

# MALVERN HILLS AONB JOINT ADVISORY COMMITTEE

## 28 APRIL 2023

### INFORMATION ITEMS

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**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**

**Project**

See FiPL update report.

Malvern Wells Parish Council

Limited mowing work has begun as part of the initiative to manage the grassland on the Village Green in a way that should extend the area of nature conservation interest on the site.

AONB Landowners event

An event on regenerative farming with livestock due to take place at the end of March 2023 had to be postponed due to snow.

Hope End Registered Park Conservation Management Plan

This plan has been completed under a FiPL grant. Under a separate FiPL grant the first works to deliver the plan have been carried out – including new hedgerow and tree planting.

Dingwood Management Plan and works

A short Management Plan (including archaeology survey) and FiPL funded works have been completed for this Park near Ledbury.

Woodland Management Plans

A Woodland Management Consultant working on our behalf has liaised with and prepared 5 woodland management plans for owners in the AONB.

Deer management

A landowner event to discuss deer management and the issue of squirrels took place in late November 2022. At

**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  
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**

present, interest in the possibility of establishing a Deer management group for the area seems very limited

#### Planning

The AONB Unit has submitted significant comments on the Regulation 19 consultation draft of the South Worcestershire Development Plan.

The AONB Partnership's Lighting Guidance has just been revised and updated.

Some case studies of good practice in development can now be found on the AONB website.

#### Planning Officer

A Planning Officer (shared with the Wye Valley AONB Team) began work on 1 February 2023. His name is Josh Bailey and he can be contacted at: [jbailey2@worcestershire.gov.uk](mailto:jbailey2@worcestershire.gov.uk)

#### Malvern Wells Information Boards

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

#### Demographics Research

The AONB Unit commissioned a researcher to gather demographics data for the AONB and surrounding towns. This is part of our response to the Glover Report which challenged AONB's to understand who their protected landscape serves (and therefore who might be underserved) in order to attract a wider range of visitors. This research builds on previous visitor survey information from 2018 and 2020.

#### Website Revamp

**significance of its designation**

The website continues to evolve and there maybe yet more changes to how it looks and feels with the Rebranding AONBs project below.

Rebranding AONBs

Work carried out by the National Association for AONBs (with Defra funding) to rebrand AONBs as National Landscapes should be available very shortly.

**Vision 2040: people are connected emotionally, and spiritually to the area.**Art in the Landscape Project

The National Association of AONBs is preparing a bid to Arts Council England for funding for arts projects within individual AONBs. The purpose of this is to use the arts to engage people with the issues of our time around Nature.

**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

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