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**Strategic  
Environmental  
Assessment  
Report for the  
2025/30 National  
Landscape  
Management  
Plan**

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Malvern Hills  
National  
Landscape  
Partnership

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Craggatak Consulting  
23rd September 2024

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### *Acknowledgements*

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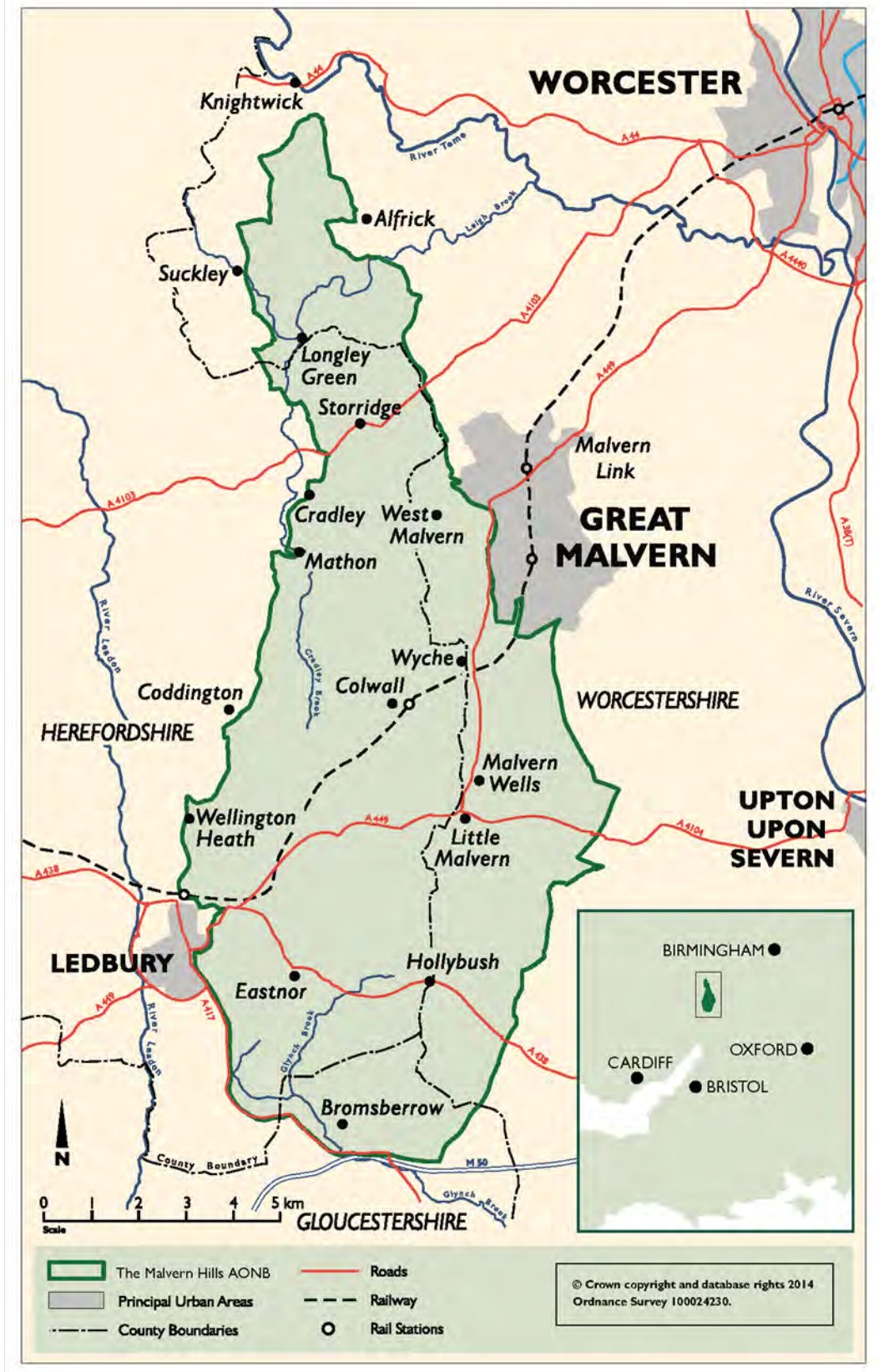


Figure 1: Outline map of the Malvern Hills National Landscape

## **Strategic Environmental Assessment Non-Technical Summary (blank)**

*To be completed after consultation*

A full version of this version of the SEA Environmental Report is available from the Malvern Hills National Landscape Partnership.

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## 1. Background

- 1.1. This Scoping Report has been prepared as part of the Strategic Environmental Assessment (SEA) of the Malvern Hills National Landscape (NL) Management Plan Review. A National Landscape is the everyday name for what is set out in legislation as an Area of Outstanding Natural Beauty (AONB). The statutory consultation bodies (Natural England, Historic England and the Environment Agency) must agree the scope and level of detail to be contained in the Environmental Report. The SEA Scoping Report went out for consultation during June and July 2024.
- 1.2. Historic England is generally supportive of the approach taken. The report is carefully detailed and suitably proportionate and covers a suitably wide range of areas and topics. However, there should be a greater reference to heritage assets and their settings under the environmental issues. Regarding the historic environment baseline data for the SEA, it is not apparent that this has benefitted from direct input from the relevant County Council Historic Environment Teams. The County HERs should also be referenced in the report as being the principal repository of information on undesignated heritage assets.
- 1.3. Natural England is generally supportive of the approach taken. It suggests that Defra's priority outcomes be included as a high-level reference. The priorities are:
  - Cleaning up Britain's rivers, lakes and seas;
  - Creating a roadmap to move Britain to a zero-waste economy;
  - Supporting farmers to boost Britain's food security;
  - Ensuring nature's recovery;
  - Protecting communities from the dangers of flooding.
- 1.4. The Environment Agency did not respond.
- 1.5. All the points submitted were accepted and the text modified. As to the concerns about the heritage indicators, the Headline Indicators for this report have been modified in line with the advice but it will require input from third parties to achieve, this will take time to develop.

### Strategic Environmental Assessment

- 1.6. Strategic Environmental Assessment is a statutory requirement<sup>1</sup> to ensure that land-use plans and programmes that are likely to have significant effects on the environment are the subject of a strategic assessment of options and alternative courses of action during plan preparation to avoid or mitigate any adverse effects. The approach for carrying out the SEA of the Management Plan Review is based on current best practice and the following guidance:

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<sup>1</sup> Directive 2001/42/EC "on the assessment of the effects of certain plans and programmes on the environment". Transposed into law by Statutory Instrument 2004 No. 1633 The Environmental Assessment of Plans and Programmes Regulations 2004 (the "SEA Regulations"), <http://www.opsi.gov.uk/SI/si2004/sch1>

- HMSO (September 2005) A Practical Guide to the SEA Directive, Office of the Deputy Prime Minister, Scottish Executive, Welsh Assembly Government, Department of the Environment for Northern Ireland.
- Dodd et al (2007) The Appropriate Assessment of Spatial Plans in England: a guide to why, when and how to do it, RSPB.
- Natural Scotland (September 2006) Strategic Environmental Assessment Toolkit. Scottish Executive.
- Countryside Council for Wales (2008) The Areas of Outstanding Natural Beauty in Wales - Guidance on the Review of Management Plans
- Richard Partington et al (January 2008) Guidance to English AONB Partnerships and Boards on Strategic Environmental Assessment (SEA) of AONB Management Plans, Natural England
- Historic England (2016): Sustainability Appraisal and Strategic Environmental Assessment – Advice Note 8

1.7. To integrate fully the SEA process with the production of the Management Plan there is close collaboration with the review team. There are five stages to a Strategic Environmental Assessment:

Stage A: Scoping and consultation with Environmental Bodies

Stage B: Assessment of plan content and analysis of alternatives

Stage C: Preparation of an Environmental Report

Stage D: Consultation and consideration of the SEA findings by the decision maker; and

Stage E: Monitoring the performance of the plan against the SEA findings.

1.8. This report supports Stages B and C. The SEA Scoping Report consultation responses have been considered and used to inform relevant sections of the SEA Environmental Report (this document).

## **Purpose of the Environmental Report**

1.9. This Environmental Report sets out the findings of the Strategic Environmental Assessment for the AONB Management Plan review. Its primary purpose is to identify, describe and evaluate any significant environmental effects arising from implementing the management plan, or any reasonable alternatives. Any significant beneficial effects are highlighted, as well as recording any residual negative effects once mitigating measures are taken into account.

1.10. This assessment follows the requirements of the European Directive 2001/42/EC and the Environmental Assessment of Plans and Programmes Regulations 2004 . The methodology used follows the guidance set out in paragraph 1.4.

## **Malvern Hills National Landscape**

1.11. Designation of the Malvern Hills National Landscape was in 1959. It covers 105 square kilometres and includes parts of Herefordshire, Worcestershire and Gloucestershire. The special quality of the Malvern Hills lies in the contrasts. The distinctive, narrow, north-south ridge, a mountain range in miniature, thrusts unexpectedly from the pastoral



farmland patchwork of the Severn Vale. The highest point is Worcestershire Beacon (425m) and walkers along the ridge crest enjoy views as far as Wales and the Cotswolds. The geological variety, and centuries of traditional farming have given the NL great ecological value. Herb-rich, unimproved pastures and native woodland support a wealth of habitats, species and wildlife. In addition, a historical landscape, the ridge is crowned by three ancient hill forts, the most famous being the ditches and ramparts of British Camp.

- 1.12. This is an area of pastoral farming, with stock-rearing and occasional dairying, plus fruit growing, mixed crops and forestry. Large areas are grazed as ancient commons. The NL has a population of approximately 13,000 and villages such as Malvern Wells have experienced considerable growth in their retired population and in workers commuting to Birmingham and Worcester. The towns of Great Malvern and Ledbury fringe the NL and the rural economy includes light manufacturing and prestige office development together with the important conference and tourism sector. Tourists have flocked here to 'take the waters' since the early 1800s and Great Malvern's formal paths and rides give the nearby slopes the air of a Victorian pleasure garden. The ridge and hillside paths and the commons are traditional 'day trip' country. The Worcestershire Way footpath is an important new recreation resource in the NL.

## Management Plan review

- 1.13. Section 82 of the Countryside and Rights of Way (CRoW) Act 2000 establishes the primary purpose of AONB designation as the conservation and enhancement of natural beauty. Section 85 of the CRoW Act (as amended by section 245 of the Levelling-up and Regeneration Act 2023) places a duty on all public bodies (other than a devolved Welsh authority) to 'seek to further the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty'. Under section 89, the relevant local authorities must prepare and publish a Management Plan for each AONB; and keep it under review. A plan under section 89 relating to an AONB in England must further the purpose of conserving and enhancing the natural beauty of that area.
- 1.14. The Management Plan is a statutory document. It provides a policy framework that brings together partners to help them design, resource and implement the priorities set out specifically for the AONB designation. It guides and informs all other plans and activities that may affect the AONB so that they can contribute to the continued conservation and enhancement of the AONB designation.
- 1.15. There are five relevant local authorities for the Malvern Hills NL. They are Forest of Dean Council, Gloucestershire County Council, Herefordshire Council, Malvern Hills District Council and Worcestershire County Council. These councils have established a Joint Advisory Committee under the Local Government Act 1972, section 102 (4) to manage their obligations for the NL. Representatives of four local authorities and a variety of public, private and voluntary sector bodies make up the Joint Advisory Committee. To guide this committee there is a Steering Group made up of officers from the funding local authorities and the Malvern Hills Trust. The Joint Advisory Committee, Steering Group and the NL team come together as the Malvern Hills NL Partnership.



1.16. The current Management Plan is for the 2019-24 period. CRoW requires a formal review of each Management Plan at intervals of not more than five years. The Partnership is now preparing a Management Plan for the period 2025-30. Following consultation with local communities, public bodies and agencies with an interest in the area, the plan will present the special qualities and features of the National Landscape, and set out the outcomes and policies needed to ensure their conservation and enhancement.

1.17. The outcomes and policies are set out under four themes:

- Nature – seeking 2 outcomes through 7 policies;
- Climate – seeking 3 outcomes through 10 policies;
- People – seeking 7 outcomes through 21 policies; and
- Place – seeking 5 outcomes through 26 policies.

There is an additional policy that embraces all four themes reminding stakeholders that they are required to work towards the delivery of the relevant national targets imposed by Defra within the national Protected Landscapes Targets and Outcomes Framework. The policy framework is set out in **Appendix 1**.

## Relationships with other assessments

### *Habitat Regulation Assessment*

1.18. The EU Natura 2000 network provides ecological infrastructure for the protection of sites that are of exceptional importance in respect of rare, endangered or vulnerable natural habitats and species within the European Community. These sites, known as European sites, consist of Special Areas of Conservation (SAC), Special Protection Areas (SPA) and Offshore Marine Sites. It is common practice to treat RAMSAR sites (Internationally Important Wetlands) as if they were European sites. The guidance recommends taking into consideration European sites within the plan area and within 15km of its boundary.

1.19. There are no European sites within the AONB boundary. There are three European sites that may just be within 15km of its boundary:

- Bredon Hill SAC
- Lyppard Grange Ponds SAC
- River Wye SAC

### *Natural capital and an ecosystem approach*

1.20. Natural capital is another term for the stock of renewable and non-renewable natural resources on earth (e.g., plants, animals, air, water, soils, minerals) that combine to yield a flow of benefits or “services” to people<sup>2</sup>. These flows can be ecosystem services or abiotic services, many of which we depend on. Ecosystem services are the benefits to society from nature; abiotic services are benefits to people that do not depend on living processes. They arise from fundamental geological processes.

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<sup>2</sup> Adapted from the Natural Capital Protocol, 2016

- 1.21. An ecosystem approach makes explicit the link between the status of natural resource systems and ecosystem services that support human well-being. It seeks to maintain the integrity and functioning of ecosystems to avoid rapid undesirable ecological change. It also recognises that the impacts of human activities are a matter of social choice, and are as integral to ecosystem interactions as ecosystems are to human activities.

**Definition of an Ecosystem Approach**

“a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way”

Convention on Biological Diversity definition<sup>3</sup>

- 1.22. This approach provides a way to manage nature that combines three core themes<sup>4</sup>
- the ecology of the natural environment, including its functions and processes;
  - the benefits that people get from the natural environment (ecosystem services); and
  - the value of nature to society (in both monetary and non-monetary terms).
- 1.23. The availability of expertise and data limits the application of the ecosystem approach to the management of protected areas. Ecosystem services provided in the Malvern Hills are likely to include:

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<sup>3</sup> Secretariat of the Convention on Biological Diversity (2004) The Ecosystem Approach, (CBD Guidelines) Montreal: Secretariat of the Convention on Biological Diversity 50 p.

<sup>4</sup> Hunt, D. Crosher, I., Wharton, A. & Hayes, G. (2012). Embedding the Ecosystem Approach into existing landscape scale or area based partnership delivery: Internal guidance for Natural England staff. Natural England, November 2012

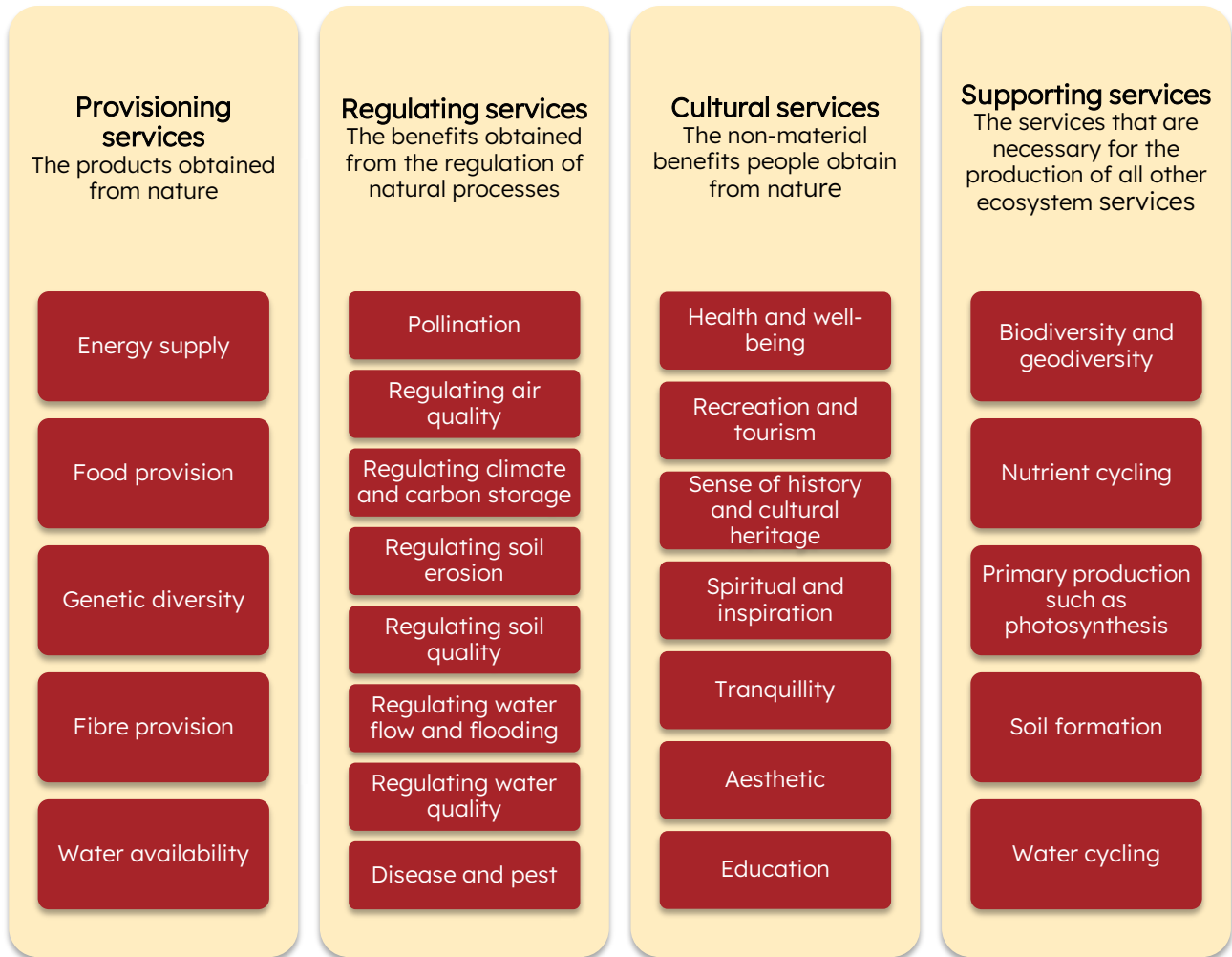


Figure 2: Suggested ecosystem services delivered in the Malvern Hills National Landscape

- 1.24. The data is not readily available to enable a full valuation of these services though the National Landscape has published some studies<sup>5</sup>. However, even an initial assessment of ecosystem services affected by a policy choice can indicate how potentially significant impacts could be and where uncertainties and evidence gaps lie. Key indicators help monitor the condition of the ecosystem services. The effects of proposed or alternative actions on their status are considered.
- 1.25. This SEA supports an ecosystem approach. It will consider the possible indirect, direct and cumulative effects of projects implemented under this plan. It is not an ecosystem service valuation.

