

MARTLEY, KNIGHTWICK AND DODDENHAM

NEIGHBOURHOOD DEVELOPMENT PLAN

2016—2030



MADE VERSION

January 2018

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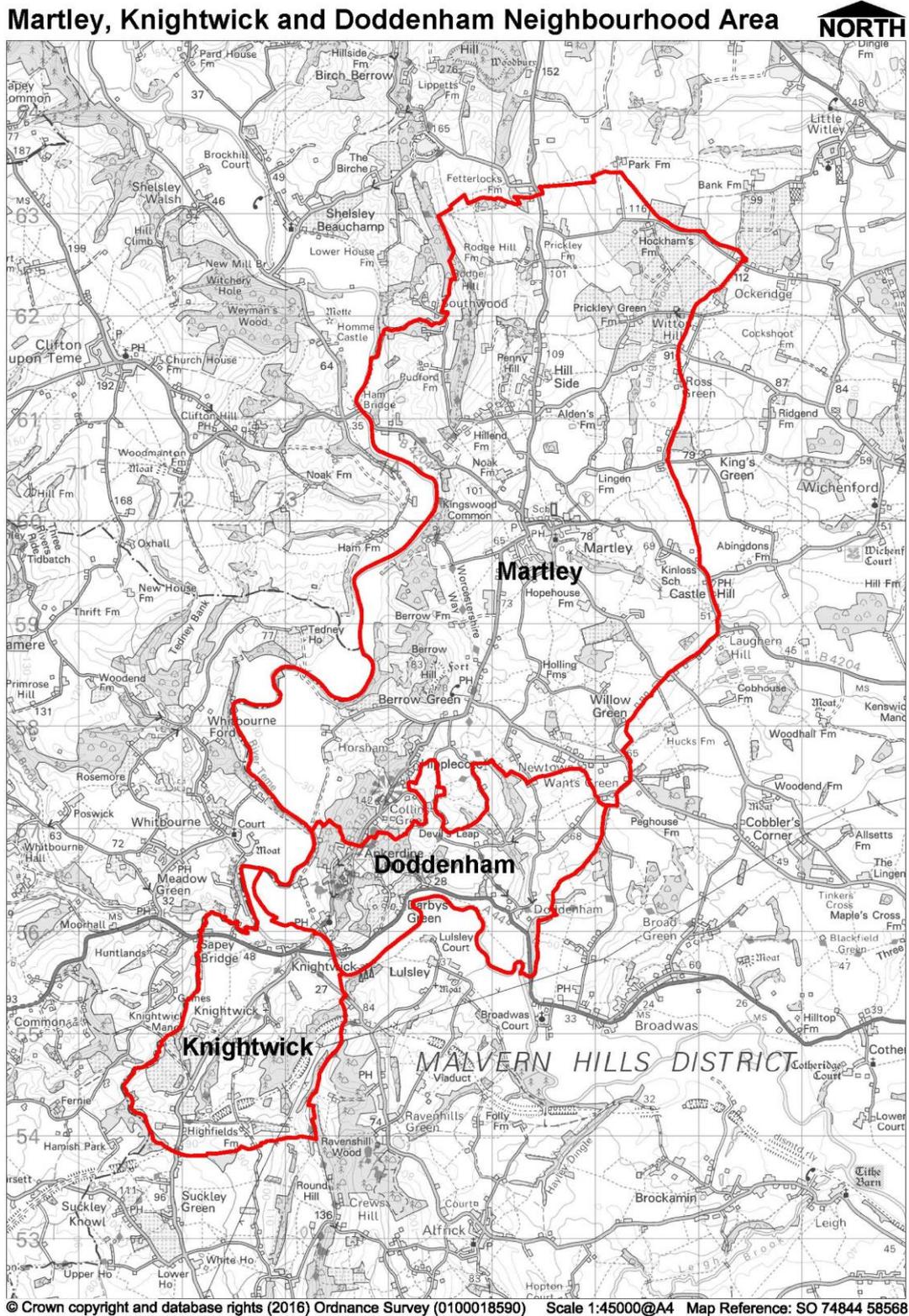
Also, many thanks to all those who responded to the public consultations and exhibitions.

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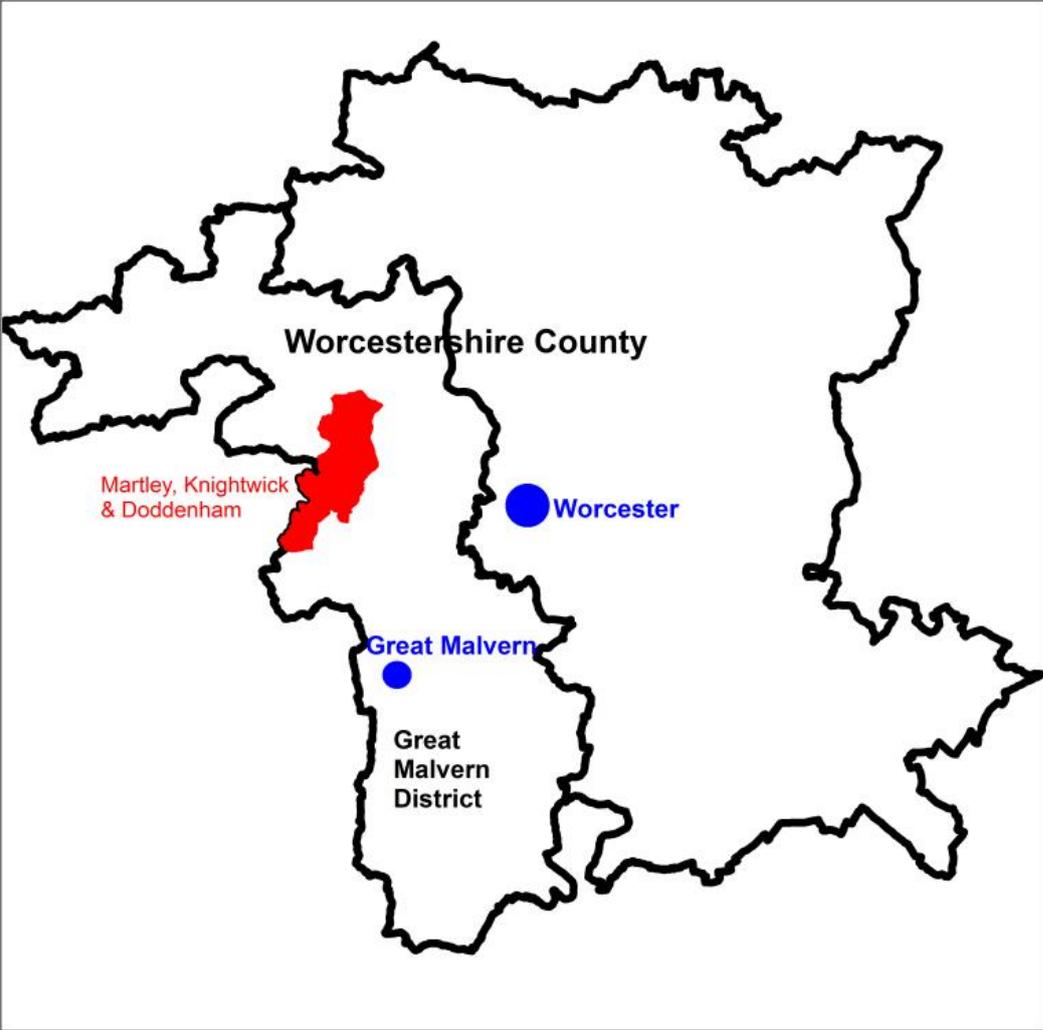
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Map 1 Martley, Knightwick and Doddenham Designated Neighbourhood Area



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Map 2 The Neighbourhood Area within Worcestershire



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1.0 Introduction and Background

1.1 A Neighbourhood Development Plan for Martley, Knightwick and Doddenham

- 1.1.1 This is the Referendum version of the Neighbourhood Development plan (NDP) for the Parishes of Martley, Knightwick and Doddenham in the Teme Valley in Worcestershire. The Plan has been prepared in response to new powers granted to Parish Councils (and other qualifying bodies) in the 2011 Localism Act. The policies and proposals seek to be in general conformity with the National Planning Policy Framework (NPPF) 2012 and strategic planning policies set out in the adopted South Worcestershire Development Plan. The plan also seeks to take account of advice contained in the Government's National Planning Practice Guidance.
- 1.1.2 The neighbourhood area extends over the three Parishes and was designated by Malvern Hills District Council in September 2013. This is shown in Map 1 on page 5 above. The neighbourhood area has two Parish Councils: Martley Parish Council, and Knightwick and Doddenham Parish Council. These have formed a joint committee with lay members to prepare the plan.
- 1.1.3 The joint committee prepared the Draft Plan taking into consideration a substantial local evidence base from extensive public consultations. These included: two household surveys using postal questionnaires delivered to all houses; open days for all members of the community and local organisations to explain the planning process and discuss options for the neighbourhood area; area surveys of local landscape features, protected views and architectural characteristics; and data collected by official agencies. Some of these consultations were undertaken before the neighbourhood area was designated in July 2013. However, they were all used to help inform the content and scope of the proposed NDP.
- 1.1.4 The Draft Plan was published for formal, Regulation 14 consultation for 6 weeks from 5th September to 17th October 2016. The Draft Plan and other background documents were available for viewing and downloading at <http://martley-pc.org.uk/>. Hard copies were available in the library at Martley Memorial Hall and the Surgery at Knightwick, and were provided on request from the Parish Clerk for Martley. A drop-in event and exhibition was held on Wednesday 7th September 2016 in Martley Memorial Hall from 6.00pm to 8.00pm. The comments and representations submitted in response to the publication of the Draft Plan were carefully considered and used to inform the Submission version of the NDP. Further information about the consultation and engagement process is provided in the Consultation Statement.
- 1.1.5 Following Submission, Malvern Hills District Council published the NDP for six-weeks' of consultation from Friday 12th May to 5pm on Friday 23rd June 2017. An Independent Examiner was appointed and the Examination of the Plan was

undertaken in August 2017. The Examiner's report was published on 21st August 2017 and found that subject to specified modifications the NDP meets the basic conditions and other requirements and should proceed to a local referendum.

- 1.1.6 A local referendum was held in Martley, Knightwick & Doddenham on 30th November 2017 to decide whether the local community were in favour of the Martley, Knightwick & Doddenham Neighbourhood Plan. 86.7% of those who voted were in favour of the Plan. Following the referendum, Malvern Hills District Council decided on 23rd January 2018 to make (adopt) the Martley, Knightwick & Doddenham Neighbourhood Plan so that it is part of the statutory Development Plan for Malvern Hills District, sitting alongside the South Worcestershire Development Plan and other material considerations in determining planning applications in the parishes of Martley, Knightwick & Doddenham.

1.2 The Neighbourhood Area



Figure 1: Worcester Road, Martley



Figure 2: Knightwick

- 1.2.1 Martley, Knightwick and Doddenham Parishes form a contiguous area of 2,501 hectares, located 13km West of the City of Worcester and within Malvern Hills District (Map 2). The three Parishes have a complex and, in places, intimate landscape of winding lanes, irregularly shaped woodlands, riverside views, old orchards and highly productive farming land. Running north and south through the Parishes is part of the long wooded ridge that extends from the Malvern Hills to Abberley Hill. This is intersected at Knightwick by the deeply-wooded valley and broad riverside meadows of the River Teme. Agricultural land in the area is of high quality and allows for a range of farming interests, including market gardening, fruit growing, livestock and cereal production as well as the recent return of hop cultivation.
- 1.2.2 At the time of the 2011 Census, the three Parishes had 1,565 residents, living in 677 dwellings. Three-quarters of residents live in Martley Parish. The main population centre is the village of Martley, which serves a wider rural area, having a shop (including post office), garage, industrial estates, primary and secondary schools, parish hall, and a large commercially managed sports centre. Knightwick Village is

the other centre in the Neighbourhood Area, with the Talbot Hotel and brewery, a butcher's and a GP clinic. Knightwick is also the location for a large monthly farmers' market. There are several outlying hamlets at Berrow Green, Prickley Green, Newtown, Willow Green, Kingswood, Pudford, Collins Green, Sunningdale and Hillside, with many smaller scattered settlements and houses throughout the three Parishes.

- 1.2.3 The 2011 Census reported that the population of the neighbourhood area had a similar age profile to that of Malvern Hills District as a whole, with 21% under the age of 18 years, and 21% aged 65 years or above. Of those of working age, 71% were economically active, including 7% on out-of-work benefits. Despite the rural nature of the Parishes, only 7% of the workforce was employed in agriculture, with the largest groups being employed in manufacturing (16%), wholesale, retail and motor vehicle repair (16%), and real estate (13%). Almost three-quarters (74%) of households were owner-occupied, with another 15% in housing rented from housing associations or public bodies, and 11% in other rented property. House prices were higher on average than those in the rest of the District, but the area had a higher proportion of houses in the lower council tax bands than the District as a whole.

1.3 Challenges and Planning Issues

- 1.3.1 Projections from the Office of National Statistics (ONS)¹ indicate that if past trends continue the population of Malvern District will rise from 71,800 in 2012 to 82,600 in 2030.
- 1.3.2 This will include a substantial increase in the number of very elderly people, with a high proportion who live alone and do not have access to private transport. This is a particular problem in the neighbourhood area because of limited public transport and the concentration of many public services in urban centres at a minimum of seven miles away. Data from the Office for National Statistics (ONS) suggests that the population in Malvern Hills District, as in much of the UK, will include a growing proportion of elderly people. The number of people aged 65 years and over in the District is expected to rise from 18,000 in 2012 to 27,600 in 2030, equivalent to a rise of 53%. The number of people over the age of 80 years will more than double over the same period, with an estimated increase of 139%. The great majority of elderly people live in their own homes, with a minority receiving domiciliary support funded from the local authority and/or from their own savings.
- 1.3.3 A small number of elderly people in Martley attend Wichenford Day Centre in the neighbouring village, which is open two days per week. It is not known how many elderly and disabled people living in the three Parishes are socially-isolated and in need of support (93 people aged 65 and above lived alone in 2011). However, this

¹ <https://www.ons.gov.uk/>

may well become a greater problem for the community over the next 20 years. The AgeUK report, *The Challenges of Rural Living for Older People*, finds that aspects of living in the countryside present serious obstacles for many older people. These include cuts to local bus services, a lack of nearby shops and services, high cost of heating and living, lack of access to health and social care and difficulties getting broadband.²

- 1.3.4 A key challenge confronting rural communities over the next 20 years is a potential rise in energy prices. Oil prices have fluctuated from year to year, and there has been a major fall since the second half of 2014. But the long-term trend has been upwards, and this will increase the demand for houses that are energy-efficient and which have alternative sources of heating such as solar panels, wood-burning stoves and heat pumps. Rising energy prices would make commuting to distant workplaces less financially attractive, which would reduce the demand for housing in rural areas for people of working age. This may be offset by an increase in the number of people who are able to work from home (in 2011, 154 people said they worked from home). The latter will require broadband connections at speeds similar to those in urban areas.
- 1.3.5 A key reference on the challenge on power supplies in rural areas is set out in: The Rural Coalition (2010) *Achieving Sustainable Rural Communities for the 21st Century*³. The report sets out (see p21) that *one in three rural households do not have a mains gas connection and are reliant on heating oil, liquefied petroleum gas (LPG) or solid fuel for their heating. Not having a mains gas connection has a significant impact on the prevalence of fuel poverty: 23% of all households that have no mains gas connection are living in fuel poverty (compared with 12% of all households that have a mains gas connection)*. This is of particular relevance to the Martley, Knightwick and Doddenham neighbourhood area because there is no mains gas supply.
- 1.3.6 It is not clear how rising energy prices and changing patterns of consumption will affect pubs and shops in rural areas. There has been a significant change in recent years in patterns of shopping, away from suburban supermarkets to a combination of shopping at local convenience stores (including village shops) and home delivery by major retailers. Nevertheless, about 1,000 village pubs and shops close each year in England. The closure of local shops and post offices is inconvenient for people who do not have access to their own transport or who do not use the Internet. Pubs and shops also provide a centre in which people can meet each other, exchange news,

² See also: Connors C, Kenrick M & Bloch A (2013) *Rural Ageing Research. Summary Report of Findings*. Department for Environment Food and Rural Affairs, London; Age UK (2013) *The Challenges of Rural Living for Older People*. <http://www.ageuk.org.uk/latest-press/archive/the-challenges-of-rural-living-for-older-people/>

³ The Rural Coalition (2010), *The Rural Challenge: Achieving Sustainable Rural Communities for the 21st Century*, Town and Country Planning Association, London <http://www.rtpi.org.uk/media/6331/The-Rural-Challenge-achieving-sustainable-rural-communities-for-the-21st-century-Rural-Coalition-2010.pdf>

and gain a sense of a shared community. This challenge is also discussed in *Ibid*³ and in IPSOS-MORI (2008) *Impact of Post Office Closures on Rural Communities. Summary Report. Report for the National Audit Office*⁴. The neighbourhood area currently has a hotel, two public houses, a general store (with a post office counter), and a butcher's shop. However, the general trend throughout England is for a decline in the number of rural shops and pubs. The Neighbourhood Plan should include steps to protect this level of services.

1.4 The Layout of the Plan

1.4.1 The NDP includes the policy context of the neighbourhood plan (Chapter 2) and the vision and objectives (Chapter 3), while the following chapters define the planning policies for landscape (Chapter 4), built heritage (Chapter 5), housing (Chapter 6), open space (Chapter 7), community life (Chapter 8), local economy (Chapter 9) and transport (Chapter 10). The appendices include a schedule of proposed protected views, recommended actions for the parish councils, a glossary of technical terms and a bibliography.

⁴ https://www.nao.org.uk/wp-content/uploads/2009/06/0809558_Ipsos_Case_Studies_Summary_Report.pdf

2.0 The Planning Policy Context

2.1 National Planning Policy Framework (NPPF)⁵

2.1.1 The NPPF was published in 2012 and sets out the Government's national planning policies for England and how these are to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a 'material consideration' in planning decisions. The NPPF states that the purpose of the planning system is to contribute to the achievement of 'sustainable development'. Resolution 42/187 of the United Nations General Assembly defined sustainable development as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs'.

2.1.2 Paragraph 9 says:

"Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- *making it easier for jobs to be created in cities, towns and villages;*
- *moving from a net loss of bio-diversity to achieving net gains for nature;*
- *replacing poor design with better design of the built environment;*
- *improving the conditions in which people live, work, travel and take leisure; and*
- *widening the choice of high quality homes."*

2.1.3 Paragraph 14 states that

"at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development."

For plan-making, this means that local planning authorities should positively seek opportunities to meet the development needs of their area, and for decision-taking this means approving without delay development proposals that conform to the local plan.

2.1.4 The NPPF in Paragraph 17 sets out a set of core planning principles that should underpin both plan-making and decision taking. With specific relevance to rural communities these include that planning should:

⁵ <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

- *“contribute to conserving and enhancing the natural environment and reducing pollution. Allocations of land for development should prefer land of lesser environmental value, where consistent with other policies in this Framework.*
- *conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations”.*

2.1.5 This is followed by detailed guidance on implementing these principles, including the requirements in Paragraph 109 that the planning system should contribute to and enhance the natural and local environment by (amongst others):

- *“protecting and enhancing valued landscapes, geological conservation interests and soils;*
- *recognising the wider benefits of ecosystem services;*
- *minimising impacts on biodiversity and providing net gains in biodiversity where possible...”*

2.1.6 Paragraph 112 sets out that:

“Local planning authorities should take into account the economic and other benefits of the best and most versatile agricultural land. Where significant development of agricultural land is demonstrated to be necessary, local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.”

2.1.7 Paragraph 16 of the NPPF indicates that the presumption will have implications for how communities engage in neighbourhood planning. Critically, it will mean that neighbourhoods should:

- *“Develop plans that support the strategic development needs set out in Local Plans, including policies for housing and economic development;*
- *Plan positively to support local development, shaping and directing development in their area that is outside the strategic elements of the Local Plan; and*
- *Identify opportunities to use Neighbourhood Development Orders to enable developments which are consistent with their neighbourhood plan to proceed.”*

2.2 Local Strategic Planning Policy

- 2.2.1 Following its adoption in February 2016, the South Worcestershire Development Plan (SWDP)⁶ provides the local strategic planning context for the Martley, Knightwick and Doddenham Neighbourhood Plan.
- 2.2.2 The Neighbourhood Plan seeks to conform to the strategic policies of the SWDP and aims to supplement the SWDP by:
- Providing a vision for the future of the three Parishes of Martley, Knightwick and Doddenham. This involves a broader community-based perspective than those relating to the development and use of land.
 - Setting out planning policies that are additional or supplementary to those in the SWDP to be used to determine planning applications in the neighbourhood area. This involves setting out the criteria to help determine the suitability of any future development proposals, including the design principles to be applied. These will be summarised in a small number of planning policies included in the neighbourhood plan.

