



# Much Marcle Neighbourhood Development Plan

2018-2031



# Much Marcle Neighbourhood Development Plan 2018-2031

## CONTENTS

1. **Introduction** *p1*
  
2. **Neighbourhood Development Plan Process** *p3*
  - Roles of the Parish Council & Working Party
  - Neighbourhood Development Plan Area
  - Process Summary & Timeline
  - Planning Policy Context
  - Sustainability Appraisal
  - The Much Marcle Parish Design Statement
  - Current Local Planning Situation
  - Exception Case for Kynaston
  - Agriculture, Forestry & Rural Enterprises
  - Conversion of Redundant Buildings
  
3. **About Much Marcle** *p7*
  
4. **Community Engagement** *p9*
  - Consultation Feedback
  - The Consultation Events
  
5. **Vision & Objectives For 2031** *p13*
  - Vision Statement
  - Objectives
  
6. **Plan Policies:** *p15*
  - 6.1 **Sustainable Development** *p15*
    - Building design
    - Flood risk management
    - Renewable energy
  
  - 6.2 **Housing** *p18*
    - Housing need
    - Affordable housing
    - Settlement boundaries
    - Housing land allocations
    - Rural exception sites
    - Building conversions
    - Housing infill
    - Housing extensions
    - Proportionate housing growth 2011-2031

### **6.3 Employment & Economy** *p26*

- Support for local businesses
- Working from home

### **6.4 Built Environment, Historic & Heritage Assets** *p28*

- Conservation Area
- Listed buildings, park and garden

### **6.5 Natural Environment** *p30*

- Landscape
- Designated sites
- Priority habitats
- Protected species

### **6.6 Community, Sport & Leisure** *p35*

- Community facilities
- Local green spaces

### **6.7 Transport Infrastructure & Public Access** *p38*

- Road network
- Public transport
- Public rights of way

## **7. Monitoring & Review** *p39*

### **Maps:**

- Much Marcle Neighbourhood Area; *p2*
- Much Marcle – Land Uses Map; *p8*
- Much Marcle Parish Policies Map; *p17*
- Much Marcle Settlement Boundary, employment & housing land allocations; *p22*
- Rushall Settlement Boundary, employment & housing land allocations; *p23*
- Kynaston Settlement Boundary & housing land allocations; *p24*
- Building conversions; *p25*
- Landscape views; *p32*
- Priority Habitats; *p34*
- Local Green Spaces; *p37*

# 1. INTRODUCTION

The Much Marcle Neighbourhood Development Plan Working Group, under the direction of the Much Marcle Parish Council, has prepared this document.

The Much Marcle Neighbourhood Development Plan (the Plan) sets out the direction of growth in Much Marcle parish until 2031. It is part of the Government's new approach to planning, which aims to give local people more say about what goes on in their area.

The Plan provides a vision and objectives for the future of the community and sets out clear policies to realise them.

The Plan has been developed through extensive consultation with the people of Much Marcle parish and others with an interest in the community.

The Plan gives local people the opportunity to have some control over where new housing and any other new development should be built.

The Plan seeks to focus new development within Settlement Boundaries or on allocated sites and through conversion or re-use of redundant buildings.

The Plan sets out Settlement Boundaries for Much Marcle, Rushall and Kynaston with the principal aims of:

- (i) preventing coalescence between the settlements thus preserving their historic separate identity and
- (ii) preventing further incursion into open countryside.

The Plan will allow for some infilling within Settlement Boundaries to enable limited and controlled growth.

Much Marcle contains a conservation area at its core, which the Plan seeks to conserve.

The Plan is supportive of appropriate, sustainable development in the countryside.

The Plan is designed to be flexible, adaptable and above all sustainable in order to ensure the future wellbeing of our community, meet the needs of a growing population, safeguard our environment and build our local economy.





