the dark silhouette of MH peaks from A to R recognised on the distant skyline.	Tranquil rural setting and unfolding views contribute to the character of the view, and give a sense of distance to the hills.	Sense of remoteness and isolation	R	S	R
14	Clee Hill SO599770 (approximately 475m AOD). Viewpoint lies on hill south of Titterstone Clee Hill (with viewing beacon)	35.0km	SSE	Recreational, Movement Corridor (footpath), Established Viewpoint (360° - recorded view shows 180° towards Welsh Mountains)	AONB (Shropshire Hills), NCA 65: Shropshire Hills, PROW	Few/moderate pedestrian users	Far reaching panoramic (360°) views of hill ranges to the south, west and north. Central spine of the Malvern Hills seen intruding into the skyline at the centre of view, in the context of other ridgelines in the foreground, and May Hill and the Black Mountains in the distance. The nearby radar station and quarry give a slight industrial feel, but it is an essentially rural view across an intricate landscape of farmland and scattered settlements. Views to the north-west (not shown) are more mountainous and dramatic. Night-time: scattered light sources.	The whole length of the Malvern Hills spine can be seen as a grey silhouette against the sky. The hills represent a small part of the view, but are recognisable by their unique outline.	The hilly topography with frequent high ridgelines add interest to the view as the landscape continues to unfold itself into the distance.	Sense of remoteness, exposure and tranquillity	R	E	S
15	Hegdon Hill near Leominster SO587536 (approximately 235m AOD)	19.2km	SE	Movement Corridor (transport)	NCA 101: Herefordshire Plateau	Few vehicular users	Framed view through and above field boundary hedgerows. Long length of Malvern Hills seen rising above gently undulating rural farm land in the foreground, and dominant on the skyline; hills are seen in the context of their wider landscape setting.	Both the spine and upper settled areas of the northern hills are visible.	Tranquil, rural setting contributes to the attractiveness of the view.	Welcoming, happy view.	S	R	R

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16	A4103 near Stoney Cross SO723474 (approximately 135m AOD)	4.0km	E	Movement Corridor (transport)	NCA 100: Herefordshire Lowlands	Moderate number of vehicular users	Open view from road, towards north-western part of MH AONB and central hill spine. Unfolding view across undulating and well wooded rural farmland landscape with some urban elements in the fore/mid-ground such as the A4103 and houses at Stoney Cross. Some seasonal change likely in view.	North-west fringe of MH AONB visible, including the southern end (Lumbridge Hill Wood, High Grove Wood, Rowburrow Wood) of the well wooded, linear (N-S axis) hill group to the west of the main hills which is seen on the intermediate skyline. Length of central spine line from B to K prominent on the skyline and contains the view. Houses at Upper Colwall are glimpsed.	Frequent undulations in the land and woodland areas on the tops of lower hills contribute to a sense of enclosure and unfolding wilderness towards the hills, despite urban elements visible in the foreground.	Sense of being drawn towards the hills, and desire to explore the wilderness and adventure to reach them.	S	S	S
17	Hill View Road, Upper Strensham (near M5 Junction 8) SO901397	13.3km	W	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Few vehicular users and residents	Wide panoramic (180°) view towards Malvern Hills, over roadside hedge. Malvern Hills dominant on the skyline, rising up from contrasting flat Severn Flood Plain in the foreground. An essentially rural view from edge of small settlement of Upper Strensham. M5 motorway corridor seen to the right of view.	Malvern Hills seen in the centre of view the whole length of the central spine from Chase End Hill to End Hill and settled areas along the eastern foot slopes are visible. Hills make up the main part of the view.	Contrast between the rising hills and flat flood plain.	Impressive wide and mostly uninterrupted view along stretch of road, sense of the view being framed by the hedge in the foreground. The flat, and wide floodplain does give a sense of prospect towards the hills.	S	R	R
18	A438 at Mythe Bridge (north edge of Tewkesbury) SO889337	13.7km	NW	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Many vehicular users	Elevated view from bridge crossing over River Severn, across rural agricultural landscape. Views towards MH part framed by intervening landform. Seasonal change likely in view.	Characteristic profile of northern group of hills from A to H seen as a far but quite large dark silhouette on the distant skyline. Views towards southern end of the central spine screened by intervening landform. Houses at Upper Wyche and along the foot of Worcestershire Beacon and North Hill glimpsed.	River Severn seen in the lower foreground provides context to the flat landscape extending to the east of the hills	MH seem far away.	R	R	R
19	A417 (nr Donnington) SO728341	3.5km	NNE	Movement Corridor (transport)	NCA 104: South Herefordshire and Over Severn	Moderate number of vehicular users	View over roadside vegetation from road following the southern border of the MH AONB. Rural view across gently undulating landscape of well enclosed fields and areas of woodland cover at the south-east part of the AONB. Landform frames and directs eye to the north where the dark silhouette of Worcestershire Beacon is seen on the distant skyline. Seasonal change likely in view. Night-time: vehicular headlights visible.	Views of the peaks along the MH central spine are obscured by the intervening rising slopes at Eastnor and Bromsberrow. Rural and well enclosed parts at the southern edge of the AONB seen in the mid-ground. Worcestershire Beacon on the distant skyline, Herefordshire Beacon in the mid-distance and the obelisk at Eastnor are prominent features on the skyline.	Unfolding landform and large areas of woodland contribute to the tranquil and rural setting of the view.	Attractive view of the southern parts of the AONB. The large areas of woodland and undulating landscape which hides and unravels views, enhances the sense of adventure and challenge, and provokes a desire to explore/travel through the area towards Worcestershire Beacon.	S	S	S
20	A417 (nr Redmarley D'Abitot) SO761321	3.5km	N	Movement Corridor (transport)	NCA 104: South Herefordshire and Over Severn	Few vehicular users	End-on view of MH peaks at southern end of the central spine in the mid-distance beyond undulating farmland landscape in the fore/mid-ground. Some seasonal changes likely in the view.	Chase End Hill and Raggedstone Hill are prominent on the skyline seen to the centre of view, and the top of Worcestershire Beacon is just glimpsed in the far distance behind them. The fore/mid-ground landform screens views of the wider area of the AONB but the obelisk at Eastnor can be seen to the left of view, and is a feature in the landscape.	Undulating landscape unfolds towards the hills. The obelisk at Eastnor is a key landmark feature in views from this direction where the larger hills along the northern half of the central spine are hidden in views.	Sense of direction and intrigue towards the obelisk.	S	S	S

Table L1: Assessment of Views Towards Malvern Hills AONB

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21	Public Footpath at Birtsmorten SO801357	2.0km	WNW	Movement Corridor (footpath)	NCA 106: Severn and Avon Vales, PROW	Few pedestrian users	Rural view across flat landscape of agricultural fields and scattered trees. Seasonal change likely in view.	Long length of MH central spine from B to S seen across the view as a dominant skyline and mid-ground feature.	Flat landscape of the foreground contrasts with the dramatically rising hills. The tranquil rural setting also enhances the drama of the hills.	Strong sense of tranquility.	E	S	S	
27	Much Marcle Ridge SO630347	13.5km	NE	Movement Corridor (transport, footpath)	NCA 104: South Herefordshire and Over Severn, PROW, LDF: Herefordshire Trail	Moderate pedestrian and vehicular users	Open, wide panoramic (180°) view from the Herefordshire Trail, over roadside vegetation. View across gently sloping rural farmland in the foreground, and more hilly landscape in the far mid-ground. Arable/pasture fields, scattered farmsteads, polytunnels associated with fruit farms and woodland cover associated with hill slopes. On the distant skyline, the dark silhouette of the Cotswold Scarp is seen to the right of the MH central hill spine and wider AONB on the intermediate skyline at the centre of view. Urban areas of Ledbury seen at the foot of the hills in the mid-ground. No seasonal change likely in view. Night-time view: scattered distant lights around Ledbury glimpsed.	Whole length of the N-S axis of the MH central spine line is dominant on the skyline, and seen in the context of the wider AONB. Groups of lower hills to the north (Bagburrow Wood, Suckley Hills to Ravenshill Wood) seen on the skyline to the left of End Hill. Hill group at the south-west (Oyster Hill to Clencher's Mill and Hanging Lift) part of the AONB forms the intermediate skyline in the mid-ground, and obscures views of the areas at the western foot slopes of main hills between Colwall Stone and Eastnor.	Tranquil, rural setting contributes to the attractiveness of the view, and the gently undulating landform forms a natural setting to the rising hills.	Impressive view with a sense of prospect towards the hills.	E	E	E	
28a	M5 overbridge at Green Street SO867491	10.1km	SW	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Moderate vehicular users	Elevated view from M5 overbridge. Highway structures and traffic on M5 in foreground. Flat, low lying landform of the River Avon and Severn vales to both sides of the motorway. Seasonal changes to the view of the central hill spine likely. Night-time: moving traffic headlights and motorway lights are prominent in foreground of view.	Full length of N-S axis of MH central spine line seen on skyline through gaps in roadside vegetation and embankments.	Although highway structures and other traffic is an unattractive part of the view, these are accepted as part of the view when travelling on the motorway and do not necessarily detract from the impressive views of the hills.	MH seen as a landmark/way-finding feature.	S	R	R	
28b	Bridleway off B4084, near Junction 7 of M5 (taken to show view adjacent to motorway, north of Viewpoint 28a).						Best views of Malvern Hills central spine when travelling southbound on M5, are from near Junction 7 (unable to stop on motorway due to Motorway Regulations).							