2.3 Other relevant local strategies

- 2.3.1 There are several strategies approved by the District and County Councils which are currently in force, and whose policies have been incorporated in the formulation of this neighbourhood plan. These include:
- *Martley Conservation Area Appraisal and Management Strategy (2006)*⁷. The older section of the village of Martley was designated a Conservation Area in 1981. Conservation areas were established by the 1967 Civic Amenities Act, and were defined as having ‘special architectural or historic interest, the characteristics or appearance of which it is desirable to preserve or enhance’. The District Council is required by the Act to ensure that development proposals in conservation areas protect and enhance the character of the area. Malvern Hills District Council reviewed Martley Conservation Area in 2006, and the subsequent *Appraisal and Management Strategy* included a detailed analysis of the characteristic buildings of the Area and a detailed set of proposals for its preservation.

⁶ <http://www.swdevelopmentplan.org/>

⁷ <http://www.malvern hills.gov.uk/conservation-area-appraisals>

- *The Ankerdine Common Management Plan April 2011 to March 2021*⁸. This was completed by Worcestershire County Council Countryside Service and was revised in 2013. It surveys the flora and fauna of the site, and includes a plan for its future management.
- *The Worcestershire Green Infrastructure Strategy 2013-2018*⁹. The term ‘green infrastructure’ (GI) is defined in the report as ‘the planned and managed network of green spaces and natural elements that intersperse and connect our cities, towns and villages. Green infrastructure comprises many different elements including biodiversity, the landscape, the historic environment, the water environment... and publicly accessible green spaces and informal recreation sites’. GI is a holistic approach to viewing and managing the natural environment; acknowledging the multiple benefits and vital services it provides and making tangible links to economic, health and social welfare agendas and aspirations. The components of GI include biodiversity, landscape, historic environment, access and recreation and water.
- *Landscape Character Assessment Supplementary Guidance, Worcestershire County Council, August 2012*¹⁰. Landscape Character Assessment (LCA) is a tool for identifying the patterns and individual combinations of features – such as hedgerows, field shapes, woodland, land-use, patterns of settlements and dwellings – that make each type of landscape distinct and often special to those who live and work in it. Landscape Character Supplementary Guidance has been prepared and adopted by Worcestershire County Council and is used by Malvern Hills District Council.
- *South Worcestershire Sport Facilities Framework and Malvern Hill Playing Pitch Strategy July 2015*¹¹. This strategy has been prepared for the three district councils in South Worcestershire and includes a survey of the adequacy of local playing pitches for football, rugby and hockey, and sets out development priorities up to 2030.
- *Worcestershire Biodiversity Action Plan 2008*. This has been developed by Worcestershire County Council to maintain biological diversity. It includes action plans for each of 19 separate types of habitats and 25 species, as well as action

⁸ http://www.worcestershire.gov.uk/directory_record/3311/ankerdine_common

⁹

http://www.worcestershire.gov.uk/info/20015/planning_policy_and_strategy/1002/planning_for_green_infra_structure

¹⁰ http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape_character_assessment

¹¹ http://www.swdevelopmentplan.org/?page_id=2288

plans covering the themes of 'Biological recording and information', 'Biodiversity education, awareness and involvement', and 'Policy, grants and legislation'.

- *West Midlands Farmsteads and Landscapes Project*. This is an ongoing project conducted by Historic England, which has mapped the historic farmsteads in the region (including Malvern Hills District), and has recommended techniques for assessing farmsteads and opportunities for conservation and conversion for other uses.

3.0 Vision and Objectives and Introduction to Neighbourhood Plan Policies

3.0.1 Results from consultations with the residents of the neighbourhood areas indicate how they wish to see their communities develop in the future. The household surveys found that the great majority of people living in the neighbourhood area are long-term residents. The main reasons people gave for moving into this area were: the attractions of the countryside; and a desire to live in an area of beautiful farmland and countryside. The earlier Martley Household Survey found that almost all (97%) respondents said they wished to preserve the countryside and the appearance of the village. These wishes have informed the Vision and Objectives for the Plan.

3.1 Vision

Our Vision for Martley, Knightwick and Doddenham is for our three Parishes to continue to be a beautiful rural landscape which has at its heart, a viable and sustainable agricultural sector and efficient local businesses, set amongst scattered small villages, riverside meadows and wooded hills.

Our community will provide a safe and stimulating life for people of all ages and occupations, having within its boundaries primary healthcare clinics, primary and secondary schools, places to shop, eat and drink, opportunities for leisure and recreation, and a range of places to work.

3.2 Neighbourhood Plan Objectives

Objective 1

To protect the rural character of our Parishes, with their characteristic landscape of fields, woodlands, riverside meadows and dispersed communities.

Objective 2

To maintain a range of employment opportunities for local residents, including workplaces in industrial and office estates and home-based work.

Objective 3

To respond to the housing needs of people living in the neighbourhood area, by supporting the provision of appropriate types of dwellings built to high standards of design in locations which respect the character of our communities and countryside.

Objective 4

To provide an active and stimulating community life for all the people in the area, being a pleasant and safe place to be young and a pleasant place to grow old.

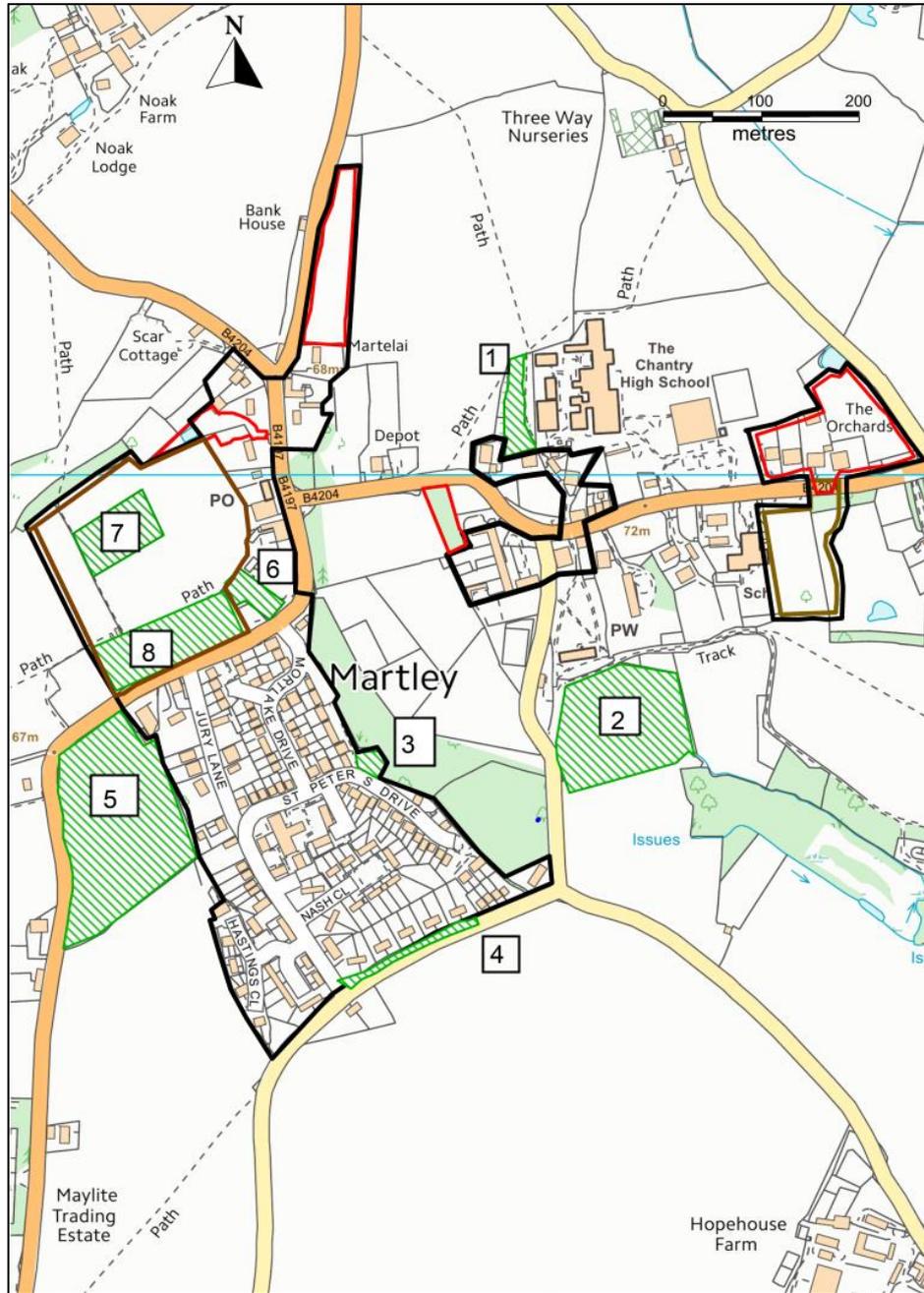
Objective 5

To hand to future generations of the three Parishes as good as or even better quality of life than the one we have inherited.

3.3 Introduction to Neighbourhood Plan Policies

- 3.3.1 Map 3 is the Policies Map relating to Martley Village. It shows the development boundaries. A development boundary is the boundary between areas of built/urban development (the settlement) and non-urban or rural development (ie the open countryside).
- 3.3.2 The development boundary is in three sections, and differs from that proposed in the South Worcestershire Development Plan because it includes development which has been allocated in the SWDP, together with other extent planning consents coterminous with the existing development boundary.
- 3.3.3 Martley Village is a scattered settlement with three distinct clusters of housing, each of which has a separate boundary, as shown on Map 3. The western cluster comprises houses along the B4197, the St Peters Estate and contiguous areas of older housing, and the new Hopyards (Crown Meadow) Estate. The middle cluster includes the original settlement near the Parish Church, while the eastern cluster comprises newer houses along the Worcester Road and the area designated for the recently-approved Orchards Estate.
- 3.3.4 Map 3 also includes areas of Local Green Space. These are areas that are considered to meet the criteria set out in the NPPF and which are protected from development other than in very special circumstances. They are:
1. Chantry Academy Conservation Area
 2. Millennium Green
 3. Badger Green
 4. Hollins Lane banks
(These are also shown on Map 9A)
 5. Martley Playing Field
 6. Crown Orchard
 7. Hopyards Green
 8. Crown Meadow
(These are also shown on Map 9B).
- 3.3.5 One other area of Local Green Space shown on Map 9C is:
9. Ankerdine Common.

Map 3 Policies Map (Martley Village) (As at September 2017)



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Key

___ Martley village development boundary

Local Green Spaces 

SWDP Site Allocations 

Housing Commitments 

4.0 Landscape

Neighbourhood Plan Objectives

Objective 1

To protect the rural character of our Parishes, with their characteristic landscape of fields, woodlands, riverside meadows and dispersed communities.

Objective 5

To hand to future generations of the three Parishes as good as or even better quality of life than the one we have inherited.

Protecting Local Landscape Character

4.1 The National Planning Policy Framework sets out a number of core planning principles. Conserving and enhancing the natural environment is one such principle. Section 11 indicates that the planning system should contribute to, and enhance the natural and local environment by:

- Protecting and enhancing valued landscapes, geological conservation interests and soils;
- Recognising the wider benefits of ecosystem services;
- Minimising impacts on biodiversity and, where possible, providing net gains in biodiversity.

4.2 The South Worcestershire Development Plan sets out the strategic local planning policies that seek to conserve and enhance the natural environment. Policies SWDP22 (Biodiversity and Geodiversity), SWDP23 (Areas of Outstanding Natural Beauty) and SWDP25 (Landscape Character) are particularly relevant. These set out detailed criteria against which development proposals will be assessed.



Figure 3: Martley Rock site



Figure 4: The Nubbins in winter

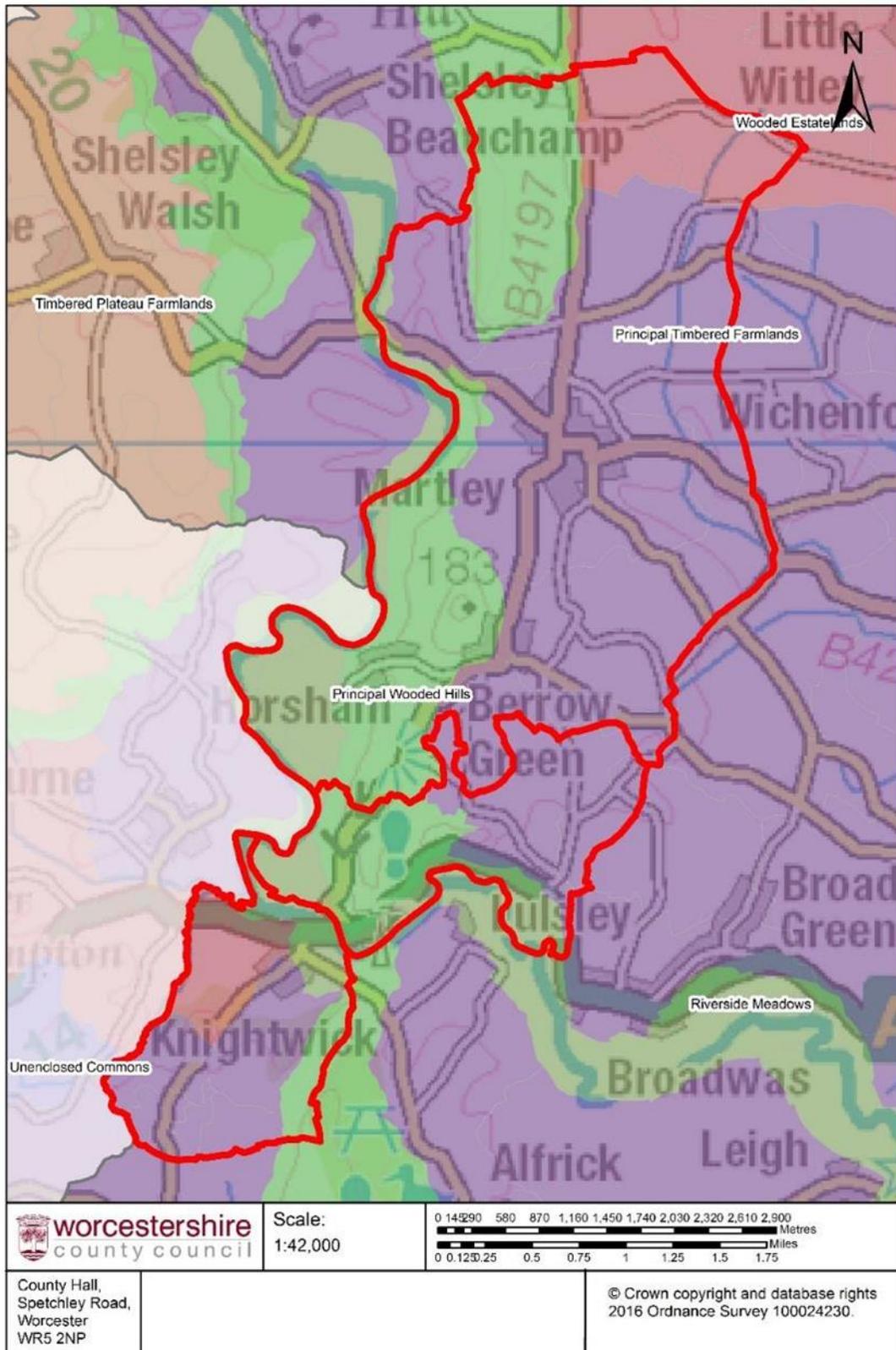
- 4.3 The three Parishes are places of remarkable geological diversity. There are seven sites on the local authority's register as being of special geological interest, and a further 30 sites that together attract increasing numbers of visitors to the area. A key feature, visible from Martley village centre is the Nubbins, a sandstone escarpment and prominent landscape feature. There is an active Teme Valley Geological Society, which illustrates local interest in the Parish's special geological attractions. The development of an old quarry site, known as 'Martley Rock', has exposed the most northerly outcrop of the Precambrian Malvern Complex. This inlier of faulted Precambrian Malvern Complex and Cambrian Malvern Quartzite Formation is surrounded by strata of the Halesowen Formation, which unconformably overlies the Silurian Raglan Mudstone Formation. Most unusually, five geological periods can be viewed on the same site in very close proximity. The Geopark Way (a long-distance path from Bridgenorth to Gloucester), runs through the three Parishes, taking in the best geological sites as part of its route.
- 4.4 The Landscape Character Assessment Supplementary Guidance (2012)¹² completed by Worcestershire County Council categorised the greater part of the Neighbourhood Area as 'principal timbered farmlands', with the North-South ridge as 'principal wooded hills', and the land immediately adjacent to the River Teme as 'riverside meadows'. The area also includes areas of 'unenclosed commons'; these such as around Ankerdine Common, and 'wooded estatelands' which include two areas of apple orchards on the edges of the neighbourhood area. These are shown in Map 4.
- 4.5 *Principal Timbered Farmlands* are defined in the LCA Supplementary Guidance as 'rolling lowland landscapes with occasional steep sided hills and low escarpments characterised by a mosaic of agricultural land cleared directly from woodland, on a piecemeal basis, together with land enclosed from former localised areas of open fields, resulting in their dispersed pattern of farmsteads and wayside cottages and lack of strong settlement nuclei. The LCA Supplementary Guidance recommends that tree cover and hedgerows should be conserved and enhanced, the character and pattern of lane networks should be retained and the dispersed settlement pattern maintained.
- 4.6 The landscape type *Principal Wooded Hills* is defined in the LCA Supplementary Guidance as 'upstanding, wooded landscapes with a sloping, in places steeply undulating topography, often on the edge of higher ground. The LCA Supplementary Guidance recommends that the ancient broad-leaved character of woodlands should be conserved and restored along with the irregular field patterns.
- 4.7 The landscape type '*Riverside Meadows*' is defined as 'linear riverine landscapes associated with a flat, generally well-defined alluvial floodplain, in places framed by

¹² http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape_character_assessment

steeply rising ground. These are secluded pastoral landscapes, characterised by meandering, tree-lined rivers, flanked by alluvial meadows which are defined by hedge and ditch boundaries. The LCA Supplementary Guidance recommends that all existing areas of permanent pasture should be conserved and that continuous tree cover along hedge lines, ditches and watercourses should be retained and enhanced. Existing wetland habitats should be conserved and opportunities for further wetland habitat creation sought.

- 4.8 *Unenclosed Commons* is ‘a category of landscape offering tremendous variety of scale and size, the overriding characteristics being the lack of enclosure and, usually, a land use of rough grazing. The smaller unenclosed commons are ranked as features within other Landscape Types but a few are considered to be of sufficient extent to warrant separate classification. Settlement, where present, is usually restricted to wayside dwellings situated around the perimeter of the common’. The Supplementary Guidance recommends conserving and enhancing the visual distinctiveness of open common areas and the spatial pattern, scale and specific character of wayside dwellings associated with commons.
- 4.9 The landscape type ‘*Wooded estate lands*’ is defined in the Supplementary Guidance as ‘a largescale, wooded agricultural landscape of isolated brick farmsteads, clusters of wayside dwellings and occasional small estate villages. The Supplementary Guidance recommends that hedgerows and woodland be conserved, with new planting of native broadleaved species.