<sup>5</sup> See the NL website ([malvernhills-nl.org.uk](http://malvernhills-nl.org.uk)): [malvernhills-nl.org.uk/wp-content/uploads/2022/05/211220-Malvern-Natural-Capital-Report-full-report\\_v4\\_issue.pdf](http://malvernhills-nl.org.uk/wp-content/uploads/2022/05/211220-Malvern-Natural-Capital-Report-full-report_v4_issue.pdf) & Malvern Hills AONB Natural Capital Scoping Study 2017

### *Relationship to other policies, plans and programmes*

1.26. A key element in the SEA process is to review relevant international, national, regional and local policy guidance, plans and strategies, to:

- Ensure the Management Plan proposals and the SEA are consistent with and comply with the requirements of relevant plans and policies, especially where they refer to environmental priorities;
- Identify environmental objectives, key targets and indicators that should be reflected in the SEA;
- Provide evidence for the SEA rationale.

1.27. The selection criteria were:

- International documents having the status of a plan, policy or programme
- National documents having the status of a national strategy or a White Paper outlining intended policy
- Regional and local documents having the status of strategy or policy
- Other documents not having a statutory status but policy documents published by the statutory bodies

**Appendix 2** list the documents under review. This review informs the SEA.

### *Legislation, conventions and national advice*

1.28. Area of Outstanding Natural Beauty is a statutory landscape designation. The National Parks and Access to the Countryside Act 1949, as modified by the Countryside and Rights of Way Act 2000, provides the primary legislation for the designation of Areas of Outstanding Natural Beauty. From the Acts, a particular set of objectives is developed for AONBs<sup>6</sup>:

- The primary purpose of designation is to conserve and enhance natural beauty.
- In pursuing the primary purpose of designation, account should be taken of the needs of agriculture, forestry, other rural industries and of the economic and social needs of local communities. Particular regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment.
- Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.

1.29. Ratification of the European Landscape Convention by the UK was in November 2006; and became binding on the 1 March 2007. The Convention aims to ensure the proper protection, management and planning of landscapes across Europe and aims to bring all countries up to the standard of the best.

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<sup>6</sup> Countryside Agency (2006), Guidance for the review of AONB Management Plans, CA221, Cheltenham, August 2006

- 1.30. Following the passing of the European Union (Notification of Withdrawal) Act 2017, the UK left the European Union on the 31<sup>st</sup> January 2020 (there followed a 12-month transition period. The new Management Plan takes account of the changed relationship between the UK and the EU. The natural environment of the Malvern Hills has benefited from some support from EU budgets, particularly for research and academic cooperation. That support is very likely to stop unless the UK government gives a clear undertaking to match any existing funding. There could be a period of inertia whilst building new resources and structures.
- 1.31. In 2018, Defra launched its 25-year plan for the environment<sup>7</sup> that set out the vision for a quarter-of-a century of action to help the natural world regain and retain good health. The plan set out ten complementary environmental goals. And Defra undertook to refresh the plan every 5 years. The Environmental Improvement Plan (EIP), published in January 2023 is the first five-year refresh of the government's 25-Year Environment Plan<sup>8</sup>. The EIP uses the ten 25-year plan goals as its structure. Defra state that 'Thriving plants and wildlife' is their 'apex goal', which the nine other goals will help to achieve. The EIP is one of the core drivers of a Management Plan. Some of the goals and targets established in the EIP are reflected in a new Protected Landscapes Targets and Outcomes Framework. The framework includes 10 target indicators for the NL.
- 1.32. A general election took place on Thursday 4 July 2024. The new secretary of state for the environment, food and rural affairs unveiled 5 core priorities for Defra:
- to clean up rivers, lakes and seas;
  - create a roadmap to move Britain to a zero-waste economy;
  - to boost food security;
  - to ensure nature's recovery and
  - protect communities from the dangers of flooding.
- 1.33. The National Planning Policy Framework (2023) sets out the Government's planning policies for England and how to apply them. Paragraph 182 says that great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. It goes on to state that the conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas.

### *Local Authorities*

- 1.34. The NL lies with the bounds of five local authorities. They are Forest of Dean Council, Gloucestershire County Council, Herefordshire Unitary Council, Malvern Hills District Council and Worcestershire County Council. The County Councils have many responsibilities but two have a direct effect on the Malvern Hills. As the minerals and waste authorities, they produce minerals and waste local plans. They also deal with local

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<sup>7</sup> Defra (2018) *A Green Future: Our 25 Year Plan to Improve the Environment*, HMSO

<sup>8</sup> Defra (2023) *Environmental Improvement Plan 2023, first revision of the 25 Year Environment Plan*, HMSO

transport, highways and tourism. The District Councils are required to produce development plans to guide spatial change and growth within their areas. These plans set out the vision and framework for future development in their area. They address needs and opportunities in relation to the economy, housing, community facilities and infrastructure; as well as provide a basis for safeguarding the environment (including the National Landscape), adapting to climate change and securing good design. The Unitary Council has both the County and the District responsibilities.

### **Government Agencies**

- 1.35. There is a range of Government Agencies whose actions impact upon the Malvern Hills. Their strategies set high-level policy and generally cover the whole of the country. Any mention of a particular site, such as the Malvern Hills, within these policies indicates the high national importance of the topic.
- 1.36. Natural England's purpose is to help conserve, enhance and manage the natural environment for the benefit of present and future generations, thereby contributing to sustainable development. It seeks a well-managed Nature Recovery Network across England which connects people to the natural environment for their own and society's wellbeing, enjoyment and prosperity. It is directly responsible for the management of the national sites and prepares plans to ensure that these sites reach a favourable ecological condition. The Targets and Outcomes Framework establishes a core, shared set of indicators for Protected Landscapes. Natural England will supply data to Protected Landscapes on these indicators, undertaking a significant part of the data gathering and processing effort for Protected Landscapes. The Targets and Outcomes Framework replaces the Monitoring Environmental Outcomes in Protected Landscapes data, supplied by Natural England since 2012.
- 1.37. Historic England protects historic places such as Scheduled Monuments, archaeological sites, registered parks and gardens, scheduled landscapes, and listed buildings; *and protected wrecks*. The Agency prepares plans and advice to ensure decisions serve people, places and the economy
- 1.38. It is the Environment Agency's duty to protect and improve the environment. In England it regulates major industry and waste, and the treatment of contaminated land. It is responsible for water quality, resources and fisheries; inland river, estuary and harbour navigations; and conservation and ecology. It is also responsible for managing the risk of flooding from main rivers, reservoirs, estuaries and the sea.

## **2. Environmental and sustainability baseline information**

### **Key local environmental trends**

- 2.1. The SEA Directive requires detailed baseline information to be gathered as part of the assessment process. Information must be gathered on "relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan" and the "environmental characteristics of the areas likely to be significantly affected" (Annex I (b) & (c)).

- 2.2. The baseline data is also required to highlight “any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC (Birds Directive) and 92/43/EEC (Habitats Directive)” (Annex I (c)).
- 2.3. The assessment of impacts of a plan must be based on the current state of the environment, the ‘baseline’. The source of baseline information will be in line with the Schedule 2 of the SEA Regulations. We use PLTOF (protected landscapes targets and outcomes framework) Reports, State of the NL Report, Natural England’s National Character Area Profiles (mainly 103 but including 100, 101, 103 and 106) and the evidence-base attached to the preparation of the local authority Local Development Plans. The baseline is, therefore, informed by factual data and professional judgement based on survey. The data is set out in **Appendix 6**.
- 2.4. The Partnership identifies seven key issues driving change within the Malvern Hills National Landscape:
- The Climate Emergency - Climate change is happening, and its impacts are unavoidable. There is already experience of the impacts of a rapidly heating climate and this threatens many of the defining characteristics and Special Qualities of the Malvern Hills National Landscape.
  - Renewable energy installations - Energy supply requires more low carbon energy technologies, buildings need to become energy efficient, and infrastructure needs to be more resilient.
  - Nature’s decline and the Ecological Crisis - Wildlife loss is well documented and understood. Climate change is threatening the loss of already diminished wildlife at an even greater scale and pace. There is a need to create a robust and resilient nature recovery network – a landscape rich in joined up and well managed habitats. The need for action is urgent to avoid a mass extinction event.
  - Land management - Growth in global demand for food is leading to worries about food security and the need to intensify food production. Many woodlands in the area are small, fragmented and difficult to access. There is often no infrastructure to make sustainable woodland management viable. A lack of management in most traditional orchards is hastening the demise of these very valuable wildlife habitats.
  - Development - Development maintains economic viability, sustains the population and supports those who manage the land. The National Landscape covers several administrative areas. There is a need to coordinate policy to make sure that it is consistent across the area. The allocation of land for new development within and adjacent to the area is not always preceded by a proper consideration of its effects on landscape character and visual amenity.
  - Recreation and enjoyment - The Malvern Hills area has long been valued for its wealth of opportunities for outdoor recreation and quiet enjoyment. Tourists have



flocked here to ‘take the waters’ since the early 1800s and Great Malvern’s formal paths and rides give the nearby slopes the air of a Victorian pleasure garden. Heritage plays an important role in attracting people to place.

- Health and well-being - Connections within the National Landscape, its assets, and with its setting are important. The mental and physical health benefits of accessing natural beauty and cultural heritage are becoming increasingly understood and appreciated. The COVID-19 pandemic has had a significant impact on human behaviour. For example, people have travelled less and many have worked from home. People are more aware of the importance of green and blue spaces.

The key issues associated with the environmental trends within the AONB and the likely outcomes if no action is taken are shown in **Appendix 3**.







### Environmental appraisal framework

- 2.5. The Natural England Guidance sets out a generic list of SEA Objectives. For the SEA Assessment, we use 9 SEA Environmental Objectives. These ensure that the Objectives and accompanying issues and criteria are appropriate for this SEA. **Appendix 4** presents the SEA Environmental Objectives, complete with key sustainability issues arising from the scoping exercise. The key issues will help ensure that the SEA is as locally specific as possible
- 2.6. We also set out indicators that link the SEA Objectives to data and provide the basis for monitoring. In the consultation Scoping Report, we identified 27 Key Indicators thought to be useful when undertaking the SEA assessment. After consultation, this was increased to 29 deliverable Headline Indicators that can monitor the application of the management plan’s policies. Monitoring also occurs through other programmes and we show additional indicators for which data may be available.

## 3. Environmental assessment

### Methodology

- 3.1. Step 1 is to consider the Management Plan draft text and test the compatibility of its policies and objectives. The intent is to identify potential tensions or sensitivities where two or more interventions interact. We collect the findings in a **Compatibility Matrix** and summarise them in a chart.
- 3.2. Using professional judgement, each relationship is plotted as:

	= strong positive
	= positive
	= mixed or uncertain
	= minimal interaction
	= mixed or uncertain
	= negative

A commentary develops the findings to take account of the varying environmental sensitivities of the different topic areas. The consideration of the compatibility of the vision for the NL and the defined attributes of the site is a part of this stage. We will express this as a **Policy Cascade** supported by the commentary.

- 3.3. Step 2 will check each objective against the full range of SEA Objectives, as identified in the SEA Scoping Report. The intent is to measure the significance of the effect in terms of:
  - Beneficial or adverse effects;
  - Magnitude of the effects;
  - Direct and indirect effects;
  - Cumulative effects; and
  - Reversible or irreversible effects.
- 3.4. The findings will emerge in a **Consistency Matrix** for each objective area and summary tables and charts present the combined effects of the objectives and their policies. A plot of each relationship will use the same discipline as for the Compatibility Matrix.
- 3.5. Step 3 will consider **Alternative Solutions** to the issues identified during the Management Planning process. As there is no alternative solution published, we will make a ‘**do-nothing**’ comparison. The purpose is to show that the chosen pathway is the most-sound in terms of the environment and wider sustainability. This analysis tests the proposed actions and the ‘do-nothing’ scenario against the trends identified in the SEA Scoping Report (as shown in **Appendix 3**).
- 3.6. Finally, we draw and present our **Conclusions**.

### **Compatibility between Management Plan policies**

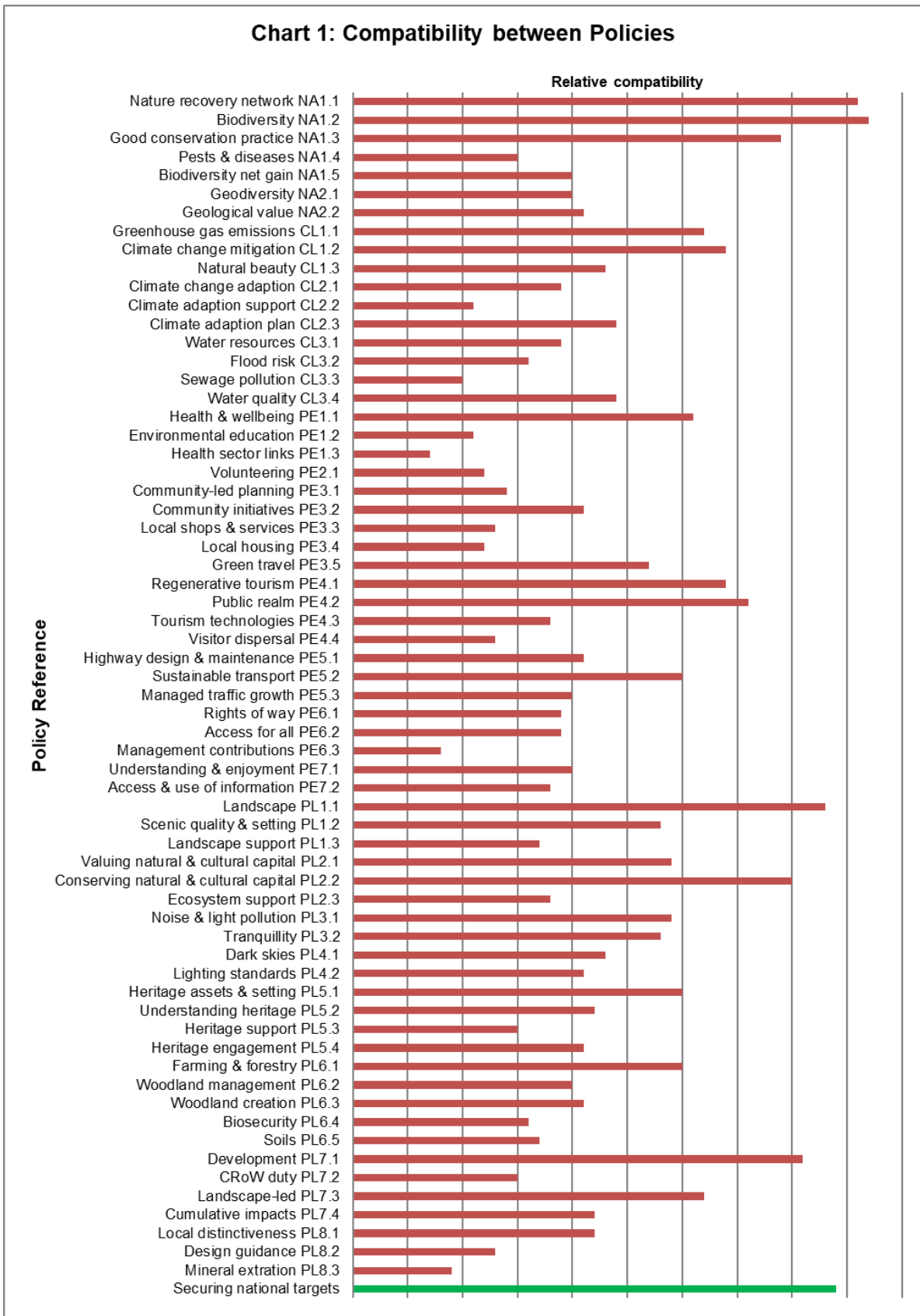
- 3.7. The first task was to check each policy of the Management Plan against each other in **Compatibility Matrix** to see whether there were any potential tensions or sensitivities arising where two or more interact. The full policy cascade is set out in **Appendix 1**.
- 3.8. The findings are set out in **Table 1**. The policies run both horizontally and vertically, so each interaction appears twice (appearing either side of the diagonal grey band). The grey squares are where each separate policy meet and is not a part of the assessment. Squares close to the grey band represent policies that lie together in the plan. Most of the positive interactions (green squares) lie along this line. However, there are clusters of green running along the top and left-hand edge of the table. The dark green suggests that there are strong interactions between the ‘nature’, ‘natural capital’ and ‘farming and forestry’ policies. There are also weaker positive links between these topics (the light green squares). This supports Defra’s call for national landscape management plans to give priority to nature recovery<sup>9</sup>.

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<sup>9</sup> Defra (2023): Environmental Improvement Plan 2023, first revision of the 25 Year Environment Plan, page 16, HMSO



3.12. It is important to consider the strong positive relationships. These are what will focus the plan. This is clearer in **Chart 1**; a chart showing the indicative strengths of each outcome.



- 3.13.** The policies with the strongest positive relationships with other policies are Biodiversity (NA1.2), Nature recovery network (NA1.1), Landscape (PL1.1) and Development (PL7.1). Defra expects national landscape management plans to give priority to nature recovery and the Malvern Hills NL management plan clearly does this. As the national landscape is a landscape designation, it is no surprise that the landscape policy links to so many other policy areas. The strength of the development policy is very welcome; it reflects the call for development decisions to be made with a full understanding of the implications for the national landscape. It is also worth noting that the requirement to achieve targets set by Defra cascades strongly throughout the policy framework (the green bar).
- 3.14.** The policies with the weakest relationships with other policies are health sector links (PE1.3), management contributions (PE6.3) and mineral extraction (PL8.3). These are narrowly framed policies that affect very specific areas of work; wider relationships would not be expected.

### *Findings*

- 3.15.** The findings are that though there is one uncertain effect, balancing policies ensure mitigation. As there is compatibility between all the policies, there is no need to consider measures to reduce any tensions or sensitivities.