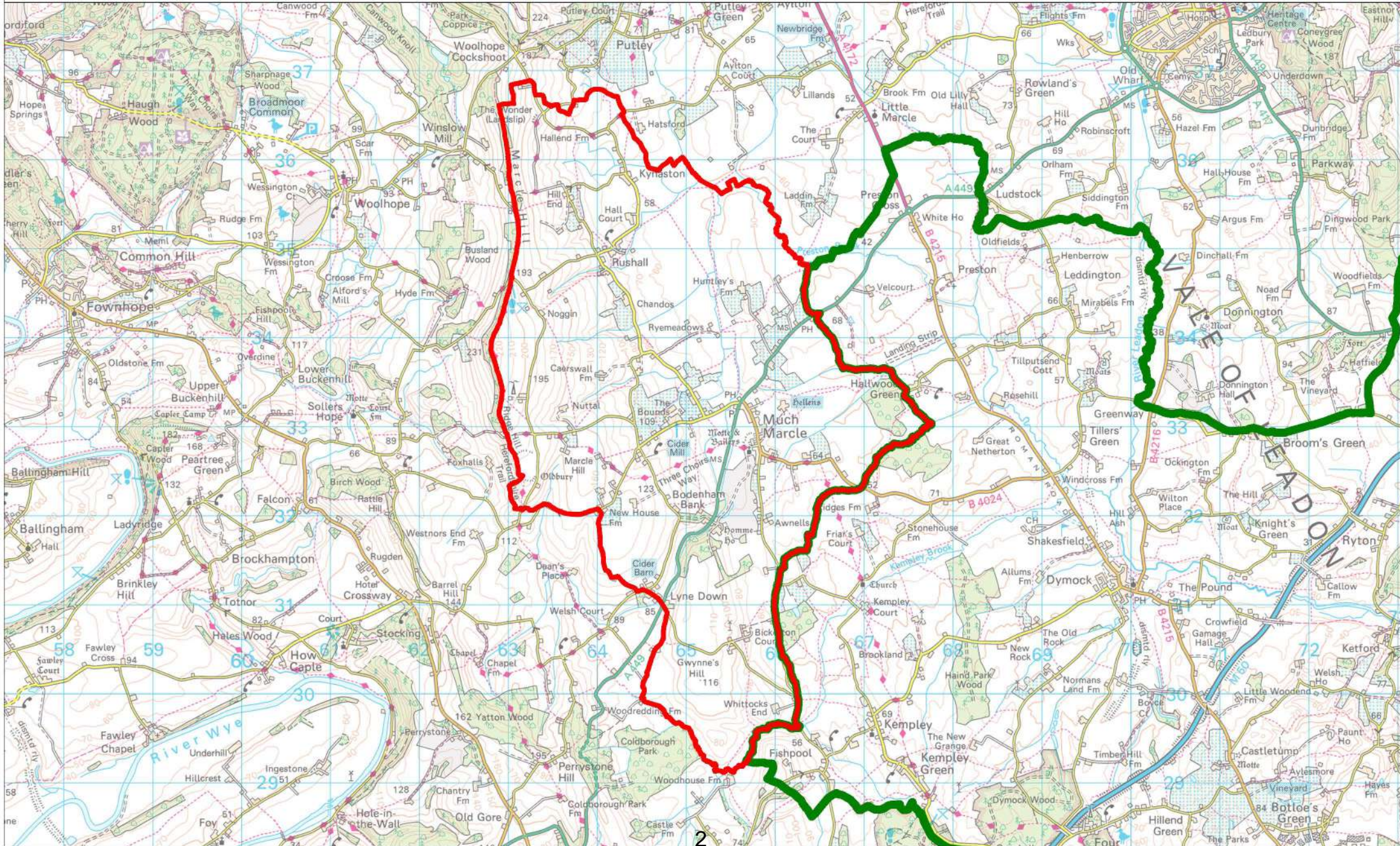
Not to Scale

# Much Marcle Neighbourhood Area



 Neighbourhood Area

© Crown copyright and database rights [2018] Ordnance Survey 100024168





## 2. NEIGHBOURHOOD DEVELOPMENT PLAN PROCESS

### ROLES OF THE PARISH COUNCIL & WORKING GROUP

The Much Marcle Parish Council established a Working Group in September 2013, following an initial public meeting in July that year, to develop the Plan. The Working Group is empowered by, and reports to, the Parish Council. It has met at least monthly to oversee the development of the Plan.

The preparation of the Plan has been made possible by a funding grant from Locality, and support from Herefordshire Council and Foxley Tagg Planning Ltd.

The reports of Working Group meetings and all key documents relating to the development of the Plan are available for scrutiny on the Much Marcle Parish Council website:

[www.muchmarcleparishcouncil.org](http://www.muchmarcleparishcouncil.org).

### THE NEIGHBOURHOOD DEVELOPMENT PLAN AREA

The parish of Much Marcle was formally designated as a Neighbourhood Development Plan Area following an application made under the Neighbourhood Planning Regulations 2012 (part 2 S6), consulted on from 30 August to 10 September 2013, and approved by Herefordshire Council on 11 September 2013.

The Neighbourhood Area covers 19.62 km<sup>2</sup> (7.58 square miles), shown on the map at page 2.

### PROCESS SUMMARY & TIMELINE

Stage/Task	Start Date	End Date
<b>Stage 1: Initial public meeting &amp; Neighbourhood Plan Area designated</b>	July '13	Sept '13
<b>Stage 2: Review Evidence Base</b>	Sept '13	Nov '15
<b>Stage 3: Review Vision &amp; Objectives</b>	Aug '15	Nov '15
<b>Stage 4: Develop the draft Plan</b>	Nov '15	Aug '16
<b>Stage 5: Regulation 14 consultation</b>	Nov '16	Jan '17
<b>Stage 6: Regulation 15 submission of final Plan to Herefordshire Council</b>	Nov '17	Dec '17
<b>Stage 7: Regulation 16 Draft Plan Consultation</b>	Jan '18	Mar '18
<b>Stage 8: Independent Examination</b>	Apr '18	May '18
<b>Stage 9: Referendum</b>	Jul '18	Jul '18
<b>Stage 10: Adoption</b>	Sept '18	Sept '18

### PLANNING POLICY CONTEXT

Neighbourhood Development Plans are a new type of planning policy document, introduced by the Localism Act 2011, which enable local people to make decisions about development in their towns and settlements.

Neighbourhood Development Plans must have regard to national policy and advice, as set out in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance.

Council determines planning applications within the Much Marcle Neighbourhood Area.

## Herefordshire Local Plan Core Strategy 2011 - 2031



Adopted October 2015

As part of the Local Plan for Herefordshire, the Plan must also be in general conformity with the strategic policies of the Herefordshire Core Strategy. Both the Plan and the Core Strategy will remain in force until 2031.

The Plan policies are to be considered as a whole together with the strategic policies of the Core Strategy.

