

Consultation Summary: Position Statement 3: Landscape-led Development

PLEASE NOTE: On 22 November 2023, the Malvern Hills Area of Outstanding Natural Beauty (AONB), was rebranded as the Malvern Hills National Landscape. National Landscapes are designated AONBs. For the purposes of this consultation summary, reference is made to the Malvern Hills AONB Unit when work was undertaken prior to re-branding, and the Malvern Hills National Landscape Team for work following re-branding.

Purpose of this summary

This note details the steps taken by the Malvern Hills National Landscape Team to consult others on a position statement on Landscape-led Development.

Pre-Consultation

A draft position statement was compiled with an appendices document by the Malvern Hills AONB Unit Planning Officer, in consultation with a local volunteer, Sue Haywood. These documents were presented to the Malvern Hills AONB Joint Advisory Committee Meeting of Friday 28th April 2023. The draft position statement and appendices were discussed and endorsed by the committee as a consultation draft.

Consultation

This Position Statement was consulted on at the same time as the following draft documents: Position Statement 2: Housing development in the Malvern Hills National Landscape and its Setting, updated Guidance on Horse-related Development and updated Guidance on Lighting.

The consultation draft was available to view on the Malvern Hills AONB website (<https://www.malvern-hills-nl.org.uk/consultations/>) between 8 June and 4 August 2023. Visitors were encouraged to download the draft guidance and to submit comments via a downloadable comment form and return accordingly to the AONB Unit Planning Officer (shared).

Emails alerting people to the consultation and inviting a response were also sent to the following elected members, councils and interested stakeholders:

Elected Members
Malvern Hills District Council
Great Malvern – Cllr Beverley Neilsen
Great Malvern – Cllr Cynthia Palmer
West – Cllr Natalie Mcvey
West – Cllr John Raine
Alfrick, Leigh and Rushwick – Cllr Sarah Jane Rouse
Alfrick, Leigh and Rushwick – Cllr Peter Whatley
Castlemorton, Welland and Wells – Cllr Christine Wild
Castlemorton, Welland and Wells – Cllr John Gallagher

Herefordshire Council
Bishops Frome and Cradley – Cllr Ellie Chowns
Hope End – Cllr Helen Heathfield
Ledbury North – Cllr Liz Harvey
Ledbury South – Cllr Stef Simmons
Worcestershire County Council
Malvern Chase Division - Cllr Malcolm Victory
Malvern Link Division – Cllr Karen Hanks
Malvern Langland Division – Cllr Beverley Neilsen
Malvern Trinity Division – Cllr Natalie Mcvey
Powick Division – Cllr Tom Wells
Forest of Dean District Council
Hartbury & Redmarley – Cllr Philip Burford
Hartbury & Redmarley – Cllr Clayton Williams
Gloucestershire County Council
Newent Division – Cllr Gill Moseley

Parish & Town Council Clerks
Worcestershire
Alfrick and Lulsley Parish Council (Geoffrey Brewin)
Berrow Parish Council (Sheelagh Tooze)
Birtsmorton Parish Council (Christina Leake)
Castlemorton Parish Council (Christina Leake)
Knightwick and Doddenham Parish Council (Geoffrey Brewin)
Little Malvern and Welland Parish Council (David Sharp)
Malvern Town Council (Town Clerk)
Malvern Wells Parish Council (Sarah Hart)
Suckley Parish Council (Lynn Butler)

West Malvern Parish Council (David Sharp)
Leigh and Bransford Parish Council (Jacqui Barker)
Herefordshire
Colwall Parish Council (Karen Davis)
Cradley & Storrige Parish Council (Richard James)
Eastnor & Donnington Parish Council (Janet Chester)
Ledbury Town Council (Angie Price)
Mathon Parish Council (Diana Taylor)
Wellington Heath Parish Council (Mary Bernett)
Bosbury and Coddington Parish Council (Emma Thomas)
Gloucestershire
Bromsberrow Parish Council (David Mills)
Redmarley D'Abitot (Charlee Roberts)

Current members of the Malvern Hills AONB JAC and the Malvern Hills AONB Steering Group of relevance
Malvern Hills Trust (Duncan Bridges)
HALC (Lynda Wilcox) & Sven Bosley (JAC Member)
Worcestershire CALC (Christopher Wayman) and Mike Wilkinson
Country Land & Business Association
CPRE (Frank Hill)
NFU (Georgie Hyde)

Various organisations and interested parties
Natural England
NAAONBs
Carly Tinkler
Three Counties Showground
Herefordshire Wildlife Trust

Worcestershire Wildlife Trust
Gloucestershire Wildlife Trust
Herefordshire Local Nature Partnership
Worcestershire Local Nature Partnership
Gloucestershire Local Nature Partnership

Local authority staff	Job Title
Herefordshire Council	
Chloe Smart	Principal Planning Officer C/O Development Managers
Samantha Banks	Head of Strategic and Forward Planning
Kelly Gibbons	Majors Team Development Manager
Andrew Banks	Northern Team Development Manager
Richard Vaughan	Sustainability & Climate Change Manager
Malvern Hills District Council	
Ciaran Power	Development Control Manager
Gayle Wooton	Head of Planning & Infrastructure
Clare Bull	Planning Officer
Worcs County Council	
Emily Barker	Head of Planning and Transport Planning
Forest of Dean District Council	
Nigel Gibbons	Local Plans Manager
Clive Reynolds	Head of Development Management
Gloucestershire County Council	
Planning Inbox	Central Email for development control

Publicising the consultation

In addition to the emails sent, the consultation process was publicised in the following ways.

Element	Comments

Website publicity	The consultation was publicised on the consultation page of the Malvern Hills AONB website from 8 June to 4 August 2023.
Social Media publicity	The consultation was publicised on both the Malvern Hills AONB Facebook page on 8 June 2023 and 28 July 2023.

Post-consultation

Comments received during the consultation process were logged by the Malvern Hills AONB Unit and used to inform revisions to the draft Position Statement. On 27 October 2023, all consultation comments received were posted (names redacted) on the Malvern Hills AONB website where papers for the Malvern Hills AONB Joint Advisory Committee meeting to be held on 10 November 2023 were published, alongside text setting out how the National Landscape Team had acted on each of the comments received and subsequent amendments to the Position Statement made.

The Joint Advisory Committee endorsed the Position Statement at its meeting of 10 November 2023. The final Position Statement document was available to download from the National Landscape website as of 14 June 2024.

End.