### Consistency with SEA Objectives

3.16. The next task is to check the proposed intentions of the Management Plan against the SEA Environmental Objectives in a **Consistency Matrix**. This was to see whether there were any significant beneficial or adverse effects; and to gauge the magnitude of that

**Table 2: Consistency between SEA Objectives & Management Plan Policies**

Management Plan Policies	SEA Objectives								
	E1 Climate change	E2 Soils, air & water	E3 Biodiversity, habitats & species	E4 Landscape	E5 Cultural heritage	E6 Local distinctiveness	E7 Human health	E8 Local economy	E9 Cumulative impacts
NA1.1									
NA1.2									
NA1.3									
NA1.4									
NA1.5									
NA2.1									
NA2.2									
CL1.1									
CL1.2									
CL1.3									
CL2.1									
CL2.2									
CL2.3									
CL3.1									
CL3.2									
CL3.3									
CL3.4									
PE1.1									
PE1.2									
PE1.3									
PE2.1									
PE3.1									
PE3.2									
PE3.3									
PE3.4									
PE3.5									
PE4.1									
PE4.2									
PE4.3									
PE4.4									
PE5.1									
PE5.2									
PE5.3									
PE6.1									
PE6.2									
PE6.3									
PE7.1									
PE7.2									

Management Plan Policies	SEA Objectives								
	E1 Climate change	E2 Soils, air & water	E3 Biodiversity, habitats & species	E4 Landscape	E5 Cultural heritage	E6 Local distinctiveness	E7 Human health	E8 Local economy	E9 Cumulative impacts
PL1.1									
PL1.2									
PL1.3									
PL2.1									
PL2.2									
PL2.3									
PL3.1									
PL3.2									
PL4.1									
PL4.2									
PL5.1									
PL5.2									
PL5.3									
PL5.4									
PL6.1									
PL6.2									
PL6.3									
PL6.4									
PL6.5									
PL7.1									
PL7.2									
PL7.3									
PL7.4									
PL8.1									
PL8.2									
PL8.3									
National targets									

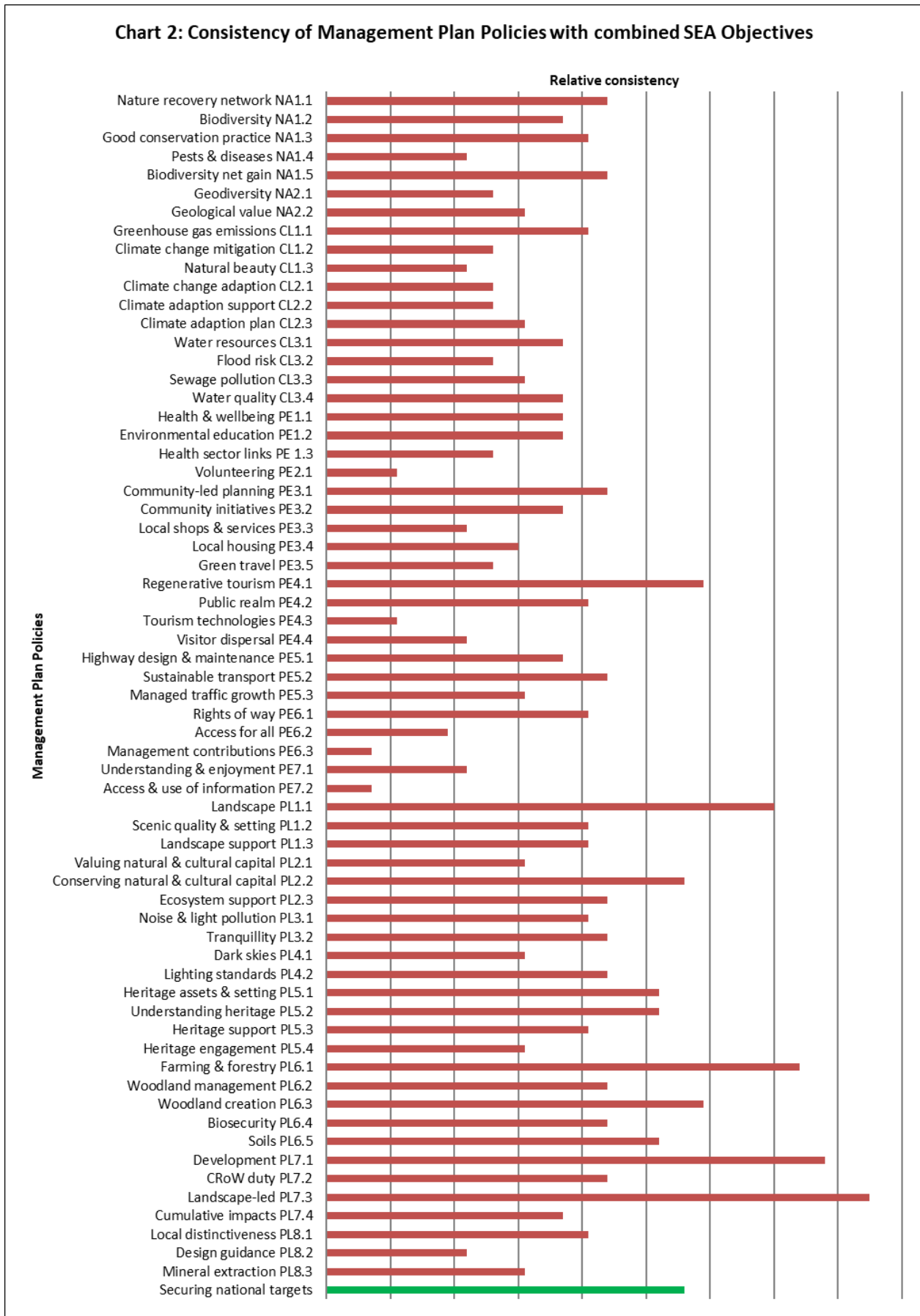
effect. Where appropriate, there is consideration as to whether the effect is reversible.

3.17. **Table 2** summarises this analysis and shows that there are no negative interactions between the SEA Objectives and Management Plan policies. There are many minimal interactions (white squares), especially within the ‘people’ section of plan. The ‘place’ section of the plan shows the greatest consistency with the SEA Objectives; the green squares dominate this part of the table.

3.18. There are relatively few uncertain impacts between the policies. All are positive (yellow squares). There are no negative impacts.

3.19. It is useful to consider the material in Table 2 in two ways. Firstly, to study the interactions of each plan policy against the combination of the SEA Objectives (**Chart 2**); and then of the combination of the policies against each SEA Objective (**Chart 3**).

*Consistency of Management Plan Policies with combined SEA Objectives*

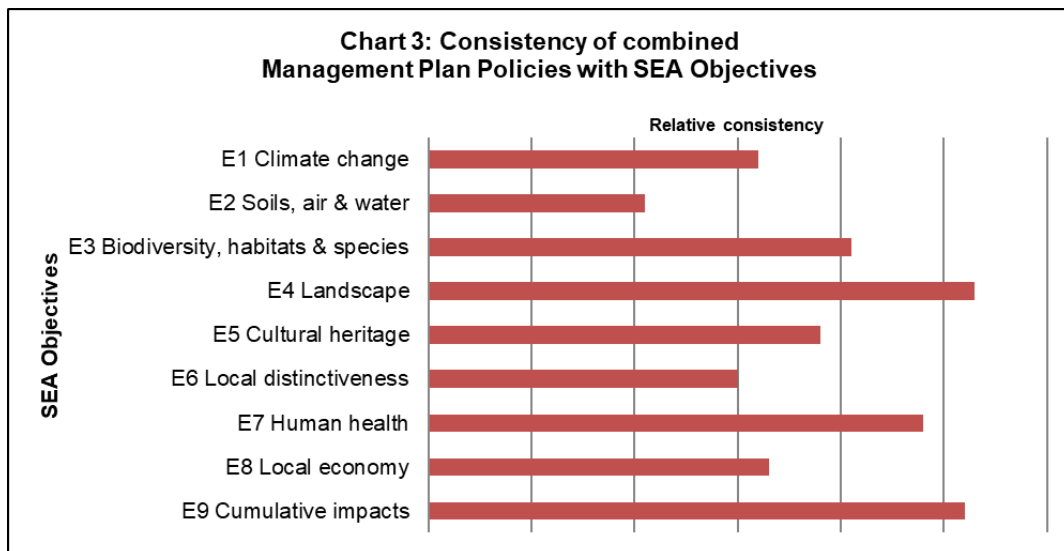




- 3.20. Chart 2** makes clear the stronger interactions between the ‘place’ policies and the SEA Objectives. Both landscape-led (PL7.3) and development (PL7.1) stand out. They are the only policies that interact with every SEA Objective; they set out a holistic management approach. Landscape (PL1.1) and farming & forestry (PL6.1) show strong support for most of the SEA Objectives but each has no interaction with two of them. PL1.1 focuses on landscape character and distinctiveness, it does not interact with climate change (E1) and soils, air & water (E2). Farming & forestry focuses on regenerative and nature friendly practices and access to markets. It does not interact with local distinctiveness (E6) and human health (E7).
- 3.21.** The least interactions are shown by management contributions (PE6.3), access to & use of information (PE7.2), volunteering (PE2.1) and tourism technologies (PE4.3). These policies have a narrow purpose that does not focus on environmental issues.

**Consistency of combined Management Plan Policies with SEA Objectives**

- 3.22.** Each SEA Objective gains support from the Management Plan policies operating in combination (see **Chart 3**). The greatest support is given to landscape (E4), reflecting the purpose of NL designation, and avoiding cumulative impacts (E9), which reflects the purpose of the management plan. Human health (E7) gains significant support, mainly from the ‘people’ policies but also from the tranquillity and dark sky policies. Climate change (E1) and Biodiversity (E3) gain reasonable consistency; this supports Defra’s call for nature recovery and climate change adaption to be a priority within the Management Plan.



- 3.23.** The SEA Objective interacting least with the combined Management Plan policies is soils, air & water (E2). Unsurprisingly, it links best to the ‘nature’, pollution control and land management policies. The only support in the ‘people’ section of policies comes from public realm (PE4.2) and even that is uncertain.

**Findings**

- 3.24.** There are no adverse effects and some significant beneficial effects. There is no need to consider measures to increase the beneficial effects of the Management Plan policies

## Review of alternative policies

- 3.25.** To meet with the requirements of the SEA Directive, the assessment needs to consider alternative options to determine whether the chosen pathway is the soundest in terms of the environment and wider sustainability. There is no record of any alternative options considered as a part of the management planning process.
- 3.26.** In this situation, the approach is to compare the effect of the proposed outcomes (and supporting policies) with a ‘do-nothing’ scenario informed by the trends identified in the SEA Scoping Report (as shown in **Appendix 3**). The task is to establish the environmental and sustainability benefits of the proposed policies over the ‘do-nothing’ situation. This comparison is set out in **Appendix 5** and summarised in **Table 3**.

**Table 3: Summary of the comparison of the Management Plan Outcomes with the ‘do-nothing’ option**

### **The Climate Emergency**

There are many organisations that have the opportunity, authority and resources to take meaningful actions. However, the proposed policies offer some marginal advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, some opportunities may be lost.

### **Renewable energy installations**

The situation is unlikely to be poorer as the national and local planning authorities will have a greater impact on the installation of renewable energy facilities. However, the proposed policies offer a few marginal advantages over the do-nothing option as they support an area-wide approach and consider local distinctiveness.

### **Nature’s decline and the Ecological Crisis**

There are many organisations that have the opportunity, authority and resources to take meaningful actions. Some of the proposed policies offer limited advantages over the do-nothing option, generally as they support an area-wide approach. Others will also act but without coordination, opportunities may be lost. Several management plan policies support the actions of others rather than adding extra initiatives. Actions, like volunteering and green prescribing, will only happen with active support from the management plan.

### **Land management**

Defra and its agencies have the opportunity, authority and resources to take meaningful actions but it is reported that there are difficulties in delivering that support. The management plan does advocate support for land managers but cannot deliver financial contributions. It does set out practical actions that will help the sector. The NL land owner and manager group will offer direct support to owners and managers. On balance, the management plan is better than the do-nothing option and will remain so until Defra is able to fully establish its ELMs support packages.

### **Development**

The local planning authorities have statutory responsibility for the management of development and each have a development plan that has strong national landscape policies. However, these policies are not identical and there can be inconsistencies in decision making across the area. Further, the interpretation of these policies and the weight they are given can also vary. The management plan does not (and cannot) replace the development plans but it does present evidence and guidance to further the understanding of the purposes of designation and the implications for development proposals. The management plan gives a greater benefit than the do-nothing option.

### **Recreation and enjoyment**

There are many organisations that have the opportunity, authority and resources to take meaningful actions. There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. Without the national landscape input it is unlikely that there will be much activity within the area. Others will also take initiatives but without coordination, opportunities may be lost. The management plan gives a greater benefit than the do-nothing option.

#### **Health and well-being**

There are many organisations that have the opportunity, authority and resources to take meaningful actions. The management plan does not spell out the health and well-being benefits in each of its sections when others do. However, overall, the proposed policies offer some advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, opportunities may be lost.

### *Findings*

- 3.27. The findings are that the proposed outcomes and policies generally give greater environmental benefits than the 'do-nothing' situation, though there is not always a significant difference.

## **4. Monitoring**

### **Monitoring of significant environmental effects**

- 4.1. The SEA Regulations require monitoring measures for all the significant effects, both positive and negative, identified in the assessment. The SEA of the draft management plan has identified no significant adverse effects that are likely to arise from the implementation of management plan. Some significant positive effects are likely to arise from the implementation of the plan. The assessment has also identified some areas of uncertainty over the significance of some of the predicted effects and monitoring will cover these effects as well.
- 4.2. There are likely to be several benefits in monitoring any environmental effects arising from the implementation of the management plan, including:
- Identifying when action should be taken to reduce or offset any potential environmental effects of the plan;
  - Enhancing understanding of how the environment is changing in the National Landscape;
  - Tracking whether the plan has had any unforeseen environmental effects; and
  - Providing baseline data for future SEAs.

The advice is to incorporate the monitoring requirements of the SEA Regulations into a State of the AONB Report.

### **Monitoring Measures**

- 4.3. The SEA Scoping Report identified 29 potential indicators to monitor the environmental effects of implementing the Management Plan. These are described **Appendices 4 and 6**.

## Data limitations

- 4.4. There were some difficulties in securing all the data necessary for this assessment. This relates to the time available to search and secure data. There was only time to use existing data, it was not feasible to commission any new studies.
- 4.5. Strategic Assessment uses a combination of quantitative information from many sources (e.g. National Statistics and commissioned studies) and qualitative assessment using considered judgement. The qualitative approach is robust, given the strategic nature of the Management Plan. Detailed quantitative information relating to the effects of the plan is likely only to be available at a later stage.
- 4.6. Monitoring data are often subject to changes in methodology or reporting that may prevent the establishment of trend data from a known baseline date. Trend data and targets are the significant data gaps and these affect certain topics; in particular, effective and up-to-date reporting on the natural environment<sup>10</sup>. Pollution emission trends and aspects of air, soil (including contaminated land) and water quality are lacking. Consequently, the effects of diffuse pollution and other environmental impacts, such as recreation damage, are often difficult to ascertain.
- 4.7. Natural England's advice is to develop bespoke indicators to reflect the outcomes of National Landscape management decisions. The responsible authority agrees but it will take time to develop effective base-line data. Defra is currently working on its suite of national targets for protected landscapes. These cover the same three key areas of this plan, climate, nature and people. A monitoring framework, developed by Natural England, supports these targets. This work will enable the development of relevant and supported indicators for the 2025 plan.
- 4.8. Census statistics help paint a picture of the nation and how we live. They provide a detailed snapshot of the population and its characteristics, and underpin funding allocation to provide public services. There was a Census in 2021.

## 5. Technical review

- 5.1. The prime purpose of the SEA process is to review the potential impacts of the Management Plan on the key environmental aspects of the National Landscape. There is also a requirement, however, to monitor the implementation of the Management Plan and its impact on the environment over time. The baseline indicators (Appendix 4) were selected with this in mind. They are expected to be a part of the State of the NL reporting; many are already a part of this reporting. The National Landscape Partnership must confirm its monitoring programme for the management plan, once adopted; and ensure that there is a collection programme to fully inform the next State of the NL report.

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<sup>10</sup> Defra, Natural England, Historic England and the Environment Agency, provide data cut to national landscape boundaries each year through the June Survey of Agriculture and the 'Protected Landscapes Targets and Outcomes Framework' (PLTOF).

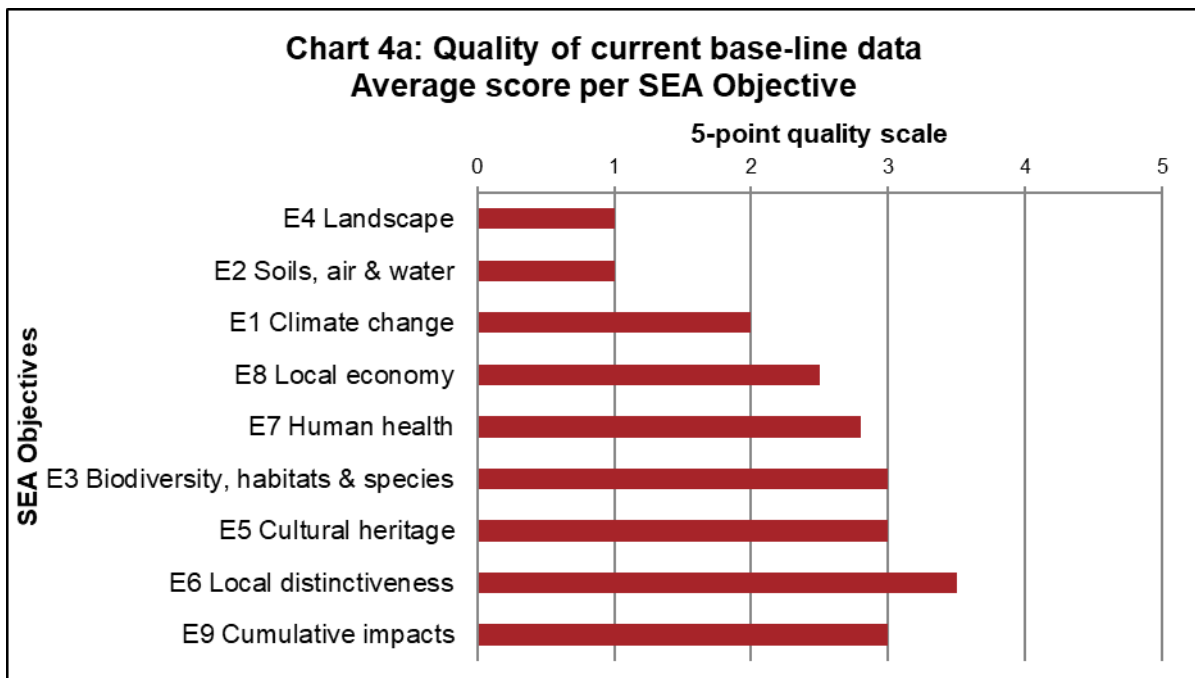
## Quality of existing baseline data

5.2. The assessment of the 29 SEA indicators is by a five-point quality scale. The analysis identifies where required data is weak or absent, so providing a framework for future data collection.

Indicator 5-point quality scale		<i>Comment</i>
1	Fit for purpose	
2	Adequate	Some minor improvements desirable
3	Indicative only	Not considered accurate
4	Inadequate	Little relevance to the AONB
5	Absent	No available data

5.3. The full assessment of each indicator against the nine SEA Objectives is set out in **Appendix 6**. Nine indicators are absent. This is because there is a delay in receiving six Protected Landscapes Targets and Outcomes Framework data sets from Defra (but these will arrive shortly), and the absence of HER records for non-designated sites and data relating to local distinctives are subject to negotiation.