The Plan will guide where new development should go and how the parish should change. As such, the Plan forms part of the development plan for Herefordshire and its policies must be taken into account when Herefordshire

### SUSTAINABILITY APPRAISAL

Herefordshire Council, on behalf of the Much Marcle Parish Council, carried out a Strategic Environmental Assessment and Habitats Regulations Assessment, both published in November 2016.



### THE MUCH MARCLE PARISH DESIGN STATEMENT

A Parish Design Statement was approved by the Much Marcle Parish Council on 13 September 1999, and endorsed by Herefordshire Council on 23 February 2000. An Addendum to the Parish Design Statement was approved in 2014.

Herefordshire Council's Local Development Scheme states such documents "*will not have a statutory basis but where they contain provisions relevant to planning and set out community aspirations, they may influence planning policy and decisions as material considerations, but will not have the formal status and weight of Development Plan Documents or Neighbourhood Development Plans*".

The Plan takes full account of the Parish Design Statement and carries forward many of its provisions.

## CURRENT LOCAL PLANNING SITUATION

The parish of Much Marcle is located in the Ross-on-Wye rural Housing Market Area (HMA) where the Core Strategy **Policy RA1 – Rural housing distribution** seeks an indicative housing growth target of 14% between 2011 and 2031.

Since April 2011, Herefordshire Council has approved planning applications for a net total of 19 new residential dwellings in small scale or windfall developments. These new houses contribute to the 14% housing growth target to be achieved between 2011 and 2031. The Plan may propose more new houses than the 14% growth target requires, but it cannot propose that fewer than this figure are built.

### **Policy RA1 – Rural Housing distribution**

Rural HMA	Approximate no. dwellings 2011-2031	Indicative Housing growth target (%)
Bromyard	364	15
Golden Valley	304	12
Hereford	1870	18
Kington	317	12
Ledbury	565	14
Leominster	730	14
Ross-on-Wye	1150	14
Total	5300	

Much Marcle is identified in the Core Strategy **Policy RA2 – Housing in settlements outside Hereford and the market towns** as one of 31 settlements in the Ross-on-Wye rural HMA which will be

the main focus of proportionate housing development; and Rushall is identified as one of 24 settlements where proportionate housing is appropriate, subject to particular attention to form, layout, character, location and setting of the site and contribution to social well-being.

## EXCEPTION CASE FOR KYNASTON

Kynaston is not identified in the Core Strategy as a settlement for proportionate growth and is treated within the scope of **Policy RA3 – Herefordshire’s countryside**. However, Kynaston is quite clearly a ‘settlement’ and has been so for generations, with a defined settlement pattern and 12 dwellings within the main settlement area of which 6 are council built houses. It is not part of Rushall, being separated by open country either side of Hall Court and is acknowledged to be a separate hamlet in the Much Marcle Parish Design Statement which was approved by Herefordshire Council.



Therefore, because Kynaston is located in close proximity to Rushall and Much Marcle (both identified in Policy RA2) and the three settlements are connected by road, and to allow a wider range of housing size, type and tenure to meet local need and demand, the Much Marcle Parish Council has decided to treat Kynaston as a ‘settlement’ within the meaning of Core Strategy **Policy RA2**, rather than rely on the possibility that new housing sites can be identified within



the scope of **Policy H2 – Rural exception sites**.

The rationale for the Much Marcle Parish Council decision to treat Rushall and Kynaston as a joint settlement within the scope of Policy RA2 is set out in an 'Exception Case' report which has been discussed with Herefordshire Council and is published on the Parish Council website: [www.muchmarcleparishcouncil.org](http://www.muchmarcleparishcouncil.org)

### **CONVERSION OF REDUNDANT BUILDINGS**

Nineteen sites with redundant or disused buildings with potential for conversion and re-use have been identified throughout the parish of Much Marcle. These fall within the scope of Core Strategy **Policy RA5 – Re-use of rural buildings** and are expected to make a significant contribution to housing growth. There were 33 houses completed in 1996-2011, and all of these were windfall development (Source: Herefordshire Council Strategic Planning 12/9/17).

### 3. ABOUT MUCH MARCLE

The name Marcle is believed to come from the Old English “mearcleah” meaning “boundary wood”. The parish features in the Domesday Book of 1086 (under the Roman name “Marcle Magna”), and has been a significant farming community ever since.

Much Marcle parish is orientated roughly north-south and bisected by the A449 Ledbury to Ross-on-Wye trunk road. It is mainly low-lying but bounded to the west by Marcle Ridge, which rises to 231m above sea level and is surmounted by a high telecommunications mast visible from many miles away.

The overall character of the landscape is predominantly rural, and consists of mixed farmland, orchards and hedgerows, with a large number of mature trees.

The parish comprises the village of Much Marcle and the two smaller linear settlements of Rushall and Kynaston, which are locally recognised as hamlets of Much Marcle. Elsewhere the settlement pattern is more dispersed with isolated farms, houses and cottages. The village of Much Marcle contains most of the dwellings, centred around the A449/B4024 crossroads, including the post office and general store, garage and one of the village’s three public houses.

There is no dominant style of domestic building, many of which are randomly spaced and located at various orientations in relation to neighbouring buildings and along minor roads and country lanes.

Detached dwellings (including bungalows) make up 73% of the housing stock, but overall the parish has a wide choice of properties and a type and size of homes that is broadly in line with the trend for England as a whole.

The parish has a population of 660 people (an increase of 2% since 2001 according to the 2011 census), living in 286 households. The average household size is 2.3 persons, broadly in line with the averages for Herefordshire (2.34) and England (2.40).