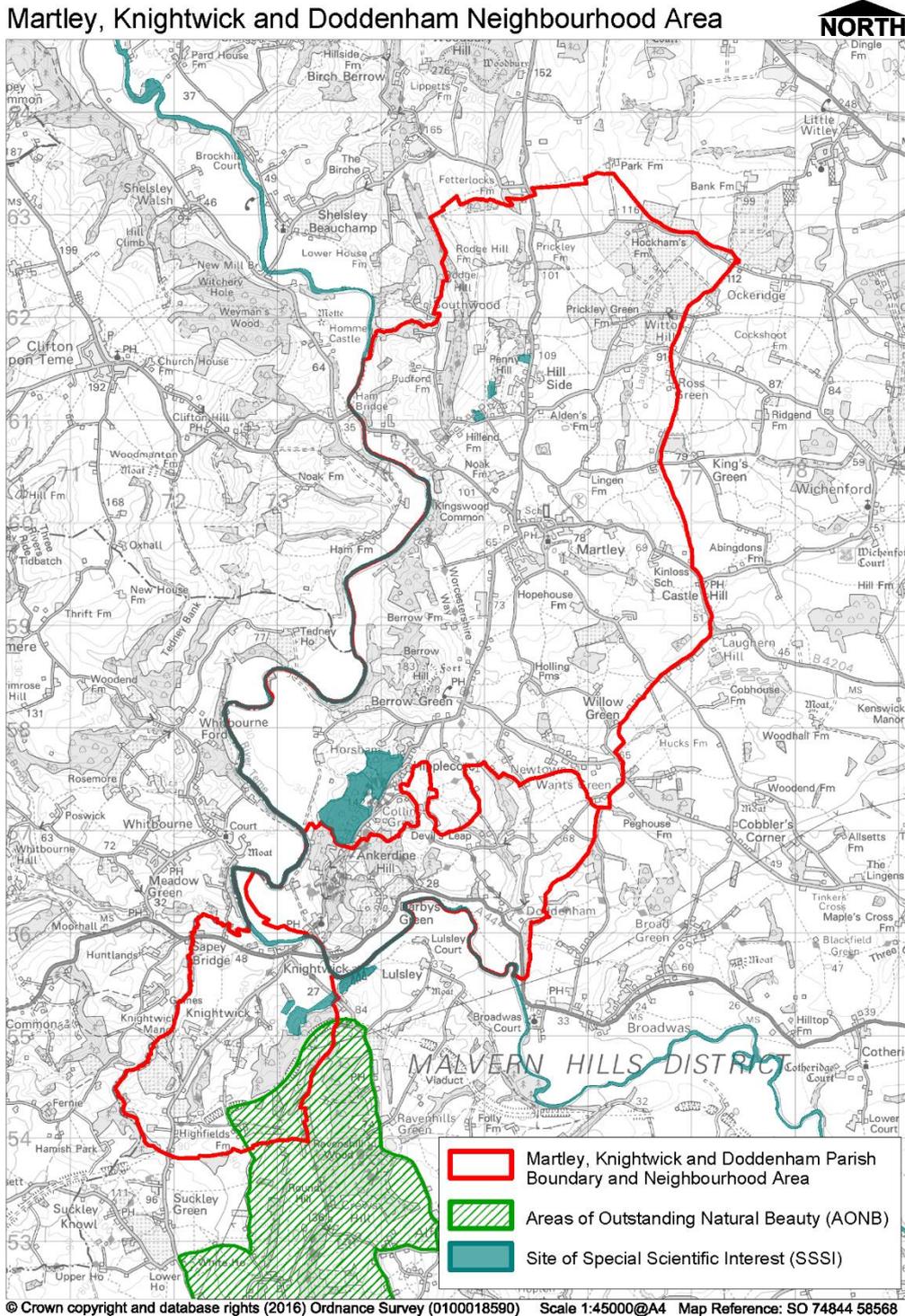
Map 4 Landscape Types



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- 4.10 The neighbourhood area includes the northern tip of the Malvern Hills Area of Outstanding Natural Beauty (AONB). There are several sites of special scientific interest (SSSIs): the River Teme along its length, Hay Wood and Tinker's Coppice, Hillend Meadow and Orchard, Lord's Wood Meadows Penny Hill Bank, Quarry Farm Meadow. These are shown on Map 5 on p27. In addition, Ankerdine Common on the summit of Ankerdine Hill is a designated Local Nature Reserve, and there is a designated Millennium Green next to Martley Parish Church which has been developed as a village green and wildlife conservation area, and is owned by a charitable trust. Overlooking Martley village to the south is a three-acre Iron Age Camp on the Berrow Hill, a Scheduled Ancient Monument. This is one of a chain of hill-forts from Abberley Hill to the Malvern Hills.

Map 5 Environmental Assets



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- 4.11 During the informal public consultation, households were asked which local landscape features should be designated for conservation. Responses are shown in order in Table 1 below.

Table 1 Conservation

Proposed Features for Conservation	% of Households
Berrow Hill	68
Ankerdine Hill	66
The Nubbins	64
Millennium Green	60
Martley Rock	50
Route of Geopark Way	47

- 4.12 When asked to identify priorities for conservation, the most frequent suggestion involved improving the Millennium Green (Bath Meadow). Other proposals were for the Parish Councils to buy land to protect important sites from inappropriate development. One site identified was the Crown Orchard between the car park of the Crown Public House and the Crown Meadow housing estate. These features are noted in the NDP. Some enjoy a level of protection already through wildlife / geodiversity or built heritage significance, whilst others are identified for protection in the NDP such as Local Green Spaces. These are identified later in the NDP.
- 4.13 The main environmental hazard in the Parish identified from the first household survey was flooding (including mudslides). Just under half (46%) of respondents in Martley reported that they had been affected by flooded roads near their home: 16% had suffered damage to their gardens or land as a result of flooding; and 9% to their home. Sustainable Drainage Systems have an important role to play in reducing flood risk by managing surface water. Policy SWDP29 of the adopted South Worcestershire Development Plan sets out the requirement for new development proposals to incorporate Sustainable Drainage Systems. Further detail and information about areas at risk of flooding can be found on the Environment Agency Flood Maps for Planning – see <http://apps.environment-agency.gov.uk/wiyby/37837.aspx>.

- 4.14 The systematic landscape character assessment carried out by the local team responsible for preparing this plan summarised the characteristics of the Neighbourhood Area that make it distinctive and unique. The elements relevant to local landscape character are set out below:

Neighbourhood Plan Local Landscape Character Assessment

A. An environment of considerable biodiversity

The three Parishes form an area of great biodiversity, unusual for the English Midlands. Semi-natural woodland cloaks the sides of the limestone ridges and beneath its canopy, there shelters a rich shrub sub-layer and ground flora, with abundant birdlife. The local landscape is characterised by a mosaic of ancient fields and meadows set amongst woodland and woodland clearings, inset with many half-timbered farmsteads and cottages. In open areas, patches of calcareous grassland can be found. Silurian grassland is scarce in England and it is typified by species which include upright brome, ploughman's spikenard, rock-rose, dyer's greenweed, salad burnet, pyramidal orchid and wild thyme. Butterflies and insects drift across unimproved meadows and the limestone areas are rich in up to eight species of orchid, some rare.

Recorded larger mammals in the Parish include the brown hare, fox, badger, weasel, stoat and polecat. Roe deer and muntjac might be seen in the half-light at dawn and dusk but few are fortunate enough to glimpse the nationally-scarce dormouse that forages at night for nuts and berries in the upper branches of hedgerows and hazel woods. However, the ecological 'rarities' in the Parish landscape are only the highlight of what is a fine example of the rural English countryside with carpets of bluebells and primroses, spikes of mullein and fox gloves, sprays of honey suckle, autumn gentian and old man's beard.



Figure 5: Local meadows



Figure 6: Bluebell wood off Hopehouse Lane

The diversity of habitats in the Neighbourhood Area results in a wide range of bird species as well as the usual garden birds. In Winter, there are flocks of up to 50 skylarks, 20-30 linnets, and 20-30 yellowhammers in the fields near Martley Village. In Spring and Autumn, there are passage migrants including stonechats and wheatears, while Summer visitors include blackcaps, chiffchaffs, whitethroats in most hedgerows, swifts around the Parish Church and house martins around the local farms. Resident birds include barn owls, little owls, green and greater spotted woodpeckers, red-legged partridges and pheasants, and there is a substantial rookery in Martley with both jackdaws and rooks nesting. Raptors include buzzards and sparrow hawks, with an occasional sighting of a peregrine falcons and hobbies.

B. Winding lanes leading to sweeping views

The three Parishes are intersected by several steep and winding lanes, which can be dark in summer because of vegetation. These lead to hills and crests with some of the finest views in England. From Ankerdine Common, it is possible to see from the Cotswold edge down the Severn Valley, the length of the Malvern and Suckley Hills and across to the hills of Herefordshire. There are also fine views from the B4197 road near Collins Green, from Berrow Hill (not open to the public) and Kingswood Lane.



Figure 7: The Malvern Hills from Ankerdine Common



Figure 8: Winding lanes

C. A landscape divided by many distinctive boundaries.

These include boundaries of mature hedges and trees, and red sandstone walls within and between settlements. Sandstone walls are particularly striking along the Worcester Road (B4204) from the centre of Martley Village to Martley Court, while there are striking sandstone banks along the Clifton Road (B4204) from Martley Village, and down Church Lane in Martley.



Figure 9: Stone and hedge boundary



Figure 10: Ancient hedge boundary

D. Riverside meadows and wooded banks

The River Teme forms the Western edge of Martley Parish, where its banks are hilly meadows followed by steeply-wooded hills succeeded in turn by the meadows of Horsham and Knightwick. The River then forms the boundary between Knightwick and Doddenham Parishes, where there are wide riverside meadows.



Figure 11: Riverside meadows at Knightwick



Figure 12: Wooded banks of the Teme

4.15 There are a number of significant local landscape features (Map 6) which together form an important part of the local landscape character of the neighbourhood area. These are described out below:

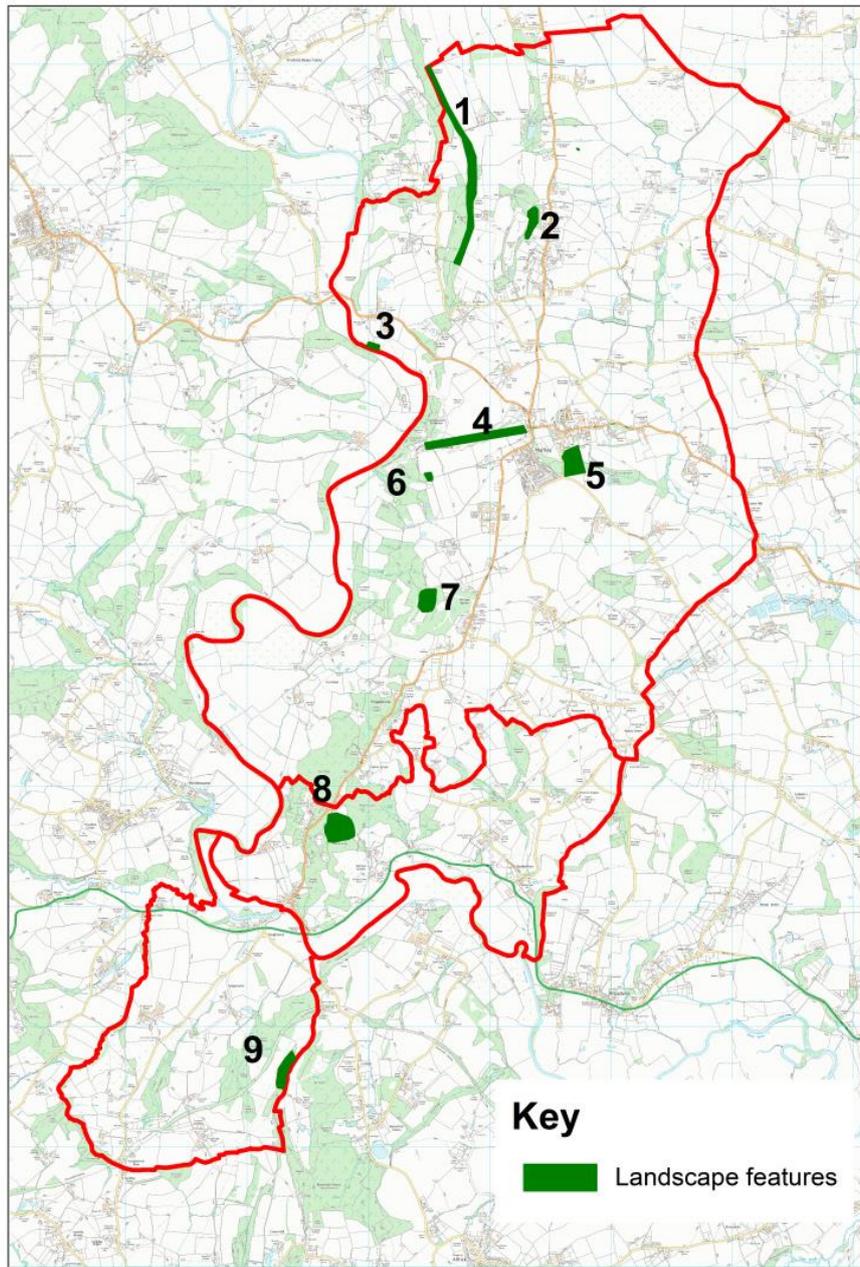
- **Ankerdine Common Local Nature Reserve** is situated on a hillside overlooking the Teme Valley between the villages of Knightwick and Martley. It covers an area of 7.3ha and consists predominantly of oak and ash woodland with yew and holly under-storey on a steeply sloping hillside with small open glade areas. There are extensive views from the Common across both Worcestershire and Herefordshire.

- **Berrow Hill** is an early to middle Iron Age hill fort and burial mound on the summit of a hill which has extensive views across both Worcestershire and Herefordshire.
- **The Nubbins** is an important sandstone outcrop which forms a wooded escarpment that dominates the centre of Martley village. It includes small quarries, which have provided material for several historic local buildings, including the Parish Church.
- **The Millennium Green** is a landscaped area in a field next to the Parish Church, which includes a nature reserve and a small lake with island for nesting wildfowl. It is managed by a charitable trust.
- **Martley Rock.** This is a pit which exposes the most northerly outcrop of the Precambrian Malverns Complex. The site is cut by two trenches, within which the rock units can be observed. There are several information boards on the site.
- **Penny Hill Quarry** was the largest limestone aggregate quarry in the neighbourhood area. The quarry ceased operating in the 1980s, and was later used as a landfill site from which electricity is now generated from methane. The site currently has no public access, but it is anticipated that a trust will take over the site once electricity-generation has ceased. There are wide sweeping views of the Severn Valley from the quarry, which also provides a wildlife refuge (particularly for butterflies).
- **Kingswood Weir** is an area of shallow water in the River Teme on the boundary of Martley and Clifton upon Teme Parishes, where the river runs through a tranquil landscape of meadows and woodland. This was once the site of three water mills and the lost hamlet of Kingswood.
- **Rodge Hill** is a wooded limestone ridge which forms part of the Worcestershire Way long-distance footpath and is part of the long range that reach north from the Malvern Hills to Abberley Hill. There are magnificent views to the West over the Teme Valley and across to the Bromyard Plateau. In the distance to the North-East are the Clee Hills.
- **The Knightwick limestone quarries** are on the boundary of that Parish. There are several limestone quarries along the ridge from Hanging Bank Coppice in the north to Ravenshill Wood in the south. The Knightwick-Suckley-Lulsley boundaries meet at the ridge, which is also the Worcestershire Way. There is a sandstone (Bromsgrove) quarry near the old

railway bridge at Lulsley and, what are known locally as the boys and girls quarries, at the top of Ankerdine and from which some local buildings such as the now converted church were built.

- **The Geo Park Way Long Distance Walking Trail** passes through the Neighbourhood Area. The Trail extends for 109 miles through the Abberley and Malvern Hills Geopark from Bridgnorth to Gloucester and explores 700 million years of geological history.
- The Neighbourhood Area falls within the **Abberley and Malvern Hills Geopark**. Both Martley and Knightwick villages are almost unique in the County in being enclosed on all sides by wooded hills. The Martley Conservation Area Appraisal and Management Strategy noted the importance of the many views from the village to the hills and open countryside in contributing to the character of the conservation area. It identified 17 significant views, which are marked in the map of the Conservation Area (Map 8). The area surveys of local landscape features, protected views and architectural characteristics which were carried out by teams of volunteers from January 2015 identified further significant views for parts of Martley Village which are not in the Conservation Area. All significant views are listed in Appendix I.

Map 6 Landscape Features



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Key

- | | | | |
|---------------------------------|---------------------|------------------|--------------------|
| 1 Rodge Hill | 2 Penny Hill Quarry | 3 Kingswood Weir | 4 The Nubbins |
| 5 Millennium Green | 6 Martley Rock | 7 Berrow Hill | 8 Ankerdine Common |
| 9 Knightwick Limestone Quarries | | | |

Map 7 Abberley and Malvern Hills Geopark

(Source: [Abberley and Malvern Hills Geopark](#), 2015)



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- 4.16 The Worcestershire County Landscape Character Assessment Supplementary Guidance provides advice about protecting local settlement patterns. In areas of principal timbered farmlands additional individual dwellings could be accommodated within the dispersed settlement pattern as long as they do not occur in sufficient density to convert the pattern to wayside or clustered status. Modern development favouring groups or clusters of new houses would not be appropriate in this landscape. In areas of principal wooded hills the sparsely scattered settlement pattern consists of occasional dwellings which were traditionally small forestry

worker's cottages. An occasional additional dwelling could be assimilated, but the density should remain extremely low. In riverside meadows settlement is typically absent.

- 4.17 The Worcestershire Landscape Character Assessment Supplementary Guidance also notes that in areas of principal timbered farmlands, there has been a demise of the hedgerow structure, and that an organic pattern of enclosure should be preserved. In areas of principal wooded hills any changes to woodland cover should respect the historical significance of the old patterns of woodland clearance and ensure the conservation of these patterns along with boundary hedges. The Martley Conservation Area Appraisal and Management Strategy suggests in the Design Guidance for new Buildings and Extensions, that new boundary or dividing walls, railings or hedging should be built from suitable local materials or of native species and be designed into new developments to suit the character of the village.
- 4.18 Consultations have shown that residents value trees and hedgerows as an important part of landscape character. Hedgerows are defined within the Hedgerows Regulations 1997 and trees covered by Tree Preservation Orders (TPOs) by Part 3 of the Town and Country Planning Act 1990 and the Town and Country Planning (Tree Preservation) (England) Regulations 2012.
- 4.19 Large scale developments in the countryside, such as poly-tunnels, glasshouses and solar farms can have a significant visual impact on the landscape. National Planning Practice Guidance sets out advice on factors that should be taken into account in considering the impact of proposals for solar farms, including impact on the landscape. Paragraph: 013 Reference (ID: 5-013-20150327) of PPG sets out the particular planning considerations that relate to large scale ground-mounted solar photovoltaic farms. These include:
- encouraging the effective use of land by focussing large scale solar farms on previously developed and non-agricultural land.
 - where a proposal involves greenfield land, whether (i) the proposed use of any agricultural land has been shown to be necessary and poorer quality land has been used in preference to higher quality land; and (ii) the proposal allows for continued agricultural use where applicable and/or encourages biodiversity improvements around arrays.
 - that solar farms are normally temporary structures and planning conditions can be used to ensure that the installations are removed when no longer in use and the land is restored to its previous use.
 - the proposal's visual impact, the effect on landscape of glint and glare.
 - the extent to which there may be additional impacts if solar arrays follow the daily movement of the sun.

- the need for, and impact of, security measures such as lights and fencing; great care should be taken to ensure heritage assets are conserved in a manner appropriate to their significance, including the impact of proposals on views important to their setting.
 - the potential to mitigate landscape and visual impacts through, for example, screening with native hedges.
- 4.20 Many of these considerations may also be usefully applied to other large scale, visually intrusive forms of built development in the open countryside such as polytunnels and glasshouses.
- 4.21 The Parish's distinctive local landscape character and settlement pattern are protected in Policy MKD1: Landscape Design Principles set out below.

Policy MKD1 - Landscape Design Principles

To be supported development proposals must:

- 1. demonstrate they are sited, designed, and of a scale so as not to substantially harm the Significant Views when seen from locations that are freely accessible to members of the general public, listed in Appendix I and identified on Maps 11, 12 and 13;**
- 2. include boundary treatment of hedges, sandstone walls, or bricks that match those used in the locality;**
- 3. demonstrate landscaping proposals are suitable for the setting, and any loss of ancient woodland, aged or veteran trees, or established hedgerows, is necessary and that the benefits of development in that location clearly outweigh the loss;**
- 4. demonstrate any poly-tunnels, glasshouses and solar farms cannot viably utilise brownfield sites or lower value agricultural land, and are sited and screened to avoid significant harm to residential or visual amenity;**
- 5. protect from development the local geological and landscape features identified on Map 6 at Ankerdine Common; Berrow Hill; The Nubbins; The Millennium Green; Martley Rock; Penny Hill Quarry; Kingswood Weir; Rodge Hill; and Knightwick Limestone Quarries.**

5.0 Built Heritage

Neighbourhood Plan Objectives

Objective 1

To protect the rural character of our Parishes, with their characteristic landscape of fields, woodlands, riverside meadows and dispersed communities.