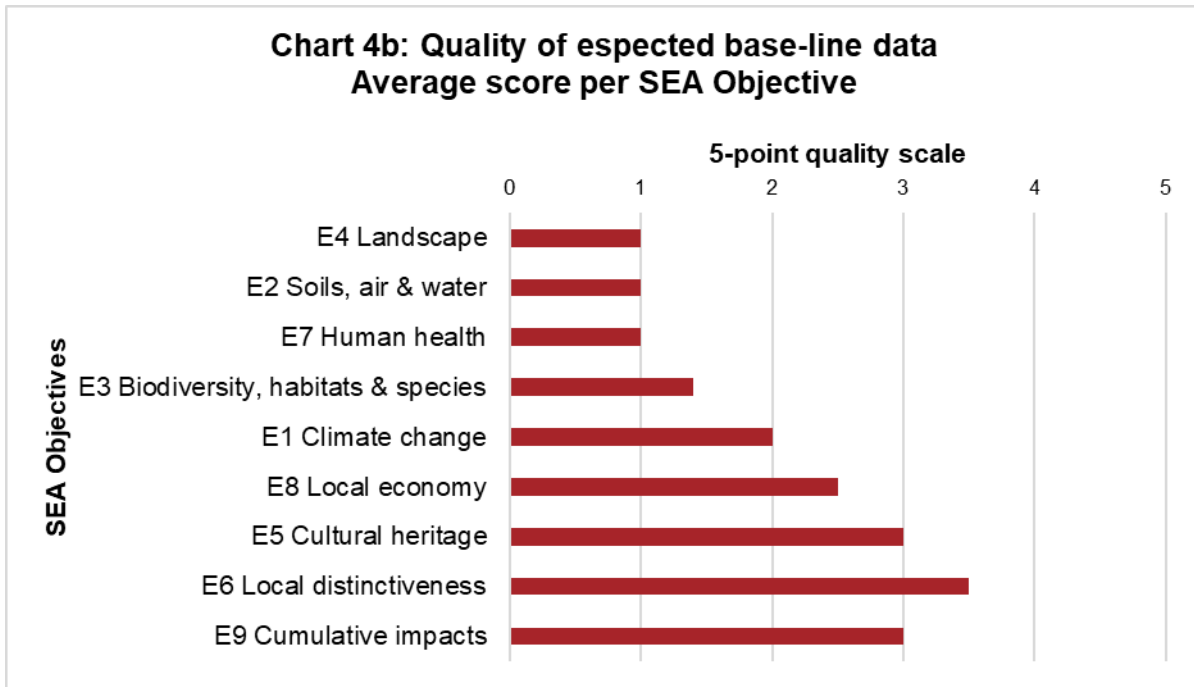
5.4. Considering the data currently available, 52% are ‘fit for purpose’ (15 indicators) and 7% are ‘adequate’ (2 indicators). Of the remaining indicators, 7% (2 indicators) are indicative, 3% (1 indicator) is inadequate, and 31% (9 indicators) are absent. **Chart 4a** shows the assessment for each of the SEA Objectives using the data currently available.



5.5. Monitoring measures are weak. Landscape (E4) and Climate change (E1) are adequate, or better. This is in line with Defra priorities. But Biodiversity (E3), Defra’s highest priority, is showing as indicative. This is because some Defra data is missing. The Cultural heritage (E5) and Local distinctiveness (E6) indicators are at best indicative but may be

inadequate. This is because there is still a need to source and secure relevant data. E9 Cumulative impacts will always remain as indicative but monitoring for this topic is by annual reporting.

- 5.6. Taking account of the missing Defra data sets, 72.5 % will be ‘fit for purpose’ (21 indicators) and 7% remain ‘adequate’ (2 indicators). Of the remaining indicators, 7% (2 indicators) remain indicative, 3% (1 indicator) remains inadequate, and 10.5% (3 indicators) will still be absent. **Chart 4b** shows the assessment for each of the SEA Objectives using the expected data.



- 5.7. Monitoring measures are stronger but still have weaknesses. If the cultural heritage and local distinctiveness data can be secured then most will be adequate, or better. E9 Cumulative impacts will always remain as indicative but monitoring for this topic is by annual reporting.

**Findings**

- 5.8. The current indicators will deliver an effective monitoring framework once all data is sourced and secured.

**6. Response to Environmental bodies comments (blank)**

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Awaiting consultation

## 7. Conclusion (draft – subject to consultation)

- 7.1. The proposed Management Plan has a cascade of 17 outcomes addressed through 65 policies. The proposed policies are compatible. There are no tensions or sensitivities arising from where two or more interact. There is one uncertain effect but balancing policies ensure mitigation. The proposed policy cascade has a beneficial, and in parts, a significantly beneficial, effect on the SEA Environmental Objectives.
- 7.2. Each SEA Objective gains strong support from the Management Plan Policies operating in combination, there are no weak relationships. The greatest interaction is with SEA Objectives E4 to conserve and enhance landscape. This reflects that the area is a landscape designation. A particularly welcome finding is the strength of managing cumulative impacts that suggests that the Management Plan Policies avoid significant adverse effects between their actions. Given the emphasis of the Management Plan on the climate emergency, nature's decline and health, it is no surprise that strong support is given to the SEA Objectives covering these topics.
- 7.3. There are no adverse effects on the SEA Environmental Objectives so there is no need to consider measures to increase the beneficial effects. There is no recommendation for mitigating actions.
- 7.4. The proposed policies generally give greater environmental benefits than the 'do-nothing' situation. In most cases, the benefits are only marginally better than the 'do-nothing' scenario. The plan deals with the key issues of climate change and nature recovery but most of the actions are mirrored by other players. The promotion of natural and cultural accounting is perhaps an exception. But the policies address the key issue of health and recreation quite proactively. The plan sets out an engagement agenda with people who do not currently seek out the benefits of the landscape, whether they be residents or live in the surrounding areas. Other bodies do also pursue such initiatives but the Management Plan is very clear about the needs and the means of satisfying them. It is not certain that other players would pick these up.
- 7.5. The overall assessment of the current baseline data is that it is adequate. There are opportunities to strengthen it further but this is limited by the need to source and secure data on cultural heritage and local distinctiveness. The Partnership will shortly be publishing its State of the National Landscape report to inform the review of the full plan. This will support the monitoring framework.
- 7.6. **In conclusion:** There is nothing in the management plan that will undermine the special qualities of the Malvern Hills. Implementation of the proposed Management Plan will have environmental and sustainability benefits for the National Landscape.

## 8. Consultation



- 8.1. In line with the SEA Regulations, the statutory consultation bodies (Natural England, Historic England and the Environment Agency) will receive this report. In addition, comments from the NL Partnership and other key stakeholders are welcome. The consultation period will last for three weeks from the **30<sup>th</sup> September to the 18<sup>th</sup> October 2024**. We are seeking opinions on the findings in the Environmental Report.
- 8.2. To respond to this consultation please send written comments to:

Paul Esrich  
Manager, Malvern Hills National Landscape Partnership  
Manor House  
Grange Road  
Malvern  
Worcestershire  
WR14 3EY

Email: [pesrich@worcestershire.gov.uk](mailto:pesrich@worcestershire.gov.uk)

## Appendices

### Appendix 1: Management Plan policy framework

Topic	Outcomes Where we want to get to		Policies How to get things done	
<b>Nature</b>				
NA1 Nature recovery and biodiversity	1	There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.	NA1.1	Nature (including the variety and abundance of wildlife) in the Malvern Hills National Landscape should be conserved and enhanced by establishing a coherent and resilient nature recovery network across the designated area and in its setting. This should be achieved in accordance with the outcomes, priorities, targets and measures within the Malvern Hills Nature Recovery Plan (malvernhills-nl.org.uk) and Local Nature Recovery Strategies, and focus on the key habitats and species listed as special features in this management plan. The relevant Local Nature Recovery Strategies are: <ul style="list-style-type: none"> <li>i. Gloucestershire</li> <li>ii. Herefordshire</li> <li>iii. Worcestershire</li> </ul>
			NA1.2	Proposals that are likely to impact on the biodiversity of the National Landscape should seek to further the conservation and enhancement of this biodiversity. They should have regard to, and be consistent with, the Malvern Hills Nature Recovery Plan and the relevant Local Nature Recovery Strategies.
			NA1.3	Measures to conserve and restore biodiversity including the outcomes, priorities, targets and measures within the Malvern Hills Nature Recovery Plan and Local Nature Recovery Strategies should be delivered in a way that embraces the latest conservation practice and is compatible with conserving and enhancing the natural beauty of the Malvern Hills National Landscape.

			<p>NA1.4 National and local guidance – including guidance from Government Agencies and the Non-Native Species Secretariat – on invasive non-native species, pests and diseases should be followed and appropriate biosecurity measures promoted.</p> <ul style="list-style-type: none"> <li>• The population of grey squirrel and deer in the National Landscape should continue to be controlled and managed. This should be undertaken and coordinated at a landscape scale.</li> <li>• National guidance on Ash Dieback should be followed to ensure any measures implemented will conserve and enhance the qualities of the landscape.</li> </ul>
			<p>NA1.5 A mitigation hierarchy should be applied to development proposals whereby adverse impacts on biodiversity are: (i) avoided; (ii) mitigated; and (iii) compensated for. Development proposals should provide a net gain in biodiversity of at least 20% particularly regarding the species and habitats listed in the Malvern Hills Nature Recovery Plan.</p>
<p><b>National Target (a)</b></p>			<p>NA1.6 Stakeholders should work towards the delivery of the relevant targets for nature recovery within the national Protected Landscapes Targets and Outcomes Framework. The apportioned targets for the Malvern Hills to be achieved are:</p> <p>Target 1. Restore or create more than X hectares of a range of wildlife-rich habitats outside protected sites by 2042 (from a 2022 baseline).</p> <p>Target 2. 80% Percent of SSSIs in favourable condition by 2042</p> <p>Target 3. 60% Percent of SSSIs assessed as having ‘actions on track’ to achieve favourable condition by 31 January 2028.</p> <p>Target 4. Continuing favourable management of all existing priority habitat already In favourable condition outside of SSSIs (from a 2022 baseline) and increasing to</p>

				<p>include all newly restored or created habitat through agri-environment schemes by 2042.</p> <p>Target 5. 65% to 80% of land managers adopting nature-friendly farming on at least 10% to 15% of their land by 20230.</p> <p>Target 8. Increase tree canopy and woodland cover (combined) by 3% of total land area in Protected Landscapes by 2050 (from 2022 baseline).</p>
NA.2 Geodiversity	2	All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.	NA2.1	<p>The geological and geomorphological features of the National Landscape should be conserved and enhanced through effective management:</p> <ul style="list-style-type: none"> <li>• Conservation of the geodiversity resource should be in line with Geodiversity Action Plans; and</li> <li>• Landowners should refer to site management plans before undertaking work on Local Geological Sites.</li> </ul>
			NA2.2	<p>Understanding of the geological value of the National Landscape should be promoted, its links with the historic environment and the need for its protection and management. This should be supported by continuing exploration and research into the geology and geomorphology of the area</p>
<b>Climate</b>				
CL1 Climate change mitigation	3	Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.	CL1.1	<p>Greenhouse gas emissions should be minimised through a range of measures, including:</p> <ul style="list-style-type: none"> <li>• Reducing energy demand in existing and new buildings and infrastructure</li> <li>• Reducing energy demand through transport and travel</li> <li>• Generating energy from low carbon sources in a manner consistent with the purpose of National Landscape designation</li> <li>• Supporting the development of community food networks, linking farmers and</li> </ul>

				businesses to each other and consumers; promote the purchasing locally produced food products and services and encouraging small-scale vegetable growing in gardens and allotments.
			CL1.2	Climate change mitigation including the sequestration of carbon should be a key component of land management practices and Environmental Land Management, and rural development support mechanisms in the National Landscape.
			CL1.3	Climate action should be undertaken in a way that seeks to further and is compatible with the conservation and enhancement of the natural beauty of the National Landscape.
<b>National Target (b)</b>			CL1.4	Stakeholders should work towards the delivery of the relevant targets for climate change within the national Protected Landscapes Targets and Outcomes Framework. Target 6. Reduce net greenhouse gas emissions in Protected Landscapes to net zero by 2050 relative to 1990 levels. Target 8. Increase tree canopy and woodland cover (combined) by 3% of total land area in Protected Landscapes by 2050 (from 2022 baseline).
CL2 Climate change adaption	4	Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.	CL2.1	Climate change adaptation should be a significant driver in all new development, infrastructure and transport provision.
			CL2.2	Climate change adaptation should be a key component of land management practices and agri-environment/rural development support mechanisms, in the National Landscape
			CL2.3	By 2028, the National Landscape Partnership will adopt a Climate Change Adaptation Plan that: i. Identifies the key assets and features of the landscape.

				<p>ii. Assesses the vulnerability of these assets and features to the impacts of Climate Change.</p> <p>iii. Considers sectoral impacts for principal land uses such as farming and forestry, as well as the natural, built and historic environment.</p> <p>iv. Assesses the impacts based upon current climate change projections.</p> <p>v. Scores these risks and opportunities based on their likelihood, impact and risk over the short, medium and long term.</p> <p>vi. Identifies possible high-level mitigation actions.</p> <p>vii. Identifies existing policy responses and identify any gaps.</p> <p>viii. Identifies relevant local stakeholders that can support or lead the action.</p> <p>ix. Assesses the acceptability of these options, their interdependencies, and potential barriers to delivery.</p> <p>x. Sets out planned actions for the short, medium and long term.</p> <p>On adoption, the Climate Change Adaptation Plan will be embedded within the Malvern Hills National Landscape Management Plan.</p>
CL3 Water	5	The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people’s health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.	CL3.1	<p>Water resources should be carefully and legally managed and conserved to:</p> <ul style="list-style-type: none"> <li>• improve water quality;</li> <li>• ensure adequate aquifer recharge;</li> <li>• ensure adequate flows; and</li> <li>• contribute to natural flood management systems.</li> </ul>
			CL3.2	<p>Development (new and existing sites) should assess and minimise flood risk and implement sustainable drainage schemes, adopt high water efficiency standards in line with RIBA 2030 Climate Challenge targets, and water conservation measures, for example rainwater harvesting</p>

				and/or water recycling and grey water systems.
			CL3.3	Sewage pollution from storm overflows and continuous outfalls should be minimised and be at least within legal and regulatory requirements.
			CL3.4	<p>Practical measures to improve water quality should be implemented including:</p> <p>I. The restoration of river and wetland habitats. New wetland habitats could be sited to intercept runoff from roads and reedbeds can be created to filter potentially polluted water from settlements before it is discharged to rivers.</p> <p>II. Minimising soil erosion and run off by implementing soil conservation measures.</p> <p>III. Minimising pesticide and artificial fertiliser use and implementing measures to reduce pollution from agriculture</p> <p>IV. Promote individual measures and behaviours in the home and workplace that protect water volume and quality in rivers.</p> <p>V. Citizen science programmes to monitor water quality.</p>
<b>People</b>				
PE1 Health and wellbeing	6	Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.	PE1.1	Opportunities for improving health and wellbeing in the National Landscape should be created, improved and promoted, including, where appropriate, the provision of: green and blue spaces within easy reach of communities; walking, cycling and riding routes, including routes for disabled people; opportunities to access and interact with nature; and volunteering and personal development opportunities.
			PE1.2	Children and young people resident within and around the National Landscape should be provided with environmental education opportunities to experience the area through direct contact with the natural environment thereby



				<p>supporting confidence building by overcoming challenges, building social skills through teamwork, improving mental well-being by reducing stress and anxiety, and improving mood, and reinforcing learning and improving memory retention by involving multiple senses, such as touch, sight, and hearing.</p>
			PE1.3	<p>The health sector should make greater use of the benefits that the National Landscape provides for the health and wellbeing of residents and visitors, for example, by prescribing exercise and activities in the area's countryside.</p>
PE2. Volunteering	7	<p>A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people's mental and physical health.</p>	PE2.1	<p>Support and encourage effective voluntary activity, in all its shapes and forms, that helps deliver the National Landscape Management Plan.</p> <ul style="list-style-type: none"> <li>• Develop and support networks of volunteers able to assist in specialist activities.</li> <li>• Encourage and support Parish Councils to achieve high standards in working closely with voluntary and community groups and meeting local needs and aspirations within the National Landscape.</li> </ul>
PE3 Living and working	8	<p>Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	PE3.1	<p>Support the production of community-led plans, strategies and statements (such as Neighbourhood Plans) that conserve and enhance the natural beauty of the National Landscape and encourage and maintain the vitality and diversity of rural community life.</p>
			PE3.2	<p>Support community initiatives that promote the creation and management of key habitats, appropriate renewable energy schemes, energy efficiency, recycling, community transport and community housing.</p>
			PE3.3	<p>Seek new, inventive and sensitive solutions to the retention of local shops and provision of viable local services, for example, through the</p>

				integration of local service delivery and through the delivery of universal high-speed broadband.
			PE3.4	Support the provision of a variety of housing that is appropriate to the character of the area and meets local community needs. The priority is to meet meeting affordable housing requirements, particularly housing that is affordable in perpetuity, such as social rented housing. In doing so, they should be compatible with the National Landscape Partnership's Position Statement 2 - Housing development in the Malvern Hills National Landscape and its setting .
			PE3.5	Reduce energy demand through transport and travel by: <ul style="list-style-type: none"> <li>• Reducing car use through increasing green and active travel including public transport and increasing shared mobility through car sharing schemes;</li> <li>• Reducing the need to travel by encouraging home working and affordable housing provision close to sources of employment, services and facilities; and</li> <li>• Improving the sustainability of travel through public transport hub promotion/integration and information, and prioritising the provision of walking, cycling and public transport use, including adequate cycle parking.</li> </ul>
PE4. Regenerative tourism	9	Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.	PE4.1	Stimulate and support regenerative tourism practices* in the National Landscape that sustain its natural beauty, support nature recovery and enhance the well-being of local communities. This will include: <ol style="list-style-type: none"> <li>i. Ensuring that the tourism sector recognises the benefits of conserving and enhancing the special qualities of the National Landscape and minimising the emission of greenhouse gases, reflecting this in policy and practice.</li> </ol>