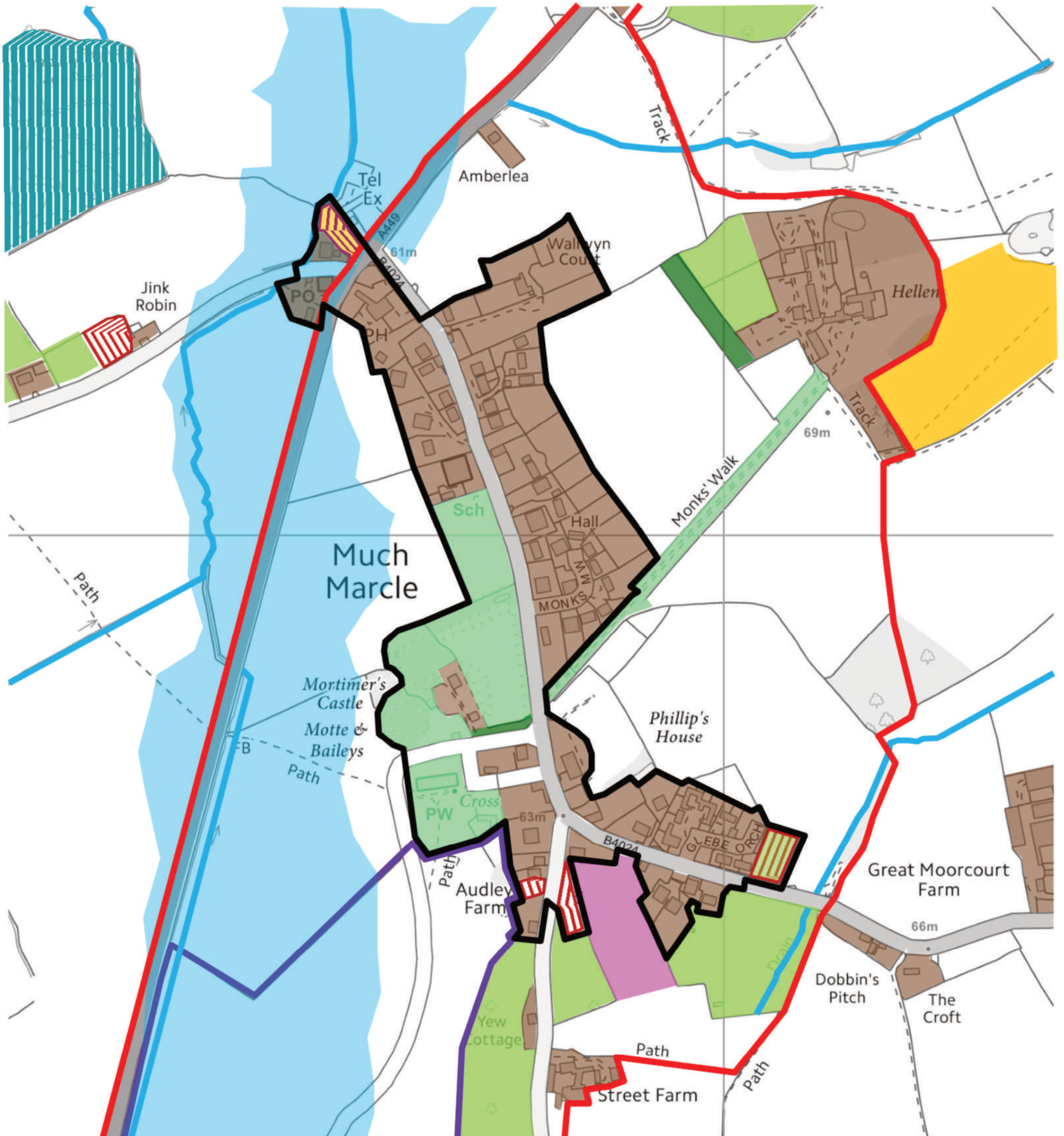
The full Evidence Base Summary report is available for scrutiny on:

[www.muchmarcleparishcouncil.org](http://www.muchmarcleparishcouncil.org)





# Much Marcle - Land Uses



Key			
Settlement boundary		Streams	
Developed land (inc. gardens)		Flood Zone 3	
Lowland meadow & pasture		Conservation Area boundary	
Mixed deciduous woodland		NP Housing Allocation	
Traditional Orchard		NP Employment Land	
Reed bed		Land with medium suitability for housing	
Local Green Space		<i>(as per Herefordshire Council's Assessment of land with housing potential – Much Marcle (2015) – all other land immediately outside/adjacent to the Settlement Boundary was identified as having “no suitability during the Plan Period”)</i>	
Homme House Park			

## 4. COMMUNITY ENGAGEMENT

The Plan has been produced by, and belongs to, the people of Much Marcle parish. It has been informed by the views of local people gathered using a variety of different consultation approaches including a parish-wide questionnaire survey, three Neighbourhood Plan Consultation Events at Much Marcle Memorial Hall and written comments.



In November 2014, a Neighbourhood Development Plan Questionnaire was distributed to more than 500 residents aged 18 or over. It later became apparent that a few residents were unintentionally omitted from the questionnaire distribution.

191 responses were received equating to 39% of the adult population as recorded in the 2011 census.

### CONSULTATION FEEDBACK

#### *Who Returned the Residents' Questionnaire?*

- More than 33% were aged sixty-five or over.
- Less than 15% were under forty-five.

