

MALVERN HILLS AONB JOINT ADVISORY COMMITTEE

8 APRIL 2022

INFORMATION ITEMS

**Management Plan ref.
(abridged)**

LP3 Promote positive change to landowners, managers, developers etc.

HP1` Conserve and enhance the historic and cultural environment of the AONB

FP2 Bring woodlands, orchards and other characteristic habitats into favourable conservation condition through encouraging and supporting management regimes that provide an economic return.

FP5 Support appropriate measures to monitor and control pests, diseases and invasive non-native plant and animal species to protect food production and biodiversity resources

BDO1 The distinctive character and natural beauty of the AONB

Project

See FiPL report.

Hope End Park Conservation Management Plan

Consultants have been appointed and work to prepare this plan has commenced, with the focus thus far being on the evaluation phase including establishing ownership and existing management practices, undertaking documentary research and completing baseline surveys.

Woodland Management Plans

A Woodland Management Consultant has been engaged to help support a small number of small woodland owners to produce management plans for their woods.

Understanding pest impacts

Squirrel impact assessments have been completed in a small number of woods in the AONB. An initial discussion has taken place with Forestry Commission staff on the subject of possible Deer Management Group for the area.

NDP consultations

Comments were submitted on behalf of the AONB Unit to consultations on the Regulation 14 Neighbourhood Development Plans (NDPs) for Little Malvern and Welland

will be fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the AONB.

RP4 Developments that are likely to lead to an increase in negative recreational effects in an area should contribute to the costs of mitigating and managing these effects

TP2 Provide a Quality public realm with good access and facilities that attract tourists

IP3 Raise awareness of the MHAONB and the significance of its designation

and for Ledbury. This is part of helping to ensure that these important documents help to conserve and enhance the AONB.

Recreational impacts study

An initial study to better understand visitor origins and recreational impacts on the Malvern Hills SSSI was completed at the end of 2021. However, a secondary phase of work has now been commissioned by the South Worcestershire Planning Authorities, supported by the AONB Unit, Natural England and the Malvern Hills Trust. It is hoped that the conclusions will provide part of the evidence base for the South Worcestershire Development Plan review.

Eastnor Park Information Boards

Eastnor Park is being opened up to public. There's now the Woodshed Cafe in the park and to make the park-walkers' visit more informative, we've been working with the Estate to put information boards around the park.

Planning Committee Support

In February 2022 staff at the AONB Unit gave a presentation (followed by Q&A) to members of the MHDC Area Planning Committees. The purpose was to raise awareness of the AONB designation, the issues of concern re. planning and what constitutes good development in the AONB.

Visitor Map Update and Reprint.

Our popular Visitor Map and Guide has now reprinted. 10,000 copies will be distributed around the area.

Website Revamp

Our current website is in need of updating; and that is nearing completion. As a result it will be much easier for the team to update and keep fresh without employing external help. The Three Counties Traditional Orchard website has been amalgamated onto it in order to save costs and enable easier administration.

Vision 2040: people are connected emotionally, and spiritually to the area.

Arts Programme

We have working up an arts programme for next year that could include a 'countryside-activity well-being' day; this would have our movement in the landscape project in a starring role. We're also collaborating with the Ledbury Poetry Festival, Malvern Walking Festival, and the National Trust on their re-assessment of Midsummer Hill fort.

Recommendation

Members of the JAC are requested to note this information report and contact the AONB Unit if they wish to be involved in any consultations or to receive further information on any of these agenda items.

Contact Points

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