			<p>ii. Visitors, residents, local businesses and communities should be provided with opportunities to directly contribute to conserving and enhancing the natural beauty of the National Landscape and improve access to the area through local individual, community and employee volunteering opportunities.</p> <p>iii. Developing collaborative and joined-up working between public, private and voluntary sector tourism organisations across the National Landscape, enabling greater overall efficiency and use of resources.</p> <p>iv. Visitors should be provided with a variety of accommodation options over a range of prices. The siting and design of visitor accommodation should be compatible with conserving and enhancing the natural beauty of the National Landscape, including its special qualities</p>
			<p>PE4.2 Provide a quality public realm with good access and accessibility to facilities and features that attract tourists. Existing sustainable and integrated transport initiatives should be supported and new initiatives developed to help facilitate the car free visitor experience.</p>
			<p>PE4.3 Work in partnership to develop the Malvern Hills as an area for show-casing new tourism technologies including:</p> <ul style="list-style-type: none"> <li>• Near frequency communication technology</li> <li>• Travel Apps to help tourists easily navigate the area</li> <li>• Travel chatbots to enable visitors to seek help and ask questions</li> <li>• Immersive travel films to allow people to ‘try before they buy’</li> </ul>
			<p>PE4.4 Explore opportunities to spread visitor pressure away from busy and sensitive areas to those that</p>

				can sustainably accommodate benefit from this use.
PE5 Transport and accessibility	10	People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.	PE5.1	<p>Highway management and design should be in accordance with the National Landscape Guidance on Highway Design:</p> <ul style="list-style-type: none"> <li>• Unless there is an overriding safety issue, do as little as possible</li> <li>• Highway improvements should take account of the traffic flow and character of the road to ensure that proposals are not over specified</li> <li>• Reuse and refurbish locally appropriate highway furniture and fittings to strengthen the special character of the National Landscape.</li> <li>• Unless there is an overriding reason to do otherwise, copy the style and materials that have been used over time</li> <li>• Consult with the National Landscape Partnership before schemes are confirmed</li> </ul>
			PE5.2	<p>Develop and promote sustainable transport options to:</p> <ul style="list-style-type: none"> <li>• enhance tranquillity and minimise the impact of traffic on the National Landscape;</li> <li>• provide sufficient infrastructure for the charging of electric vehicles, scooters and bikes;</li> <li>• reduce car movements in the National Landscape, particularly during major events and at peak times:</li> <li>• encourage a safer and more attractive environment for walking, cycling and horse riding;</li> <li>• coordinate the planning of integrated passenger transport to, from and within the National Landscape; and</li> <li>• meet local accessibility requirements.</li> </ul>
			PE5.3	<p>Ensure that new developments on the periphery of the National Landscape do not give rise to significant traffic increases and</p>

				associated effects on tranquillity and enjoyment. Seek compensation for such effects where relevant.
PE6 Recreation and access	11	The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.	PE6.1	<p>A safe, pleasant, accessible, clearly waymarked and well-connected path and track network should be maintained, enhanced and promoted across the National Landscape.</p> <ul style="list-style-type: none"> <li>• There should be a consistent approach to the development and delivery of access across the area through Rights of Way Management and Improvement Plans.</li> <li>• Rights of way infrastructure (signs, gates, etc) should not detract from the special qualities of the National Landscape.</li> <li>• Improvements to rights of way should be undertaken in a way that is compatible with, and seeks to further, the conservation and enhancement of the natural beauty of the National Landscape.</li> <li>• Opportunities should be taken to spread recreational use to those areas that can sustain it, and that will benefit from it, ensuring the provision of suitable infrastructure.</li> </ul>
			PE6.2	<p>Opportunities should be developed to engage and support individuals who are not currently enjoying the benefits of the National Landscape, including people from areas of high deprivation.</p> <ul style="list-style-type: none"> <li>• Visitor facilities and routes should be accessible to those of all abilities.</li> <li>• Guided walks and activities should be offered to those who are not confident walking or riding in the countryside to increase confidence and share knowledge of the National Landscape and its special qualities.</li> <li>• There should be the effective use of a range accessible communication formats to support inclusivity.</li> </ul>

			PE6.3	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.
National Target (c)			PE6.4	Stakeholders should work towards the delivery of the relevant target for access and recreation within the national Protected Landscapes Targets and Outcomes Framework. The apportioned target for the Malvern Hills to be achieved are:  Target 9 Improve and promote accessibility to and engagement with Protected Landscapes for all using existing metric
PE7 Information and interpretation	12	Residents and visitors value the special qualities of the National Landscape and support investment in their management.	PE7.1	<p>Visitors, residents and local communities should be provided with opportunities to increase their understanding and enjoyment of the special qualities of the National Landscape:</p> <ul style="list-style-type: none"> <li>• Develop a co-ordinated approach to information, interpretation and marketing activity to promote the special qualities of the Malvern Hills area and appropriate behaviour within it.</li> <li>• Provide easily accessible online, downloadable and onsite resources to help promote access to the National Landscape and understanding and appreciation of its special qualities.</li> <li>• Raise awareness of ‘being in the Malvern Hills National Landscape’ and the significance of the designation.</li> <li>• Promote the Countryside Code to educate visitors and communities to act appropriately in the countryside and to improve understanding between visitors and those living and working in the area.</li> <li>• Promote products and services that support the special qualities of the Malvern Hills.</li> <li>• Provide arts and cultural experiences to encourage people to</li> </ul>

				<p>deepen their emotional connection to the landscape and support the engagement of new and existing audiences.</p>
			PE7.2	<p>Work in partnerships with the technology and science sectors to develop innovative ways of accessing and using information.</p>
<b>Place</b>				
PL1 Landscape	13	<p>The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	PL1.1	<p>Proposals that are likely to impact on, or create change in, the landscape of the National Landscape should seek to further the conservation and enhancement of the natural beauty of the landscape with reference to key documents such as the Malvern Hills Landscape Strategy and Guidelines, local authority Landscape Character Assessments and Historic Landscape Characterisations and National Landscape Partnership guidance documents.</p> <ul style="list-style-type: none"> <li>• There should be a presumption against the loss of key characteristics identified in the landscape character assessment.</li> <li>• Degraded distinctive landscapes and landscape features should be restored.</li> <li>• Positive landscape change should be promoted to landowners, managers, government and all those with an influence over land.</li> </ul>
			PL1.2	<p>Proposals that are likely to impact on, or create change in, the landscape of the National Landscape, should seek to further the conservation and enhancement of the scenic quality of the location and its setting, views (including those into and out of the designated area) and visual amenity.</p>
			PL1.3	<p>Conserving and enhancing landscape character should be a key objective of Environmental Land Management and rural development support mechanisms in the National Landscape.</p>

PL2 Natural and cultural capital			PL2.1	<p>The natural and cultural capital* of the National Landscape, and the services they provide, should continue to be assessed and evaluated by the responsible authorities:</p> <ul style="list-style-type: none"> <li>The use of natural and cultural capital accounting should inform investment, development and management decisions.</li> <li>The financial and non-financial benefits of natural and cultural capital and the services they provide should be promoted</li> </ul>
			PL2.2	Proposals affecting the National Landscape should seek to conserve and enhance the natural and cultural capital of the National Landscape and the services they provide.
			PL2.3	Natural and cultural capital and the services they provide should be key components of Environmental Land Management and rural development support mechanisms in the National Landscape.
Tranquillity and dark skies	14	People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.		
PL3 Tranquillity			PL3.1	Measures should be taken to remove and, where removal is not possible, minimise existing sources of noise pollution and other aural and visual disturbance to enhance the tranquillity of the National Landscape.
			PL3.2	<p>Proposals that are likely to impact on the tranquillity of the area should have regard to its recreational and amenity value by mitigating and reducing to a minimum the potential adverse impacts on a quiet, calm and peaceful experience. In considering any proposal, there is a need to:</p> <ul style="list-style-type: none"> <li>Identify the positive indicators of tranquillity present around the proposal</li> </ul>



			<ul style="list-style-type: none"> <li>Determine what effect the proposal will have on these positive indicators of tranquillity</li> <li>Determine if the proposal introduces any new negative indicators of tranquillity</li> <li>Consider how proposals may protect existing tranquillity</li> </ul>
PL4 Dark skies			<p>PL4.1 Measures should be taken to increase the area of dark skies in the National Landscape by removing and, where removal is not possible, minimising existing sources of light pollution.</p>
			<p>PL4.2 Proposals that are likely to impact on the dark skies and tranquillity of the National Landscape should have regard to and be compatible with best practice standards and guidance, in particular, the National Landscape Guidance on Lighting as well as that published by the Institution of Lighting Professionals and the Commission for Dark Skies. Lighting schemes should be kept to a minimum and only installed where it is imperative.</p>
PL5 Historic environment	15	The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.	<p>PL5.1 Proposals that are likely to impact on the historic environment and cultural heritage of the National Landscape should be compatible with, and seek to further, the conservation and enhancement of these heritage assets and their setting. This should include:</p> <ul style="list-style-type: none"> <li>respecting the historical elements of landscape character including features such as; buildings, sites, layout and context, including the relationship between the existing feature or settlement and the landscape.</li> <li>ensuring the sustainable use of historic buildings and other heritage assets, particularly those identified as being at risk.</li> </ul>
			<p>PL5.2 Opportunities should be sought to promote the awareness, understanding and use of Historic Environment Records, Conservation Area Appraisals, Historic Landscape Characterisation and</p>

				Heritage Strategies and Action Plans. These should be used to influence decisions regarding the management of the National Landscape's historic environment and cultural heritage.
			PL5.3	Historic environment and cultural heritage should be a key component of Environmental Land Management and rural development support mechanisms in the National Landscape.
			PL5.4	Promote greater public understanding of, and engagement with, the historic environment of the National Landscape and celebrate it in arts, cultural, and social activities across the area.
<b>National Target (d)</b>			PL5.5	Stakeholders should work towards the delivery of the relevant targets for heritage assets within the national Protected Landscapes Targets and Outcomes Framework. The apportioned targets for the Malvern Hills to be achieved are: Target 10 Decrease the number of nationally designated heritage assets at risk in Protected Landscapes.
PL6 Farming and forestry	16	Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.	PL6.1	Farming and forestry/woodland management practices in the National Landscape and its setting should be compatible with and seek to further the conservation and enhancement of the natural beauty of the area. Farmers and land managers should have: <ul style="list-style-type: none"> <li>• access to clear and consistent sources of advice, guidance and support (including on regenerative and nature-friendly practices);</li> <li>• fair access to markets including the promotion of local and seasonal produce and the development of local services and markets; and</li> <li>• payments for environmental services that benefit the distinctive natural and historic environment of the National Landscape.</li> </ul>

		<p>PL6.2 Opportunities should be sought to bring woodlands, orchards and other characteristic habitats into favourable conservation condition including through encouraging and supporting sustainable and appropriate management regimes that provide an economic return. Plantations on Ancient Woodland Sites (PAWS) are a particular priority for restoration to diverse, broadleaved cover in accordance with the Nature Recovery Plan for the area.</p>
		<p>PL6.3 Woodland creation and tree planting proposals (including natural regeneration) should seek to further the conservation and enhancement of the natural beauty of the National Landscape. They should:</p> <ul style="list-style-type: none"> <li>i. Consider their impacts on the landscape character of their setting and their effects on the open views that people may enjoy from viewpoints, roads and public rights of way.</li> <li>ii. Be located where they best meet the objectives of the nature recovery network, improving the connectivity of woodland habitats whilst avoiding damaging other habitats and their potential to be better connected.</li> </ul>
		<p>PL6.4 National and local guidance, including guidance from Government Agencies and the Non-Native Species Secretariat, on invasive non-native species, pests and diseases should be followed and appropriate biosecurity measures promoted to protect food production and biodiversity resources.</p>
		<p>PL6.5 Soil degradation should be halted and reversed by managing soils in a way that:</p> <ul style="list-style-type: none"> <li>(i) increases organic content, water retention and carbon sequestration; and</li> <li>(ii) minimises erosion, water pollution and compaction.</li> </ul>

<p>PL7 Built development</p>	<p>17</p>	<p>The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>PL7.1</p> <p>All development proposals in the National Landscape and its setting should seek to further the conservation and enhancement of the natural beauty of the area. Justification for development proposals and plan making within the area should either have regard to or be based on convincing evidence of local need arising from within the national landscape. In doing so, they should be compatible with the National Landscape Management Plan and guidance produced by the National Landscape Partnership, including the:</p> <ul style="list-style-type: none"> <li>i. Adopted Landscape Character Assessments</li> <li>ii. Malvern Hills Landscape Strategy and Guidelines</li> <li>iii. Malvern Hills Nature Recovery Plan</li> <li>iv. Climate Change Adaption Plan (when published)</li> <li>v. Partnership position statements including that on Housing and landscape-led development</li> <li>vi. Malvern Hills National Landscape Guidance on Identifying and Grading Views and Viewpoints;</li> <li>vii. Malvern Hills National Landscape Guidance on How Development can respect Landscape in Views and Viewpoints;</li> <li>viii. Malvern Hills National Landscape Building Design Guide;</li> <li>ix. Malvern Hills National Landscape Guidance on the Selection and Use of Colour;</li> <li>x. Malvern Hills National Landscape Guidance on Lighting and</li> <li>xi. Other Malvern Hills National Landscape Partnership Position Statements.</li> </ul>
			<p>PL7.2</p> <p>The purposes of conserving and enhancing the natural beauty of the National Landscape and increasing the understanding and enjoyment</p>

		<p>of the area’s special qualities should be identified as strategic priorities in Local Plans, Neighbourhood Plans, Local Transport Plans and other relevant plans and strategies. These plans and strategies should explicitly identify the Malvern Hills National Landscape (AONB) Management Plan as a material consideration and recognise National Landscape guidance documents and position statements as appropriate.</p>
		<p>PL7.3 A landscape-led approach should be applied to development proposals in the National Landscape and its setting, proportionate to the type and scale of development being proposed, whereby proposals:</p> <ul style="list-style-type: none"> <li>a. address the natural beauty of the National Landscape as primary consideration at all stages of the development process (including design), from initial conception through to implementation</li> <li>b. address all the factors that contribute to the natural beauty of the area</li> <li>c. protect and/or enhance key views to and from the National Landscape</li> <li>d. address access to natural beauty, including the character of the public rights of way network and its role within wider green infrastructure</li> <li>e. reflect and enhance the character of the local area</li> <li>f. avoid adverse effects where possible and, if adverse effects cannot be avoided, minimise them</li> <li>g. seek opportunities to enhance the natural beauty of the National Landscape</li> <li>h. deliver substantially more beneficial effects than adverse effects for the natural beauty of the National Landscape and</li> <li>i. be compatible with the National Landscape Partnership’s Landscape Led Position Statement</li> </ul>

			<p>and its relevant position statements or guidance</p> <p>This landscape-led approach is particularly important for major development.</p>
		PL7.4	<p>The cumulative impacts of development proposals on the natural beauty of the National Landscape should be fully assessed and addressed in accordance with the National Landscape’s Landscape Character Assessment, Landscape Strategy and Guidelines and any relevant position statement or guidance published by the Partnership.</p>
PL8 Local distinctiveness		PL8.1	<p>Proposals that are likely to impact on the local distinctiveness of the National Landscape should be compatible with, and seek to further, the conservation and enhancement of this local distinctiveness. This should include:</p> <ul style="list-style-type: none"> <li>• being informed by the National Landscape’s Landscape Character Assessment, Landscape Strategy and Guidelines and any relevant position statement or guidance published by the Partnership (such as ‘Guidance on building design’ and the ‘Selection and use of colour in development’).</li> <li>• being designed and, where relevant, landscaped to respect local settlement patterns, building styles, scale and materials and in accordance with design guidance adopted by local planning authorities.</li> </ul> <p>Innovative designs, compatible with the conservation of natural beauty that are informed by local distinctiveness, character and scale should be welcomed.</p> <p>The reuse and redevelopment of existing buildings should be supported where this helps retain the distinctive character of the National Landscape.</p> <p>There should be a presumption against the loss of distinctive features and qualities.</p>

		PL8.2	Encourage the development of design guidance that is supported by a robust evidence base and that reflects relevant guidance published by the National Landscape Partnership.
		PL8.3	Where there is robust evidence of need to help retain local distinctiveness in the built environment, the recycling, re-use and limited and appropriate extraction of small quantities of locally distinctive building materials, such as Malvern stone, should be supported.

## Appendix 2: Other plans and policies

### INTERNATIONAL

Ramsar Convention on Wetlands of International importance, especially waterfowl habitat (1971)  
[www.ramsar.org](http://www.ramsar.org)

Bern Convention on the Conservation of European Wildlife and Natural Habitats (1979) (came into force on 1 June 1982)  
[www.coe.int/t/dg4/cultureheritage/nature/bern/default\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/nature/bern/default_en.asp)

Paris Agreement United Nations Framework Convention on Climate Change (2015)  
[http://unfccc.int/paris\\_agreement/items/9485.php](http://unfccc.int/paris_agreement/items/9485.php)

### EUROPEAN

The Birds Directive (Directive on Conservation of Wild Birds) (79/409/EEC) (Adopted 1979)  
[http://ec.europa.eu/environment/nature/legislation/birdsdirective/index\\_en.htm](http://ec.europa.eu/environment/nature/legislation/birdsdirective/index_en.htm)

The Convention for the Protection of the Architectural Heritage of Europe (Granada Convention) Council of Europe (121) 1985  
<http://conventions.coe.int/Treaty/Commun/QueVoulezVous.asp?NT=121&CM=1&CL=ENG>

European Convention on the Protection of the Archaeological Heritage (revised 1985)  
<http://conventions.coe.int/Treaty/en/Treaties/Html/143.htm>

Nitrates Directive (91/676/EEC) (1991)  
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:1991:375:0001:0008:EN:PDF>

The Habitats Directive (Directive on the Conservation of Natural Habitats and Wild Fauna and Flora) (Directive 92/43/EC) (1992)  
[http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index\\_en.htm](http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm)

The Landfill Directive (99/31/EC) (1999)  
[http://ec.europa.eu/environment/waste/landfill\\_index.htm](http://ec.europa.eu/environment/waste/landfill_index.htm)

The Water Framework Directive (2000/60/EC) (2000)  
[http://ec.europa.eu/environment/water/water-framework/index\\_en.html](http://ec.europa.eu/environment/water/water-framework/index_en.html)

The Strategic Environmental Assessment (SEA) Directive (2001/42/EC) (2001)  
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2001:197:0030:0037:EN:PDF>

The Environmental Noise Directive (2002/49/EC) (2002)  
<http://ec.europa.eu/environment/noise/directive.htm>

The Landscape Convention 20 October 2000 (ratified by UK in November 2006)  
[www.coe.int/t/dg4/cultureheritage/heritage/landscape/default\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/heritage/landscape/default_en.asp)

Renewed EU Sustainable Development Strategy (June 2006)  
<http://register.consilium.europa.eu/pdf/en/06/st10/st10917.en06.pdf>

Our life insurance, our natural capital: an EU biodiversity strategy to 2020, European Commission (2011)  
[http://ec.europa.eu/environment/nature/biodiversity/comm2006/pdf/2020/1\\_EN\\_ACT\\_part1\\_v7%5B1%5D.pdf](http://ec.europa.eu/environment/nature/biodiversity/comm2006/pdf/2020/1_EN_ACT_part1_v7%5B1%5D.pdf)

### NATIONAL

#### Legislation



Historic Buildings and Ancient Monuments Act 1953

<http://www.legislation.gov.uk/ukpga/Eliz2/1-2/49/contents>

Ancient Monuments and Archaeological Areas Act 1979

[www.legislation.gov.uk/ukpga/1979/46/pdfs/ukpga\\_19790046\\_en.pdf](http://www.legislation.gov.uk/ukpga/1979/46/pdfs/ukpga_19790046_en.pdf)

The Wildlife and Countryside Act 1981 (as amended)

[www.legislation.gov.uk/ukpga/1981/69](http://www.legislation.gov.uk/ukpga/1981/69)

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

[www.legislation.gov.uk/ukpga/1990/9/pdfs/ukpga\\_19900009\\_en.pdf](http://www.legislation.gov.uk/ukpga/1990/9/pdfs/ukpga_19900009_en.pdf)

The Ancient Monuments (Class Consents) Order 1994 SI 1381

<http://www.legislation.gov.uk/uksi/1994/1381/contents/made>

Countryside and Rights of Way (CRoW) Act 2000 (as amended)

[www.legislation.gov.uk/ukpga/2000/37/contents](http://www.legislation.gov.uk/ukpga/2000/37/contents)

Natural Environment & Rural Communities Act 2006

[www.legislation.gov.uk/ukpga/2006/16/contents](http://www.legislation.gov.uk/ukpga/2006/16/contents)