- More than 50% have lived here for more than 15 years – a settled community?

#### *What People Said About Housing:*

- Centre and edge of settlement locations were preferred areas for new homes.
- Conversions of existing buildings and brownfield sites were by far the most popular.
- 85% opted for new homes created from redundant buildings.
- 50% opted for open market properties.
- Between 35% and 44% favoured self-build, social and sheltered housing.
- Strong preference for traditional style buildings.

#### *What People Said About Employment, Built & Natural Environment:*

- Agriculture, tourism, leisure, crafts, holiday accommodation, food and drink employers should be encouraged.
- 76% identified environmental and historic assets that need preserving or enhancing.
- 40% favoured positive options to address climate change, 23% were in favour of mineral extraction with 20% in favour of fracking.

#### *What People Said About Infrastructure:*

- Better maintenance of roads, hedges and verges, with less large vehicles.
- Lower speed limits, improved maintenance of footpaths and introduction of cycleways.
- Faster broadband and better mobile phone reception.



### **Views of Local Businesses, School & Parochial Church Council:**

Local businesses were consulted using a paper-based questionnaire survey and the views of the Governing Body of Much Marcle Primary School and the Parochial Church Council (PCC) were sought in separate meetings.

The Governing Body of Much Marcle Primary School was consulted at a meeting in May 2014 about shortfalls in facilities and infrastructure that make it hard for the school to function well, and changes over the next 20 years that would enable the school to do a better job and play an increasing part in the local community. The Governing Body raised the following issues:

- Lower speed limit to 20mph along the B4024 from the Walwyn Arms to St Bartholomew's Church.
- Lack of adequate car parking/hardstanding areas.
- Possible extension of school land to provide sports facilities for use by the wider community as well as the school.
- Possible extension of the school hall and increased use by the community.
- Encouraging young families to return/remain/settle in the village.
- More affordable housing to keep the village vibrant and the school thriving.
- Broadband facilities that are reliable and at a good speed.

Twelve local businesses responded to a questionnaire, which was analysed in June 2015 and produced similar conclusions to the earlier residents' questionnaire:

- Existing buildings should be used wherever possible, either solely for small businesses or live/work premises.

- Broadband speed is not fast enough to meet business requirements.
- Few new/extended business premises are required over the Plan period to 2031.

The PCC was consulted at a meeting in July 2015 and commented as follows:

- Importance of attracting families to the village.
- Affordable housing, particularly for families, is required.
- It was felt desirable that there should be a vicarage in the village.

### **THE CONSULTATION EVENTS**



Three consultation events were held in Much Marcle Memorial Hall in March 2015 and April 2016, having been publicised by posters around the village, in the Mercury magazine and by flyers delivered by the local postman. The following issues were raised:

#### Sunday 22 March 2015

- The minimum requirement for the parish to have 14% housing growth (following examination and adoption of the Core Strategy) over the Plan period to 2031 was confirmed.
- The minimum size of a single development required to include

affordable housing was given as 10 new houses. A rural exception site could potentially allow affordable housing outside the Settlement Boundaries.

- Responses to the residents' questionnaire about potential development of the Slip Tavern and surrounding land had indicated a preference to retain the pub as a community asset.
- Capacity of the sewage works and handling of grey water in developments greater than 10 new houses was a concern.
- Three storey housing, popular in some modern developments, is not a style of housing that is consistent with more traditional forms for which responses to the residents' questionnaire preferred.

#### Monday 23 March 2015

- New houses should be designed to fit into plots of land available.
- Developments already within the planning process would be included in the number of new houses required by 2031.
- Peak traffic congestion in Much Marcle village centre could be resolved by moving the school, including other community facilities on the same site, towards the A449 Ross Road.
- Brownfield status of the plot of land opposite the Rushall Club was questioned as no structure or building had ever been at that location.
- A definition of affordable housing was explained.
- As indicated in the residents' questionnaire responses, there was a preference for new developments in each of the settlements in the parish.
- Land opposite Glebe Orchard could potentially accommodate new housing, but this site is outside the proposed Much Marcle Settlement Boundary and has material constraints that would need to be

addressed – a stream, boggy ground and a traditional standard orchard.

#### Written Comments Received After March 2015 Consultation Events

Traffic congestion would be reduced by building a footpath from the A449 crossroads to an entrance at the rear of the school. Parents could drop off children at the crossroads so that the problems close to the school would be relieved.

The barn at Swan Cottage was proposed as a potential development site.

#### Monday 11 April 2016

A member of the PCC raised concerns about the capacity of the burial ground at St Bartholomew's Church, and whether an extension to the burial ground and more parking for weddings, funerals and concerts etc., could be addressed by the Plan. Among other issues raised were the small size of the proposed Much Marcle Settlement Boundary, and the need for additional sporting facilities.

#### Written Comments Received After April 2016 Consultation Event

A number of letters from local residents were received which stated reasons for objection to land identified for possible affordable housing at Old Pike.

The PCC and others wrote letters seeking support for extension of the burial ground and more parking provision.

#### Consultation in 2017

On Monday 23 January 2017, the Chair and members of the Working Group held a public meeting with Rushall residents at the



Rushall Club, when local residents were invited to establish their own group to consider and propose a revised Settlement Boundary and alternative housing land allocations for Rushall.

The Rushall Group met on 29 January and presented a report to the Working Group on 21 February.