Objective 3

To respond to the housing needs of people living in the neighbourhood area, by supporting the provision of appropriate types of dwellings built to high standards of design in locations which respect the character of our communities and countryside.

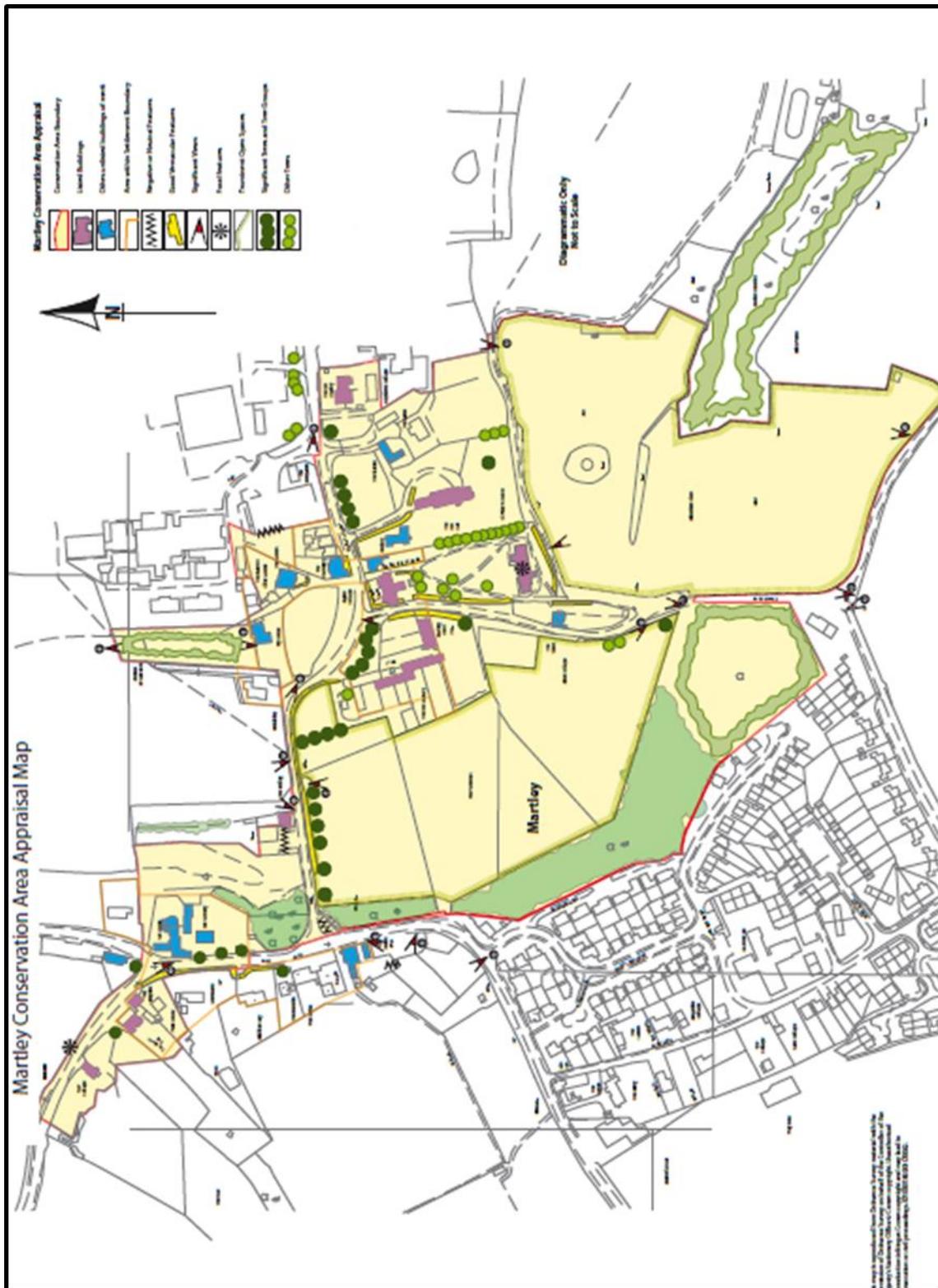
Planning Policy

- 5.1 The NPPF highlights the importance of the design of the built environment and indicates that good design is a key aspect of sustainable development. In order to achieve this neighbourhood plans should set out robust and comprehensive policies that set out the quality of development that will be expected for an area, including the need to respond to local character. Policy SWDP21 (Design) reflects this guidance and sets out criteria that will be used to assess development proposals in the South Worcestershire context.
- 5.2 Advice on conserving and enhancing the historic environment is set out in Section 12 of the NPPF. This indicates that heritage assets should be recognised as an irreplaceable resource and conserved in a manner appropriate to their significance. Detailed local policy is set out in SWDP6 (Historic Environment) which states that development proposals should conserve and enhance heritage assets, including assets of potential archaeological interest, subject to the provisions of SWDP 24 (Management of the Historic Environment). Their contribution to the character of the landscape or townscape should be protected in order to sustain the historic quality, sense of place, environmental quality and economic vibrancy of south Worcestershire.
- 5.3 Martley has a lively, busy character. The church is a focal point, its tower seen from most parts of the village and beyond. More recent development lies on the south west side of the village with the modern residential development flanking Jury Lane appearing as a detached addition. Elsewhere the modern development to the west of the B4197 and the development along the main road, past, and including the Chantry School, extends the apparent centre of the village to the north east.

Martley Conservation Area and its Immediate Setting

- 5.4 The particular character of Martley Village has been recognised with the designation of the Conservation Area (Map 8). The Conservation Area lies within the core of the village and encompasses its historic heart. The Martley Conservation Appraisal and Management Strategy, June 2006 describes how Martley's special interest can be summarised as the way in which the village has developed and evolved historically, its archaeology, its layout, the form, size, design and siting of its older buildings and its other surviving architectural and geological features. The layout and open space hierarchy of the village, its vernacular architecture and boundary treatments contribute to the special character of Martley along with its landscape setting.
- 5.5 Seven distinct sub-areas are identified in the assessment.
1. Historic Core
 2. The Rectory and the Old Hall Area
 3. Maple Cottages, the Chandlery and Beyond
 4. Junction of the Great Witley and Clifton Roads
 5. The Smithy
 6. The Water Meadows
 7. The Paddocks.
- 5.6 Views form an important component of any conservation area and they help to define the special interest of the place. Alterations to individual properties and open spaces can cause major changes and can have a detrimental effect on the Area. Identifying particular views of importance can highlight those aspects that are important and can help to ensure their preservation. Design guidelines are provided for the Conservation Area and these have been brought forward into design policies in the NDP. The significant views identified in the Conservation Area Appraisal and Management Strategy are listed in Appendix I.

Map 8 Martley Conservation Area



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Neighbourhood Plan Local Landscape Character Assessment

5.7 The character assessment identified the following in relation to local building styles:

F. There are distinctive styles of local buildings

The three Parishes have a diverse range of landmark architecture, including Martley Parish Church, Knightwick Mortuary Chapel, the Talbot Hotel, the Admiral Rodney and Crown public houses, several fine farmhouses, and domestic conversions of former schools and chapels. There is a row of fine alms houses in Knightwick, with timber-arched verandas.



Figure 13: Martley Court



Figure 14: The Crown Public House

Public consultation

- 5.8 The household surveys and public open days found strong support for the protection of the environment and the conservation of listed buildings. The first Household Survey (in Martley Parish only) found that almost all (97%) agreed that it is important to preserve the countryside and good agricultural land in the Parish. In the second household survey, two-thirds (68%) of respondents said that it is very important to retain all listed buildings, while a further quarter (26%) said it would be good to retain them if practicable. The remaining six percent said they were 'not bothered one way or the other'.
- 5.9 The Parish's distinctive character and built heritage are protected in Policy MKD2: Building Design Principles in Martley Conservation Area or its Immediate Setting, set out below.

Policy MKD2 - Building Design Principles in Martley Conservation Area and its Immediate Setting

- 1. New buildings or extensions should reflect the overall character of buildings within and around the setting of the Conservation Area, in terms of size and scale, form, proportion, materials and detailing. However, good quality, modern materials used in an innovative or challenging design which complements those qualities which contribute to character and appearance will also be acceptable. Extensions should be in materials sympathetic to the main building.**
- 2. New buildings or extensions should be sited according to the locally prevailing building pattern within the conservation area and immediate surroundings, and service buildings such as garages and outbuildings sited so as to be subsidiary to the main house and not unduly prominent within the street scene.**
- 3. New boundary or dividing walls, railings or hedging should be built from materials that match those used in the locality or be of native species, and designed into new developments to suit the character of the village.**

Building Design

- 5.10 In the wider area, there is a need to ensure that new development responds positively to the distinctive local character of the Parishes and is of high quality design. Generic house styles especially of similar, materials, proportions and patterns could have an adverse impact on existing settlements and dilute the strong local identity of this very rural part of Worcestershire.
- 5.11 The traditional building materials throughout the neighbourhood area are wood, stone and brick. These are typically combined, with timber-frames infilled with local redbrick, sometimes on a stone base. Stone has been quarried locally from the 12th century or earlier, and includes both a very red sandstone and a grey limestone. Indeed, Martley Parish Church was originally built with alternating levels of the two stones, as noted by Brooks and Pevsner¹³. Roofs are typically grey slate or tiles. The following montages in Figure 15 illustrate the materials and architectural features which are typical of buildings in the neighbourhood area. These architectural details, designs and styles make a positive contribution to local character and new

¹³ Brooks A & Pevsner N (2007) *Worcestershire*. Yale University Press, New Haven and London

development should aim to respond positively to the existing built form of the surrounding area.

Figure 15: Photographs of Materials and Architectural Details







Roof lines

Roof lines



Curved gable end



Windows



Windows

- 5.12 A further distinctive feature of the neighbourhood area is the large number of historic farmsteads and smaller farms. This was noted by Brooks and Pevsner, and confirmed by the Worcestershire Historic Farmsteads Project. Data from the Historic Environment Record Search (Worcestershire County Council Archive and Archaeology Service, 2015) identified 50 historic farmsteads and smaller farms in the three parishes, of which two include buildings dating from the 15th Century, three with their earliest buildings dating from the 16th Century, and another 19 with their earliest buildings dating from the 17th Century. Maps and further information about this can be found on the neighbourhood plan website (see http://www.worcestershire.gov.uk/info/20230/archive_and_archaeology_projects/1023/historic_farmstead_characterisation).
- 5.13 Policy MKD3 below aims to promote high quality design in new development which is appropriate to the local context.

Policy MKD3 - Building Design Principles outside Martley Conservation Area

All new development proposals must meet the following requirements:

- 1. New development should enhance and reinforce the local distinctiveness of the area and proposals should show clearly how the general character, scale, mass, and layout of the site, building or extension fits in with the 'grain' of the surrounding area. Care should be taken to ensure that building(s) height, scale, and form, including the roofline, do not disrupt the visual amenities of the street scene. Generic house styles that do not reflect the distinct local character will not be acceptable.**
- 2. Redevelopment, alteration or extension of historic farmsteads must be sensitive to their distinctive character, materials and form.**
- 3. Driveway and entrance gates should reflect the rural nature of the Parish.**

6.0 Settlement Pattern and Housing

Neighbourhood Plan Objectives

Objective 1

To protect the rural character of our Parishes, with their characteristic landscape of fields, woodlands, riverside meadows and dispersed communities.

Objective 3

To respond to the housing needs of people living in the neighbourhood area, by supporting the provision of appropriate types of dwellings built to high standards of design in locations which respect the character of our communities and countryside.

Settlement Pattern

- 6.1 Paragraph 58 of the NPPF recognises that planning policies and decisions should ensure that development responds to local character and history, and reflects the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation. Policy 21 Design in the Adopted SWDP requires that development should address settlement character and that the distinct identity and character of settlements should be safeguarded.
- 6.2 The settlement pattern within the villages of Martley and Knightwick and the surrounding hamlets, comprises a scattering of buildings, with many open spaces and piecemeal development in varied styles and with irregular layouts. A characteristic feature of the Neighbourhood Area is that many buildings are side-on to the road, are not uniform in size or style, and are arranged in irregular clusters. The settlement pattern is described in the systematic Landscape Character Assessment below:

E. A scattered and irregular settlement pattern

Buildings are scattered across the three Parishes, in small settlements and farmsteads. Within the villages of Martley and Knightwick, there is a scattering of buildings, with many open spaces and piecemeal development in varied styles and with irregular layouts. This is particularly striking in the Martley Conservation Area but also occurs in some of the newer housing. This dispersed settlement pattern is a characteristic feature of rural parishes on the North-West of the County, as observed by Brooks and Pevsner¹⁴. The Conservation Area report of 2006 noted that the field known as the 'Paddocks' in Martley and the open farming land on the opposite side of the Worcester Road (B4204) effectively divide different parts of the village and contribute to its dispersed character. A similar effect is produced by the meadows

¹⁴ Brooks A & Pevsner N (2007) *Worcestershire*. Yale University Press, New Haven and London

between the Talbot Hotel and the River Teme, which confirm the dispersed pattern in Knightwick Village.



Figure 16: Martley near Church



Figure 17: St Peters Drive

As a result, there are views out from all settlements (including Martley Village) into open countryside (including many views of wooded hills). This is particularly striking in Knightwick Village, which is dominated by the wooded slope of Ankerdine Hill. Some other settlements (Sunningdale, Hillside and Berrow Green) are located on sides of wooded hills, while Collins Green follows the road (B4197) along the crest of the hill between Berrow Green and Ankerdine Hill. All parts of Martley Village have views of the iron-age hillfort at Berrow Hill.



Figure 18: View from centre of Martley Village

- 6.3 The Parishes' distinctive settlement pattern is protected in Policy MKD4: Maintaining the Settlement Pattern in Martley, Knightwick and Doddenham.

Policy MKD4 - Maintaining the Settlement Pattern in Martley, Knightwick and Doddenham

To be supported development proposals must meet the following settlement design principles:

- 1. Proposals for new build residential development must demonstrate their scale (in terms of number of dwellings) responds to local character and development history; and reinforces local distinctiveness in particular including open spaces between buildings, and irregular layouts.**
- 2. New developments must be fully integrated into the existing settlement through layouts which promote permeability¹⁵ and accessibility to neighbouring residential areas, open spaces¹⁶ and facilities.**
- 3. Infill developments should be in keeping with the scale of the immediate surrounding area and not significantly adversely affect the residential amenity of neighbouring properties. Proposals will be required to demonstrate that proposed buildings on infill plots will reinforce local distinctiveness through incorporation of open spaces which are characteristic of the dispersed and scattered settlement pattern.**

Existing and Future Housing

- 6.4 At the time of the 2011 Census, there were 677 dwellings in the Neighbourhood Area, of which 23 were vacant. Over a quarter (196) of dwellings were occupied by single people, and 93 of these included a single elderly person. House prices are probably higher than the average for the District as a whole, according to the median council tax bands, which are D for Martley Parish and E for Knightwick and Doddenham Parishes, compared with C for Malvern Hills District as a whole. The great majority of houses are owner-occupied, although there is cluster of 74 houses rented from a housing association in Martley Parish.
- 6.5 In the last 50 years, there has been a gradual increase in the number of dwellings in the three Parishes. In Martley village, the St Peter's Estate of medium-priced houses was built in the late 1970s and early 1980s on a brownfield site released by the demolition of the former workhouse buildings. The smaller Sunningdale Estate was built on the site of a former isolation hospital in Doddenham Parish in the early

¹⁵ **Permeability** is the extent to which urban forms permit (or restrict) movement of people and vehicles in different directions.

¹⁶ **Open space** is defined in the NPPF as all open space of public value, including not just land, but also areas of water (such as rivers, canals and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

1980s and incorporated some of the original structures. There have subsequently been conversions of farm buildings and the creation of a gated community of 23 dwellings in a former residential school (Laugherne Park). Development in existing settlements have included some houses built in infill sites, and three small developments of affordable (including social rented) housing at Hastings Close, Sandpits Close and St. Peter's Court in Martley. The latter developments form an attractive layout, well-integrated into the village.



Figure 19: recent housing in Martley built in traditional style



Figure 20: Attractive layout in St Peters Drive, Martley

6.6 There are a substantial number of new dwellings either being built or with planning approval in the neighbourhood area in the last 5 years, all in Martley Village. Map 3 Policies Map shows existing commitments as at 15th March 2017. These are:

A: 14 houses at the Orchard site. This was not included in the SWDP, but was approved subject to conditions, which have yet to be met. Approval is therefore currently pending.

B: 4 houses at Mistletoe Orchard. These were not included in the SWDP and were approved by the Planning Inspector on appeal. They are now completed.

C: 51 houses at the Hopyards (Crown Meadow), included in SWDP. These have been completed.

D: 4 houses (applications for 3 + 1) on the Witley Road. This was not included in the SWDP and replaces an earlier approved application for five houses.

E: 1 house at Martley Court Barns. This was not included in the SWDP and falls within the Conservation Area. It was approved by the Planning Inspector on appeal. Construction has not yet begun.

F: 14 houses next to the Primary School, included in the SWDP. These have been completed.



Figure 21: Crown Meadow

Housing Need

- 6.7 The neighbourhood plan must be in general conformity with the strategic local planning policies contained in the South Worcestershire Development Plan (SWDP). Planning policy for the management of housing growth and development is set out in Policy SWDP2: Development Strategy and Settlement Hierarchy. SWDP 2 focuses most development on the urban areas where both housing needs and accessibility to lower-cost public services are greatest. SWDP 2B sets out that windfall development proposals will be assessed in accordance with the settlement hierarchy. Martley is identified as a Category 1 settlement in the hierarchy and Knightwick is a Category 3 settlement. The role of Category 1, 2 and 3 settlements in the SWDP is predominately aimed at meeting locally identified housing and employment needs. SWDP 2, Table 2 sets out that infill development within the defined development boundaries is acceptable in principle subject to more detailed Plan policies.
- 6.8 The existing development boundary for Martley as set out in the adopted SWDP has been used as the basis for the development boundary in Martley, but this has been amended. The boundary of sites allocated for development outside and adjoining the existing development boundary (including site allocations on land adjacent to the Crown) form the basis of an extension to the existing development boundary.

- 6.9 The Objectively Assessed Housing Need (OAHN) to 2030 in South Worcestershire is 28,370 dwellings. The SWDP makes provision for around 28,400 dwellings to meet this need, including 65 in Martley (51 on land adjacent to The Crown and 14 on land adjacent to the Primary School). In addition, there have been further planning approvals for 39 dwellings in Martley since 2013/14. In light of this, it is considered that there is no immediate need to identify sites for further development in Martley, Knightwick and Doddenham within the Neighbourhood Plan.
- 6.10 This is a significant amount of growth for a village of Martley's size, facilities, infrastructure, character and natural and built heritage. In the future, approval should be given to new development during the plan period where this is small in scale, conforms with the requirements set out in the plan for building design and meets the needs of people in the neighbourhood area. The Neighbourhood Plan, therefore, seeks to manage future housing growth largely within the confines of the proposed new development boundary.
- 6.11 The proposed development boundary for Martley is shown on Map 3 Policies Map.

Public Consultation

- 6.12 The household survey carried out in Martley Parish in 2011 found very little support for larger housing estates which change the character of the community. When asked which type of dwellings they preferred, the most frequent suggestions were affordable houses to buy, affordable houses to rent, small houses for people who want to downsize, low-energy houses, bungalows, and sheltered housing. 'Affordable' to most people meant houses that could be afforded by people on average or below average incomes. There is currently little public support for any further major expansions of the village, demonstrated by a petition presented to the District Council in July 2015, which was signed by 600 people from an electoral register of 955, from 338 households out of 485 in Martley Parish. The preferred housing strategy, as expressed in the policies MKD5, MKD6 and MKD7 is therefore to permit small incremental additions to the housing stock to meet the needs of the residents of the neighbourhood area. (For a definition of Affordable Housing please see the Glossary in Appendix III.)