Table L1: Assessment of Views Towards Malvern Hills AONB

Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
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29	Ronkswood Hill Meadows, Worcester SO872555	13.8km	SW	Recreational	NCA 106: Severn and Avon Vales, Local Nature Reserve	Moderate number of users of park	<p>Panoramic view from highest point within park. Urban areas of Worcester seen spreading on the low lying River Severn vale in the mid-ground, 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.</p> <p>Seasonal change likely in view towards the central spine.</p> <p>Night-time: the lit area of Worcester is prominent in the midground of the view.</p>	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 (A38 and A4440 junction south of Worcester) SO863516	10.0km	SW	Established Viewpoint, Movement Corridor (transport, footpath), Cultural Heritage (overlooks Battle of Worcester site)	NCA 106: Severn and Avon Valley, PROW, LDF: Severn Way	Many vehicular and moderate number of pedestrian users	<p>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 fore/mid-ground, 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.</p> <p>Some seasonal change likely in the view.</p> <p>Night-time: traffic headlights intrusive in foreground of view.</p>	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 powerlines 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 unnerving.	S	S	S
31	Bridleway at Broadheath SO803555	9.0km	WSW	Cultural Heritage (near Elgar's birthplace), Movement Corridor (bridleway)	NCA 106: Severn and Avon Vales, PROW	Few equestrian users	<p>Open view across rural farmland landscape towards northern parts of the AONB.</p> <p>Small seasonal changes likely in view.</p> <p>Night-time: glimpses of light sources with housing on footslopes of hills.</p>	End on 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.	Views 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 (on B4197) SO740573	11.0km	SE (centre of view)	Established Viewpoint (with parking, interpretation signage), Movement Corridor (transport)	AGLV, NCA 102: Teme Valley	Few vehicular users and viewers with proprietary interest in view	<p>Open, wide panoramic (180°) view from side of road across rural countryside. Far reaching views across flat, open landscape of the Severn and Avon Vales to the left and centre of view. Grey silhouette of Bredon 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.</p> <p>Some seasonal change likely in view.</p>	Although seen only in a small part of the wide panoramic view, the characteristic, strong end on 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 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

Table L1: Assessment of Views Towards Malvern Hills AONB

Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
											View	View-point	Over-all
35	B4220 near Stanford Bishop SO690518 (approximately 145m AOD)	9.0km	SE	Movement corridor	NCA 100: Herefordshire Lowlands	Moderate number of vehicular users.	View from road, above tops of roadside vegetation. Northern end of Malvern Hills is prominent in the view, seen beyond foreground fields and gently undulating landscape.	Northern end of Malvern Hills spine visible between End Hill and The Wyche.	The road and telegraph poles, views of houses that suggest human habitation detract slightly from view.	Certain sense of 'wow' due to the hills seeming large in the view.	S	S	S
38	Cockyard (from lane) SO411340	33.6km	E	Movement Corridor (transport)	NCA 99: Black Mountains and Golden Valley	Few vehicular and pedestrian users	Glimpsed view over roadside vegetation Seasonal change likely in view.	Northern group of hills from End Hill to Worcestershire Beacon seen as a grey silhouette, on a small part of the skyline. Much Marcle Ridge screens views towards other peaks along the MH central spine.	The Gently rolling agricultural landscape of Herefordshire seen stretching in the mid/foreground provides a context to the western side of the hills.	Tranquil rural view.	R	R	R
39	A438 at Bartestree (western edge of Hereford) SO565414	18.4km	E	Movement Corridor (transport)	NCA 100: Herefordshire Lowlands	Moderate number of vehicular users	Glimpsed view from road through gaps in housing and roadside vegetation. Semi-urban view from edge of Hereford. Seasonal change likely in view.	Characteristic western elevation silhouette of the tops of peaks along MH central spine from North Hill to Herefordshire Beacon is seen on part of the skyline, in the context of intervening hills and ridges of the mid/foreground.	Foreground clutter associated with semi-urban setting detracts from the view.	View of MH seen to mark the eastern edge of Herefordshire, giving a sense of scale and direction from and through the intricate landscape.	R	R	R
41	Westhope Hill (from lane) SO478522	28.0km	ESE	Movement Corridor (transport)	NCA 100: Herefordshire Lowlands	Few users of lane	View from lane framed by roadside hedgerows. Views across open fields and undulating landscape. Seasonal change likely in view.	Long length of N-S axis of MH central spine can be seen, although view is of the tops of peaks only, which are seen as a grey silhouette on the distant skyline above wooded vegetation on the tops of intervening ridge lines, and represent a small part of the view.	The undulating landscape associated with the River Lugg and its tributary valleys and its wooded slopes seen in the mid/foreground contribute to the attractiveness of the tranquil, rural view.	Sense of tranquillity and solitude in rural countryside. Sense of distance towards the hills is enhanced by the folds in the mid/foreground landscape.	R	R	R
42	Over Old Road (nr Woolridge) SO803244	11.0km	NNW	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Few vehicular users and residents with proprietary interest in view	View from road, over roadside vegetation. Flat Severn Floodplain in the fore/mid-ground, May Hill, areas within the Forest of Dean and southern fringes of the MH AONB and MH central spine on the distant skyline. Essentially rural view of settled farmed landscape. Medium sized fields well enclosed by hedgerows and some small areas of woodland. Urban areas of Newent, scattered small groups of housing and houses at Hartpury seen in the midground. Some seasonal change likely in view. Night-time: headlights on road, and scattered light sources associated with farmsteads and villages seen.	MH central spine from S to top of A seen on the skyline in context of other lower hills to the south of the AONB and May Hill to the left of view. Open (and un-settled) areas of the south-western part of the MH AONB seen spreading at the foot of the hills.	Field boundary hedgerows and trees, views of scattered houses and farm buildings in the fore/mid-ground are distracting and detract from the view. The slightly rugged MH spine seems alien to the generally flat and gently undulating wider landscape.	MH is a feature on the skyline and the contrast in character from the landscape in the fore/mid-ground leads the viewer towards that direction. There is a sense of expectation that the landscape closer to the hills will be dramatically different and exciting.	S	S	S

Table L1: Assessment of Views Towards Malvern Hills AONB

Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
											View	View-point	Over-all
43	B4208 (nr Pendock) SO789315	5.0km	NNW	Movement Corridor (transport)	NCA 106: Severn and Avon Vales	Moderate numbers of vehicular users	Essentially rural view from road, over roadside vegetation. View across large open fields towards the MH. Possible seasonal change in view (growth of roadside hedge). Night-time: vehicular headlights on road visible.	Almost whole length of N-S axis of MH central spine from S to B seen on the skyline. Rotated angle of the viewing direction, and difference in distance between the northern and southern end of the hills flattens the height contrast between the peaks. Eastern foot slopes of the hills and south-eastern parts of the wider AONB seen in the midground. Housing and urban areas around Great Malvern seen at the foot of Worcestershire Beacon and North Hill.	The lack of wider context due to proximity to the hills and single directional aspect of the viewpoint makes the hills feel alien to the flat landscape of the Severn Floodplain in the fore/mid-ground, and there is a sense of disjointedness, rather than a sense of dramatic contrast often experienced in views from the east at a further distance away. Urbanised elements in foreground (farm buildings and road) and noise from the nearby M50 corridor is distracting and detracts from the view and its enjoyment.	Good view of the hills, yet slightly uninspiring, due to combination of distance to the hills and flat fore/mid-ground landscape setting of large regular shaped open fields. The flat and openness of the land also heightens the sense of cultivation and human presence, confirmed by views of groups of houses.	S	S	S
44	Bringsty Common SO697548	10.4km	SSE	Recreational, Common Land	NCA 101: Herefordshire Plateau, PROW	Moderate number of pedestrian users	Open, wide panoramic (180°) view towards the north-western parts of the MH AONB and northern group of hills along the central spine line. In the fore/mid-ground views of a rural, well wooded, intricately undulating landscape of the River Teme and its tributary valleys, and the eastern edge of the Bromyard Plateau with scattered farmsteads and houses. No seasonal change likely to the view of the Malvern Hills.	Northern half the MH central spine from A to K and north-western fringe of the MH AONB from Ravenshill Wood to Suckly Hills seen in context of the undulating and well wooded, rural character of the landscape to the north-west. The MH spine is prominent on the skyline, although the intervening landform of the Bromyard Plateau on the intermediate skyline blocks views to the peaks along the southern half of the central spine. Housing at West Malvern seen at the foot of North Hill. Perseverance Hill and Pinnacle Hill look as high as Worcestershire Beacon and Herefordshire Beacon from this direction.	Intricately undulating, well wooded and tranquil rural countryside provides and attractive setting to the views, and a natural context to the rising MH spine and the linear hills at western parts of the AONB.	Attractive open view with sense of tranquillity which holds the viewer's interest for a prolonged period and even conjures the desire to stop or sit and take in the view. Even though the fore/mid-ground is well wooded and undulating, the hills feel accessible and welcoming.	E	S	S
45	Track at Durlow Common SO624381	12.4km	E	Movement Corridor (right of access)	NCA 104: South Herefordshire and Over Severn, PROW	Few vehicular and pedestrian users of track	Wide panoramic (180°) view through gap in field boundary hedgerow. Essentially rural view across a gently undulating agricultural landscape of arable/pasture fields, polytunnels associated with fruit farms and woodland cover associated with hill slopes. On the distant skyline, the dark silhouette of the Cotswold Scarp is seen to the right, and tops of Titterstone Clee Hill and Clent Hills glimpsed to the left of the MH central hill spine and wider AONB on the intermediate skyline at the centre of view. Urban areas of Ledbury seen at the foot of the hills in the midground in right of view. Bromyard Plateau to the left of view. No seasonal change likely in view. Night-time: scattered light sources (e.g. around Ledbury) glimpsed.	Whole length of the N-S axis of the MH central spine line is visible, and is a dominant part of the view, and together with the lower hills running to the north of the AONB (Bagburrow Wood, Suckley Hills to Ravenshill Wood), create the intermediate skyline. To the right of view, the linear N-S group of hills at the south-west edge of the AONB (Oyster Hill to Clencher's Mill and Hanging Lift) are seen in front of the central hill spine, and obscure views of the lower areas at the foot slopes between Colwall Stone and Eastnor.	Open view across rural countryside and undulating land in the fore/mid-ground provides an attractive and natural setting to the Hills, nestling them within the wider landscape. The tapestry of open fields and woodland cover, scattered farmland buildings and houses give an impression of a rural but settled inviting and accessible landscape including the hills themselves.	Impressive and attractive view of the MH and wider AONB. Views of large areas of white polytunnels detract from the sense of tranquillity.	E	R	S