Following further consultations with local residents the Rushall Group agreed a revised Settlement Boundary on 3 March. All the Rushall Group meetings have taken place at the Rushall Club and a full report of their meetings can be found on the Parish Council website:

[www.muchmarcleparishcouncil.org](http://www.muchmarcleparishcouncil.org)

Subsequently, two members of the Rushall Group were co-opted on to the Working Group.

During September and October 2017, the Working Group decided to consult the owners of the 'Garden Plots' behind Monk's Meadow about whether they wished to bring their plots forward for development if identified in the Plan as 'Housing Land Allocations'. All but two owners/residents, who indicated willingness to consider development within 10 years, responded clearly against the possibility of new housing on their plots.

## 5. VISION & OBJECTIVES FOR 2031

### VISION STATEMENT

*“Our vision is that we, as the present guardians of our built and natural heritage:*

- maintain and enhance the characteristic features which define our particular sense of place and local distinctiveness; and*
- create a sustainable and resilient community where people want to live and work.”*



### THE PLAN OBJECTIVES

To fulfil our vision, we have identified the following objectives:

#### Issue - Sustainable Development

- MM01 - Ensure all new development makes a positive contribution to local character, has a low carbon footprint and low embedded energy.*
- MM02 - Minimise flood risk to homes, employment and the environment.*
- MM03 - Support renewable energy development in appropriate scale and locations.*

#### Issue – Housing

- MM04 - Identify new housing sites, to achieve a minimum of 14% housing growth by 2031, with an appropriate mix of market, social and affordable units.*



#### Issue – Employment & Economy

- MM05 - Encourage and support employment that is locally based, sustainable and diverse.*
- MM06 - Value and support agriculture as an integral part of our community.*



## Issue – Built Environment, Heritage & Historic Assets

- *MM07 - Protect and maintain the setting, fabric and visual character of the Much Marcle Conservation Area, listed buildings and Homme House park and garden.*



*aggregate level and quality of biodiversity and geodiversity features does not decline.*

## Issue – Community, Sport & Leisure

- *MM11 - Maintain and support existing community facilities and increase the range of activities they provide.*



## Issue – Natural Environment

- *MM08 - Avoid, or mitigate (to minimise), harm to important landscape views (e.g. the Marcle Ridge and the Malvern Hills) and maintain open views to surrounding countryside.*
- *MM09 - Value, protect, maintain and enhance biodiversity and geodiversity features, especially where they provide ecological connectivity.*



## Issue – Transport & Infrastructure

- *MM12 - Reduce speed limits on parts of the A449 and some adjoining roads.*
- *MM13 - Identify a route for a Much Marcle cycle loop/route similar to and linking with the Ledbury and Newent cycle loops by end of 2019, and establish by 2022.*



- *MM10 – Avoid, or mitigate (to minimise), harm and compensate where necessary so that the*



## 6. PLAN POLICIES

### 6.1 Sustainable Development

Sustainable development can be defined in many ways. However, the most frequently quoted definition is from the United Nations World Commission on Environment and Development's *Brundtland Report*, which stated that:

*“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development has continued to evolve as that of protecting the world's resources while its true agenda is to control the world's resources. Environmentally sustainable economic growth refers to economic development that meets the needs of all without leaving future generations with fewer natural resources than those we enjoy today.”*

The NPPF sets out the basic tenets of planning policy for England and places great importance on sustainability, which it describes as the ‘golden thread running through both plan-making and decision-taking’.

Rural communities are particularly at risk of flooding, as well as other risks of climate change and the associated impacts. Mitigation addresses the root causes (e.g. by reducing use of fossil fuels), while adaptation seeks to lower the risks posed by the impacts of climate change.

Siting new development in appropriate locations and sustainable design, combined with mitigation and adaptation measures, can help create a community that is self-reliant, environmentally

sustainable and more resilient to the impacts of climate change.

#### Objective MM01

**Ensure all new development makes a positive contribution to local character, has a low carbon footprint and low embedded energy.**



#### Objective MM02

**Minimise flood risk to homes, employment and the environment.**



### **Policy SD1 – Sustainable Development**

All development proposals within the Neighbourhood Area should seek to achieve sustainable development. Where relevant, necessary and relevant to the proposal, the location, scale, density, design, form, construction and operation of development should take into account:

- a) guidance in the Parish Design Statement;
- b) site context, topography, landscape features (including water courses), biodiversity, existing buildings, site orientation and microclimates;
- c) reduction of fossil fuels, and the use of low and/or zero carbon energy infrastructure/renewable sources of energy;
- d) efficient use, re-use and recycling of natural resources;
- e) use of sustainable urban drainage solutions;
- f) steering development away from land liable to flooding, or development that would increase flood risk elsewhere.

*The Environment Agency Flood Map for Much Marcle shows an extensive area of land within Flood Zone 3 (land assessed as having a 1 in 100 or greater annual probability of river flooding – see land use map at page 8) and a wider area within Flood Zone 2 (land assessed as having between a 1 in 100 and 1 in 1,000 annual probability of river flooding), extending from Bodenham Farm to The Walwyn Arms, Ryemeadows and north to the parish boundary at Kynaston. As such flood risk is a major issue facing the community and mitigation measures are crucial.*

### **Objective MM03**

**Support renewable energy development in appropriate scale and locations.**

### **Policy SD2 – Renewable Energy**

Development proposals for biomass, geothermal, solar and wind renewable energy resources will be supported where they respect local character and residential amenity.