Policy MKD5 - New Housing Development in Martley Village

New infill housing development, and conversion, re-use or extension of an existing building for residential use, will be supported within the Martley village development boundary defined on Map 3.

New Housing outside the Development Boundary

- 6.13 Outside of the village of Martley new housing development will be strictly controlled. National planning policy contained in the NPPF seeks to avoid isolated homes in the countryside. Paragraph 55 indicates that, in order to promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities unless there are special circumstances, such as:
- The essential need for a rural worker to live at or near their place of work in the countryside; or
 - Where development would represent the optimal viable use of a heritage asset; or where development would re-use redundant or disused buildings and so enhance the immediate setting; or
 - The exceptional quality or innovative nature of the design of the dwelling
- 6.14 There are a number of policies in the adopted South Worcestershire Development Plan which provide the local strategic planning context for new housing development in the countryside. Policy SWDP 13 encourages the effective use of land, Policy SWDP 16 indicates the circumstances under which affordable housing may be developed outside settlement boundaries while Policies SWDP 18 and SWDP 19 seek to limit replacement dwellings and rural worker's housing in the countryside. Policy MKD6 will be used to help determine planning applications for new housing outside of the Martley village development boundary and in the open countryside.

Policy MKD6 - New Housing Development Outside the Martley Development Boundary

New housing development in the open countryside, outside the Martley village development boundary (Map 3), will be only supported when it is:

- 1. A dwelling clearly necessary for use by rural workers including persons employed in agriculture, horticulture, forestry or a rural enterprise; or**
- 2. Affordable housing on an exception site to meet identified local need; or**

3. A replacement of an existing dwelling with established use rights and where the replacement dwelling does not exceed the original footprint by 30%; and

4. Securing the future of a heritage asset, or is of a design that is of exceptional quality or truly innovative.

Extensions to existing dwellings will be supported, providing that they are subordinate to, and do not dominate the character and appearance of the original dwelling. Conversions or the re-use of existing buildings will be supported providing there is no need for substantial reconstruction or need for large extensions.

Housing Mix

- 6.15 It is a requirement of Policy SWDP 14 that all new residential developments of five or more units should contain a mix of types and sizes of market housing and that this mix will be informed by local data, such as Neighbourhood Plans.
- 6.16 There are circumstances under which this mix should also include affordable housing (see Policy SWDP 15). The NPPF defines affordable housing as social rented, affordable rented and intermediate housing provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision.
- 6.17 Paragraph 50 of the NPPF encourages planning authorities to deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities. To do this, local planning authorities should plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community (such as, but not limited to, families with children, older people, people with disabilities, service families and people wishing to build their own homes); identify the size, type, tenure and range of housing that is required in particular locations, reflecting local demand and where they have identified that affordable housing is needed, set policies for meeting this need on site, unless off-site provision or a financial contribution of broadly equivalent value can be robustly justified.
- 6.18 Paragraphs 1.3.2 and 1.3.3 of the NDP note that the ONS has estimated that the population aged 65 years and over in Malvern Hills District will rise by 53% between 2012 and 2030, and that the population aged 80 years and over will rise by 139% over the same period. Paragraph 1.2.3 notes that the population of the neighbourhood area has a similar age profile to that of the District as a whole, and it

is therefore reasonable to expect a similar proportionate growth in the elderly population of Martley, Knightwick and Doddenham. One consequence of this trend is under-occupancy. ONS data (ref: CT0101 – Age by occupancy rating (bedrooms) by tenure, 8 October 2013) indicates that over half of people of 65 years and above living in owner-occupied dwellings have two or more spare bedrooms. Surveys of elderly people have identified a considerable unmet demand for smaller and more adapted housing.¹⁷ An additional factor in rural areas is the need for elderly people to move to village centres so as to be closer to shops, public transport and primary healthcare while maintaining links within their own community¹⁸. This demand emerged in the public consultation for this Plan, which identified a need for small houses for people who wish to downsize (see paragraph 6.12).

- 6.19 There is an unmet demand for self-built and custom-built in England¹⁹. The Self-build and Custom Housebuilding Act 2015 requires local planning authorities to establish local registers of custom builders who wish to acquire suitable land to build their own home. It also requires local authorities to have regard to the demand on their local register when exercising planning and other relevant functions. Self-build houses offer the possibility of a more diverse type of dwelling than estates, in keeping with Objective 3.

Policy MKD7 - Housing Mix

To be supported development proposals for new homes must demonstrate how they meet local housing need, in particular for:

- 1. Properties with either one or two bedrooms to meet the needs of first time buyers and small families; or**
- 2. Properties designed to be suitable for the elderly, which are located close to key facilities; or**
- 3. Plots for individual self-build houses.**

¹⁷ Shiro Ota: House of Commons Library Briefing Paper No. 07423. 9 December 2015. Housing an Ageing Population (England).

¹⁸ Connors et al - footnote 2 p9

¹⁹ Wendy Wilson: House of Commons Library Briefing Paper No. 06784. Self-Build and Custom-Build Housing (England)

7.0 Open Spaces



Figure 22: Millennium Green

Neighbourhood Plan Objectives

Objective 4

To provide an active and stimulating community life for all the people in the area, being a pleasant and safe place to be young and a pleasant place to grow old.

Objective 5

To hand to future generations of the three Parishes as good as or even better quality of life than the one we have inherited.

Local Green Spaces

- 7.1 The Martley Conservation Area Appraisal emphasises the importance of open spaces to its character. The National Planning Policy Framework (NPPF) provides communities with a means of protecting local green areas as a Local Green Space. Local Green Space designation is a way of providing special protection against development for green areas of particular importance to local communities.
- 7.2 Designating a green area as Local Green Space would give it protection consistent with that in respect of Green Belt, but otherwise there are no new restrictions or obligations on landowners. Management of land designated as Local Green Space

will remain the responsibility of its owner. The National Planning Policy Framework (NPPF) states that a Local Green Space must be:

- in reasonably close proximity to the community it serves;
- demonstrably special to a local community and hold a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
- local in character and is not an extensive tract of land.

The development of such spaces should only be allowed in very special circumstances.

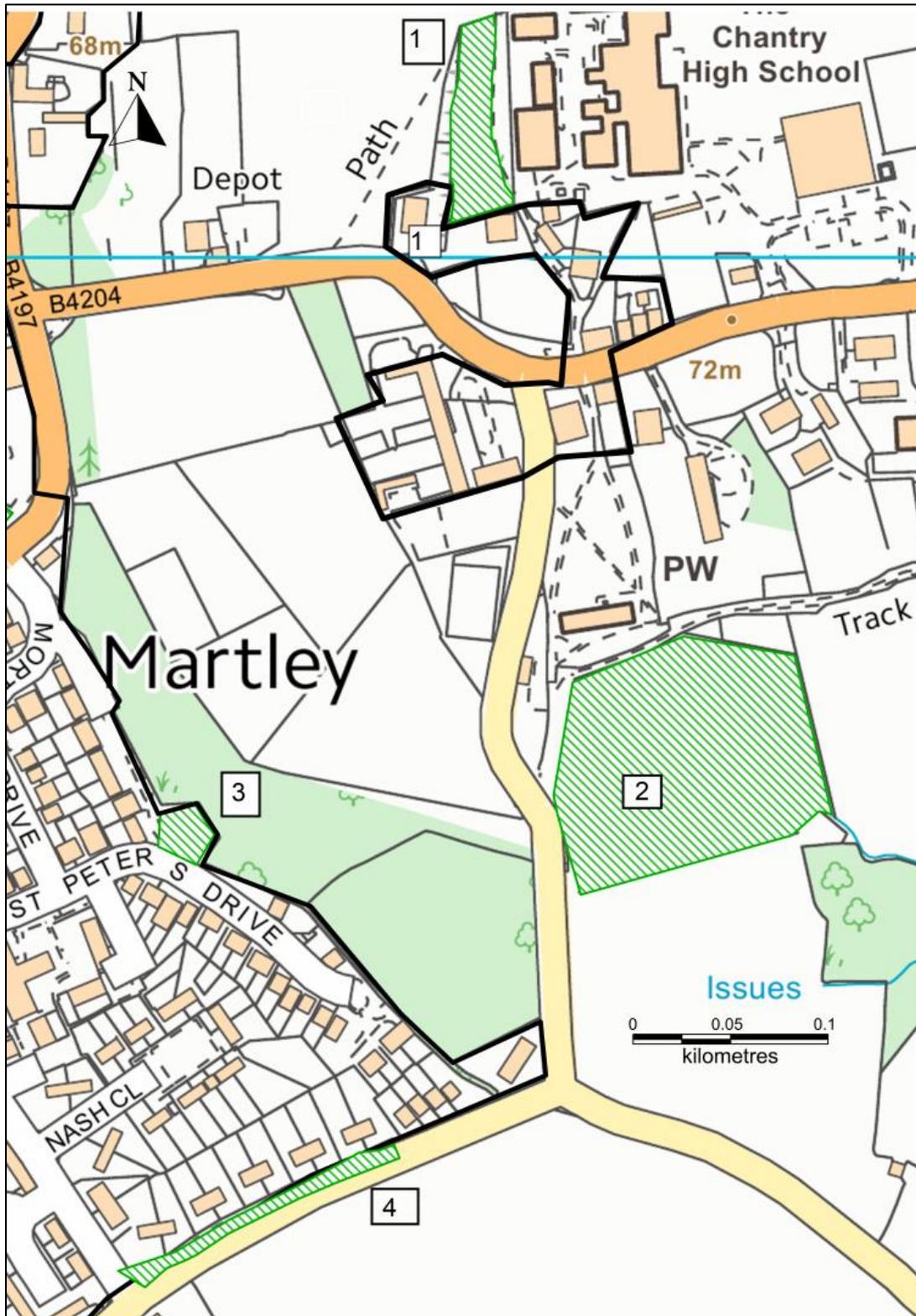
- 7.3 Ankerdine Common Local Nature Reserve is the largest area of designated common ground in the neighbourhood area. The entire area of open ground and oak and ash woodland extends over 7.3 ha, and within this the area of open ground is 3.7ha. A full survey of the fauna and flora of the Common has yet to be completed, but it is known to have a colony of dormice, a European protected species. There is a small car park (reached by a narrow driveway off the B4197), a picnic bench, an interpretation board and waymarked walks. The Common is also on the route of all the long-distance footpaths that pass through the three counties. Ankerdine Common is owned and managed by Worcestershire County Council, and this has produced the *Ankerdine Common Management Plan*, which includes detailed proposals for the maintenance of the Common.
- 7.4 Martley Millennium Green is an area south of the Parish Church on a field known locally as 'Bath Meadow'. This includes a pool (with an island), meadow and is surrounded by hedges. The Green is owned and managed by a charitable trust, which is currently developing a strategy for its continuing use.
- 7.5 There are some wide grassed verges in front of the houses along Hollins Lane which are used as a play area for local children.
- 7.6 There are also smaller greens located within housing estates, probably as a condition of planning approval. These include the green in the centre of Nash Close, the wooded land at the corner of Badger Close and St. Peters Drive (Badger Green), and the green in the centre of the new development at Crown Meadow in Martley. Also between the Crown Meadow Estate and the car park for the Crown public house is a new community orchard of apples trees.
- 7.7 Table 2 sets out how the Local Green Spaces identified in the neighbourhood plan meet the criteria for designation set out in the NPPF. These are shown on Map 3 Policies Map, and Maps 9A, 9B, and 9C.

Table 2 Local Green Spaces

Local Green Space	Proximity to the Community it Serves	Demonstrably Special	Local in Character	Not an Extensive Tract of Land
1. Chantry Academy Conservation Area (see Map 9A)	Immediately West of Chantry Academy	Wooded area including a double row of damson trees forming a tunnel. Part of the Conservation Area.	Includes a well-designed geology garden interpreting for the local landscape.	0.2 ha
2. Millennium Green (see Map 9A)	Next to Martley Parish Church, immediately to the South.	Includes a pool (with an island used by Sir Charles Hastings, founder of the BMA), a meadow of wild flowers, and is surrounded by hedges.	The Green is owned and managed by a local charitable trust, which is currently developing a strategy for its continuing use	1.4 ha
3. Badger Green (see Map 9A)	Corner of Badger Close and St Peters Drive, in Martley village.	Secluded green space surrounded by trees, providing a welcome open area in the middle of a housing estate.	Much used by local children as a safe play area	0.06 ha
4. Hollins Lane banks (see Map 9A)	Between the row of houses in Hollins Lane, Martley village.	Broad grassy banks that provide a sense of space in front of houses on the edge of the village.	Much used by local children as a safe play area.	0.1 ha
5. Martley Playing Field (see Map 9B)	On the edge of Martley village, next to the Memorial Hall.	Only public playing field in neighbourhood area.	Recreation ground. Used by football and cricket clubs and for annual horticultural show. Includes children's playground.	2.1 ha

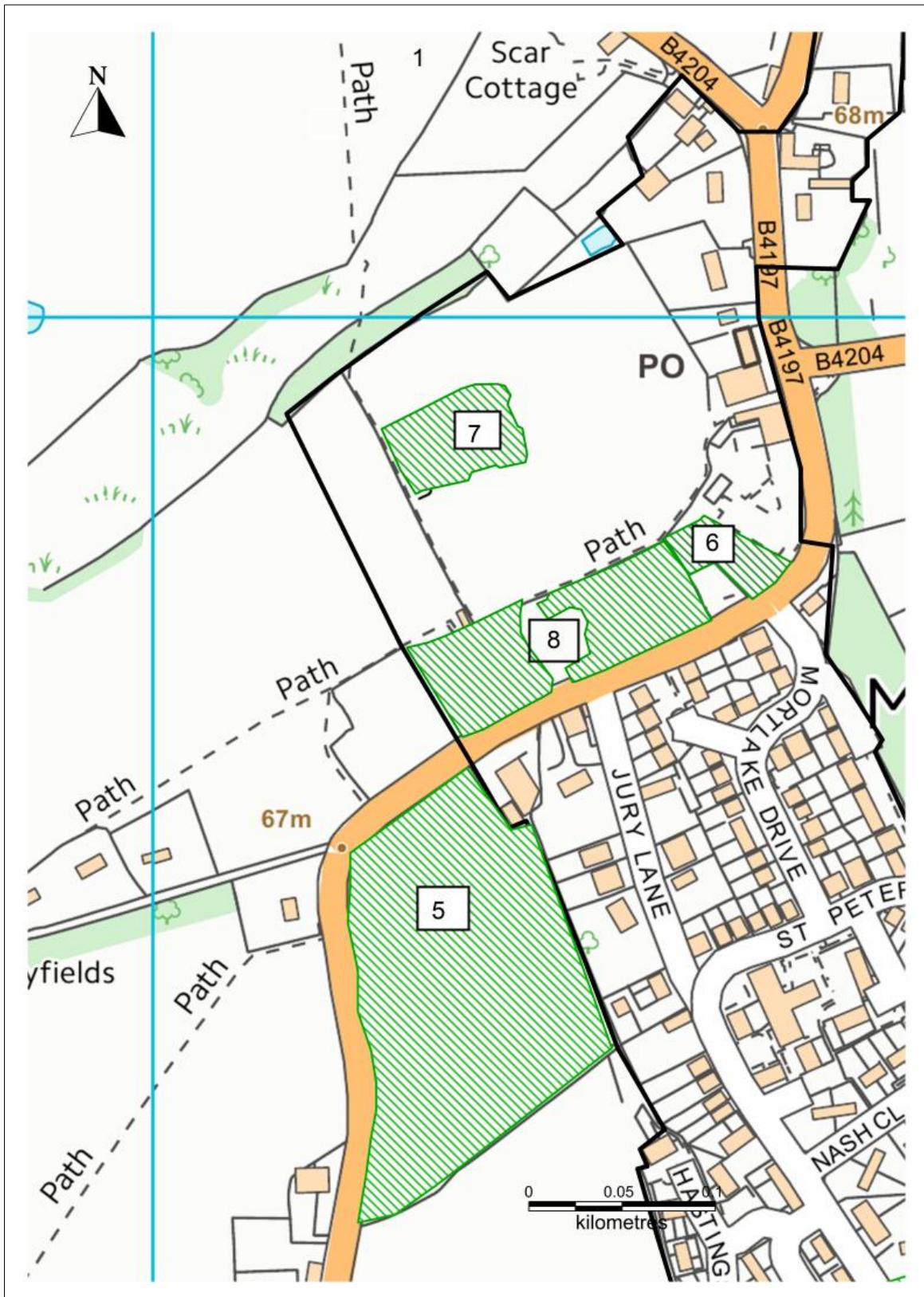
6. Crown Orchard (see Map 9B)	By Crown Public House in centre of Martley village.	Planted with apple trees that were once a characteristic of the landscape around Martley.	Strong visual appeal in the centre of the village.	0.1 ha
7. Hopyards Green (see Map 9B)	Centre of the Crown Meadow (Hopyards) Estate.	Designated green space in the plan for the estate.	Provides a pleasant central area in the estate with views of the Nubbins hillside.	0.4 ha
8. Crown Meadow (see Map 9B)	In Martley village, in front of Crown Meadow (Hopyards) Estate.	Landscaped area being planted with fruit trees, providing clear views of Berrow Hill from the estate.	Provides a safe play area, a future community orchard and the site for the sustainable drainage pool.	0.7 ha
9. Ankerdine Common (see Map 9C)	On summit of Ankerdine Hill, above Knightwick village.	Area of ancient oak and ash woodland, with colony of dormice. On route of a long-distance footpath.	Largest area of designated common ground in neighbourhood area. Frequently visited because of excellent views of the Malvern Hills, the Severn Vale and Bringsty Common.	7.3 ha

Map 9A Local Green Spaces 1, 2, 3, 4



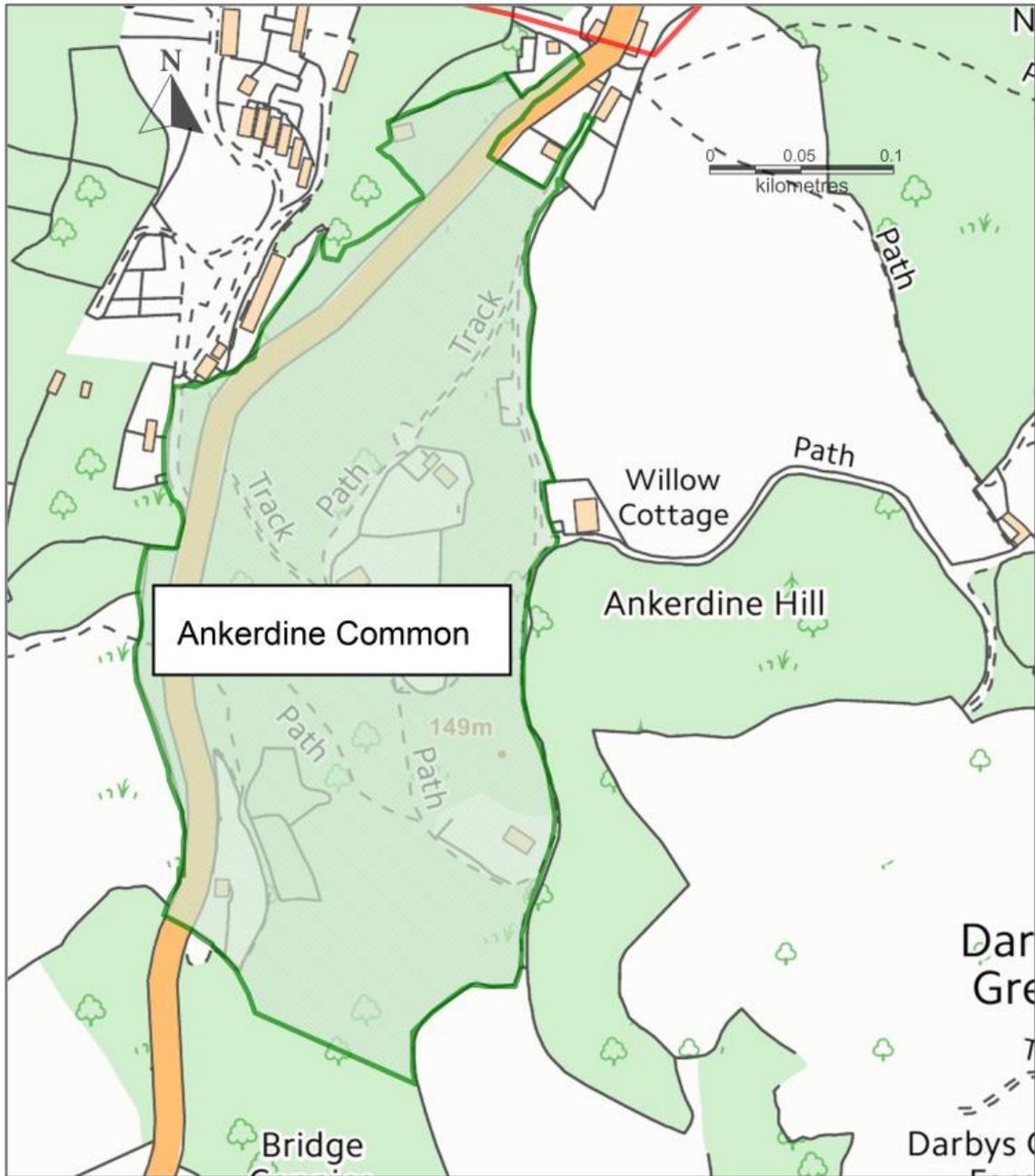
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Map 9B Local Green Spaces 5, 6, 7, 8



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Map 9C Local Green Space 9 Ankerdine Common



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Policy MKD8 - Local Green Spaces

The Local Green Spaces as identified on Map 3 and Map 10 will be protected from development except in very special circumstances.