Table L1: Assessment of Views Towards Malvern Hills AONB

Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
											View	View-point	Over-all
46	Croome Court (Croome Park) SO886450	11.7km	W	Designed Viewpoint (Lancelot "Capability" Brown design and others), Historic, Cultural, Visitor Destination	NCA 106: Severn and Avon Vales, NT, Registered Historic Parkland (Grade I)	Many visitors of parkland	Open view across landscaped parkland, with designed views towards the MH. Croome Court and lake seen to the left of view, and Panorama Tower seen on high ground on the other side of the M5 motorway (from foreground parkland) to the centre of view.	Full length of N-S axis of the upper half of MH central spine seen dominant on the skyline across the view. Houses at North Malvern and Upper Wyche seen on the hills, and the spine line of lower hills continuing north visible, but no further views of the wider AONB.	Well maintained, designed landscape parkland and the carefully positioned architectural elements frame and enhance the landscape setting and drama of the view of the MH central hill spine. Constant noise of traffic on the nearby M5 motorway corridor detracts from the enjoyment of the otherwise tranquil view.	Impressive view with plenty of 'wow' factor. Can imagine the landscape scene captured in an oil painting.	E	E	E
Other Typical Views Not Included in Selected 50 Key Viewpoints													
104	Old Hills SO827486	5.5km	W	Recreational/ Visitor	NCA 106: Severn and Avon Vales: PROW	Few/moderate dog walkers	Panoramic (360°) viewpoint. Looking west, there are filtered views of the Malvern Hills through wooded vegetation during winter months. To the north-east views towards Worcester [and cathedral] and Cotswolds.	Not all hills along the spine can be seen at once, as screened by tall vegetation. North Hill and Worcestershire Beacon are the main peaks which can be seen. Houses at the lower slopes of the hills can be seen.	Wooded vegetation screens and detracts from the view of the Malvern Hills spine line which is characteristic and bold.	Sense of containment to the west.			
111	A4104 nr Holly Green SO863412	6.0km	W	Transport corridor	NCA 106: Severn and Avon Vales.	Moderate/ many vehicular users	Open view from road. Malvern Hills seen on skyline in context of housing and agricultural fields in the foreground. Essentially a rural view, where the landform makes the hills to be taller and farther than they are, and as if they are a mountain range.	The top of the full Malvern Hills spine length is seen stretching across and to dominate the view, even though only a small part of the hills are seen.	Overhead powerlines, road signs and house roofs detract from the otherwise tranquil rural scene.	'Wow' factor associated with the sense of dominance by the hills.			
112	A438 nr Holly Bush SO767367	--	W	Transport corridor	NCA 106: Severn and Avon Vales.	Moderate vehicular users	View from within the Malvern Hills AONB. Roadside view of southern end of Malvern Hills spine, filtered by vegetation. Chase End Hill, Ragged Stone Hill and Midsummer Hill are dominant in the foreground of a very rural view.	View of south-eastern edge of Malvern Hills AONB. Rural scene of fields used for grazing and wooded hill slopes.	Rural and tranquil setting contributes to the attractiveness of the view. The gentle and vegetated hill slopes give a sense of enclosure.	Tranquil rural scene with some mystery.			
113	A438 SO669395	4.0km	E	Transport corridor	NCA 100: Herefordshire Lowlands	Many vehicular users	Oblique roadside view. Malvern Hills seen to left of view. Gently undulating ground in foreground screens views of Ledbury ahead. Fruit farms and their polytunnels north of Ledbury are visible in the midground on the slopes of hills near Ledbury. Essentially rural view.	Northern end of Malvern Hills spine is visible and End Hill, North Hill, Sugar Loaf and Worcestershire Beacon can be identified. Lower hills within the north-western edge of the AONB can be seen also. Views towards the central section of the hills are interrupted by hills on the midground.	The busy A438 and views of polytunnels and intensely farmed fields detract from the otherwise very rural and tranquil view. The large woodland cover contributes to a sense of enclosure and mystery.	Desire to explore the unfolding landscape.			
117	Along the Arden Way nr Walcote SP138578	37.0km	W	Movement corridor (recreational footpath/bridle way)	NCA:106 Severn and Avon Vales LDF: Arden Way	Few/moderate pedestrian and equestrian users	A glimpsed view of a very small part of the Malvern Hills in the distance, framed by intervening hills. Very rural view contained (fore shortened) by hills in the midground.	Only the peaks of a very limited part of the Malvern Hills (possibly east) visible in the far distance behind hills in the mid-ground. The Malvern Hills are not prominent in the view, or an important component of it.	Rural farmland and woodland setting.	Tranquil rural enjoyment of countryside			
119	Kinver Edge SO834832	35.0km	S	Recreational; Visitor (NT: Holy Austin Rock Houses) Iron Age Fort	NCA:66 Mid Severn Sandstone Plateau; NT; LDF	Moderate pedestrian users	360 degree panoramic view from elevated viewpoint. Malvern Hills seen in context of other more prominent hills (including Brown Clew Hill), through gap in woodland vegetation. Essentially rural view with more opportunities for long distance view during winter months.	The panoramic view of hills seen in the distance to all directions gives a feeling of containment, and the Malvern Hills contributes in part to this. The outline of the tops of the northern group of hills can be identified by their distinct shape.	Enclosed (woodland) rural setting.	Recreational destination			

Table L1: Assessment of Views Towards Malvern Hills AONB

Viewpoint	Location and National Grid Reference	Approx. Distance to AONB (km)*	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/Type of Users	Description of View	Where Malvern Hills Seen in View	Key Components of View	Psychological Experience	Importance of view		
											View	View-point	Over-all
121	Robins Wood Hill SO835152	21.0km	NNW	Recreational	NCA:106 Severn and Avon Vales; PROW	Moderate pedestrian users and dog walkers	Malvern Hills seen on distant skyline, above and beyond closer hills towards centre of view. Urban areas of Gloucester seen spreading in foreground.	Whole N to S axis of spine of Malvern Hills visible.	Very urban setting of Gloucester. The Cathedral is seen rising above the flat urban area.	Urban green space			
122	Crickley Hill SO9299163	25.0km	NW	Recreational	NCA:107 Cotswolds	Few/moderate pedestrian/ Equestrian users and dog walkers	180 degree panoramic view towards the north-west from elevated viewpoint on NW facing slope of Crickley Hill. Distant skyline is made up of views hills, and Malvern Hills takes up around 50% of the view to the right. May Hill and Robinswood Hill are also prominent in view. Urban areas of Gloucester sprawl in the foreground on lower lying ground.	Whole length of the spine of Malvern Hills seen on skyline.	Semi-rural setting urban areas of Gloucester spreads, and warehouses are prominent in the view.	Recreational destination			
127	Climbing Jack Common near Ludlow SO482723 (approximately 330m AOD)	35.0km	SE	Movement corridor (bridleway)	NCA 98: Clun and North West Herefordshire Hills, PROW, LDF: Mortimer Trail	Few dog walkers and walkers of nearby Mortimer Trail	Oblique view through gap in woodland vegetation. The spine line of Malvern Hills is seen in the far distance as a dark silhouette against the sky. The viewpoint is located within a working forest and regular changes to the view are anticipated depending on harvesting/planting. The view is of a rural landscape rising gently to the Bromyard Plateau seen in front of the Malvern Hills.	Long length of the Malvern Hills spine seen on the skyline, rising above the Bromyard Plateau in the middle distance. The hills only represent a small part of the view.	The working forest environment gives a feel of human presence and control. The Bromyard Plateau and [hills? Rising ridge?] near Abberley are features of the view.	Sense of tranquillity and being far away from human settlement.			
130	B4214 SO 639576 (approximately 170m AOD)	16.0km	SE	Movement corridor	NLC 101: Herefordshire Plateau	Moderate number of vehicular users.	Oblique roadside view. Malvern Hills seen across skyline behind intervening landscape. Rural view of farmland and woodland in foreground and midground.	Only the top of the higher peaks of Malvern Hills spine visible beyond intervening landform. Worcestershire Beacon is prominent in the view.	Woodland cover, sparse settlement pattern and extensive farmland cover contribute to the rural setting of the Malvern Hills when viewed from this direction.	Sense of tranquillity			
168	Suckley Knowl (from lane) SO715532	8.1km	SSE	Movement Corridor (transport)	AGLV, NCA 101: Herefordshire Plateau	Few vehicular users and residents with proprietary interest in view	View from road, framed by roadside vegetation. MH appear steeper and higher due to the low lying land and overlapping configuration of hills and woodland at the foot of the hills in the midground. Essentially rural view. No seasonal change likely in view.	Well articulated slopes of the northern hill group prominent on the skyline, above hills and woodland at the north-western margin of the AONB.	Gently undulating farmland and linear hill group to the west of the MH central spine contribute to the rural, well enclosed setting of the northern part of the AONB and how the hills are seen in their context.	Sense of closeness to the hills, and attraction to the view.			

Appendix 2:

Table L2: Assessment of Views from Malvern Hills

Appendix Table L2: Assessment of Views from and within Malvern Hills AONB

TERMINOLOGY:

Malvern Hills (from OS Map data):

22 peaks from north to south:
 A - End Hill 329m
 B - North Hill 397m
 C - Sugarloaf Hill 368m
 D - Worcestershire Beacon 425m
 E - Summer Hill 382m
 F - Perseverance Hill 325m
 G - Jubilee Hill 327m
 H - Pinnacle Hill 357m
 I - Black Hill (N) 308m (S) 270m
 J - Tinkers Hill 213m
 K - Herefordshire Beacon (British Camp) 338m
 L - Broad Down 291m
 M - Millennium Hill 327m
 N - Hangmans Hill 276m
 O - Swinyard Hill 272m
 P - Midsummer Hill 284m
 Q - Hollybush 242m
 R - Raggedstone Hill (E) 250m (W) 254m
 S - Chase End Hill 191m

MH -Malvern Hills

Type of Viewpoint:

- Established viewpoint (e.g. beacon, toposcope)
- Historic
- Cultural
- Movement corridor (transport/footpath/ cycle trail)
- Tourist destination
- Recreational
- Other (state)

Landscape Character/Designation Abbreviations:

AONB: Area of Outstanding National Beauty
 AGLV: Area of Great Landscape Value
 SLA: Special Landscape Area
 NCA: National Landscape Character Area
 LCT: Landscape Character Type (given for viewpoints within AONB)
 PROW: Public Right of Way
 NCT: National Cycle Trail
 LDF: Long Distance Footpath
 CA: Conservation Area
 NT: National Trust
 CL: Conservators Land

Distance:

- Local
- Medium
- Long

Number/Type of Users

- Few, moderate, many
- Vehicular, railway passenger, pedestrian, cyclist, equestrian
- Proprietary interest

Description of View e.g.