*Reducing the use of fossil fuels is essential for climate change mitigation and moving towards a more sustainable and self-reliant community*

*The parish has some installed capacity of solar voltaic panels and there is considerable potential for further development of solar, as well as biomass, geothermal and wind renewable energy resources.*

## 6.2 Housing

Much Marcle parish has a population of around 660 who live in 286 households. The vast majority of these dwellings are detached homes and, perhaps not unsurprisingly for a rural area, there are very few flats and apartments in the parish. Properties in the parish tend to be larger than the national average with the effect that there are fewer smaller properties which is at odds with the ageing population.

The Herefordshire Core Strategy indicative housing growth target for the Ross-on-Wye rural HMA is 14%, which means that 41 new homes are required for the Much Marcle Neighbourhood Development Plan Area over the Core Strategy plan period (up to 2031).

The Herefordshire Local Housing Assessment (HLMA) found that in the Ross-on-Wye Housing Market Area, (HMA) within which Much Marcle is located, the greatest need for market housing was for 3 bedroom properties (57%) and 2 bedroom properties (24.7%). Of the additional dwellings required in the Ross-on-Wye HMA over 95% are required to be houses.

In terms of affordable housing, the HLMA found that in the Ross-on-Wye HMA the size of affordable homes required to meet the need was fairly evenly split between 1 bedroom (29%), 2 bedroom (37%) and 3 bedroom (31%) properties. The need for houses (73%) was considered greater than the need for flats (27%).

The HLMA found that the average indicative income required to buy a 2-bed property in the Ross-on-Wye HMA is £32,860 while the average wage in the area is £22,947. The proportion of households unable to afford market housing without subsidy in Ross-on-Wye HMA is 53.4%.

### Objective MM04

**Identify new housing sites to achieve a minimum of 14% housing growth by 2031, with an appropriate mix of market, social and affordable units.**

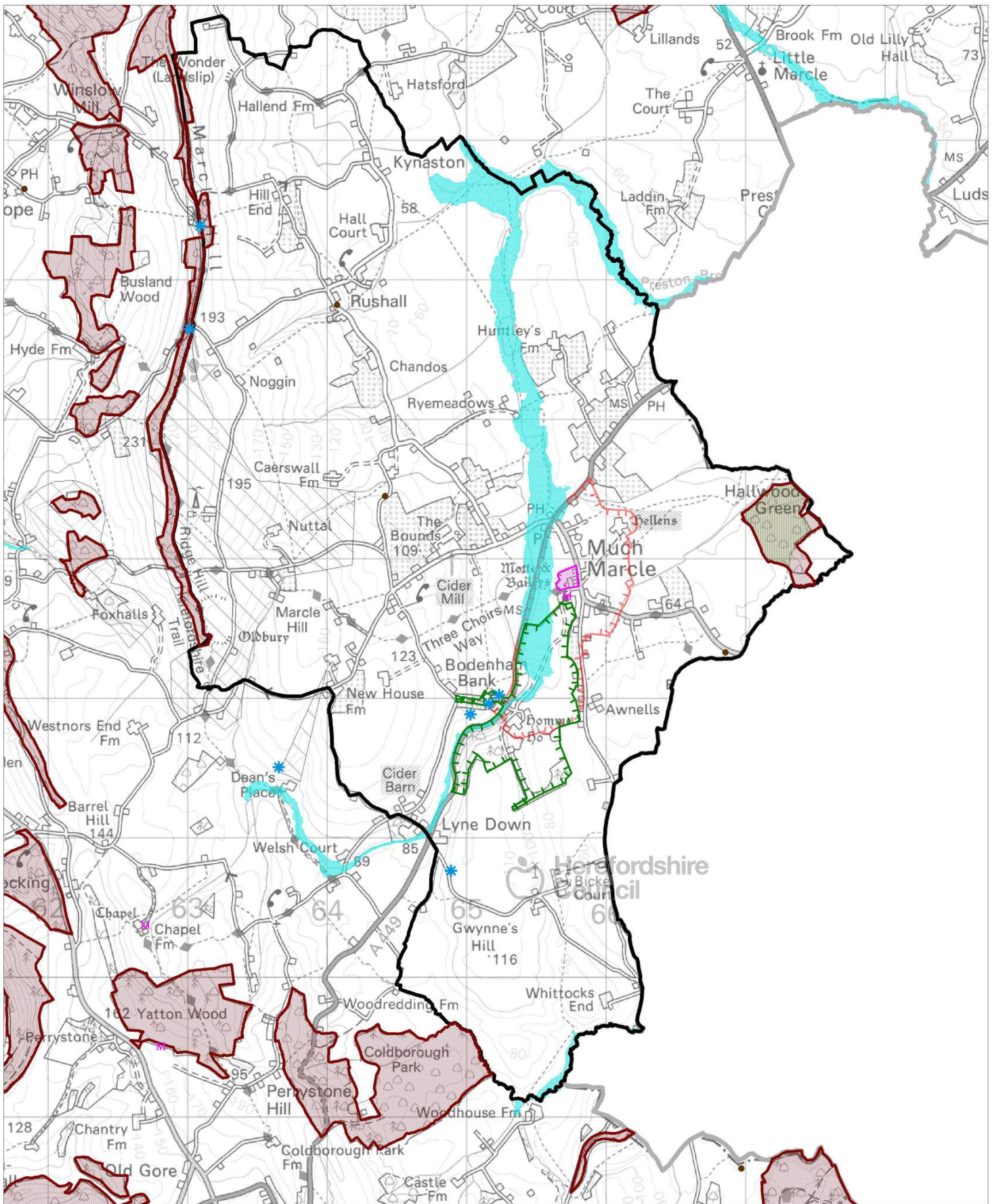
#### Policy HO1 – Delivery of High Quality Housing










Development proposals for good quality market housing, self-build or custom build, and affordable homes for local people will be supported on brownfield land, allocated housing sites, housing infill sites and/or where it results in the conversion and re-use of a redundant building. All new housing should respect local character and residential amenity.