The protected Local Green Spaces are:

- 1. Chantry Academy Conservation Area**
- 2. Millennium Green**
- 3. Badger Green**
- 4. Hollins Lane banks**
(see Map 3 and Map 9A)

- 5. Martley Playing Field**
- 6. Crown Orchard**
- 7. Hopyards Green**
- 8. Crown Meadow**
(see Map 3 and Map 9B)

And

- 9. Ankerdine Common**
(see Map 9C).

Green Infrastructure

- 7.8 Green infrastructure is defined in the NPPF as a network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities. It includes parks, private gardens, agricultural fields, hedges, trees, woodland, green roofs, green walls, rivers and ponds. The term covers all land containing these features, regardless of its ownership, condition or size. Green infrastructure has a particularly significant role to play in conserving and enhancing the natural environment in accordance with Section 11 of NPPF.
- 7.9 There is a need to protect existing green infrastructure within the boundary of the plan area and to promote the creation of new green infrastructure if new development proposals come forward. Such green infrastructure could include woodland and other environmental assets in the area to preserve the existing ecosystem network. Policy SWDP 5 requires housing development proposals (including mixed use schemes) to contribute towards the provision, maintenance, improvement and connectivity of Green Infrastructure (GI) as follows (subject to financial viability):

- For greenfield sites exceeding 1ha gross - 40% Green Infrastructure.
- For greenfield sites of less than 1ha but more than 0.2ha (gross)– 20% Green Infrastructure
- For brownfield sites – no specific Green Infrastructure figure.

7.10 Multi-functional green infrastructure is important to underpin the overall sustainability of a development by performing a range of functions including flood risk management, the provision of accessible green space, climate change adaptation and supporting biodiversity. An example of a green infrastructure provision is sustainable drainage systems. These can deliver benefits for people and for wildlife and make a valuable contribution to the local green infrastructure network. Actions such as re-naturalising watercourses can also bring multifunctional benefits, including benefiting flood attenuation. Woodland planting can also help mitigate flooding. Proposals may present opportunities to incorporate features such as roosting opportunities for bats, the installation of bird nest boxes or the use of native species in the landscape planting.

Policy MKD9 - Providing Green Infrastructure to support Local Biodiversity

The inclusion of ecological enhancements in the landscaping and building design of development proposals will be supported. Proposals could include enhancements such as sustainable drainage systems, re-naturalising watercourses, woodland planting, roosting opportunities for bats, the installation of bird nest boxes and the use of native species in the landscape planting.

8.0 Community Life

Neighbourhood Plan Objectives

Objective 4

To provide an active and stimulating community life for all the people in the area, being a pleasant and safe place to be young and a pleasant place to grow old.

Objective 5

To hand to future generations of the three Parishes as good as or even better quality of life than the one we have inherited.

Local Community Facilities and Services

- 8.1 The neighbourhood area has a very active community life, supported by an excellent range of public services. There is a wide range of organisations based in the three Parishes. The Parish Churches in Martley and Knightwick are part of a team ministry, which in addition to Holy Communion, prayer meetings and family worship, holds breakfast and lunch meetings in local licensed premises. Local societies include the Martley Amateur Dramatic Society, the Bell ringers, the Cricket Club, the Martley and District Horticultural Society, the Ramblers, the Martley Spurs Football Club, the Path-or-Nones (footpath improvement group), the Teme Valley Shufflers, the Folk Group, the Rifle Club, the Women's Institute, the Young Farmers' Club, and the Youth Club. Zumba dancing, line dancing, short mat bowling, and yoga all take place in Martley Memorial Hall. The Teme Valley Geological Society (TVGS) organises a programme of lectures and has secured EU funding to discover, conserve and educate about matters geological. TVGS is also active on a wider European stage in the Geo-Villages initiative.



Figure 23: Admiral Rodney Public House



Figure 24: The Talbot at Knightwick

- 8.2 There are three licensed premises in the neighbourhood area: The Talbot Hotel in Knightwick (which brews its own beer and is the venue for a successful farmers'

market), the Admiral Rodney at Berrow Green (which also has accommodation), and the Crown in Martley Village.

8.3 Public services in the neighbourhood area include:

Education. Martley Village has both the 140-place Martley Primary School and the 712-place Chantry School, which has academy status and provides secondary education until Year 11. The most recent Ofsted inspections rated the Chantry School as ‘outstanding’. Children are bussed into both schools from a wide area including the Western side of Worcester City. The Primary School has a preschool with places for 20 children/day, from 2 years old until primary school age, and also runs a breakfast club and after school club for 20 children up to 13 years of age. A mother and toddler group and the Teme Valley Children’s Centre hold meetings at Martley Memorial Hall. There is also a registered child minder within the village.



Figure 25: Sport Martley at Chantry School

Healthcare. There is GP practice based at Knightwick, which also holds clinics in Heaton House (a cluster of sheltered accommodation in Martley Village). The large GP practice in Great Witley holds surgeries in a clinic in the centre of Martley Village three mornings/week.

Village hall. Martley Memorial Hall is one of the largest village halls in the County, with a capacity of 280 people. There has been a major programme of improvements in recent years, including rebuilding the kitchen and toilets, resurfacing the hall floor, redecoration and the purchase of new furniture. The Village Hall includes a library, which is part of the County Library Service and is staffed by volunteers. Martley Parish Church has a Parish Hall on the Berrow Green Road that is used for meetings and services. This has been converted from a former Pupil Referral Unit.



Figure 26: Martley Memorial Hall

Sports facilities. In the grounds of the Chantry School is Sport Martley (owned by the School and operated on a management contract by Freedom Leisure), which is used both by the School and the general public. This includes a well-equipped fitness room, a climbing wall, tennis courts, and a large sports hall. Sport Martley provides a holiday club for children aged 5 – 14 years, with activities including football, basketball, athletics, and arts and crafts. There is a large playing field next to the Martley Memorial Hall, which is used for football and cricket, and includes a children’s play area. The playing field is owned by the Parish Council and managed by Martley Recreation Association. The play area has recently been expanded, using funding from a Lottery grant. This is used by the very active local football and cricket teams, and for the annual Horticultural Show. There is a play area, a multi-use games area (MUGA) and some fitness equipment at the far end of the playing field away from the roads. There is also a small changing room and pavilion. Martley Parish Council has used Section 106 funding to complete a BMX and skateboard track in a corner of the playing field.

Promoting Health and Wellbeing

- 8.4 During the Regulation 14 consultation Worcestershire County Council submitted a representation recommending that the NDP addresses health and wellbeing more specifically.
- 8.5 It is increasingly recognised that the places and spaces where we live/work can have an impact on health and wellbeing and that an individual’s actions to improve their lifestyle or health status are likely to be influenced by the environmental and socio-economic context within which they take place. The design of the built environment can have a significant impact on physical and mental health and how people perceive their environments. The location, density and mix of land uses can have wide-reaching implications on how individuals live their lives; it can affect user experience of access to and provision of key community facilities such as public services, employment opportunities, healthy food choices and parks and green spaces. How

areas and buildings connect to one another through street layout, footpaths, cycleways and open spaces can impact on mental health and well-being and the amount of physical activity people undertake. As an example, well connected, attractive, safe, and legible streets, footpaths and cycle networks can encourage more people to use them, promote physical activity and consequently reduce the frequency of car usage.

- 8.6 This is recognised through national planning policy. The NPPF states that ‘the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities’ (Para 8.69). The National Planning Practice Guidance (PPG) follows to state that states that health, wellbeing and health infrastructure must be considered in local and neighbourhood plans. Decision-making should promote physical activity, consider health infrastructure implications of proposed development, promote access to healthy food, and consider pollution and other hazards which might impact on human health. The PPG also recognises that Health Impact Assessments may be a useful tool in identifying significant impacts on the health of local people as a result of new developments. The Localism Act 2011 gives new freedoms to local areas and includes provision for neighbourhood planning. This offers opportunity for the local communities to take positive action to improve health and wellbeing by identifying new facilities that are required and improving the design of development sites and new buildings.

Policy MKD10 - Promoting Health and Wellbeing

Development proposals will be supported where they contribute to the health and wellbeing of local communities, for example through:

- 1. Provision of facilities that support public transport use or opportunities for active travel, enabling convenient, safe and attractive access to employment, homes, schools, and other facilities;**
- 2. Provision of opportunities for fresh food growing;**
- 3. Provision of opportunities for outdoor social interaction including seating and shaded areas.**

Public consultation

- 8.7 The neighbourhood plan household surveys found that just over two-thirds of respondents (68%) said they felt part of the local community, because of personal contact with other residents through membership of organised groups, the church, attending local events, meeting other parents at the schools, visiting local shops and

pubs, and by volunteering their own time. Many commented on the friendliness of local people, saying that they 'knew everyone' and had many friends locally.

- 8.8 The great majority said that members of their household had in the last 12 months visited local shops (95%), one of the local GP surgeries (90%), one or more of the local pubs (76%), and the Memorial Hall (68%). A quarter (25%) reported that a member of their household had used Sport Martley in the last 12 months. Just under half (47%) said that someone in their household was a member of a local organisation in their Parish. The survey found little fear of crime. Almost all (96%) said they felt safe from crime in their home or when walking around local roads and lanes. The great majority (88%) said they knew how to contact their parish council. Most people used multiple sources of information to find out about local events, of which the most common were their parish magazine (95%), word-of-mouth (84%), and notice-boards (53%). A total of 13% also used parish websites
- 8.9 When asked in the household surveys, 'What else could be done to create a better community in this parish?', a wide range of suggestions was made, of which the most frequent were more local events and groups, better parish websites, places for people to meet (such as a local café or seating area), and safer footpaths and roads to enable people to get about on foot. The Open Days also found strong support for improving Martley Memorial Hall, the provision of allotments, more local entertainment (including film shows), and improved sports facilities. Since the Open Day, an allotment site at the edge of Martley Village has been approved with sites available.
- 8.10 These facilities are highly valued by local residents and the Parish Council is keen to ensure existing facilities are protected, and new facilities are provided wherever possible to meet local needs and help secure a sustainable future for the Parish. This would support the promotion of healthy communities set out in the NPPF which indicates that planning policies should plan positively for the provision of community facilities and guard against the loss of valued facilities and services. The provision of new built community facilities is supported in SWDP Policy 37, particularly where proposals have resulted from neighbourhood planning.
- 8.11 Although the neighbourhood area has, for a rural community, a good range of recreational facilities, there are opportunities for enhancement. The South Worcestershire Playing Pitch Strategy recommends that training facilities for Martley Cricket Club should be improved because the site does not have either non-turf wicket or training nets and the current pitch on Martley Playing Field is over-used. The Strategy recommends the use of funds from Section 106 Agreements and the Community Infrastructure Levy (CIL). Martley Parish Council has committed Section 106 funds to a new burial ground on the Berrow Green Road and to the BMX Skateboard track. Other priorities identified at a public meeting include a hard-surfaced path along the side of the playing field between Martley Memorial Hall and Hastings Close (now completed), a footpath around the village suitable for mobility

scooters and pushchairs, improvements to the Millennium Green, improvements to the Memorial Hall, and a geological interpretation centre. Any available Section 106 payments are committed to buying land and facilities for this development. There will therefore be little opportunity in the near future to use Section 106 and CIL funds for purchasing new facilities let alone for buying land for a new cricket pitch. The alternative strategy to improve sports facilities in the neighbourhood area is for the Parish Councils to work more closely with Martley Academy and Freedom Leisure (the managers of Sport Martley) for shared access to sports facilities, with applications for funding to the Lottery, Sport England and other charities.

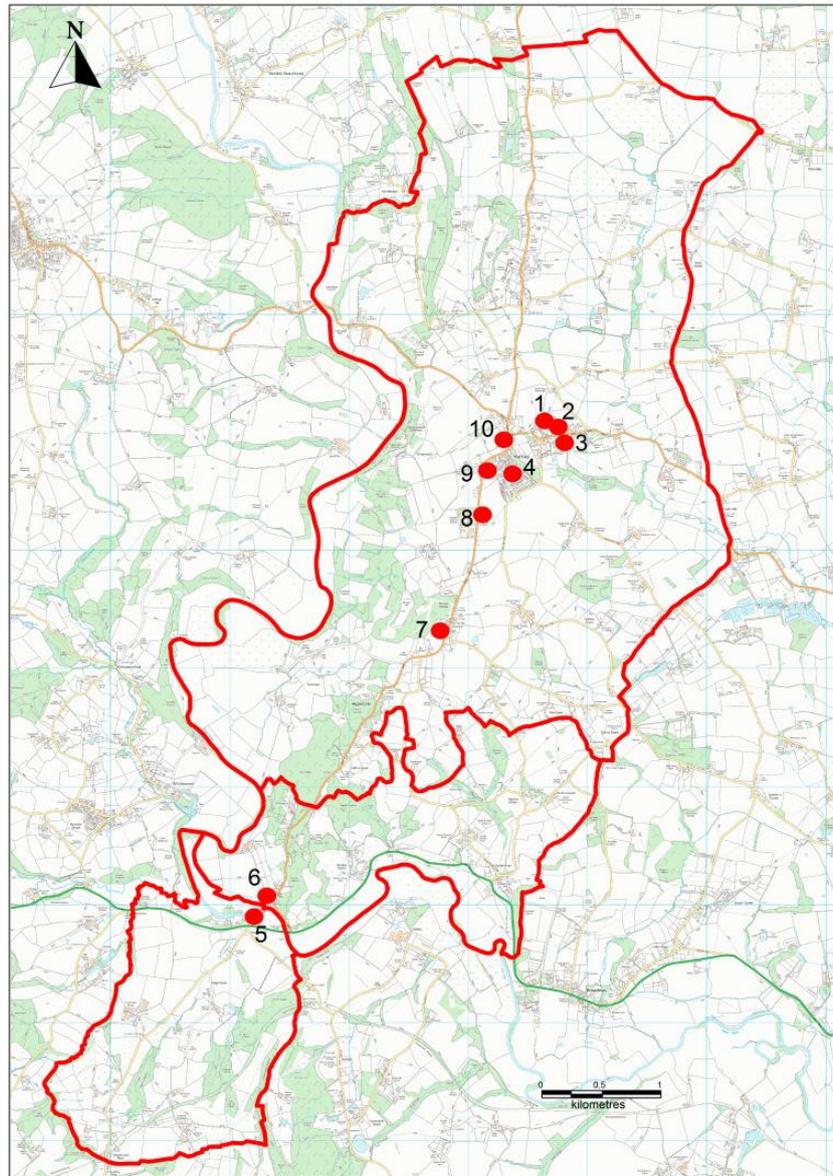
- 8.12 Section 8 of the NPPF states that access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Consequently, existing open space, including playing fields, should not be built on unless:
- the open space is surplus to requirements
 - the loss would be replaced by equivalent or better provision in terms of quality and quantity in a suitable location
 - the development is for alternative sports and recreation provision.

Policy MKD11 - Providing, Enhancing and Protecting Recreation Open Space

Proposals in very special circumstances, for example for essential infrastructure that cannot be provided elsewhere, that will result in any loss of recreation open space at the Sport Martley facilities, or at the playing field and play area next to the Martley Memorial Hall, will not be supported unless an assessment has clearly shown the recreation open space that would be lost is surplus to requirements, or the loss will be replaced by equivalent or better provision in a no less accessible location for users.

- 8.13 SWDP 37 Built Community Facilities supports the provision of new community facilities, particularly where proposals have resulted from neighbourhood planning. SWDP 37 also seeks to protect community facilities.
- 8.14 The location of existing community and leisure facilities is shown on Map 10.

Map 10 Community and Leisure Facilities



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Key

- | | | |
|-----------------------------------|-------------------------------------|---------------------------|
| 1 The Chantry Academy | 2 Built Facilities at Sport Martley | 3 Martley Primary School |
| 4 Martley GP Clinic | 5 Knightwick Surgery | 6 The Talbot Hotel |
| 7 The Admiral Rodney Public House | | |
| 8 Martley Church Parish Hall | 9 Martley Village Hall | 10 The Crown Public House |

Policy MKD12 - Providing and Protecting Local Community and Leisure Facilities

The provision of new community and leisure facilities or the enhancement of existing facilities (identified on Map 10) is supported. Development proposals that provide community and leisure facilities will be required to demonstrate that:

- 1. The siting, scale and design respects the character of the surrounding area, including any historic and natural assets;**
- 2. The local road network is capable of accommodating the additional traffic movements; and**
- 3. Adequate parking is provided on the site.**

Development proposals, including changes of use, that will result in loss of all or part of the community and leisure facilities identified on Map 10 will be resisted unless it can be demonstrated that the existing use is no longer economically viable or equivalent or better provision of the facility to be lost is made in an equally or more accessible location. If the existing use is no longer economically viable, evidence should be provided to show that the site has been actively marketed, at the market rate current at the time, for at least 12 months and that no sale or let has been achieved during that period.

9.0 Local Economy

Neighbourhood Plan Objectives

Objective 2

To maintain a range of employment opportunities for local residents, including workplaces in industrial and office estates and home-based work.

Current employment

- 9.1 There are several employers based in the neighbourhood area, including firms based at two large industrial estates in Martley Parish and in barn conversions near local farms. There are scattered workplaces throughout the three Parishes including a cleansing firm, a woodyard, a bus garage, and a lorry depot. Apart from the three licensed premises, there is a shop with a post office counter in Martley Village which serves a wider rural area. However, by far the largest single employer in the neighbourhood area is the Chantry School with over 100 staff. This attracts considerable retail trade to Martley, provides business for the bus garage, and generates local traffic in the mornings and early evenings.
- 9.2 There is sufficient vacant space for new industrial and commercial development in the local trading estates for any foreseeable expansion in local employment. However, the creation of large new trading estates or the expansion of existing ones could have a negative impact on the rural characteristics of the neighbourhood area. This would not be the case with the conversions of redundant buildings on smaller sites, or an expansion of home-based employment.

Policy MKD13 - Re-use of Redundant or Disused Buildings

The reuse of redundant or disused buildings for business, leisure or residential purposes will be supported, provided that the proposed use meets all the following criteria:

- 1. The development would lead to an enhancement to the immediate setting.**
- 2. Design proposals respect the character and significance of the redundant or disused building.**
- 3. The proposal is compatible with neighbouring uses, including any continued agricultural operations and would not cause undue environmental impacts.**

- 4. The buildings are of permanent and substantial construction capable of conversion without major or complete reconstruction; and**
- 5. The building is capable of accommodating the proposed new use without the need for substantial alteration or extension, ancillary buildings, areas of hard standing or development which individually or taken together would adversely affect the character or appearance of the building or have a detrimental impact on its surroundings and landscape setting.**

Public consultation

- 9.3 The second household survey included a checklist of possible improvements. The strongest support (49%) was for more local employment opportunities. Discussions in the open days also identified the importance of high-speed broadband connections for attracting and maintaining local firms.