Climate Change Act 2008

<https://www.legislation.gov.uk/ukpga/2008/27/contents>

Planning Act 2008

<http://www.legislation.gov.uk/ukpga/2008/29/contents>

Localism Act 2011

[www.legislation.gov.uk/ukpga/2011/20/contents](http://www.legislation.gov.uk/ukpga/2011/20/contents)

The Conservation (Natural Habitats) Regulations 1994 (Habitats Regulation) as amended in 1997, 2000 (in England only) and 2017 (SI 1012)

<https://www.legislation.gov.uk/uksi/2017/1012/contents/made>

European Union (Notification of Withdrawal) Act 2017

[www.legislation.gov.uk/ukpga/2017/9/pdfs/ukpga\\_20170009\\_en.pdf](http://www.legislation.gov.uk/ukpga/2017/9/pdfs/ukpga_20170009_en.pdf)

National Planning Policy Framework (DLUHC 2023)

[https://assets.publishing.service.gov.uk/media/65a11af7e8f5ec000f1f8c46/NPPF\\_December\\_2023.pdf](https://assets.publishing.service.gov.uk/media/65a11af7e8f5ec000f1f8c46/NPPF_December_2023.pdf)

Environment Act 2021

[https://www.legislation.gov.uk/ukpga/2021/30/pdfs/ukpga\\_20210030\\_en.pdf](https://www.legislation.gov.uk/ukpga/2021/30/pdfs/ukpga_20210030_en.pdf)

Levelling-up and Regeneration Act 2023 c. 55

<https://www.legislation.gov.uk/ukpga/2023/55/section/245>

## **Policies, Strategies and Plans**

Securing the Future – UK Government Sustainable Development Strategy (Defra 2005)

[www.defra.gov.uk/publications/2011/03/25/securing-the-future-pb10589/](http://www.defra.gov.uk/publications/2011/03/25/securing-the-future-pb10589/)

Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (English Heritage 2008)

[www.english-heritage.org.uk/content/publications/publicationsNew/guidelines-standards/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesandguidanceapril08web.pdf](http://www.english-heritage.org.uk/content/publications/publicationsNew/guidelines-standards/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesandguidanceapril08web.pdf)

Water for people and the environment - Water Resources Strategy for England and Wales, Environment Agency 2009

<http://a0768b4a8a31e106d8b0-50dc802554eb38a24458b98ff72d550b.r19.cf3.rackcdn.com/geho0309bpx-e-e.pdf>

Making Space for Nature: A review of England's Wildlife Sites and Ecological Network, (Chaired by Professor Sir John Lawton CBE FRS ) Defra 2010

<http://webarchive.nationalarchives.gov.uk/20130402170324/http://archive.defra.gov.uk/environment/biodiversity/documents/201009space-for-nature.pdf>

Biodiversity 2020: A strategy for England's wildlife and ecosystem services (Defra 2011)

[www.defra.gov.uk/publications/2011/08/19/pb13583-biodiversity-strategy-2020/](http://www.defra.gov.uk/publications/2011/08/19/pb13583-biodiversity-strategy-2020/)

'The Natural Choice', the Natural Environment White Paper (Defra 2012)

[www.defra.gov.uk/environment/natural/whitepaper/](http://www.defra.gov.uk/environment/natural/whitepaper/)

Healthy lives, healthy people: Improving outcomes and supporting transparency (DH 2012)

[www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_132358](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358)

GPA2 Managing Significance in Decision-Taking in the Historic Environment Historic England (2015)

<https://historicengland.org.uk/images-books/publications/gpa2-managing-significance-in-decision-taking/gpa2/>

GPA3 The Setting of Heritage Assets Historic England (2017)

<https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/heag180-gpa3-setting-heritage-assets/>

GP4: Enabling Development and the Conservation of Significant Places Historic England (2020)

<https://historicengland.org.uk/images-books/publications/gpa4-enabling-development-heritage-assets/heag294-gpa4-enabling-development-and-heritage-assets/>

Several National Character Area Profiles apply to the Malvern Hills

- 100 Herefordshire Lowlands
- 101 Herefordshire Plateau
- 103 Malvern Hills
- 106 Severn and Avon Vales

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### Appendix 3: Outline of future trends in the National Landscape

Key Issues	Outcomes without mitigating actions
<p><b>The Climate Emergency</b></p> <p>Climate change is happening, and its impacts are unavoidable. There is already experience of the impacts of a rapidly heating climate and this threatens many of the defining characteristics and Special Qualities of the Malvern Hills National Landscape.</p> <p>The habitats most susceptible to harm are the rivers and streams, heathland and wet woods. Examples of the impacts include pest and diseases (ash dieback being a new and highly visible example); changing timings of seasons; low summer river flows; and damage to vegetation from high winds.</p> <p>Cultural heritage assets may be at risk to extreme weather fluctuations including increasing temperatures (heatwaves or fires), precipitation and flooding, and from unintended consequences of climate mitigation and adaptation measures.</p>	<p>Unplanned or controlled mitigation actions could negatively impact on the special qualities, landscape, biodiversity heritage assets and the economy.</p> <p>Higher temperatures may encourage the introduction of new crops into the landscape, as well as different crop timings.</p> <p>Climate change may result in the migration of new species moving north. This could see species diversity maintained but there is a risk of new plant and animal pests and diseases.</p> <p>Drought conditions may cause stress on trees making them less resilient to storm events. There may be an increased risk of uprooting and increased fire risk.</p> <p>Drier warmer summers may lead to a parched landscape of bleached grassland, and wilting trees and hedges.</p> <p>Warmer winters could promote increased tree growth, as well as the suitability of new non-native species or native species of a different provenance.</p> <p>Droughts may cause rivers, streams and ponds to dry up, which will affect wildlife, agriculture and tourism. There is the risk of reduced nectar production in response to drought in grassland wildflowers.</p> <p>Heavier rainfall may lead to an increase in surface water flooding and soil erosion.</p>
<p><b>Renewable energy installations</b></p> <p>Energy supply requires more low carbon energy technologies, buildings need to become energy efficient, and infrastructure needs to be more resilient.</p> <p>Commercial renewable energy development has the potential to result in direct and indirect physical impacts on the historic environment which can impact on its significance. Direct physical impacts include impacts on surface features or buried archaeological remains; indirect physical impacts include those which occur offsite, such as impacts to groundwater levels.</p>	<p>Innovative solutions may lead to an erosion of vernacular design features that add to the special qualities of the National Landscape.</p> <p>The development of new installations will require additional infrastructure to support them, such as substations, overhead lines, and buried cables. Construction and use of such new infrastructure could have a lasting visual impact on the National Landscape.</p>
<p><b>Nature’s decline and the Ecological Crisis</b></p> <p>Wildlife loss is well documented and understood. Climate change is threatening the loss of already diminished wildlife at an even greater scale and</p>	<p>Habitats will remain isolated with no ‘corridors’ to allow species to adjust naturally to climate change by moving northwards to a new ecological niche. Some populations will become</p>



<p>pace. There is a need to create a robust and resilient nature recovery network – a landscape rich in joined up and well managed habitats. The need for action is urgent to avoid a mass extinction event.</p> <p>80% of traditional orchards present in the 1930s have gone, unenclosed heathland has declined by 30% and almost all the flower rich meadows have been replaced by agriculturally improved pasture and arable. Many remaining areas of habitat have become isolated, disconnecting their small populations of plants and animals.</p> <p>The area of woodland has increased significantly in the last 80 years. This is partly due to the self-seeding of woodland onto steep acid grassland grounds; and partly due to new planting on farmland.</p>	<p>too small to remain viable and species will be unable to adapt by adjusting to new climatic conditions without large and varied sites.</p> <p>Invasive non-native species will increase resulting in a loss of biodiversity. Chalara ash die back will have a considerable effect upon the area’s habitats, landscape character and landscape integrity.</p> <p>Degraded ecosystems will not deliver benefits to people (ecosystem services). These services are critically important to the wellbeing and economy of people living in and around the Malvern Hills. For example, they deliver good quality water and food, spiritual refreshment and a sense of history and cultural heritage.</p>
<p><b>Land management</b></p> <p>Growth in global demand for food is leading to worries about food security and the need to intensify food production. Many woodlands in the area are small, fragmented and difficult to access. There is often no infrastructure to make sustainable woodland management viable. A lack of management in most traditional orchards is hastening the demise of these very valuable wildlife habitats.</p> <p>There are declining farm and forest incomes. Land managers must find either additional or new sources of income. They may grow new crops and/or move into other sectors, such as warehousing, business parks, tourism and recreation. They may use their land for energy or communication structures. This can help to maintain a viable business and improve the products and services on offer to the community and visitors.</p>	<p>A longer growing season with increasing temperatures may encourage the expansion of arable production, putting more easily cultivated areas of pasture under pressure.</p> <p>A longer growing season could see an increase in timber and biomass production that will increase carbon capture and support nature recovery.</p> <p>Without adaption to farming practices, there may be a decline in soil quality/nutrient levels, soil loss to erosion, release of carbon from soils and timber, a reduction in water quality and increased flooding.</p> <p>Carbon markets will put a tradable value on carbon in soils and vegetation; and in other ‘nature-based’ solutions.</p> <p>Changes to agriculture will increase nutrients entering local catchments and increased pressure on drinking water resources.</p> <p>Buried archaeological remains on land can be damaged or even destroyed by operations such as:</p> <ul style="list-style-type: none"> <li>• intrusive ground investigation and engineering operations</li> <li>• landscaping</li> <li>• off-site works, such as those related to highways</li> </ul>
<p><b>Development</b></p> <p>Development maintains economic viability, sustains the population and supports those who manage the land. The National Landscape covers several administrative areas. There is a need to coordinate policy to make sure that it is consistent across the area. The allocation of land for new development within and adjacent to the area is not always preceded by a proper</p>	<p>Negative visual impacts on the landscape from proposed developments.</p> <p>Cumulative impacts will harm the significance and setting of natural and cultural assets.</p> <p>Developments may materially detract from natural and cultural asset’s significance, damage their economic viability now, or in the future, and threaten their on-going conservation</p>

<p>consideration of its effects on landscape character and visual amenity.</p> <p>Historic environments are economic catalysts and repositories for culture and heritage capital that attract businesses and investors, providing them with a competitive edge. By utilising, repurposing and investing in heritage, communities can create vibrant spaces and structures for diverse businesses to thrive.</p> <p>There is a need to provide more homes and employment for local people. Achieving suitable infrastructure is a challenge due to the requirements to conserve and enhance the special nature of the environment. There is a need to retain the best and most versatile agricultural land.</p> <p>The contribution of setting to the significance of the area is often expressed by reference to views. Poorly presented development or change may harm people’s enjoyment of the area. Inappropriate development adjacent to the National Landscape can influence landscape character within the designation, for example through associated noise and disturbance.</p>	<p>Changes to air quality, arising from traffic and industry.</p> <p>Negative impacts on key ecosystem services and ecological functioning of proposed development sites.</p> <p>Missed opportunities to reach net zero if sustainable building solutions are not incorporated into the design of developments.</p> <p>Reduction in the tranquillity that can be experienced in the area (for instance dark night skies) and growing numbers of recreational users, putting pressure on its natural environment.</p> <p>Low availability of owner-occupied housing and limited access to affordable housing leading to reduced social mobility impacting on people’s health and wellbeing and the potential for sustainable economic growth.</p>
<p><b>Recreation and enjoyment</b></p> <p>The Malvern Hills area has long been valued for its wealth of opportunities for outdoor recreation and quiet enjoyment. Tourists have flocked here to ‘take the waters’ since the early 1800s and Great Malvern’s formal paths and rides give the nearby slopes the air of a Victorian pleasure garden. Heritage plays an important role in attracting people to place.</p> <p>For some people, particularly the less mobile, it is difficult to explore parts of the area. Standard practices sometimes create obstacles, like steps and stiles. There is a need to promote routes that are suitable for people with limited mobility.</p> <p>Mountain biking is popular on the Malvern Hills but there are no dedicated routes for use only by mountain bikes. There are claims of conflict between mountain bikers and other users of the hills, although only a few accidents are reported.</p>	<p>As the local population rises, there may be more people and dogs on the hills and commons. This can lead to a range of impacts on the land and the wildlife it supports:</p> <ul style="list-style-type: none"> <li>• erosion of paths and heritage assets,</li> <li>• creation of new ‘desire lines’</li> <li>• disturbance to ground nesting birds; and</li> <li>• reduced peace and tranquillity.</li> </ul>
<p><b>Health and well-being</b></p> <p>Connections within the National Landscape, its assets, and with its setting are important. The mental and physical health benefits of accessing natural beauty and cultural heritage are becoming increasingly understood and appreciated. The COVID-19 pandemic has had a significant impact on human behaviour. For example, people have travelled less and many</p>	<p>People will not feel welcome and currently underrepresented groups will be unable to enjoy the benefits of accessing natural beauty.</p> <p>People who cease visiting heritage sites will experience a decline in physical health, mental health and life satisfaction.</p> <p>The bond between people and place will break down due to a reduced functional relationship. Communities will lose their links to the land and</p>

<p>have worked from home. People are more aware of the importance of green and blue spaces.</p>	<p>will not benefit from a natural environment that brings economic benefits and supports livelihoods. Some connections are understood but others will need strengthening.</p> <ul style="list-style-type: none"><li>• The link between personal consumption patterns and land-use.</li><li>• Between choices relating to private property, nature and other public goods (hard surfacing, boundaries, outdoor lighting</li></ul>
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## Appendix 4: SEA Objectives and baseline data

N°	Environmental Objectives	Will the plan help to .....?	Headline indicators (29)
E1	<p>Climate change</p> <p>Address the causes and consequences of climate change</p>	<ul style="list-style-type: none"> <li>• reduce greenhouse gas emissions</li> <li>• Increase greenhouse gas capture and storage through land management</li> <li>• increase cycling and walking</li> <li>• maximise the role of soil as a carbon store</li> <li>• increase recycling</li> <li>• increase the renewable energy capacity</li> <li>• ensure tourism is compatible with the climate change agenda</li> <li>• improve energy efficiency</li> <li>• improve public transport</li> <li>• deliver a more sustainable pattern of transport</li> </ul>	<ol style="list-style-type: none"> <li>1. Level of greenhouse gas emissions within Protected Landscapes (PLTOF TI 6)</li> <li>2. Carbon stored by habitats</li> <li>3. Extent of tree canopy and woodland cover in Protected Landscapes (PLTOF TI 8)</li> </ol>
E2	<p>Soils, Air and Water</p>	<ul style="list-style-type: none"> <li>• reduce soil compaction</li> <li>• reduce leaching of nutrients and organic matter</li> <li>• prevent soil erosion</li> <li>• increase soil organic matter and carbon storage</li> <li>• avoid soil sealing, prevent soil contamination, improve water quality</li> <li>• maintain and enhance air quality</li> <li>• meet national air quality standards</li> <li>• promote sustainable water resource management</li> <li>• encourage a catchment-based approach to addressing water issues</li> <li>• maintain natural river geomorphologies</li> <li>• reduce nutrient-rich run-off</li> <li>• protect drinking water</li> <li>• manage flood risk</li> <li>• increase use of sustainable drainage systems</li> </ul>	<ol style="list-style-type: none"> <li>4. WFD quality of the water environment data (PLTOF AS 5)</li> <li>5. Area at risk from flooding (Environment Agency)</li> </ol>

		<ul style="list-style-type: none"> <li>• improve efficiency in use of water</li> </ul>	
E3	Protect and enhance biodiversity habitats and species	<ul style="list-style-type: none"> <li>• prevent loss of key species</li> <li>• prevent loss of habitat</li> <li>• Increase area and connectivity of habitat</li> <li>• improve management, linkage and condition of designated and undesignated habitats</li> <li>• maintain integrity of current ecological networks</li> <li>• create opportunities to enhance biodiversity</li> <li>• safeguard options for future habitat connectivity</li> <li>• prevent pollution</li> <li>• maintain and enhance access to sites whilst avoiding and reducing adverse impacts</li> <li>• support agricultural activities whilst avoiding and reducing adverse impacts</li> </ul>	<ol style="list-style-type: none"> <li>6. Extent of wildlife rich habitat created or restored outside of protected sites (PLTOF TI 1)</li> <li>7. Percentage of SSSIs in favourable condition (PLTOF TI 2)</li> <li>8. Percentage of SSSIs assessed as having 'actions on track' to achieve favourable condition (PLTOF TI 3)</li> <li>9. Extent of priority habitat, outside of protected sites, in favourable management through agri-environment schemes (PLTOF TI 4)</li> <li>10. Percentage of land managers adopting nature friendly farming on a percentage of their land (PLTOF TI 5)</li> </ol>
E4	Protect and enhance the landscape	<ul style="list-style-type: none"> <li>• conserve and enhance visual amenity</li> <li>• conserve and enhance landscape character</li> <li>• conserve and enhance townscape character</li> <li>• conserve geodiversity</li> <li>• avoid the loss of the best and most versatile agricultural land</li> <li>• ensure the sustainable use of mineral resources including the use of recycled and secondary aggregates</li> </ul>	<ol style="list-style-type: none"> <li>11. Changes to the landscape via fixed point photography of key views (local survey)</li> <li>12. Number and condition of local geological sites.</li> <li>13. Number of geological and geomorphological SSSI unit features and % in favourable or recovering condition (PLTOF SA 15)</li> </ol>
E5	Sustain and enhance cultural heritage, including heritage assets and their settings	<ul style="list-style-type: none"> <li>• conserve and enhance architectural heritage</li> <li>• conserve and enhance archaeological heritage (including unknown)</li> <li>• conserve and enhance cultural heritage</li> <li>• reduce risks to heritage</li> <li>• improve access to historic places for residents and visitors</li> <li>• enhance local distinctiveness</li> </ul>	<ol style="list-style-type: none"> <li>14. Number and percentage of nationally designated heritage assets in Protected Landscapes to be deemed at risk (TI 10)</li> <li>15. Number and percentage of non-designated heritage assets in the National Landscape deemed at risk</li> </ol>

E6	Local Distinctiveness	<ul style="list-style-type: none"> <li>• ensure any new developments or redevelopments are in keeping with local character</li> <li>• take account of the environment in design and construction</li> </ul>	<p>16. Number of the area's defined special qualities monitored</p> <p>17. Number of planning authorities with vernacular design guidance mentioning the Malvern Hills</p> <p>18. % of development decisions against Partnership advice</p>
E7	Safeguard and enhance human health	<ul style="list-style-type: none"> <li>• reduce and avoid noise pollution</li> <li>• reduce and avoid light pollution</li> <li>• avoid impacts on the quality and extent of existing green infrastructure as a recreational asset</li> <li>• support the provision of affordable housing</li> <li>• improve access to services</li> <li>• improve access to employment</li> <li>• improve access for outdoor recreation</li> <li>• retain and enhance sustainable transport to and from market towns</li> <li>• promote art, craft and cultural interests</li> <li>• improve safety</li> </ul>	<p>19. Light pollution maps</p> <p>20. Road noise maps and traffic data from 5 monitoring points</p> <p>21. Metres of accessible path as a % of total path (PLTOF TI 9a)</p> <p>22. % Public Rights of Way in good condition (local survey)</p> <p>23. Number of disability accessible parking spaces (PLTOF TI 9c)</p> <p>24. Number of accessible gates and gaps (PLTOF TI 9d)</p> <p>25. Number of accessible or easy access routes for which wayfinding has been created or improved PLTOF TI 9h)</p> <p>26. Deprivation statistics (PLTOF AS 23)</p> <p>27. Housing affordability (PLTOF AS 21)</p>
E8	To support a locally embedded economy	<ul style="list-style-type: none"> <li>• avoid the loss of local jobs and local services</li> <li>• promote economic activity that adds value to local products and helps support the conservation of the area's special qualities</li> <li>• increase availability of locally sourced food</li> <li>• support the long-term viability of commercial activities, including agriculture and tourism</li> <li>• promote a career in land-based and traditional building skills</li> <li>• encourage apprenticeships and training</li> </ul>	<p>28. Number of visitors</p> <p>29. Number of local units of registered businesses by industry type (PLTOF AS 22)</p>
E9	Cumulative Impacts	<ul style="list-style-type: none"> <li>• promote the importance of environmental services</li> </ul>	No indicator but monitored through annual reporting

	Avoid significant adverse effects between the above interrelationships	<ul style="list-style-type: none"><li>• moderate the interaction between natural, social and economic actions</li><li>• in combination with another policy, does it prejudice the achievement of any of the SEA Objectives</li></ul>	
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## Appendix 5: Review of alternative policies

Table 1: The Climate Emergency		
<p>Climate change is happening, and its impacts are unavoidable. There is already experience of the impacts of a rapidly heating climate and this threatens many of the defining characteristics and Special Qualities of the Malvern Hills National Landscape.</p> <p>The habitats most susceptible to harm are the rivers and streams, heathland and wet woods. Examples of the impacts include pest and diseases (ash dieback being a new and highly visible example); changing timings of seasons; low summer river flows; and damage to vegetation from high winds.</p> <p>Cultural heritage assets may be at risk to extreme weather fluctuations including increasing temperatures (heatwaves or fires), precipitation and flooding, and from unintended consequences of climate mitigation and adaptation measures.</p>		
Management Plan outcomes	Benefits of the proposed outcome policies	Do nothing situation
1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.	The policies seek to establish and maintain resilient nature networks and key habitats. This will support carbon sequestration. The policies also support biosecurity actions, especially in relation to pests and diseases.	The county councils are each required to publish local nature recovery strategies that will address similar issues. NGOs will also take action. This may lead to a less coherent approach across the Malvern Hills. The management plan is marginally better.
2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.	Neutral	Neutral
3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.	The policies advocate the ‘good practice’ approach to mitigation and offer advice on how to act in ways that also enhance the landscape to those in a position to act. They also call for the financial support to achieve this.	Other agencies will develop mitigation strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.