- Panoramic, elevated, glimpsed, open, oblique, framed (contained)
- Essentially rural or urban view
- Flattened perspective from elevated viewpoint
- Seasonal change in view likely
- Whether view is part framed by one or more hills.

Key Components of View e.g.

- Other parts of the AONB that are visible in the view.
- Described in terms of distant, midground and foreground features.
- Features that positively contribute to importance, distinctiveness and attractiveness of view (e.g. contrasting foreground of Severn Flood Plain) exceptional features (e.g. historic tower) containment; rural setting.
- Detractors in view; busy transport corridors, overhead powerlines, and large-scale / extensive development.

360° and 180° Views:

- Description for each compass direction, and also, in terms of distant, midground and foreground views.
- Whether part of view is more visually dominant, attractive or intact in terms of its landscape components, and therefore represents core rather than peripheral view corridors

Perception of the View (will vary with observer) e.g.

- Attracted (psychological experience) to part or whole of view
- Sense of distant prospect
- Sense of tranquillity
- Desire to explore
- 'Wow' factor

Importance of View:

- Exceptional (E)
- Special (S)
- Representative (R)

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
22	A438 (north-west of Eastnor) SO727383	125m	NE	Movement Corridor (transport)	AONB, NCA 103: Malvern Hills, LCT: Principal Wooded Hills	Moderate number of vehicular users	<p>Oblique view of MH central spine across south-western areas of the AONB.</p> <p>Very rural and tranquil view of rolling hills and farmland scattered amongst dense woodland.</p> <p>Characteristic outline and earthworks on Herefordshire Beacon is prominent in view, and peaks of hills at the northern end of the spine are only seen where intervening landform/vegetation allows.</p> <p>Slight seasonal change is likely in this view due to the small proportion of deciduous trees within Eastnor Park.</p>	<p>Distant: Tops of hills seen above rolling landform and dense woodland, with the obelisk at Eastnor standing proud and prominent on the skyline. Housing glimpsed on the west side of North Hill</p> <p>Midground: Rising landform and vegetation within Eastnor Park gives a gradual build up and sense of scale to the top of the peaks in particular Herefordshire Beacon</p> <p>Foreground: Flat rural landscape of pastoral fields with scattered trees.</p> <p>Nigh time: Possible glimpses of light sources within houses on North Hill.</p>	Even though this view is along an A road, it is very quiet and calm, and inviting	R	E	S
23	A449 (north-west of Eastnor) SO726388	118m	NE	Movement Corridor (transport, footpath)	AONB, NCA 103: Malvern Hills, LCT: Principal Timbered Farmlands	Moderate number of vehicular users	<p>Northern to central spine more prominent in the left of the view, with glimpses of the Herefordshire Beacon across south western areas of the AONB.</p> <p>Mainly rural flat farmland with slight undulating landform with scattered dense woodland to the right of the view within Eastnor Park.</p> <p>Slight seasonal change in view likely to affect view of Herefordshire Beacon</p>	<p>Distant: Profile of hills on skyline interrupted by intervening landform. Detail of British Camp and separation as to where one peak starts and the other ends identifiable, which contributes to the attractiveness of the view.</p> <p>Midground and Foreground: The flat rural landscape gradually rises to the left of the view cutting off any glimpses of the southern peaks making Worcestershire Beacon and Upper Wyche the main focus of the view.</p>	As the MH take up your attention of this view there is a sense of excitement as the further you drive along this road the more spectacular the hills will become.	S	E	S
24	Jubilee Drive (B4232 by Perrycroft) SO766417	270m	W	Cultural (associations with engineer Stephen Ballard), Movement Corridor (transport)	AONB, NCA 103: Malvern Hills, LCT: High Hills and Slopes, CL	Moderate number of vehicular users and few residents with proprietary interest in view	<p>Framed distant views of the western side of the MHAONB.</p> <p>The well defined outline and earthworks of the Herefordshire beacon screens any views of the southern peaks, but starts the unfolding of many undulating hills and intense dark woodland blocks which follows to the left.</p> <p>Seasonal change is unlikely to affect the view other than the trees within Perrycroft partially screened small sections of the panorama</p>	<p>Distant: The Black Mountains form a light silhouette creating a backdrop to the distant skyline with the Much Marcle Ridge forming an intermediate skyline.</p> <p>Midground: Undulating hilly landscape of the Principal Wooded Hills Character Type including Oyster Hill. Herefordshire beacon is seen as an iconic landmark.</p> <p>Foreground: The Jubilee drive is quite a busy road which runs immediately in front of the view.</p>	Due to the composition of the hills any urban elements are hidden creating a rural countryside with a sense of wilderness	S	E	S

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
25	B4232 at Upper Wyche SO770438	300m	E	Movement Corridor (transport)	AONB, NCA 103: Malvern Hills, LCT: High Hills and Slopes, CL	Moderate number of vehicular users and few residents with proprietary interest in view	<p>Contained by the landform of the hills themselves this is an elevated outlook which has views of Great Malvern with Worcester City in the distance.</p> <p>Seasonal change is unlikely to affect this view</p>	<p>Distant: The Cotswold Scarp is seen as a grey silhouette and provides the background setting for this view along with Clent Hills which is very prominent to the right on the distant skyline.</p> <p>Midground: Bredon Hill at the edge of the Cotswolds is seen dominant on the intermediate skyline along with agricultural landscape of large, open, regular shaped fields and scattered farmsteads. To the left of the view a much more widely settled and urbanised landscape with views over Malvern Link towards Worcester City and beyond.</p> <p>Foreground: Urban areas of Great Malvern spread at the foot of the hills.</p> <p>Night time: Lit urban areas of Great Malvern and Worcester visible.</p>	No emotional connection	S	E	S
26	B4232 at Upper Wyche SO769437	300m	W	Movement Corridor (transport)	AONB, NCA 103: Malvern Hills, LCT: High Hills and Slopes, CL	Moderate number of vehicular users and few residents with proprietary interest in view	<p>Elevated view from western side of the Wyche cutting through the MH central spine, looking across the mid-western part of the wider MH AONB and beyond.</p> <p>Some seasonal change likely in view.</p>	<p>Distant: Far reaching views towards the Black Mountains (Sugar Loaf recognisable) and Hergest Ridge which are seen as grey silhouettes on the distant skyline. Closer to the hills, the Much Marcle Ridge is seen on the intermediate skyline.</p> <p>Midground: View gives an idea of the landform of the rural farmland landscape to the immediate west of the hills. Low lying flat areas at the foot of the hills rise towards the well wooded liner group of hills from Clencher's Mill near Eastnor to Oyster Hill which mark the south-western boundary of the MH AONB. Further north of Oyster Hill, the land lies flat again to the start of the Bromyard Plateau west of the AONB boundary. Large proportion of medium to large sized woodlands compared to open fields in the view.</p> <p>Foreground: Roofs of houses at Upper Wyche interrupt the view.</p>	View demonstrates the geographical relationship of MH to wider Herefordshire landscape and Welsh mountains.	R	E	S
33	B4219 at Storridge SO755481	140m	SE	Movement Corridor (transport)	AONB, NCA 103: Malvern Hills, LCT: Principal Wooded Hills	Moderate number of vehicular users	<p>Framed, narrow view from road. Low land in the fore/mid-ground and woodland vegetation hiding the intervening landform enhances the perceived height of the rising hills. Angle of view shows the boldness of the northern group of peaks with their heavy base and rounded tops.</p> <p>No seasonal change likely to the view of the hills.</p>	<p>Distant: Peaks B to D and table Hill dominant on narrow skyline block further views. Detail of the vegetation on the hills is clear, and houses at West Malvern seen at the foot of hills.</p> <p>Midground: Woodland at High Wood seen in the lower midground hides intervening landform.</p> <p>Foreground: Approach road into North Malvern, bounded by dense and high roadside hedges, affords funnelled views.</p>	The hills appear higher than they are, and there is a sense of boldness to them. However, the houses at their foot give a sense of scale, and they do not look awe-inspiringly large.	R	E	S
34	Oyster Hill SO723418	211m	NE	Recreational, Movement Corridor (footpath)	AONB, NCA 103: Malvern Hills, LCT: Principal Wooded Hills, PROW	Few pedestrian users	<p>Open, panoramic viewpoint (360°) with views in some directions filtered by vegetation. View 34 shows 180° looking west and north-west towards the MH central spine and wider AONB areas to the north.</p> <p>Big seasonal changes likely in the view.</p>	<p>Distant: Grey silhouette of Abberley Hill on the distant skyline to the left of view, beyond hills at the northern end of the MH AONB. View towards the west side of the MH central spine from peaks A to K on the skyline is filtered by trees on Oyster Hill.</p> <p>Midground: Rural farmland landscape spreads in the low lying land west of the central spine.</p> <p>Foreground: Vegetation on Oyster Hill screens views.</p>	Attractive view, frustrated by the vegetation which filters what would otherwise be an uninterrupted panorama of the western foot of the hills.	E	E	E
34(B)	Hope End Estate			Cultural Heritage (birthplace of Elizabeth Barrett Browning), private.			<p>Similar, but narrower view from Hope End Estate from highest point in the grounds. The view from 34(B) has been included on the photosheet to demonstrate the view towards Eastnor which is available from the front of the house.</p>					