Planning policies

- 9.4 Local strategic planning policy is set out in SWDP 12 which protects existing employment sites in the rural area and supports the expansion of existing employment sites and farm diversification. In this policy context and, in order to meet the objectives of this plan, the following policy is proposed:

Policy MKD14 - Supporting Local Employment

The following forms of employment development will be supported.

- 1. Intensification (or expansion where intensification is not viable or practical) of existing business (B1), general industrial (B2) and warehousing development (B8) and uses at Maylite Trading Estate and Edgar Estate**
- 2. Extensions to existing rural B1, B2 and B8 premises and new tourism and leisure related development;**
- 3. Rural diversification at existing agricultural and other land-based rural businesses providing:**
 - The proposed new use does not detract from, or prejudice, the existing undertaking or its future operation; and**
 - The scale of activities associated with the proposed development is appropriate to the rural character of the area; and**
 - It is demonstrated that additional floorspace is necessary to accommodate employment activity that cannot be accommodated in existing buildings within the undertaking.**

4. Extensions to existing dwellings to support home-based working where this would not lead to an adverse impact on visual amenity or the amenity of adjacent users and uses.

9.5 In common with many rural areas, the three Parishes have a high proportion of people working from home, in most cases managing their own businesses. There is a strong national trend towards working from home, but this depends on the availability of fast and reliable Internet connections. This can be difficult to achieve in rural locations distant from the Internet cabinet. To overcome this problem, the local company Martley Web Mesh has been operating for ten years with a volunteer labour-force providing a high speed, fibre-based wireless-distributed network for subscribers. The NDP supports the provision of new communication technologies in all new development in Policy MKD15.

Policy MKD15 - Supporting New Communication Technologies

Improvements to broadband infrastructure will be supported. Any new development within the Parish should be served by a superfast broadband (fibre optic) connection unless it can be demonstrated through consultation with the NGA Network providers that this would not be possible, practical or economically viable. In such circumstances, suitable ducting should be provided within the site and to the property to facilitate future installation.

10.0 Transport and Travel

Neighbourhood Plan Objectives

Objective 4

To provide an active and stimulating community life for all the people in the area, being a pleasant and safe place to be young and a pleasant place to grow old.

Objective 5

To hand to future generations of the three Parishes as good as or even better quality of life than the one we have inherited.

Travel in the three Parishes

- 10.1 The main road through the Neighbourhood Area is the A44 from Worcester to Bromyard, which passes through Knightwick Parish. All other roads are minor roads, and include the B4204 from Worcester to Tenbury Wells which passes through Martley Village, and the B4197 from Great Witley and which connects Martley and Knightwick Villages. The latter road passes over Ankerdine Hill, is narrow, winding and steep in places, and has a weight restriction. The nearest railway station is in Worcester.
- 10.2 For most people in the three Parishes, transport means using a car. The Malvern Hills District has one of the highest rates of car-ownership in England, and rates of multiple ownership tend to be highest in rural areas. The 2011 Household Survey found that among those who travelled to work, three-quarters (76%) used their car to get to work, compared with 15% who walked, 4% who used the bus, and 4% who cycled. The figures were different for travel to school or college because of the availability of a primary school and high school in Martley Village, and the availability of bus services for students attending the technical and sixth form colleges in Worcester. Nevertheless, the car was the still the most common form of transport for this group. The use of a car to take children to school (and the use of cars generally in the Parish) is not only a result of distance, but also of the lack of footpaths along several roads and the narrowness of those footpaths that do exist. This makes walking between settlements (such as between Sunningdale and Knightwick or between Hillside and Martley or from Berrow Green to Martley) perilous, particularly at night-time. The other main road safety problems identified in the household surveys were crossing the A44 in Knightwick and crossing the road by the three-way junction in the centre of Martley Village. The latter is used by many children on the way to school.
- 10.3 Public transport in the neighbourhood area is restricted to two bus routes: the 420 service from Worcester to Hereford, which passes through Knightwick; and the

308/309/310 services from Martley to Worcester. Both services are infrequent and do not run in the evenings. They are therefore inadequate for people who wish to use public transport to work in Worcester or any other neighbouring town. Nevertheless, the bus service is essential for the 10% of the population in the neighbourhood area who do not own a car. This group includes a small number of disabled people who live in isolated settlements and are unable to get to the local GP surgery, public houses or local events. Some nearby parishes have volunteer-staffed community transport schemes, and this may become necessary in the neighbourhood area.

- 10.4 Country walking is a popular local activity for people of all ages providing opportunities for marketing the neighbourhood area as a tourist destination based on country activities rather than historic sites. This would help support local shops, public houses and bed and breakfast establishments.

Public consultation

- 10.5 The household surveys found that people in the three Parishes expressed a wish for safer roads for pedestrians and cyclists through a reduction in speeding and the creation of safe crossing places. There was particular concern about the lack of footways along roadsides, particularly between Hillside and Martley Village (and schools), and between Sunningdale and Knightwick Village. There was also a strong opinion in Martley for the better management of traffic, pedestrians and parked cars at the central three-way junction in the village. Several villages in other parts of the country have developed 'shared-space' designs to improve the appearance of the roads, reduce roadside clutter and make pedestrian crossing safer.

Planning policies

- 10.6 Section 4 of the NPPF promotes sustainable transport. It highlights the need for plans to protect and exploit opportunities for the use of sustainable transport modes. Developments should therefore be located and designed to give priority to pedestrian and cycle movements, and have access to high quality public transport facilities. To meet the guidance set out in NPPF and the strategic objectives of this plan, the following planning policy is proposed:

Policy MKD16 - Transport Management

Locally determined expenditure arising from developer contributions and other development related sources will be utilised to support:

- **Investment in public transport provision.**
- **Provision of pavement, cycle and walking routes and safe crossing places for pedestrians on major roads.**
- **Introduction of measures designed to slow vehicular speed and**

- **Car parking.**

New development should be designed in such a way to encourage slower speeds in keeping with the local area.

11.0 Monitoring and Review

- 11.1 Martley and Knightwick and Doddenham Parish Councils will regularly monitor the implementation of the Neighbourhood Plan. When new issues are identified, policies are found to be out of date or in need of change (for example due to changing national or strategic planning policy), the Parish Councils in consultation with Malvern Hills District Council may decide to update the all or part of the plan.

Appendices

Appendix 1 Significant Views

Martley village

As noted in the main text, the *Martley Conservation Area Appraisal and Management Strategy 2006* identified 17 significant views, both from within the Conservation Area and looking towards it. These are listed on pages 10 – 13 of the Conservation Area StrategyAll but four of these views remain significant and have not substantially changed since the completion of the Strategy. The exceptions are View 6 (compromised by the new Cherry Orchard estate), View 12 (which has been blocked by a new belt of trees), and Views 13 and 17 (obstructed by the Crown Meadow (Hopyard) estate. A further view (View 18 – South from the Parish Church, across the Millennium Meadow and across to the ridge line and Hopehouse) was marked on the map in the Conservation Area Strategy report (but was not numbered).

Significant Views from within the Martley Conservation Area are shown below and listed on Map 11.

Martley Conservation Area Views

<p>View 1. The view north out of the conservation area takes the eye up to the fork of the Clifton and Great Witley roads and then just beyond, but with the view terminated by the steep cutting formed in the New Red Sandstone cliff at Scar Bank.</p>	
<p>View 2. The next view out to the north-west is possible just to the west of The Smithy, outside the Rogers coach garage, where there is an extensive view out over a developing wooded area south east of The Old Tannery to the rising ground of Kingswood Common and The Noak.</p>	

View 3. Next, a little up the road to the east of The Smithy a delightful view opens out across open fields to the north and north east, with distant views to the Abberley Hills.



View 4. Looking back north west from a point on the road north of The Old Granary, there is a view to Martley on its ridge but in the foreground the Rogers coach garage is a jarring element.



View 5. From just outside the Chantry School, there is a diminishing view along the main road into the village to the west, towards Maple Cottages, with roadside trees forming a suitable frame.



View 7. From near the southern extremity of the conservation area, along the lane to Hopehouse Farm, there is a very fine view of Ducton Coppice, with the Church prominently displayed across the former water meadows.



View 8. From the South end of Church Lane looking north, there is a fine long view of the Church with the central part of the conservation area behind.



View 9. Looking east-south-east from this point, a fine view unfolds with Hopehouse Farm on its ridge in the distance.



View 10. Looking from Church Lane, a closer view of the Church emerges, with the Churchyard trees beyond.



View 11. By the junction of this lane with the way up to the Church, a view north west across the Paddocks to The Smithy opens out.



View 14. Looking from just north of Ivy Cottage, the view north out of the conservation area lies along an avenue of Damson trees.



View 15. From the field style on the Worcestershire Way as it enters Martley, the view south towards the conservation area and Ivy Cottage is back along the Damson avenue.



View 16. Looking south across the Paddocks to Martley Court, the fine open view is terminated by the belt of trees on the south western edge of the conservation area.



View 18. View South from the Parish Church, across the Millennium Meadow and across to the ridge line and Hopehouse.



Significant views from outside of the Martley Conservation Area are shown below and listed on Map 12.

Views outside Martley Conservation Area

View 1. Looking east from the gate just South and on the opposite side of the road from the Crown public house, across the Paddocks towards the barns around Martley Court and the Parish Church. This view is particularly treasured because it is one most people in the village see every day.



View 2. Looking south from Martley Recreation Ground towards the Iron Age fort on Berrow Hill and the outskirts of Berrow Green.



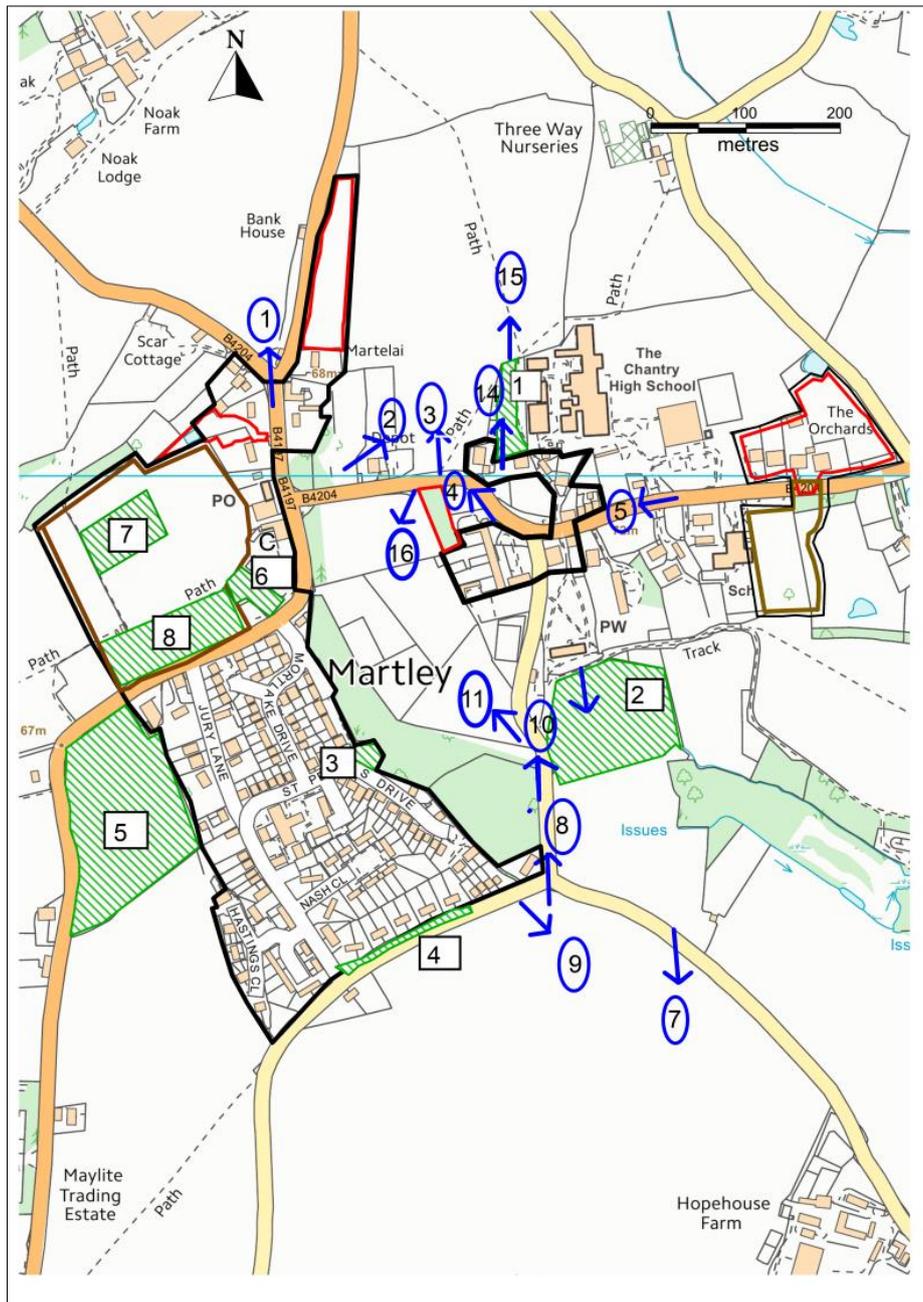
View 3. Looking north from the top of Hollins Lane across the fields to Martley village with the ride of hills leading up to Woodbury Hill in the background.



View 4. Looking west from the western edge of the new Crown Meadow (Hopyard) Estate across open fields to the old hedgerows along Kingswood Lane and the line of the Nubbins Wooded escarpment on the right.



Map 11 Policies Map with Views (Martley Village) (as at September 2017)



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Key

Development boundary ———

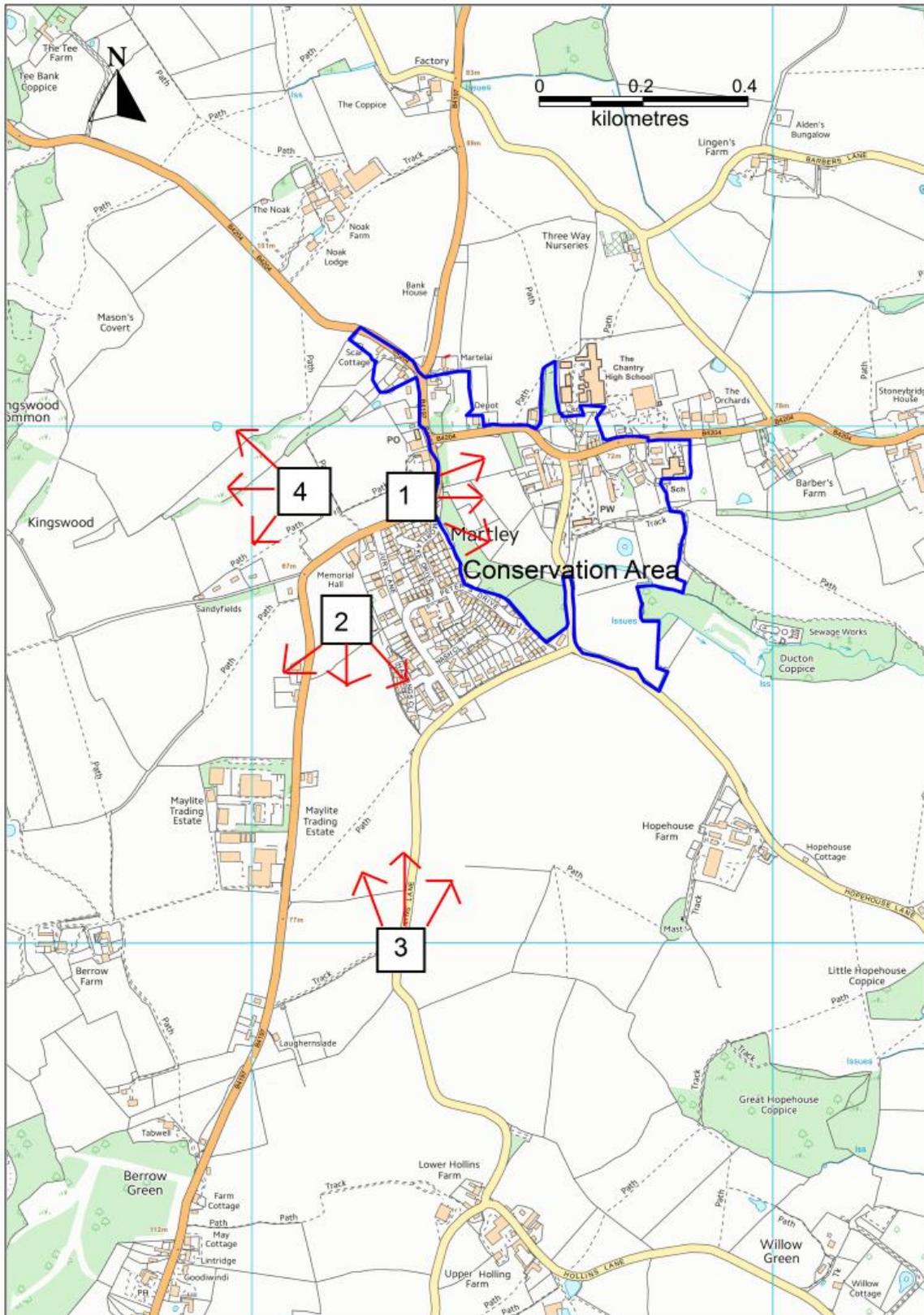
Local Green Spaces 

SWDP Site Allocations 

Views → 0

Housing Commitments 

Map 12 Significant Views outside Martley Conservation Area



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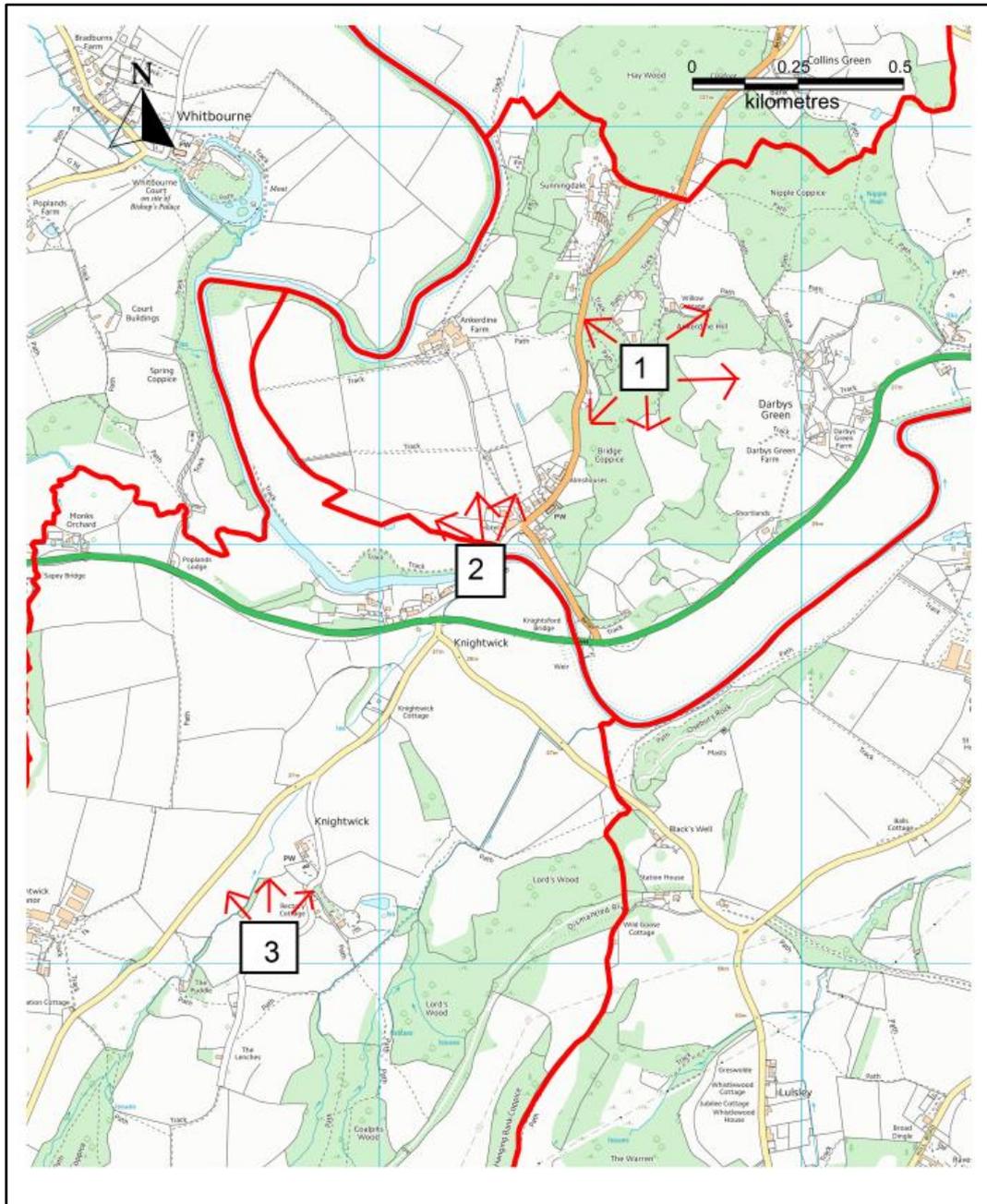
Knightwick village

The village of Knightwick lies in a small plain that was once the bed of a meltwater lake at the end of the last ice age. The village is dominated by the wooded slope of Ankerdine Hill, with hills to the North and East. The River Teme flows through the village and turns East through the Knightwick Gap, heading towards the River Severn. Significant views around Knightwick village are shown below and listed on Map 13:

Knightwick Village Views

<p>View 1. The view from Ankerdine Common is one of the great panoramas of England, looking South to the Malvern Hills (Figure 7), East across the valley of the River Severn, and West towards Bringsty Common in Herefordshire.</p>	
<p>View 2. Looking North from the old footbridge over the Teme across broad riverside meadows towards the wooded hills which progressively enclose the River.</p>	
<p>View 3. From the rising ground at the south of Knightwick Parish, past the mortuary chapel and across the Knightwick Gap to Ankerdine Hill.</p>	

Map 13 Significant Views Around Knightwick Village



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Appendix II

Actions for the Parish Councils

The Neighbourhood Development Plan addresses the development and use of land. There are also some changes beyond the scope of the Plan that the Parish Council would like to see and a number of complimentary actions that the Parish Council aim to pursue are outlined here, in Appendix II.