<p>4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.</p>	<p>The policies call for adaption strategies to be implemented and commit to publishing a Climate Adaption plan. This will lead to active implementation.</p>	<p>The local authorities will each develop Climate Adaption plans. This may lead to a less coherent approach across the Malvern Hills. There may be a lack of coordination across the Malvern Hills and, locally, the management plan offers a more certain approach.</p>
<p>5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people’s health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.</p>	<p>The policies advocate the ‘good practice’ approach to water management. This will help alleviate some of the impacts of climate change.</p>	<p>Other agencies should develop water management strategies but problems seem to persist. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan is marginally better.</p>
<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people’s mental and physical health.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>The policies offer support for the creation and management of key habitats, appropriate renewable energy schemes, energy efficiency, sustainable transport and recycling. These will help with the climate change mitigation and adaption.</p>	<p>Other agencies will take actions but local initiatives may be lost. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan is marginally better.</p>

<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>The policies call for existing sustainable and integrated transport initiatives to be supported and new initiatives developed to help facilitate the car free visitor experience.</p>	<p>The highway and transport authorities may take similar actions but local opportunities may be lost.</p>
<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>The policies advocate sustainable transport options and call for the management of traffic generation. This will help reduce climate impacts.</p>	<p>The highway and transport authorities are likely to take similar actions irrespective of the management plan. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>The policies set out a means of monitoring climate impacts but do not offer any specific actions. They also call for financial support to manage change in the landscape.</p>	<p>It is not likely that other agencies act through this means. The management plan is marginally better.</p>
<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>The policies seek tranquillity and dark skies, a marginal impact on climate but reducing the use of electric lighting will mitigate climate change.</p>	<p>It is not likely that other agencies act through this means. The management plan is marginally better.</p>

<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policies call for the conservation of heritage assets and for financial support to achieve this.</p>	<p>Historic England and local conservation staff will advocate a similar position. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>The policies seek to establish and maintain woodlands and reduce soil erosion. This will support carbon sequestration. The policies support biosecurity actions, especially in relation to pests and diseases. They also call for financial support to achieve this.</p>	<p>Defra, its agencies and NGOs will deliver similar policies. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>17. The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>The policies advocate the ‘good practice’ approach to decision making and highlights the guidance on climate change. The call to adopt a landscape-led approach, if adopted by the decision makers, will be effective.</p>	<p>Each planning authority will prepare a statutory development plan and they will each have a Climate Change adaption plan. However, they may not use a landscape-led model. Probably no difference but opportunities may be lost through lack of coordination.</p>

There are many organisations that have the opportunity, authority and resources to take meaningful actions. However, the proposed policies offer some marginal advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, some opportunities may be lost.

**Table 2: Renewable energy installations**

Energy supply requires more low carbon energy technologies, buildings need to become energy efficient, and infrastructure needs to be more resilient.  
Commercial renewable energy development has the potential to result in direct and indirect physical impacts on the historic environment which can impact on its significance. Direct physical impacts include impacts on surface features or buried archaeological remains; indirect physical impacts include those which occur offsite, such as impacts to groundwater levels.

<p>Management Plan outcomes</p>	<p>Benefits of the proposed outcome policies</p>	<p>Do nothing situation</p>
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<p>1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.</p>	<p>The policies call for energy generated by low carbon sources but will not, in themselves, deliver such energy. But the emphasis is on conserving and enhancing the distinctive characteristics of the area.</p>	<p>The national and local planning authorities will have a greater impact on the installation of renewable energy facilities.</p>
<p>4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.</p>	<p>The policies call for a coordinated plan but will not, in themselves, deliver such energy.</p>	<p>The national and local planning authorities will have a greater impact on the installation of renewable energy facilities.</p>
<p>5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people’s health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people’s mental and physical health.</p>	<p>Neutral</p>	<p>Neutral</p>

<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>The policies offer support for community initiatives that deliver appropriate renewable energy schemes.</p>	<p>The national and local planning authorities will have a greater impact on the installation of renewable energy facilities though they may not empower local communities. Opportunities may be lost.</p>
<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>The policies set out a means of monitoring development impacts but do not offer any specific actions. They also call for financial support to manage change in the landscape.</p>	<p>The national and local planning authorities will have a greater impact on the installation of renewable energy facilities but they may not consider the purposes of national landscape designation. The management plan is marginally better.</p>

<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policies call for the conservation of heritage assets.</p>	<p>Historic England and local conservation staff will advocate a similar position. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>17. The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>The policies advocate the ‘good practice’ approach to decision making and highlights the guidance on development in the landscape. They call for the effects of the cumulative impacts of development to be assessed and this is particularly important with renewable energy installations. The policies support innovative design solutions but only where compatible with local distinctiveness, guidance is offered.</p>	<p>Each planning authority will prepare a statutory development plan and they will each have a Climate Change adaption plan. However, they may not take local distinctiveness into account. The management plan is marginally better as layout and design best suited to support local distinctiveness may be lost.</p>
<p>The situation is unlikely to be poorer as the national and local planning authorities will have a greater impact on the installation of renewable energy facilities. However, the proposed policies offer a few marginal advantages over the do-nothing option as they support an area-wide approach and consider local distinctiveness.</p>		

**Table 3: Nature’s decline and the Ecological Crisis**

Wildlife loss is well documented and understood. Climate change is threatening the loss of already diminished wildlife at an even greater scale and pace. There is a need to create a robust and resilient nature recovery network – a landscape rich in joined up and well managed habitats. The need for action is urgent to avoid a mass extinction event.

80% of traditional orchards present in the 1930s have gone, unenclosed heathland has declined by 30% and almost all the flower rich meadows have been replaced by agriculturally improved pasture and arable. Many remaining areas of habitat have become isolated, disconnecting their small populations of plants and animals.

The area of woodland has increased significantly in the last 80 years. This is partly due to the self-seeding of woodland onto steep acid grassland grounds; and partly due to new planting on farmland.

Management Plan outcomes	Benefits of the proposed outcome policies	Do nothing situation
<p>1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.</p>	<p>The policies seek to establish and maintain resilient nature networks and key habitats. The policies support biosecurity actions, especially in relation to pests and diseases. They also call for at least 20% BNG as compensation from harmful development.</p>	<p>The county councils are each required to publish local nature recovery strategies that will address similar issues. This may lead to a less coherent approach across the Malvern Hills. They may not support the BNG proposal. Subject to the approach to BNG, the difference in impact will be marginal.</p>
<p>2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.</p>	<p>The policies seek the conservation and management of geodiversity resources; they also call for continued research into the geology and geomorphology of the area. This will give opportunities to maintain and improve some habitats.</p>	<p>Other agencies and NGOs will deliver similar policies. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.</p>	<p>The policies seek to minimise greenhouse gas emissions that will help maintain existing habitats. They advocate the ‘good practice’ approach to mitigation and offer advice on how to act in ways that also enhance the landscape to those in a position to act. They also call for the financial support to achieve this.</p>	<p>Other agencies will develop mitigation strategies but may not also seek to conserve and enhance the national landscape. The management plan offers a more certain approach.</p>



<p>4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.</p>	<p>The policies call for adaption strategies to be implemented and commit to publishing a Climate Adaption plan that, in part considers land use and the natural environment. This will lead to active implementation.</p>	<p>The local authorities have already agreed some adaption measures and each will develop a Climate Adaption plan. This may lead to a less coherent approach across the Malvern Hills. There may be a lack of coordination across the Malvern Hills and, locally, the management plan offers a more certain approach.</p>
<p>5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people's health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.</p>	<p>The policies advocate the 'good practice' approach to water management. This will help alleviate some of the damages to the delivery of good quality water and food, spiritual refreshment and a sense of history and cultural heritage.</p>	<p>Other agencies should develop water management strategies but problems seem to persist. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan is marginally better.</p>
<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>The policies offer limited direct support for nature but do advocate blue and green spaces for recreation; these could support the development of wildlife corridors. This will help alleviate some of the damages to the delivery of good quality water and spiritual refreshment. The call for environmental education opportunities in the natural environment will increase understanding and may ensure lasting support for nature initiatives.</p>	<p>The NHS may encourage engagement with the natural environment but only if there are local resources. Without the national landscape input it is unlikely that there will be much activity within the area.</p>
<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people's mental and physical health.</p>	<p>Uncertain because the policies give blanket support to volunteering without specifying any activities.</p>	<p>Uncertain</p>



<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>The policies include support for community initiatives that promote the creation and management of key habitats.</p>	<p>NGOs will take actions but local initiatives may be lost. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan is marginally better.</p>
<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>The policies include support for nature recovery and enhancement of the well-being of local communities. There is also a call to spread visitor pressure away from sensitive areas to those that can sustainably accommodate this use.</p>	<p>Tourism bodies and the local authorities may develop similar policies but they are more likely to concentrate on acting sustainably rather than regeneratively. The management plan is better.</p>
<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>This will help alleviate some of the damages to the delivery of good quality water and food, spiritual refreshment.</p>	
<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>The policies focus on landscape characterisation but these include policies to assess, evaluate, conserve and enhance the natural and cultural capital of the area, with a call for funding.</p>	<p>Defra, its agencies and the NGOs advocate a similar approach. The management plan supports the actions of others rather than adding extra initiatives.</p>

<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>The policies focus on tranquillity and dark skies but nature will benefit from reduced disturbance by unnatural light and sound.</p>	<p>It is not likely that other agencies act through this means. The management plan is marginally better.</p>
<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policies will have a limited impact but will support spiritual refreshment and a sense of history and cultural heritage.</p>	<p>Historic England and local conservation staff will advocate a similar position. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>The policies seek to establish and maintain woodlands and reduce soil erosion. This will help to maintain habitats. The policies support biosecurity actions, especially in relation to pests and diseases. They also call for financial support to achieve this.</p>	<p>Defra, its agencies and NGOs will deliver similar policies. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>17. The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>The policies advocate the ‘good practice’ approach to decision making and highlights the guidance on development in the landscape, including the Malvern Hills Nature Recovery Plan. There may be a conflict with nature recovery in that one policy, albeit applying in very limited circumstances, approves the extraction of small quantities of locally distinctive building materials. The effect on nature is uncertain as habitats may be lost or created.</p>	<p>Each planning authority will prepare a statutory development plan and they will each have a nature recovery plan. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>There are many organisations that have the opportunity, authority and resources to take meaningful actions. Some of the proposed policies offer limited advantages over the do-nothing option, generally as they support an area-wide approach. Others will also act but without coordination, opportunities may be lost. Several management plan policies support the actions of others rather than adding extra initiatives. Actions, like volunteering and green prescribing, will only happen with active support from the management plan.</p>		

**Table 4: Land management**

Growth in global demand for food is leading to worries about food security and the need to intensify food production. Many woodlands in the area are small, fragmented and difficult to access. There is often no infrastructure to make sustainable woodland management viable. A lack of management in most traditional orchards is hastening the demise of these very valuable wildlife habitats.

There are declining farm and forest incomes. Land managers must find either additional or new sources of income. They may grow new crops and/or move into other sectors, such as warehousing, business parks, tourism and recreation. They may use their land for energy or communication structures. This can help to maintain a viable business and improve the products and services on offer to the community and visitors.

Management Plan outcomes	Benefits of the proposed outcome policies	Do nothing situation
1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.	Neutral	Neutral
2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.	Neutral	Neutral
3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.	The policies support the development of community food networks, linking farmers and businesses to each other and consumers; and promote the purchase of locally produced food. They advocate funding for carbon sequestration.	Local authorities and NGOs are likely to support community food networks but they may not have the contacts to link in the Malvern Hills growers. Defra and its agencies already have policies to support carbon sequestration. The management plan may be marginally better.
4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.	The policies call for adaption strategies to be implemented and commit to publishing a Climate Adaption plan that will, among other things, consider sectoral impacts for principal land uses such as farming and forestry. This will lead to active implementation.	Other agencies will adopt adaption strategies but they will not be focussed on the needs of the Malvern Hill. The management plan will be marginally better.

<p>5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people’s health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.</p>	<p>The polices seek to conserve soil and minimise pesticide and artificial fertiliser use, to reduce water pollution from agriculture.</p>	<p>Defra and its agencies have similar policies but problems persist. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan is marginally better.</p>
<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people’s mental and physical health.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>Neutral</p>	<p>Neutral</p>

<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>The policies focus on landscape characterisation but they also advocate financial support for delivering natural and cultural capital.</p>	<p>Defra and its agencies already have policies to support ecosystem service delivery. No difference.</p>
<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policies advocate funding for conserving the historic environment and cultural heritage.</p>	<p>Currently, there are no national heritage assets at risk in the national landscape but locally designated or unfound assets may be. The local authorities will continue to monitor activities but it is a large task. The management plan may help in the lobbying for action. The management plan may be marginally better.</p>

<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>The policies set out a proactive call for actions to support farming and forestry, including the traditional orchards. This includes access to clear and consistent sources of advice, guidance and support (including on regenerative and nature-friendly practices); there is coordination and facilitation driven by the NL Team.</p>	<p>Defra and its agencies have similar policies and the resources to deliver action. However, Defra has experienced difficulties in delivering that support to the smaller land management businesses. The management plan may help in the lobbying for action by focusing on practical solutions and there will be supportive action by the NL Team.</p>
<p>17. The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>Defra and its agencies have the opportunity, authority and resources to take meaningful actions but it is reported that there are difficulties in delivering that support. The management plan does advocate support for land managers but cannot deliver financial contributions. It does set out practical actions that will help the sector. The NL land owner and manager group will offer direct support to owners and managers. On balance, the management plan is better than the do-nothing option and will remain so until Defra is able to fully establish its ELMs support packages.</p>		

**Table 5: Development**

Development maintains economic viability, sustains the population and supports those who manage the land. The National Landscape covers several administrative areas. There is a need to coordinate policy to make sure that it is consistent across the area. The allocation of land for new development within and adjacent to the area is not always preceded by a proper consideration of its effects on landscape character and visual amenity.

Historic environments are economic catalysts and repositories for culture and heritage capital that attract businesses and investors, providing them with a competitive edge. By utilising, repurposing and investing in heritage, communities can create vibrant spaces and structures for diverse businesses to thrive.

There is a need to provide more homes and employment for local people. Achieving suitable infrastructure is a challenge due to the requirements to conserve and enhance the special nature of the environment. There is a need to retain the best and most versatile agricultural land.

The contribution of setting to the significance of the area is often expressed by reference to views. Poorly presented development or change may harm people’s enjoyment of the area. Inappropriate development adjacent to the National Landscape can influence landscape character within the designation, for example through associated noise and disturbance.

Management Plan outcomes	Benefits of the proposed outcome policies	Do nothing situation
1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.	The policies advocate development proposals taking account of nature recovery plans and a mitigation hierarchy; they call for development proposals to provide a net gain in biodiversity of at least 20%.	Each planning authority will prepare a statutory development plan. They will each have a nature recovery plan and BDG policies. Little difference.
2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.	Neutral	Neutral
3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.	The policies seek to minimise greenhouse gas emissions. This will help to improve air quality and may encourage sustainable building solutions.	Each planning authority will prepare a statutory development plan and a climate emergency strategy but may not also seek to conserve and enhance the national landscape. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan is marginally better.