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
36	B4209 by Three Counties Showground SO788424	55m	W	Movement Corridor (transport), Visitor Destination	AONB, NCA 106: Severn and Avon Vales, LCT: Enclosed Commons	Moderate number of vehicular users	Wide local view of eastern elevation of MH central spine from approach road. Roadside and field boundary trees interrupt the view. Semi-urban view. Seasonal change likely in view.	Distant: No views to the distance available. Midground: Bold profile of peaks B to I rise into the sky space across the view and dominate the composition. Herefordshire Beacon is seen behind this on the skyline to the right of view. Detail of bare hill tops can be distinguished. Urban areas of Great Malvern are visible, and houses at Malvern Well, Upper and Lower Wyche are prominent on the hill slopes. Foreground: Large open fields add to the sense of urbanisation. Night time: Lit development area on slopes of hills is not noticeable.	Sense of arrival, from the visual combination of the urban areas at the foot of the hills which give a sense of destination and prosperity, and the profile and character of the hills in the mid-ground which are seen as a backdrop and ending rather than having a passage through.	S	E	S
37	A4104 (west of Welland) SO779403	80m	W	Movement Corridor (transport)	AONB, AGLV, NCA 106: Severn and Avon Vales, LCT: Enclosed Commons	Moderate number of vehicular users	Wide local view of eastern elevation of MH central spine from approach road. Essentially rural view. Some seasonal changes likely in the view.	Distant: No views to the distance available. Midground: Bold profile of peaks D to O rise towards the sky space across the view and dominate the composition. Contrast between the well wooded and bare slopes of the hills are noticed. Lack of groups of houses and urban elements in the view contribute to the attractive tranquil rural character. Woodland cover heightens the sense of mystery and magic quality of the hills, the anticipation and urge to explore what lies beyond them. Little Malvern Priory is seen nestled at the foot of hills at the centre of view. Views of the well wooded and enclosed character of the south-east site of the hill slopes is distinctive, and the composition of Little Malvern Priory seen nestled against the hills is unique to views from this distance and direction. The juxtaposition of Herefordshire Beacon to the other peaks is also unique to this view. Foreground: The tranquil rural setting enhances the enjoyment of the view.	Very much attracted and intrigued by view. There is something magical about the lower hills (I to O) in the centre of view which are not overpowering or daunting and appear more accessible (compared to A to K), but still retain a sense of secrecy which fuels the viewer's desire to explore.	E	E	E
40	Obelisk at Eastnor Castle Parkland SO752378	240m	360° panoramic view	Recreational, Historic, Movement Corridor (footpath), Visitor Destination	AONB, NCA 103: Malvern Hills, LCT: Wooded Hills and Farmlands, PROW	Moderate number of pedestrian users	Panoramic (360°) viewpoint. Views are generally enclosed by vegetation and the MH central spine, but far reaching views are available to the south and south-west and through a narrow corridor to the north. Rural view of the well wooded and enclosed south-western parts of the AONB. Seasonal change is likely in the view	<u>To the north</u> Distant: Grey silhouette of Titterstone Clee Hill and further Shropshire Hills glimpsed on distant skyline. Peaks of North Hill, Worcestershire Beacon and ridgeline of lower group of hills within the northern part of the AONB seen on the intermediate skyline. Houses at West Malvern along the foot of North Hill can be glimpsed. Midground: Peaks along central spine from [K to O] seen on intermediate skyline, and News Wood which covers their upper western slopes. Foreground: Woodland vegetation of Birchen Wood screens views across to the wider Eastnor Park. <u>To the east</u> Distant: No distant views. Midground: Midsummer Hill seen on the skyline. Foreground: Castle Coppice in lower foreground.	Sense of being well enclosed by woodland and the MH to the east. Very rural views conjure a sense of wilderness.	E	E	E

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
								<p><u>To the south</u> Distant: Cotswold scarp and distinct profile of May Hill seen as a dark silhouette on the distant skyline.</p> <p>Midground: Rising land at Hanging Lift, gently sloping, well wooded, sparsely settled southern part of the AONB seen in the view.</p> <p>Foreground: Peaks of Raggedstone Hill and Chase End Hill seen above trees within Eastnor Park.</p>				
								<p><u>To the west</u> Distant: On a day of good visibility, the grey silhouette of the Black Mountains can be seen on the distant skyline. Grey silhouette of Much Marcle Ridge seen on the skyline.</p> <p>Midground: Filtered views of linear group of hills at the mid-western edge of the AONB from Clencher's Mill to Oyster Hill. Eastnor Castle seen nestled against dark woodland in the lower midground.</p> <p>Foreground: Ashen Fields Coppice in lower foreground.</p>				
47 (B)	North Hill SO 769464	397m	360° panoramic view	Recreational, Movement Corridor (bridleway)	AONB, NCA 103: Malvern Hills, LCT: High Hills and Slopes, PROW, CL	Few pedestrian and equestrian users	<p>Panoramic (360°) viewpoint with far reaching views in all directions.</p> <p>Worcestershire Beacon blocks views towards peaks of southern hills along central hill spine.</p> <p>Views to the west and north of the MH spine are of a rural, sparsely settled and well wooded undulating landscape. Views to the east and south are of a flatter and more widely settled landscape.</p> <p>No seasonal change is likely in the view.</p>	<p><u>To the north</u> Distant: Grey silhouette of Titterstone Clee Hill is seen on the distant skyline beyond rising land of the Bromyard Plateau and Abberley Hill on the intermediate skyline. On a day of good visibility, the Black Mountains and Shropshire Hills form a grey silhouette on the farther distant skyline.</p> <p>Midground: Views over a hilly and densely wooded landscape, characteristic to the northern part of the MHAONB. The linear north-south axis of the Suckley Hills and associated woodland is a dominant feature of the area, and separates west from east both geographically and in character.</p> <p>Foreground: Top of End Hill at the most northern end of the MH spine and roofs of houses at North Malvern and Upper Howsell are visible at the foot of the hills.</p>	Sense of solitude.	E	E	E
								<p><u>To the east (view corridor to north-east graded Special)</u> Distant: The Cotswold Scarp forms a dark silhouette on the distant skyline. Bredon Hill at the edge of the Cotswolds rises on the intermediate skyline. Urban areas of Worcester City seen in the distance.</p> <p>Midground: Flat landscape of the Severn Plain. Agricultural landscape of large, regular fields well enclosed by hedgerows, estate plantations, scattered farmsteads and settlement.</p> <p>Foreground: Urban areas of Great Malvern and Malvern Link spread at the foot of the hills.</p> <p>Night time: Lit footprint of Malvern urban area noticeable, together with traffic lights on M5 and main approach roads.</p>				

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
								<p><u>To the south</u> Distant: The Cotswold scarp and Wye Valley edge form a dark silhouette on the skyline beyond which the Black Mountains can be seen on a day of good visibility.</p> <p>Midground: Rural, hilly landscape with farmland and large blocks of woodland on slopes. Linear hill group following a south-north axis between Clencher's Mill and Oyster Hill is a characteristic feature.</p> <p>Foreground: Peaks of Worcestershire Beacon and Sugarloaf Hill are dominant in the foreground.</p>				
								<p><u>To the west</u> The eye is drawn to the view in this direction, to follow a shallow linear valley heading westwards.</p> <p>Distant: The Black Mountains and the Hergest Ridge form a dark skyline silhouette on days of good visibility. Linear Much Marcle Ridge is seen on the intermediate skyline.</p> <p>Midground: Views across a well wooded gently undulating rural landscape with a sense of wilderness.</p> <p>Foreground: Spine line of Sugarloaf Hill and Table Hill screen views of housing at West Malvern and frame the view. Bagburrow Wood seen in the lower foreground marks the beginning of the liner densely wooded hill group running along the west side of the MH central hill spine, and further north towards Abberley Hill.</p>				
48 (D)	Worcestershire Beacon SO768452	425m	360° panoramic view	Established Viewpoint, Movement Corridor (bridleway), Visitor Destination, Recreational	AONB, NCA 103: Malvern Hills, LCT: High Hills and Slopes, PROW, CL	Many pedestrian and some equestrian users	<p>Panoramic (360°) viewpoint with far reaching views in all directions.</p> <p>Many peaks on the central hill spine visible along a continuous length, between Herefordshire Beacon to the south and North Hill to the north.</p> <p>Views to the west of the central spine are of rural, sparsely settled and well wooded, hilly landscapes. Views to the east are of a flatter, more widely settled landscape.</p> <p>Flattened perspective from elevated viewpoint.</p> <p>No seasonal change is likely in the view.</p>	<p><u>To the north</u> Distant: Higher ground at Ludlow, Titterstone Clee Hill and the Clent Hills seen as dark silhouettes on the skyline. Bromyard Plateau and Abberley Hill are seen on the intermediate skyline. On a day of good visibility, the Black Mountains and Shropshire Hills appear on the farther distant skyline as a grey silhouette.</p> <p>Midground: Hilly and densely wooded landscape of the Principal Wooded Hills Landscape Character Type runs north along the west side of the central hill spine. The group of lower, linear hills running south to north from Bagburrow Wood then Suckley Hills to near Lulsley is a main component of the view. To the east of the spine is a flatter, more widely settled and urbanised landscape with views over Upper Howsell, Malvern Link and towards Worcester City and Birmingham City beyond.</p> <p>Foreground: Peaks of Sugarloaf Hill, Table Hill and North Hill are dominant in the lower foreground.</p> <p><u>To the east (view corridor to north-east graded special)</u> Distant: Cotswold scarp seen as a linear grey silhouette on the distant skyline, against which Bredon Hill at the edge of the Cotswolds is seen dominant on the intermediate skyline.</p> <p>Midground: Agricultural landscape of large, open, regular shaped fields and scattered farmsteads and small settlements across the Severn Plain between the Cotswolds and Malvern Hills AONB. Large industrial sheds at Tewkesbury can be glimpsed.</p> <p>Foreground: Urban areas of Great Malvern spread at the foot of the hills.</p> <p>Night time: The lit footprint of urban area of Malvern prominent in the foreground of the view, with lighting in other towns visible.</p>	The 'wow' factor; aware of it being a tourist attraction; buffeted by wind.	E	E	E

