

MALVERN HILLS AONB JOINT ADVISORY COMMITTEE

4 NOVEMBER 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.

Project

See FiPL update report.

Malvern Wells Parish Council has agreed to a proposal to manage the grassland on the Village Green in a way that should extend the area of nature conservation interest on the site.

Hope End Park Conservation Management Plan

Consultants have completed survey work and produced a Management Plan for Hope End Park. The draft has been discussed with owners and sent to staff at Natural England and Historic England. Comments are being incorporated into a revised draft. Discussions about works that could be funded via FiPL are now taking place with owners.

Woodland Management Plans

A Woodland Management Consultant is working on our behalf to help prepare woodland management plans and to advise owners.

Severn Treescapes

A new regional project to create a 60 mile corridor of enhanced tree cover connecting two of England's largest semi-natural woodlands - crossing Gloucestershire, Herefordshire and Worcestershire – has just commenced. <https://www.herefordshirewt.org/news/wildlife-trusts-severn-treescapes-project-receives-ps498902-trees-call-action-fund>

Deer management

A landowner event to discuss deer management and the issue of squirrels is due to take place in late November 2022.

BDO1 The distinctive character and natural beauty of the AONB 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

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

Planning

In June 22 staff at the AONB Unit joined with staff from the Cotswolds National Landscape to give a presentation to planners and heritage officers from Malvern and Wychavon re planning issues and good practice in the AONBs.

Planning Officer

Unit staff are working with colleagues in the Wye Valley AONB Unit to recruit a shared Planning Officer.

Recreational impacts study

The Malvern Hills Trust has commissioned advice to better understand the extent of recreational damage being done to the SSSI on the hills and what can be done to manage it. It is hoped that developer contributions will be help to finance necessary management in the future.

Malvern Wells Information Boards

We are working with Malvern Wells Parish Council to put up some information boards about grassland management on sites being managed by the Council.

Website Revamp

Following the liquidation of our former website developers, we have now engaged another local provider – Design in the Shires – to help us. The site is continuing to evolve. If any members have recommendations of local web developers they know of, these would be gratefully received by David Armitage.

Queen's Platinum Jubilee

We helped out with the celebration of the late Queen's Platinum Jubilee, by lighting a gas beacon on the Herefordshire Beacon. We made a short video of the event.

Ledbury Poetry Festival

Together with Ledbury Poetry Festival we dedicated 4 walks with poets, authors and youth poets. There's a dedicated page on the website to the event.

Well-being day

We held a well-being day at Barton Court, this highlighted many of the activities that can be done in this beautiful landscape, that improve both mind and body.

Dance Film

We ran a fully-booked premiere of the modern dance film created over lock down, that showed the healing virtues of the Malvern landscape. It will be shown at the Exeter Dance International Film Festival in October.

NAAONB conference

In September AONB staff attended the national AONB conference, whose theme was diversity and inclusivity. We are now taking up the challenge of making our activities, communications and groups more accessible to a wider range of people. We hope to commission desk research shortly to find out both who does and who doesn't currently engage with the AONB, before beginning activities and conversations to find out more about how we can be more accessible.

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

County Council Contact Points

County Council: 01905 763763

Worcestershire Hub: 01905 765765

Email: worcestershirehub@worcestershire.gov.uk

Specific Contact Points for this report

Paul Esrich, Manager, Malvern Hills AONB Partnership

Tel: 01905 845057

Email: pesrich@worcestershire.gov.uk

Website: www.malvernhillsaonb.org.uk