<p>4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.</p>	<p>The polices call for climate change adaptation to be a significant driver in all new development, infrastructure and transport provision. They commit to publishing a Climate Adaption plan. This will lead to active implementation.</p>	<p>Each planning authority will prepare a statutory development plan and a climate adaption plan but may not also seek to conserve and enhance the national landscape.</p> <p>The management plan may help in the lobbying for action by focusing on practical solutions.</p> <p>The management plan is marginally better.</p>
<p>5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people’s health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.</p>	<p>The policies call for development to assess and minimise flood risk and implement sustainable drainage schemes, adopt high water efficiency standards (in line with RIBA 2030 Climate Challenge targets) and water conservation measures.</p>	<p>The planning authorities do take advice on flood risk before making decisions but there are examples of development on flood plains and inadequate drainage schemes.</p> <p>The management plan advocates good practice but this is already adopted by the planning authorities.</p> <p>Little difference.</p>
<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people’s mental and physical health.</p>	<p>Neutral</p>	<p>Neutral</p>



<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>The policies support development that delivers local shops and services, and affordable local houses.</p>	<p>The local authorities will have employment and housing policies in place. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan may be marginally better by offering design guidance.</p>
<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>The policies seek a reduction in car movements in and through the national landscape. They call for assurance that all new developments on the periphery of the National Landscape do not give rise to significant traffic increases and associated effects on tranquillity and enjoyment. They seek compensation for such effects where relevant.</p>	<p>The local planning and highway authorities will have policies in place to manage traffic and traffic growth. They may not focus on the impacts on the national landscape but their more general rural policies will apply. The management plan supports this but it also includes proactive measures, such as compensation for harms. The management plan gives a greater benefit than the do-nothing option.</p>

<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>The policies focus on access for all but they include a call for developments that are likely to lead to an increase in negative recreational effects in an area to contribute to the costs of mitigating and managing the effects.</p>	<p>The planning authorities' development policies will have only a limited impact on wider countryside action; they are unlikely to seek compensation for harms.</p> <p>The management plan gives a greater benefit than the do-nothing option.</p>
<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>In relation to development proposals, the policies advocate the duty to conserve and enhance the landscape. They also call for the assessment and management of the natural and cultural capital of the area.</p>	<p>Each planning authority will prepare a statutory development plan and they each have strong national landscape policies. They may not actively manage the natural and cultural capital assets.</p> <p>The management plan may help in the lobbying for action by focusing on practical solutions.</p> <p>The management plan gives a greater benefit than the do-nothing option.</p>
<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>The policies seek to remove noise and light pollution; and enhance tranquillity.</p>	<p>Th local authorities will have some policies on noise pollution, they may have policies on light pollution, but it is not likely that these will drive their decision making.</p> <p>The management plan gives a greater benefit than the do-nothing option.</p>

<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policies call for proposals that are likely to impact on the historic environment and cultural heritage of the National Landscape to be compatible with, and seek to further, the conservation and enhancement of these heritage assets and their setting.</p>	<p>Historic England and local conservation staff will advocate a similar position. The management plan supports the actions of others rather than adding extra initiatives.</p>
<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>17. The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>The policies advocate the ‘good practice’ approach to decision making and highlight the guidance on development in the landscape. They call for the effects of the cumulative impacts of development to be assessed. The policies support innovative design solutions but only where compatible with local distinctiveness, guidance is offered.</p>	<p>Each planning authority will prepare a statutory development plan and they will each have supplementary guidance. However, they may not take the local distinctiveness of the Malvern Hills into account. The management plan is marginally better as layout and design best suited to support local distinctiveness may be lost.</p>

The local planning authorities have statutory responsibility for the management of development and each have a development plan that has strong national landscape policies. However, these policies are not identical and there can be inconsistencies in decision making across the area. Further, the interpretation of these policies and the weight they are given can also vary. The management plan does not (and cannot) replace the development plans but it does present evidence and guidance to further the understanding of the purposes of designation and the implications for development proposals. The management plan gives a greater benefit than the do-nothing option.

**Table 6: Recreation and enjoyment**

The Malvern Hills area has long been valued for its wealth of opportunities for outdoor recreation and quiet enjoyment. Tourists have flocked here to ‘take the waters’ since the early 1800s and Great Malvern’s formal paths and rides give the nearby slopes the air of a Victorian pleasure garden. Heritage plays an important role in attracting people to place.

For some people, particularly the less mobile, it is difficult to explore parts of the area. Standard practices sometimes create obstacles, like steps and stiles. There is a need to promote routes that are suitable for people with limited mobility.

Mountain biking is popular on the Malvern Hills but there are no dedicated routes for use only by mountain bikes. There are claims of conflict between mountain bikers and other users of the hills, although only a few accidents are reported.

Management Plan outcomes	Benefits of the proposed outcome policies	Do nothing situation
1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.	Neutral	Other agencies may seek to link enjoyment opportunities to nature conservation actions. Uncertain.
2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.	Limited but one policy promotes understanding and research.	Other agencies may consider the recreational use of geological sites. Uncertain
3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.	Limited but the policies seek to reduce energy demand through transport and travel; this could mean a better public transport service, a greater use of cycling r more walking. This is not stated. The policies also encourage small-scale vegetable growing in gardens and allotments that many see as a recreational activity.	Uncertain
4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.	Uncertain, but the Climate Adaption plan may have implications for recreational activities.	Uncertain
5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people’s health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.	Neutral	Neutral

<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>The policies promote the provision of green and blue spaces within easy reach of communities; walking, cycling and riding routes, including routes for disabled people; opportunities to access and interact with nature; and volunteering and personal development opportunities. The call for environmental education opportunities in the natural environment will give more people the confidence to explore the national landscape.</p>	<p>The local authorities will each have recreation and access policies. They may focus on more formal activities associated with sports. The NHS may encourage engagement with the natural environment but only if there are local resources. Without the national landscape input it is unlikely that there will be much activity within the area.</p>
<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people's mental and physical health.</p>	<p>Though the policies focus on supporting voluntary actions, volunteering is a recreational activity for many but the point is not made.</p>	<p>Other agencies will adopt a similar approach. No difference.</p>
<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>The policies focus on the tourism sector and recreational and enjoyment gains are a by-product. But the provision of a high-quality public realm will encourage visiting; as will the development of tourism technology apps. There is also a policy to spread visitor pressure away from busy and sensitive areas to those that can sustainably accommodate this use.</p>	<p>Tourism bodies and the local authorities may develop similar policies but they are more likely to concentrate on acting sustainably rather than regeneratively. The management plan is better.</p>

<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>The policies call for sufficient infrastructure for the charging of electric vehicles, scooters and bikes; the reduction of car movements in the National Landscape; and the provision of a safer and more attractive environment for walking, cycling and horse riding. There is a call to meet local accessibility requirements.</p>	<p>Each of the local authorities will have inclusive recreation and access policies. They may focus on more formal activities associated with sports. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan gives a greater benefit than the do-nothing option.</p>
<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>The policies call for the development of a safe, pleasant, accessible, clearly waymarked and well-connected path and track network to be maintained, enhanced and promoted across the National Landscape. There are proposals to engage the ‘missing’ members of society who currently do not benefit from what the area has to offer. There is also a call for developments that lead to an increase in negative recreational effects to contribute to the costs of mitigating and managing the effects.</p>	<p>The highway authorities each have rights of way improvement plans. Resourcing these is an issue. The management plan may help in the lobbying for action by focusing on practical solutions. The management plan gives a greater benefit than the do-nothing option.</p>
<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>The policies state that people should be provided with opportunities to increase their understanding and enjoyment of the special qualities of the National Landscape through improved communication and focused activities.</p>	<p>There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. The management plan gives a greater benefit than the do-nothing option.</p>

<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>The policies are narrow in intent and so the effect is neutral.</p>	<p>Neutral</p>
<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>The policies seek to remove noise and light pollution; and enhance tranquillity. There will be reactional benefits – such as star gazing and being able to explore in peace and quiet.</p>	<p>The local authorities will have some policies on noise pollution, they may have policies on light pollution. The management plan may give a marginally greater benefit than the do-nothing option.</p>
<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policies are generally narrow in intent but they do promote a greater public understanding of, and engagement with, the historic environment of the National Landscape and seek to celebrate it in arts, cultural, and social activities across the area.</p>	<p>Historic England, tourism bodies and some NGOs will promote similar policies. Little difference.</p>
<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>Neutral</p>	<p>Neutral</p>

<p>17. The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>Neutral</p>	<p>Neutral</p>
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There are many organisations that have the opportunity, authority and resources to take meaningful actions. There will be initiatives in the wider countryside but they may not be focused on the needs of the national landscape. Without the national landscape input it is unlikely that there will be much activity within the area. Others will also take initiatives but without coordination, opportunities may be lost. The management plan gives a greater benefit than the do-nothing option.

**Table 7: Health and well-being**

Connections within the National Landscape and with its setting are important. The mental and physical health benefits of accessing natural beauty are becoming increasingly understood and appreciated. The COVID-19 pandemic has had a significant impact on human behaviour. For example, people have travelled less and many have worked from home. People are more aware of the importance of green and blue spaces.

Management Plan outcomes	Benefits of the proposed outcome policies	Do nothing situation
<p>1. There is concerted unified action for a widespread recovery of nature – conserving, restoring and enhancing a connected mosaic of locally distinctive habitats and species.</p>	<p>The policies take a narrow approach to nature recovery. The links to well-being are not made.</p>	<p>Some agencies will advocate the links between wellness and nature. The management plan is weaker than other plans.</p>
<p>2. All the locally and nationally designated geological and geomorphological sites are protected and mechanisms are in place to secure their long-term management.</p>	<p>The policies take a narrow approach to geodiversity. The links to well-being are not made.</p>	<p>Some agencies will advocate the links between wellness and geodiversity. The management plan is weaker than other plans.</p>



<p>3. Action is taken to lessen the severity of climate change effects by reducing or preventing the release of greenhouse gases into the atmosphere.</p>	<p>The policies seek to minimise greenhouse gas emissions. This will help to improve health and well-being though the point is not made in the policies.</p>	<p>Each local authority has a climate emergency strategy but may not also seek to conserve and enhance the national landscape.</p> <p>The management plan may help in the lobbying for action by focusing on practical solutions but is silent on the health benefits.</p> <p>The management plan may be weaker than other plans.</p>
<p>4. Systems, behaviours and ways of life in the National Landscape are adjusting to help people and the environment withstand the current and future effects of climate change.</p>	<p>The policies call for adaption strategies to be implemented and commit to publishing a Climate Adaption plan. It lists assets and features and some sectors. It is not clear how it will link into health and well-being.</p>	<p>Other agencies will adopt adaption strategies that are community based but they will not be focussed on the needs of the Malvern Hill.</p> <p>The management plan may be weaker than other plans.</p>
<p>5. The water flowing within the National Landscape is clean and safe, helping to restore nature, improve people's health and well-being, and contribute to the local economy; flooding is managed in harmony with nature.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>6. Everyone within and around the National Landscape can realise the health and wellbeing benefits of accessing its natural beauty.</p>	<p>Policies seek opportunities for improving health and wellbeing in the National Landscape with a range of initiatives suggested. There is mention of outdoor education opportunities that will help with young people's mental well-being. And the health sector is urged to engage with the national landscape by prescribing exercise and activities in the area's countryside.</p>	<p>Various authorities and NGOs will develop activities to support health and well-being. Most will be local to communities.</p> <p>The NHS may encourage engagement with the natural environment but only if there are local resources.</p> <p>Without the national landscape input it is unlikely that there will be much activity within the area.</p>

<p>7. A wide range of regular voluntary activities is in place, conserving and enhancing the natural beauty of the National Landscape while improving people's mental and physical health.</p>	<p>A general policy to encourage and support volunteering. This will address health and well-being issues but the point is not made.</p>	<p>Other agencies will adopt a similar approach but some will make the connection to health and well-being. Uncertain.</p>
<p>8. Ensuring vibrant communities by stimulating diverse and sustainable economic prosperity that conserves and enhances the distinctive character of the National Landscape.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>9. Businesses and visitors have a shared commitment to enhance the natural beauty of the National Landscape and the well-being of its communities.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>10. People can reach and explore the National Landscape in ways that minimise the impact on the environment whilst promoting access for all.</p>	<p>The policies encourage access to the national landscape, including integrated passenger transport and meeting local accessibility requirements. This will support the health and well-being needs in and around the area.</p>	<p>Several authorities will develop effective access initiatives. The management plan may help in the lobbying for action by focusing on practical solutions but is silent on the health benefits.</p>
<p>11. The National Landscape is recognised as a welcoming place for quiet, informal recreation; a place where there are no barriers to access and everyone feels connected to the landscape.</p>	<p>The policies seek opportunities to engage and support individuals who are not currently enjoying the benefits of the National Landscape, including people from areas of high deprivation. The call is for visitor facilities and routes to be accessible to those of all abilities guided walks and activities should be offered to those who are not confident walking or riding in the countryside to increase confidence, and there should be the effective use of a range accessible communication formats to support inclusivity. This will support the health and well-being needs in and around the area.</p>	<p>Several authorities will develop effective access initiatives but the management plan gives a greater benefit than the do-nothing option.</p>

<p>12. Residents and visitors value the special qualities of the National Landscape and support investment in their management.</p>	<p>The policies seek to increase people’s understanding and enjoyment of the special qualities of the National Landscape by, in part, providing arts and cultural experiences to deepen emotional connections to the landscape and support the engagement of new and existing audiences.</p>	<p>Several authorities and NGOs will develop effective engagement initiatives but are likely to develop generic countryside activities. The emotional links to the Malvern Hills will be consider by a few. The management plan is likely to give a greater benefit than the do-nothing option.</p>
<p>13. The distinctive landscapes of the National Landscape and its setting are conserved and enhanced (particularly those that are the most sensitive to or have little capacity for change) for future generations to enjoy, and the benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.</p>	<p>The policies take a narrow view of landscape but do refer to providing natural and cultural capital assets. Though not mentioned, this will include health and well-being.</p>	<p>It is unlikely that other agencies will use their landscape policies to promote a health and well-being agenda. The management plan is likely to give a greater benefit than the do-nothing option.</p>
<p>14. People can experience calmness and spiritual refreshment within the National Landscape, free from unnecessary noise, light and human induced disturbance.</p>	<p>The policies seek to remove noise and light pollution; and enhance tranquillity. There will be health and well-being benefits – such as star gazing and being able to explore is peace and quiet.</p>	<p>The local authorities will have some policies on noise pollution, they may have policies on light pollution. The management plan may give a marginally greater benefit than the do-nothing option.</p>
<p>15. The historic environment and cultural heritage of the National Landscape is conserved and valued, helping to deliver long-term benefits to the people, economy and environment of the area.</p>	<p>The policy promoting greater public understanding of, and engagement with, the historic environment of the National Landscape and celebrating it in arts, cultural, and social activities across the area will help improve people’s health and well-being.</p>	<p>Historic England, tourism bodies and some NGOs will promote similar policies. Little difference.</p>
<p>16. Land management in the National Landscape integrates productive commercial activity with the conservation of cultural, natural and social heritage.</p>	<p>Neutral</p>	<p>Neutral</p>

<p>The distinctive character and natural beauty of the National Landscape is fully reflected in the development and implementation of consistent statutory land use planning policy and guidance across the National Landscape, and in decision-making on all planning applications for development, enriching local distinctiveness and playing a key role in facilitating the economic and social wellbeing of local and rural communities.</p>	<p>Neutral</p>	<p>Neutral</p>
<p>There are many organisations that have the opportunity, authority and resources to take meaningful actions. The management plan does not spell out the health and well-being benefits in each of its sections when others do. However, overall, the proposed polices offer some advantages over the do-nothing option as they support an area-wide approach. Others will act but without coordination, opportunities may be lost.</p>		

## Appendix 6: SEA Objectives and links to data monitoring

Indicator 5-point quality scale				
	<i>Score</i>			<i>Comment</i>
	1	Fit for purpose		
	2	Adequate		Some minor improvements desirable
	3	Indicative only		Not considered accurate
	4	Inadequate		Little relevance to the National Landscape
	5	Absent		No available data
N°	Environmental Objectives	SEA indicators	Quality	Commentary
E1	Climate change Address the causes and consequences of climate change	1. Level of greenhouse gas emissions within Protected Landscapes (PLTOF TI 6)	3	Reduce net greenhouse gas emissions in Protected Landscapes to net zero by 2050 relative to 1990 levels. Local Authority level data easily available and can map results for the NL. Cannot get the specific levels. Awaiting publication of data cut to boundary by Defra
		2. Carbon stored by habitats	1	Comprehensive data from Zawadzka, J.E., Keay, C., Hannam, J., Burgess, P.J, Corstanje, R. (2022). AONB Carbon Audit & Metric (land management), Bedfordshire: Cranfield University (still being uploaded)
		3. Extent of tree canopy and woodland cover in Protected Landscapes (PLTOF TI 8)	2	Increase tree canopy and woodland cover (combined) by 3% of total land area in Protected Landscapes by 2050 (from 2022 baseline). Awaiting apportionment by Defra. Data incomplete because does not include hedgerows and isolated trees. There are 600 km of hedgerows in the NL (PLTOF Stat 11)
E2	Soils, Air and Water	4. WFD quality of the water environment data (PLTOF AS 5)	1	Detailed data presented

		5. Area at risk from flooding (Environment Agency)	1	Up-to-date maps readily available
E3	Protect and enhance biodiversity habitats and species	6. Extent of wildlife rich habitat created or restored outside of protected sites (PLTOF TI 1)	3	Restore or create more than 250,000 hectares of a range of wildlife-rich habitats within Protected Landscapes, outside protected sites by 2042 Awaiting apportionment by Defra
		7. Percentage of SSSI features in favourable condition (PLTOF TI 2)	1	Bring 80% of SSSIs within Protected Landscapes into favourable condition by 2042
		8. Percentage of SSSIs assessed as having 'actions on track' to achieve favourable condition (PLTOF TI 3)	1	For 60% of SSSIs within Protected Landscapes assessed as having 'actions on track' to achieve favourable condition by 31 January 2028.
		9. Extent of priority habitat, outside of protected sites, in favourable management through agri-environment schemes (PLTOF TI 4)	5	Continuing favourable management of all existing priority habitat already in favourable condition outside of SSSIs (from a 2022 baseline) and increasing to include all newly restored or created habitat through agri-environment schemes by 2042. Awaiting publication by Defra
		10. Percentage of land managers adopting nature friendly farming on a percentage of their land (PLTOF TI 5)	5	Ensuring at least 65% to 80% of land managers adopt nature friendly farming on at least 10% to 15% of their land by 2030. Awaiting publication by Defra
E4	Protect and enhance the landscape	11. Changes to the landscape via fixed point photography of key views (local survey)	1	
		12. Number and condition of geological sites (local survey)	1	

		13. Number of geological and geomorphological SSSI unit features and % in favourable or recovering condition (PLTOF SA 15)	1	
E5	Sustain and enhance cultural heritage, including heritage assets and their settings	14. Number and percentage of nationally designated heritage assets in Protected Landscapes to be deemed at risk (TI 10)	1	Decrease the number of nationally designated heritage assets at risk in Protected Landscapes. There are no nationally designated heritage assets deemed to be at risk.
		15. Number and percentage of non-designated heritage assets in the National Landscape deemed at risk	5	Seeking inputs from third parties, will take time to deliver
E6	Local Distinctiveness	16. Number of the area's defined special qualities monitored	5	
		17. Number of planning authorities with vernacular design guidance mentioning the Malvern Hills NL (local survey)	2	
		18. % of development decisions against Partnership advice	5	
E7	Safeguard and enhance human health	19. Light pollution maps	1	
		20. Road noise maps and traffic data from 5 monitoring points	1	
		21. Metres of accessible path as a % of total	5	Awaiting publication by Defra

		path (PLTOF TI 9a)		
		22. % Public Rights of Way in good condition (local survey)	1	
		23. Number of disability accessible parking spaces (PLTOF TI 9c)	5	Awaiting publication by Defra
		24. Number of accessible gates and gaps (PLTOF TI 9d)	5	Awaiting publication by Defra
		25. Number of accessible or easy access routes for which wayfinding has been created or improved PLTOF TI 9h)	5	Awaiting publication by Defra
		26. Deprivation statistics (PLTOF AS 23)	1	
		27. Housing affordability (PLTOF AS 21)	1	
E8	Support a locally embedded economy	28. Number of visitors	4	Data at local authority level available
		29. Number of local units of registered businesses by industry type (PLTOF AS 22)	1	
E9	Cumulative Impacts - to avoid significant adverse effects between the above interrelationships	No indicator		monitored through annual reporting



**Appendix 7: Précis of consultation responses (blank pending consultation returns)**

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Awaiting consultation