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
								<p><u>To the south</u> Distant: The Cotswold scarp and Wye Forest edge (May Hill recognisable) form a dark silhouette across the distant skyline, behind which on a day of good visibility the Black Mountains would also be seen as a grey silhouette. Severn estuary glimpsed.</p> <p>Midground: To the east of the Malvern Hill spine, an agricultural landscape of large, regular shaped fields and timber plantations. Urban areas of Cheltenham and Gloucester glimpsed at the foot of the Cotswold Scarp. To the west of the Malvern Hills spine, an undulating landform of sloping hills. Herefordshire Beacon is prominent in the view, and the dark grey facade of Eastnor Castle can be just picked out from its dark wooded backdrop.</p> <p>Foreground: To the east of the spine, urban areas of Barnard's Green spread at the foot of the hills. To the west, settlement at Colwall Stone is seen in the lower foreground.</p>				
							<p><u>To the west</u> Distant: On a day of good visibility, the Black Mountains and Hergest Ridge are seen as a grey silhouette on the distant skyline. Much Marcle Ridge, [Hereford Plateau] and Bromyard Plateau form an intermediate skyline.</p> <p>Midground and Foreground: Gently undulating, tranquil, rural landscape within the Principal Timbered Farmlands and Principal Wooded Hills Landscape Character Types within the AONB spread in the midground. Oyster Hill is prominent in the view.</p>					
49 (K)	Herefordshire Beacon (British Camp) SO760400	338m	360° panoramic view	Established Viewpoint, Historic, Visitor Destination, Recreational	AONB, NCA 103: Malvern Hills, LCT: High Hills and Slopes, PROW, CL	Many pedestrian users	<p>Panoramic (360°) viewpoint with far reaching views in all directions.</p> <p>Central hill spine seen as a long continuous length, from peaks of Table Hill to Ragged Stone Hill.</p> <p>To the east side of the spine lie the flat landscape of the Severn Plain, and to the west a gently undulating, well wooded hilly landscape.</p> <p>Flattened perspective from elevated viewpoint.</p> <p>No seasonal change is likely in the view.</p>	<p><u>To the north</u> Distant: Titterstone Clee Hill and higher ground beyond Birmingham seen on the skyline as a grey silhouette. Closer to the hills, Abberley Hill breaks into the skyline.</p> <p>Midground: Views of the Principal Wooded Hill Landscape Character Type to the west and north of the hills. Hill peaks from Table Hill to Black Hill and vegetation pattern clearly seen. Settlements at Colwall Stone, West Malvern and Upper Colwall seen in their context with the hills.</p> <p>Foreground: Properties along Jubilee Drive seen. Tower of Little Malvern Priory seen at the foot of hills.</p>	The 'wow' factor; buffeted by wind; age of hill fort and its enduring quality evokes sense of awe.			
							<p><u>To the east</u> Distant: Cotswold scarp seen on skyline as a grey silhouette, which is broken by Bredon Hill at edge of Cotswolds.</p> <p>Midground: Widely settled and farmed landscape of flat Severn Plain.</p> <p>Foreground: Spire of peaks.</p>					
							<p><u>To the south</u> Distant: Cotswold scarp to the left seen as grey silhouette on skyline which ends and drops towards the Severn Estuary. Wye Valley rises from the right side of the estuary, and May Hill is recognised by the characteristic clumps of trees at the top.</p> <p>Midground: Hilly Wooded Hills and Farmlands Landscape Character Type around Eastnor. Eastnor Castle and the Obelisk within its parkland are visible.</p> <p>Foreground: Peaks of Millennium Hill and Ragged Stone Hill are visible.</p>					

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
								<p><u>To the west</u> Distant: The Black Mountains can be seen as a dark silhouette on the skyline on a day of good visibility, together with Hergest Ridge.</p> <p>Much Marcle Ridge forms a closer intermediate skyline.</p> <p>Midground: Undulating hilly landscape of the Principal Wooded Hills Character Type including Oyster Hill. Flatter terrain of the Principal Timbered Farmlands around Colwall Green.</p> <p>Foreground: Spire of peaks.</p> <p>Night time: Light sources in surrounding villages glimpsed.</p>				
50 (S)	Chase End Hill SO761355	191m	360° panoramic view	Recreational, Movement Corridor (footpath)	AONB, AGLV, NCA 103: Malvern Hills, LCT: High Hills and Slopes, PROW, CL	Few pedestrian users	<p>Panoramic (360°) viewpoint with far reaching views in all directions.</p> <p>Raggedstone Hill to the North screens most views towards the other hill peaks along the central spine, and only the tips of Midsummer Hill and Worcestershire Beacon are glimpsed.</p> <p>The view to the west of the central spine is very rural, well enclosed by undulating landform of hills and dense woodland on their slopes and fields scattered in between. Views to the east and south are more open and far reaching, across a flatter landscape of large, regular fields with occasional, more structured woodland plantations.</p> <p>Some seasonal change is likely in the view due to high proportion of deciduous woodland seen in the view.</p>	<p><u>To the north</u> Distant: To the west side of the central spine there are no long distance views (over 5km away) due to the low elevation of the viewpoint and intervening landscape.</p> <p>Midground: To the west side of the central spine, rising land at Bradlow Knoll and Frith Wood seen on the skyline, and as a backdrop to the densely wooded hilly midground where there is little evidence of even small scale settlement. Eastnor Castle and the obelisk within its deer park are local landmarks. In contrast, on the east side is a landscape of large, open fields spreading across the flat Severn Plain with regular settlement groups.</p> <p>Foreground: Small group of houses at Whiteleaved Oak seen nestled amongst woodland at the foot of Raggedstone Hill.</p> <p><u>To the east</u> Distant: Cotswold scarp seen as a linear grey silhouette on the distant skyline, against which Bredon Hill at the edge of the Cotswolds is seen dominant on the intermediate skyline with other lower hills to its south.</p> <p>Midground and Foreground: Landscape of large, open fields spreading across the flat Severn Plain with regular settlement groups with occasional structured, linear woodland plantations.</p> <p><u>To the south</u> Distant: Higher land falling down towards the Severn Valley and Forest of Dean seen as a grey silhouette on the skyline. May Hill can be identified by its characteristic profile.</p> <p>Midground and Foreground: Relatively flat, rolling landscape of large arable fields with some structured small/linear woodland blocks and sparse scattering of farmsteads and small estate villages, characteristic to the southern part of the AONB. The busy M50 corridor runs across the view.</p> <p><u>To the west</u> Distant: On a day of good visibility, dark silhouette of the Black Mountains can be glimpsed on the distant skyline. Much Marcle Ridge forms an intermediate skyline.</p> <p>Midground: Flat, low lying farmland of the Herefordshire Lowlands seen beyond the gently undulating wooded hills and farmlands characteristic to the south-western areas of the MHAONB.</p> <p>Foreground: High Wood at Hanging Lift seen in foreground.</p>	<p>The absence of large urban areas in the view contributes to this rural and tranquil view, with a high sense of enclosure to the north-west and open prospect towards the south-east.</p> <p>Eastnor Castle seen nestled in a small valley, almost hidden by woodland has an air of secrecy and slight hostility.</p>	E	E	E

Appendix Table L2: Assessment of Views From and Within Malvern Hills AONB

View-point	Location and National Grid Reference	Approx. Height (AOD)	Direction of View	Type of Viewpoint	Landscape Character/ Designation	Number/ Type of Users	Description of View	Key Components	Psychological Experience	Importance of View		
										View	View-point	Overall
OTHER TYPICAL VIEWS NOT INCLUDED IN SELECTED 50 KEY VIEWPOINTS												
145	Kings Green (lane north of) SO770342	50m	NW	Movement Corridor (transport)	AONB, AGLV, NCA 106: Severn and Avon Vales, LCT: Sandstone Estate Lands	Few vehicular users	Framed view looking up the MH central hill spine across relatively flat, rural farmland landscape characteristic to the south-eastern part of the AONB . Hill peaks and spine line from Chase End Hill to Worcestershire Beacon seen flattened due to the rotated angle. Seasonal change is likely in the view due to high proportion of deciduous trees seen in the view.	Distant: Malvern Hills seen on skyline, but diminished silhouette. Midground and Foreground: Rural relatively flat open farmland with glimpses of scattered housing with Dingle Wood screening the depth of Worcestershire beacon in the distance. Chase End Hill, Raggedstone Hill and Midsummer Hill are the main hills in view with dense woodland at the top of these lower hills contributing to the flattened perspective.	Tranquil, rural view due to the lack of any urban areas.	R	E	S

**Appendix 3:
Site Photographs**

**Appendix 4:
Landscape Character**

Appendix 4:

National Landscape Character Areas

As defined by the Countryside Agency (Natural England) in The Character of England's Natural and Manmade Landscape Volume 5: West Midlands:

Area	Location with Reference to Malvern Hills	Key Characteristics
100: Herefordshire Lowlands	West	<ul style="list-style-type: none"> • wide river valleys; • intensive arable farming with low hedges; • undulating valley sides; • steep wooded hills; • frequent orchards and hop yards; • historic parks; • Old Red Sandstone and timber-framed buildings; and • large farmsteads and frequent hamlets.
101: Herefordshire Plateau	North-west	<ul style="list-style-type: none"> • gently-rolling plateau dissected by small narrow valleys; • abrupt edges against Lugg, Teme and Frome valleys; • open arable cultivation on plateau; • hop fields; • enclosed pasture in valleys; • sparsely-populated: scattered hamlets and farmsteads in red, pink and grey sandstone and brick; • valley bottom meadows; and • orchards with old trees particularly numerous in the west.
102: Teme Valley	North	
103: Malvern Hills	Largely overlaps	<ul style="list-style-type: none"> • narrow ridge of high, rounded hills rising abruptly from the Severn Vale; • prominent landmark from distances; • open commons on hill summits and south-eastern slopes. Long and spectacular views from the hills in all directions; • densely wooded lower slopes; • below the high ridges, enclosed remote landscapes of rolling hills with small pasture fields and abundant woodlands; • spa town still retaining many fine Victorian and Edwardian buildings; • villas on the eastern slopes; and • many dramatically sited historic features.
104: South Herefordshire and Over Severn	South-west	<ul style="list-style-type: none"> • fertile, undulating farmland with extensive arable farming; • substantial red sandstone farmsteads; • large to medium fields with variable, commonly low hedges; • aging hedgerow trees; • numerous churches and manor houses in small hamlets; • clusters of parkland trees; • narrow, meandering floodplain with low hedges, ditches, scattered mature trees and pollarded willows; and • contrasting steep wooded slopes and gentle riverside slip-off slopes.