Protection of the Local Landscape

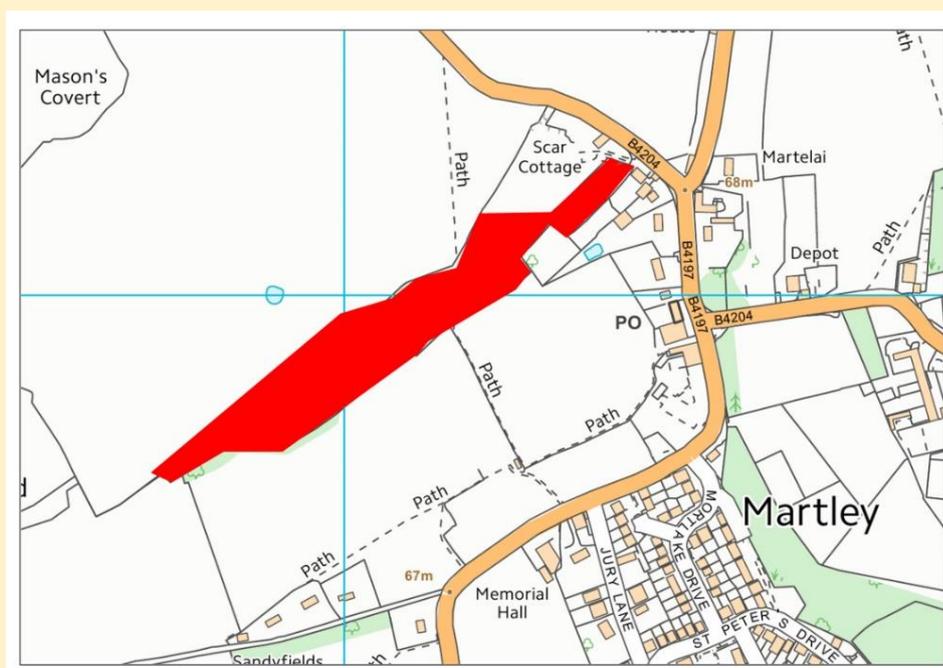
Parish Councils' Action 1 Martley Conservation Area

The Nubbins is a distinctive feature which has provided material for local buildings in the past. The Parish Councils consider that the Nubbins could be better protected from potential development if it was included within the Martley Conservation Area.

The Parish Councils will therefore liaise with Malvern Hills District Council with a view to extending the current boundaries of Martley Conservation Area to include the full length of the Nubbins escarpment from the Village to Kingswood Lane.

It is not proposed that the Nubbins be public open space, but it should continue to be accessible by designated rights of way as at present.

Map 14 Proposed Extended Area – Conservation Area



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Parish Councils' Action 2 Area of Outstanding Natural Beauty

The Teme Valley is an area of great landscape beauty and biodiversity (The River Teme is a SSSI). Extension of the Malvern Hills AONB to encompass the Teme Valley North of the Neighbourhood Area up to the County boundary, as well as Abberley Hill, would provide significantly greater legal protection, and also assist with funding for conservation.

The Parish Councils will liaise with Malvern Hills District Council and encourage the preparation of a bid to Natural England for the designation of the former Teme Valley Area of Great Landscape Value (AGLV) into an Area of Outstanding Natural Beauty (AONB).

Listed Buildings and Local Heritage Assets

Parish Councils' Action 3 Preparation of a Local List of Heritage Assets

There are 79 listed buildings in the Neighbourhood Area, two of which (the Norman church of St Peters and the Old Hall in Martley) are Grade I listed. There are many other domestic buildings which give the Neighbourhood Area its distinctive character. Historic buildings include several that are timber-framed, with many in the local redbrick or the red or grey-green local sandstone. Some buildings have attractive carved gables and porches, while several have semi-circular heads to their windows. These features have been included in some of the newer buildings, such as those in Hastings Close in Martley.

Section 7 of the NPPF Conserving and enhancing the historic environment, and SWDP 6 Historic Environment and SWDP 24 Management of the Historic Environment support and promote the protection of non-designated heritage assets.

There are a number of buildings and assets within the Parishes that have local heritage value and which whilst that may not be appropriate for national listing, could be locally listed. The proposed Local List will be designated and maintained by Malvern Hills District Council, but it would be appropriate for the Parish Council to nominate non-designated heritage assets for consideration in the MHDC Local List SPD. As non-designated heritage assets, these buildings would be afforded some protection through local planning policy.

Proposed non-designated heritage assets will have to meet the necessary criteria. The Local List SPD sets out that local heritage assets will need to be significant with regard to at least one of the following: a significant period in the District's history; the social history of the District; or a notable example of planned or incidental planning; or associated with an individual of local importance. In addition, a nominated asset will need to be significant having regard to one or more of the

following: age, rarity, aesthetic value, group value, evidential value, archaeological interest, designed landscape, landmark status and social/communal value. The Parish Councils will identify and propose non-designated heritage assets for consideration on the Malvern Hills District Council Local List.

Archaeology

Parish Councils' Action 4 Archaeology

The NPPF (Paragraph 128) sets out that where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

SWDP 24 Management of the Historic Environment advises that where proposals are likely to affect heritage assets with archaeological interest they should be accompanied by a description informed by available evidence, desk-based assessment and, where appropriate, field evaluation to establish the significance of known or potential heritage assets. Maps from Worcestershire Archive and Archaeology Service Historic Environment Record (HER) identifying known heritage assets with archaeological interest are provided on the website Worcestershire County Council website (see http://www.worcestershire.gov.uk/info/20189/search_our_records/249/accessinga_rchaeological_and_historic_environment_information).

The Parish Councils will liaise with the Worcestershire County Council and Malvern Hills District Council to identify known surface and subsurface archaeology in areas shown on Worcestershire Archive and Archaeological Service Historic Environment Record (HER) maps in order to ensure potentially significant deposits are identified and appropriately considered in any proposals for development.

Assets of Community Value

Parish Councils' Action 5 Assets of Community Value

Community right to bid for assets of community value

This new right means communities can ask the local council to list certain assets as being of value to the community. If an asset is listed and then comes up for sale, the new right gives local communities six months to put together a bid to buy it. This gives communities an increased chance to save much loved shops, pubs or other local facilities.

Parish councils or local community groups can nominate both privately and publicly owned assets which meet the definition of community value.

It is proposed that the Parish Councils will nominate the following assets to be registered on the Community Asset register with Malvern District Council:²⁰

- The Talbot Hotel
- The Admiral Rodney Public House
- The Crown Public House
- The Parish Hall, Martley (former pupil referral unit)
- Martley Central Stores and Post Office.

Transport Sustainability

Parish Councils' Action 6 Transport sustainability

The Parish Councils will liaise with Worcestershire County Council in an attempt to secure:

- Footpaths along the roadside from Sunningdale estate to Knightwick village, and from Hillside to Martley Village (including the primary and secondary schools).
- Raised paving at the junction of the B4197 and the B4204 in Martley Village.
- Reduced HGV traffic over 17T MGW on the B4197 between the Talbot Hotel and Berrow Green.
- A review of the impact of development proposals on the existing environment to ensure it is sustainable in terms of infrastructure, road safety and the standards required to maintain peaceful and safe rural parishes.
- Encourage street furniture and signage which is practical, of modest with local surroundings. Street furniture and signage within the conservation area should follow the principles outlined in the Conservation Area Character Appraisals.

Promote Rural Walking

Parish Councils' Action 7 Promoting Rural Walking

The neighbourhood area is a centre of several long-distance trails and a complex network of well-maintained and signposted footpaths. These currently attract tourists, which supports employment in local hotels, public houses, bed and

²⁰ <http://www.malvernhills.gov.uk/assets-of-community-value>

breakfast establishments and shops. Recreational walking is one of the most popular forms of participation in sport in England, and has involved a higher proportion of the population in recent years.²¹

The Parish Councils will work with local employers and the Local Enterprise Partnership to promote the neighbourhood area as a destination for rural walking.

²¹ Department for Transport (12 July 2016): *Local Area Walking and Cycling Statistics, 2014/5*

Appendix III

Glossary of Terms (after South Worcestershire Development Plan 2016, NPPF and others)

Affordable housing: Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as “low cost market” housing, may not be considered as affordable housing for planning purposes.

Allocation: Land that has been identified for a specific use in the current development plan.

Ancient Woodland: Ancient Woodlands are sites which have been continuously wooded for over 400 years. Consequently they are of greatest biodiversity and ecological interest and considered irreplaceable. There are three categories, i.e. Ancient Semi-Natural Woodland (ASNW), Plantation on Ancient Woodland Sites (PAWS), Restored Ancient Woodland Sites (RAWS) and they all have equal protection under SWDP 22 – Biodiversity and Geodiversity, as well as the National Planning Policy Framework.

Area of Outstanding Natural Beauty (AONB): A nationally designated area under the Countryside and Rights of Way Act 2000 in respect of which relevant authorities “shall have regard to the purpose of conserving and enhancing the natural beauty of the area”.

Biodiversity: The variety of different types of plant and animal life in a particular region.

Brownfield: (or Previously Developed Land). In the sequential approach towards identifying sites suitable for development, this is considered to be preferable to greenfield land for new building. Planning policies and decisions should encourage the effective use of land by

reusing land that has been previously developed, provided that it is not of high environmental value. This is land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

Character Zone: A defined area within a settlement where buildings share a distinctive local character in terms of use (eg residential), form, scale, height, materials, layout etc.

Commitments: Development proposals that already have planning permission or are allocated in adopted development plans.

Community Facilities: Buildings, services and land uses intended to meet the health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community.

Community Infrastructure Levy (CIL): The Community Infrastructure Levy (CIL) is a charge that local authorities in England and Wales are empowered, but not required, to charge on most types of new development in their area. CIL charges are based on simple formulae that relate the size of the charge to the size and character of the development paying for it. This allows Local Authorities to raise funds from developers undertaking new building projects in their area. It can be used to fund a wide range of infrastructure (i.e. transport schemes, schools, etc.) that are needed to support the development of the local area.

Conservation Area: An area of special architectural or historical interest, the character or appearance of which it is desirable to preserve or enhance. It is statutory recognition of the value of a group of buildings and their surroundings and of the need to protect not just individual buildings, but the character of the area as a whole.

County Biodiversity Action Plan: The Worcestershire Biodiversity Action Plan (BAP) is the County's response to the national biodiversity planning process. The Worcestershire BAP was produced in 1999 and consists of a series of Species and Habitat Action Plans, setting out current status, targets for protection and enhancement to be carried out by each partner organisation. This document takes the objectives of the UK Biodiversity Action Plan and translates them into a Worcestershire context, with targets and actions for each important habitat and species.

Designated heritage asset: A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

Development Boundary: The dividing line, or boundary between areas of built/urban development (the settlement) and non-urban or rural development – the open countryside.

Development Plan: A statutory document, which sets out the local authority's policies and proposals for the development and use of land in their area. The SWDP forms a key part of the development plan and guides and informs day-to-day decisions as to whether or not planning permission should be granted, under the system known as development management. The development plan also includes minerals and waste plans prepared by the County Council and any adopted neighbourhood plans. Legislation requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise.

Development Plan Documents (DPD): A document which is part of the development plan and forms part or the whole of a local plan.

Greenfield: Land that has not been developed previously. Applies to most sites outside built-up areas and land in built-up areas such as private residential gardens, parks, recreation grounds and allotments.

Green Infrastructure (GI): A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

Heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

Housing Market Areas: These areas illustrate the influence of an urban area on its immediate surroundings. Housing market areas have been defined by analysing commuting and migration patterns. Significantly these areas are not bound by administrative boundaries.

Housing Needs Assessment: An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing and guide new investment.

Infrastructure: The network of essential physical services that most buildings or activities are connected to. It includes not only physical services in an area (e.g. gas, electricity and water provision, telephones, sewerage) and networks of roads, public transport routes, footpaths and such, but also community facilities and green infrastructure. New or improved infrastructure will generally need to be provided where significant levels of new development are proposed.

Landscape Character Assessment: An assessment undertaken to help identify various landscape types with a distinct character that is based on a recognisable pattern of

elements, including combinations of geology, landform, soils, vegetation, land use and human settlement.

Listed Building: A building or structure of special national architectural or historic interest; it is protected by law from unauthorised alterations or demolition. In addition, when determining applications for any development that might affect a listed building, it is relevant to consider the significance of any heritage assets affected, including any contribution made by their setting. Structures within the curtilage will normally be included within the listing.

Live / Work Unit: A purpose-designed unit or group of buildings enabling the occupiers to live and work within the same premises.

Local Plan: An individual or collection of development plan documents forming the statutory development plan prepared by an individual local planning authority.

Local Green Space: Green areas or spaces which meet the criteria set out in the NPPF para 77 ie where the green space is in reasonably close proximity to the community it serves, where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife, and where the green area concerned is local in character and is not an extensive tract of land.

Low Cost Housing: Housing rented or sold at less than full market value. This is not necessarily classed as affordable housing.

Major Development: Unless otherwise stated, for residential uses major is defined as 10 units or more and for non-residential uses, major is defined as exceeding 1,000sq. m. (net) floor space.

Mitigation Measures: These are measures requested and / or carried out in order to limit the damage by a particular development / activity.

National Planning Policy Framework (the Framework or NPPF): This was adopted in March 2012 and replaces previous national planning guidance, formerly enshrined in a series of planning policy statements and guidance notes. The Framework sets out much of the Government's planning policies for England and how these are expected to be applied. The government expects it to provide a framework within which local people and their accountable councils produce their own local and neighbourhood plans. The Framework constitutes guidance for local planning authorities and decision-takers both in drawing up plans and as a material consideration in determining applications.

Neighbourhood Area: The extent of the physical area which is covered by the policies and proposals in a neighbourhood development plan. This is usually the area within the parish boundary where the responsible body is the parish council, or the area covered by the group of parishes where two or more parish councils are working together to prepare the plan. An application must be made by a parish or town council to the local planning

authority for a neighbourhood area to be designated (see [regulation 5 of the Neighbourhood Planning \(General\) Regulations 2012](#) (as amended)). This must include a statement explaining why the proposed neighbourhood area is an appropriate area.

Neighbourhood Plan or Neighbourhood Development Plan: These were introduced by the Localism Act 2011 and can be prepared by a Parish or Town Council or Neighbourhood Forum to establish general planning policies or allocate land for development in a particular neighbourhood. Subject to conformity with the strategic policies in the local plan, an independent examination and support in a community referendum, Neighbourhood Plans will become part of the development plan.

Older People: People over retirement age, including the active, newly-retired through to the very frail elderly, whose housing needs can encompass accessible, adaptable general needs housing for those looking to downsize from family housing and the full range of retirement and specialised housing for those with support or care needs.

Open Space: All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

Permeability: The extent to which urban forms permit (or restrict) movement of people or vehicles in different directions.

Public Realm: The space between and within buildings and developments that are publicly accessible, including streets, squares, parks and open spaces.

Renewable and Low Carbon Energy: Renewable and low carbon energy includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions (compared to conventional use of fossil fuels).

Rural Exception Site: Rural exception sites should be small, solely for affordable housing and on land within or adjoining existing small rural communities, which would not otherwise be released for general market housing because it is otherwise subject to policies of restraint (e.g. in the countryside or where policies maintaining the openness of the landscape are in place). The affordable housing provided on such sites should meet local needs in perpetuity and count towards the overall level of housing provision.

Scheduled Monument: A nationally important archaeological site or historic building, given legal protection against unauthorised change. The protection is offered under the Ancient Monuments and Archaeological Areas Act 1979.

Sites of Special Scientific Interest (SSSI): Sites or areas designated as being of national importance because of their wildlife, plants or flowering species and / or their unusual or

typical geological features. SSSIs are identified by Natural England and have protected status under the Wildlife and Countryside Act 1981.

Social Rented: This is housing available to rent at below market levels. Lower rents are possible because the Government subsidises local authorities and registered social landlords in order to meet local affordable housing needs.

Special Wildlife Site: A local / wildlife site identified by the Worcestershire Wildlife Trust and Worcestershire Special Wildlife Sites Partnership.

Strategic Flood Risk Assessment (SFRA): A SFRA is a high-level assessment of flood risk carried out by or for planning authorities to meet the needs of national legislation with the purpose of assisting local authorities to deliver sustainable development. The SFRA has informed the various allocations and sets the context / parameters for more detailed Flood Risk Assessments associated with planning applications.

Strategic Housing Land Availability Assessments (SHLAA): These are a key component of the evidence base required to support the delivery of sufficient land for housing to meet the community's need for more homes. These assessments are required by national planning policy as set out in the Framework.

Strategic Housing Market Assessment (SHMA) (Feb 2012): The purpose of this study was to analyse data and trends relating to local housing markets and issues of affordability of housing within the sub-regions of Worcestershire.

Supplementary Planning Document (SPD): SPDs are Local Development Documents that explain how policies in Development Plan Documents will be implemented. They do not form part of the SWDP and cannot allocate land, but are material considerations when determining planning applications.

Strategic Environmental Assessment (SEA): The European Directive 2001/42/EC on "the assessment of the effects of certain plans and programmes on the environment" is known as the Strategic Environmental Assessment or SEA Directive. The directive applies to any land use plans and modifications that began to be prepared after 21 July 2004. It also applies to any land use plans that have not been adopted or submitted to a legislative procedure leading to adoption by 21 July 2006. The Department of Communities and Local Government has published guidance on how to undertake a SEA of land use plans and how the methodology may be expanded to incorporate sustainability appraisal.

Sustainable Development: In broad terms, this means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The Government has set out five guiding principles for sustainable development in its strategy 'Securing the future - UK Government strategy for sustainable development'. The five guiding principles, to be achieved simultaneously, are:

- Living within environmental limits.
- Ensuring a strong, healthy and just society.

- Achieving a sustainable economy.
- Promoting good governance.
- Using sound science responsibly.

The Framework sets out a definition of sustainable development and identifies how it is to be identified and delivered (Framework paragraphs 6 – 16).

Sustainable Drainage System (SuDS): Efficient drainage system that seeks to minimise wastage of water, including the use of appropriate groundcover to enable maximum penetration of clean water run-off into the ground, promote the filtration and evaporation of water as close to the source as possible and break down pollutants and, where appropriate, recycle grey water within the development. Designed to minimise the impact of development on the natural water environment, they are an alternative to drainage through pipes directly to a water course and help enhance water quality and biodiversity, maintain groundwater levels and reduce the risk of flooding.

Appendix IV

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See also relevant information for neighbourhood area:

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