Area	Location with Reference to Malvern Hills	Key Characteristics
106: Severn and Avon Vales	East	<ul style="list-style-type: none"> • diverse range of flat and gently undulating landscapes, united by broad river valley character; • riverside landscapes with little woodland, often very open; • variety of land uses from small pasture fields and commons in the west to intensive agriculture in the east; • distinct and contrasting vales: Evesham, Berkeley, Gloucester, Leaddon, Avon; • many ancient market towns and large villages along the rivers; • nucleated villages with timber frame and brick buildings; • prominent views of hills – such as Cotswolds, Bredon and the Malverns – at the edges of the character area.

Appendix 5:
Malvern Hills AONB: Landscape Character Types

5 LANDSCAPE

5.1 Aims

To protect and, where appropriate, enhance those characteristics and features that contribute to the landscape beauty and amenity of the Malvern Hills AONB.

To manage change in the landscape in such a way as to maintain the high quality of the AONB's landscape character while promoting sustainable development.

5.2 Background

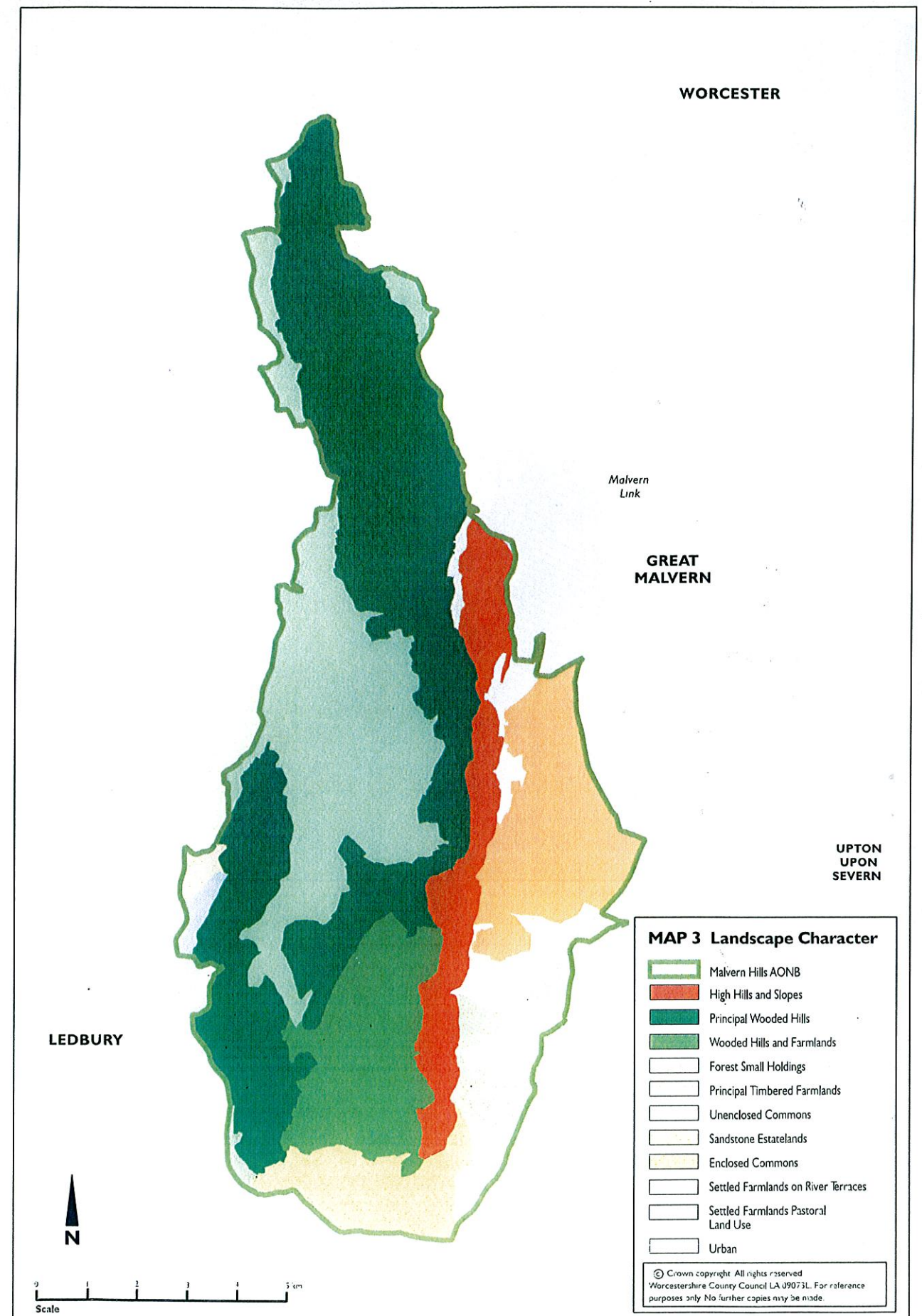
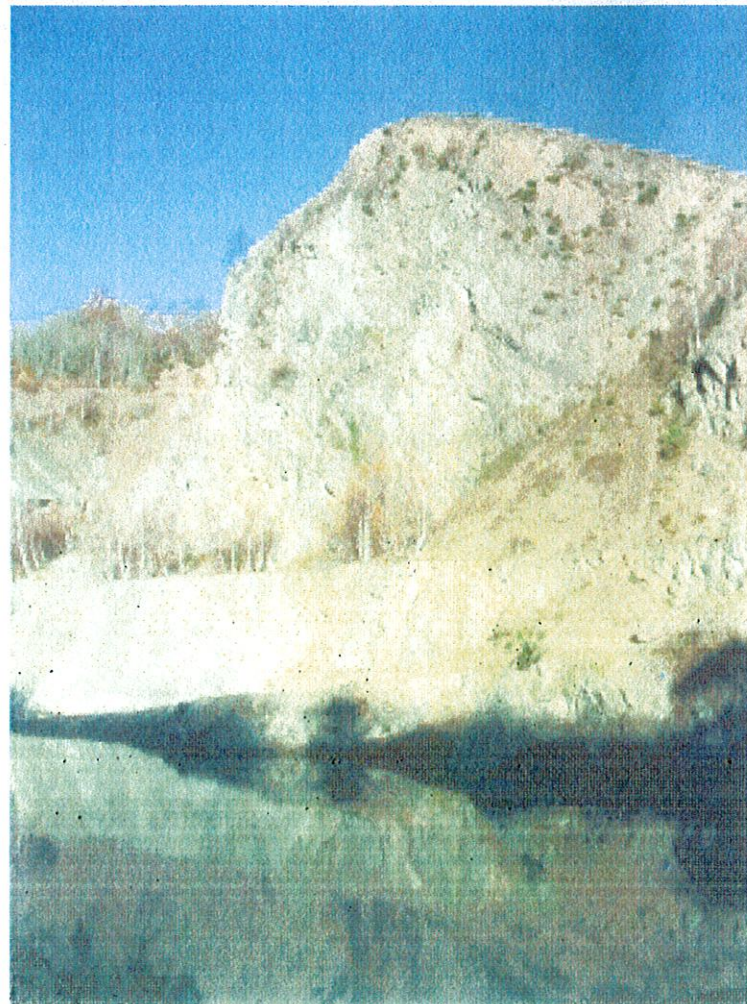
The Malvern Hills display remarkable contrasts of geology which together with centuries of manipulation by human activity, give rise to a landscape of great physical, ecological and historical diversity. The Pre-Cambrian and Cambrian ridge is the dominant feature of the AONB. Resulting features are bare hill top sustaining particularly vulnerable acid grassland which turns to bracken and gorse on the slopes. In contrast, at the southern end of the main ridge, parts of the slopes retain natural woodland cover. To the west, shales overlay sandstone and quartzite. From these softer rocks, valleys have formed with wooded knolls.

Regionally Important Geological Sites (RIGS) are considered worthy of protection for their educational, research, historic or aesthetic importance. Numerous RIGS and SSSI's have been designated for their geological importance, and potential exists to increase the number of RIGS and make them more accessible to the public.

5.3 Landscape Character Assessment

Herefordshire and Worcestershire Landscape Character Assessments provide an objective and cohesive understanding of the nature of the landscape and have been fully integrated to also include the small part of Gloucestershire falling within the AONB. Ten rural landscapes are identified within the AONB, as shown in Map 3. Further detail on landscape character assessment can be found in the Herefordshire and Worcestershire Supplementary Planning Guidance documents. The urban landscape has yet to be addressed.

The Gullet Quarry, a Geological SSSI



**Appendix 6:
References**

APPENDIX 6: REFERENCES

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**Appendix 7:
List of Identified Viewpoints**

Appendix 7: List of Identified Viewpoints

APPENDIX 7: LIST OF 50 IDENTIFIED VIEWS				
Viewpoint No.s	Name	Location (Generic)	Importance	Sensitivity
Within AONB boundary				
47 (B)	North Hill	MALVERN HILLS	Exceptional	High
48 (D)	Worcestershire Beacon		Exceptional	High
49 (K)	Herefordshire Beacon (British Camp)		Exceptional	High
50 (S)	Chase End Hill		Exceptional	High
25	B4232 at Upper Wyche (looking east)		Special	High
26	B4232 at Upper Wyche (looking west)		Special	High
22	A438 (north-west of Eastnor)	Road	Special	Medium
23	A449 (north-west of Eastnor)	Road	Special	Medium
24	Jubilee Drive (B4232) by Perrycroft	Road	Special	High
33	B4219 at Storridge	Road	Special	Medium
34	Oyster Hill (Representing view from gardens of Hope End Estate, including view from front of house)	Public Footpath	Exceptional	High
36	B4209 by Three Counties Showground	Road	Special	Medium
37	A4104 (west of Welland)	Road	Exceptional	High
40	Eastnor Castle (at obelisk within parkland)	Public Footpath	Exceptional	High
Within 10km of AONB boundary				
1	A4103 near Leigh Sinton	Road	Special	Medium
2	A449 through Malvern Link	Road	Representative	Medium
3	B4211 near Rhydd	Road	Special	Medium
6	A4104 at M5 overbridge (nr Holly Green)	Road	Special	Medium
7	B4214 at Stanley Hill	Road	Representative	Low
16	A4103 (nr Stony Cross)	Road	Special	Medium
19	A417 (nr Donnington)	Road	Special	Medium
20	A417 (nr Redmarley D'Abitot)	Road	Special	Medium
21	Public footpath at Birtsmorten	Public Footpath	Special	Medium
31	Public bridleway at Broadheath	Public Bridleway	Special	Medium
35	B4220 (nr Stanford Bishop)	Road	Special	Medium
43	B4208 (nr Pendock)	Road	Special	Medium
Between 10-30km of AONB boundary				
4	Bredon Hill	Public Footpath	Exceptional	High
9	Haresfield Beacon	National Trust owned Common Land, Public Footpath	Special	High
11	B4202 (nr Clows Top)	Road	Representative	Low
12	Cleeve Hill	Common Land	Special	High

APPENDIX 7: LIST OF 50 IDENTIFIED VIEWS				
13	May Hill	National Trust owned Common Land	Representative	Medium
15	Hegdon Hill (nr Leominster)	Road	Representative	Low
17	Upper Strensham (nr M5 junction 8)	Road	Representative	Low
18	A438 overbridge north-west of Tewkesbury	Road	Representative	Medium
27	Much Marcle Ridge (from Herefordshire Trail LDF)	Road, Public Footpath	Exceptional	High
28	M5 Overbridge at Green Street	Road near M5	Representative	Medium
29	Ronkswood Hill Meadows, Worcester	Public Open Space, Local Nature Reserve	Special	Medium
30	Ketch viewing point at southern edge of Worcester (A38 and A4440 junction)	Viewing Point, Road	Special	High
32	Collins' Green viewpoint (B4197)	Viewing Point, Road	Special	Medium
39	A438 at Bartestree (western edge of Hereford)	Road	Representative	Low
41	Track near Westhope Hill	Road	Representative	Low
42	Over Old Road (nr Woolridge)	Road	Special	Medium
44	Bringsty Common	Common Land	Special	Medium
45	Track near Durlow Common	PROW	Special	Medium
46	Croome Court	National Trust	Exceptional	High
Between 30-50km from AONB boundary				
5	Balis's Hill (near Honeybourne)	Public Footpath	Representative	Medium
8	B4066 (nr Stinchcombe Hill)	Road	Special	Low
10	Clent Hills Country Park (near Hagley)	Public Open Space	Special	High
14	South of Titterstone Clee Hill	Common Land	Special	Medium
38	Cockyard	Road	Representative	Low

**Appendix 8:
Glossary of Technical Terms**

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Glossary of Technical Terms**

Term	Brief Explanation
Analysis (landscape)	The process of breaking the landscape down into its component parts to understand how it is made up. (LI/IEMA)
Area of Outstanding Natural Beauty	Area designated by the Countryside Agency or Countryside Council for Wales under the Countryside and Rights of Way Act 2000 where the primary purpose is the conservation and enhancement of natural beauty including the flora, fauna, geology and landscape. (CA)
Bridleway	A public right of way for walkers and those on horseback, or leading a horse, together with pedal cyclists. (DfT)
Byway Open to All Traffic	A route predominately for use by walkers, horse-riders and cyclists but also open to motor vehicles. (DfT)
Common Land	Defined in section 22 of the Commons Registration Act 1965 as: <ul style="list-style-type: none"> (a) land subject to rights of common (as defined in this Act) whether those rights are exercisable at all times or only during limited periods; (b) waste land of a manor not subject to rights of common. (CA)
Conservation Area	Defined by section 69 of the Planning (Listed Buildings and conservation Areas) Act 1990 as an area of special architectural or historic interest, the character or appearance of which is desirable to preserve or enhance. (ODPM)
Definitive Map	The legal record of public rights of way held by Surveying Authorities which are normally also Highway Authorities.
Historic Landscape Assessment	Recognises the ways in which the present countryside reflects how people have exploited, changed and adapted to their physical environment through time, with respect to different social, economic, technological and cultural aspects of life.
Landcover	Combinations of land use and vegetation that cover the land surface. (LI/IEMA)
Landform	Combinations of slope and elevation that produce the shape and form of the land. (LI/IEMA)
Landscape	Human perception of the land conditioned by knowledge and identity with a place. (LI/IEMA)
Landscape Capacity	The degree to which a particular landscape character type or area is able to accommodate change without unacceptable adverse effects on its character. Capacity is likely to vary according to the type and nature of change being proposed. (LI/IEMA)
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. (LI/IEMA)

Term	Brief Explanation
Landscape Character Assessment	Is a method for identifying, understanding and expressing the different patterns and features i.e. woodlands, hedgerows, building styles and historic artefacts which give a place a distinctive character. (CA)
Landscape Character Type	A generic classification. A landscape type will have broadly similar patterns of geology, landform, soils, vegetation, land use, settlement and field pattern discernible in maps and field survey records. (LI/IEMA)
Landscape Feature	A prominent eye-catching element, for example, wooded hilltop or church spire. (LI/IEMA)
Landscape Quality (or condition)	Based on judgements about the physical state of the landscape, and about its intactness, from visual, functional, and ecological perspectives. It also reflects the state of repair of individual features and elements which make up the character in any one place. (LI/IEMA)
Landscape Resource	The combination of elements that contribute to landscape context, character and value. (LI/IEMA)
Landscape Sensitivity	The extent to which a landscape can accept change of a particular type and scale without unacceptable adverse effects on its character. (LI/IEMA)
Land Use	The primary use of the land, including both rural and urban activities. (LI/IEMA)
Landscape Value	The relative value or importance attached to a landscape (often as a basis for designation or recognition), which expresses national or local consensus, because of its quality, special qualities including perceptual aspects such as scenic beauty, tranquillity or wildness, cultural associations or other conservation issues. (LI/IEMA)
Listed Building	A building of architectural or historical importance, graded according to its merit (I, II*, II) and subject to special controls.
Local Authority	An administrative unit of local government, specifically any body listed in section 270 of the Local Government Act 1972 or section 21(I) of the Local Government and Housing Act 1989.
Local Distinctiveness	Is essentially the sum of points of connection between the place and the person. Local distinctiveness is fundamentally about giving professionals a mandate to care for landscape detail, by linking meaning, identity, patina and authenticity. Common Ground is where sustainable landscapes are valued as places which have distinctiveness and significance that communities cherish as their own (Ecoregen). Seeks to find alternatives to the spread of uniformity in the countryside.

**Appendix 8:
Glossary of Technical Terms**

Term	Brief Explanation
Local Planning Authority	The Local Authority, normally the local borough or district council, which is empowered by law to exercise planning functions. (ODPM).
Methodology	The specific approach and techniques used for a given study.
Natural Beauty	Legislation and associated guidance defines natural beauty as including the physical elements of flora, fauna, geology and physiographic or geomorphologic, the cultural and heritage elements, together with less tangible values such as intactness, rarity, wildness, remoteness, tranquillity and the appeal to the physical senses. (CA)
Perception (of landscape)	The psychology of seeing and possibly attaching value and/or meaning (to landscape). (LI/IEMA)
Public Right of Way	A route where the public has a right to walk, and in some cases ride horses, bicycles, motorcycles, wheeled carriages or drive motor vehicles which is designated either a footpath, a bridleway, a road used as a public path (RUPP) or a byway open to all traffic. (BOAT) (DfT)
Receptor	Physical landscape resource, special interest or viewer group that will experience an effect. (LI/IEMA)
Regulatory Authority	The planning or other authority responsible for planning consents or project authorisation (synonymous with determining authority or competent authority). (LI/IEMA)
Scheduled Ancient Monument	A structure identified by English Heritage for protection under the Ancient Monuments and archaeological Areas Act 1979.
Sense of Place	The essential character and spirit of an area: <i>genius loci</i> literally means 'spirit of the place'. (LI/IEMA)
Sites and Monument Record	A database of sites of archaeological interest and potential within a particular area, usually a county.
Sky Space	The open space around a feature that allows it to be seen clearly from an identified viewpoint.
Supplementary Planning Guidance	Guidance on specific planning issues which adds detail to policies in the local plan.
Threshold	A specified level in grading effects, for example sensitivity or significance. (LI/IEMA)
Tranquillity	Composite feature which seeks to characterise elements of wildness, solitude, peace and quiet, relating principally to low levels of built development, traffic, noise and artificial lighting.
Unitary Development Plan	A local plan produced by certain unitary district authorities which have responsibility for the full range of local authority services.

Term	Brief Explanation
Viewing Corridor	Field of vision seen from a viewpoint (CP)
Visual Amenity	The value of a particular area or view in terms of what is seen. (LI/IEMA)
Visual Envelope	Extent of potential visibility to or from a specific area or feature. (LI/IEMA)

Abbreviations: Authors of Definitions

CA	- Countryside Agency
CP	- Cooper Partnership
DfT	- Department of Transport
EH	- English Heritage
LI/IEMA	- Landscape Institute/Institute of Environmental Management and Assessment
ODPM	- Office Deputy Prime Minister
SNH	- Scottish Natural Heritage