*Community consultation responses indicated that the community strongly supports the principle of converting existing buildings and developing previously developed land in order to deliver new homes within the parish.*







-  Local Wildlife Site (LWS) (LD2)
-  Neighbourhood Area
-  Site of Special Scientific Interest (LD2, SD4)
-  Land Liable to Flood (SD3)
-  Scheduled Ancient Monuments (LD4)
-  Conservation Area (LD4)
-  Local Geological Sites (LD2)
-  Registered Historic Parks & Gardens (LD3, LD4)
-  Safeguarding Mineral Reserves

# Much Marcle Parish Policies Map

(Local Plan - Core Strategy General Policies are shown in brackets. The Strategic and/or Place Shaping Policies in the same document may also apply.)  
 © Crown copyright and database rights [2018] Ordnance Survey 100024168  
 © Natural England [2018], reproduced with the permission of Natural England.  
 © Environment Agency copyright and/or database right 2018. All rights reserved.  
 Contains, or is based upon, Historic England's National Heritage List for England data © Historic England.

Scale 1: 25,000  
at A3 size





The rural nature of the parish means that it is important the plan is flexible with regard to ensuring that agricultural workers have opportunities to live close to their work. Indeed, consultation demonstrated strong support for rural businesses such as agriculture and tourism.

The 14% indicative housing growth target for the Plan period 2011-2031 equates to a minimum of 41 new dwellings. A total of 19 new dwellings have been built/committed since 2011 (as at March 2018), leaving a residual figure of 22 new dwellings to be built by 2031.

The Plan has allocated sites for new dwellings within each of the three Settlement Boundaries, exception sites outside the Much Marcle Settlement Boundary, and potential windfall building conversions as shown in the table below.

Number of new dwellings	Much Marcle	Rushall & Kynaston
Built/committed since 2011	16	3
Housing within settlements	6	10
Housing outside settlements	7	0
Building conversions	10	0
<b>Total</b>	<b>39</b>	<b>13</b>
Percentage	75%	25%

Allocated housing sites within Settlement Boundaries are shown on the maps on pages 22, 23 and 24. Other sites identified as suitable for affordable housing, outside and adjacent to Settlement Boundaries, within the scope of Core Strategy Policy H2 – Rural exception sites, are also shown the maps on pages 22, 23 and 24.



The Settlement Boundaries for Much Marcle, Rushall and Kynaston shown on the maps at pages 22, 23 and 24 were drawn following the guidance and criteria set out in ‘Neighbourhood Planning Guide to Settlement Boundaries’ (Herefordshire Council), April 2013 – Revised June 2015.

A survey, which identified 19 existing redundant or disused buildings suitable for conversion and re-use for housing, was completed and agreed by the Working Group and Parish Council in June 2015. Locations of convertible buildings identified throughout the parish are shown on the map on page 25.

### Policy HO2 – Housing Infill

Development proposals on infill sites in an existing developed frontage, within the Settlement Boundaries, will be supported, subject to their respecting local character and residential amenity.

Some development may be proposed as infill in an existing developed frontage, within the Settlement Boundaries. A “developed frontage” means setback from, but fronting, the access road with a front garden and parking on the site. Infill sites between existing dwellings within a developed frontage may provide appropriate locations for self-build or custom build and affordable housing.

*Community consultation demonstrated strong support for new development being directed to each of the existing settlements. Allowing infill development is a good way of ensuring that as much as possible of the required new housing in Much Marcle parish is located within the existing settlements.*

*Infill development can help prevent urban sprawl into the open countryside. However, it is important all new infill development proposals demonstrate that they will respect local character and the amenity of neighbouring occupiers.*



*The provision and retention of a mix of dwelling sizes is an important part of this Plan's purpose. Extensions to dwellings have the potential to affect the balance of dwelling sizes available, and can reduce parking, amenity and garden areas. Inappropriate extensions may also have a detrimental visual impact on local character and landscape. As such, development proposals should seek to ensure that extensions are the subordinate part of the overall finished structure and are not dominant or intrusive.*

### **Policy HO3 – Housing sites within Settlement Boundaries**

The following sites, identified on the maps on pages 22, 23 & 24 are allocated for housing. Applications that comply with the Core Strategy policies and the policies within this Plan will be supported.

Much Marcle (6 dwellings on 3 sites):

- Land adjacent to Audley Farm (2)
- Land beside Glebe Orchard\* (3)
- Plot between Hardwick Oaks and Audley Cottage (1)

Rushall & Kynaston (10 dwellings on 4 sites)

- Old Chapel Site (5)
- Land at Stoney House Farm (1)
- Land and barns around Gatchapin (2)
- Land adjacent to No. 10 Orchard View (2)

\*Allocation subject to provision of an equivalent area of priority BAP habitat (traditional standard orchard) to compensate for the area lost to development of this site.





### Policy HO4 – Housing sites outside Much Marcle Settlement Boundary

Development that will assist in meeting a proven local need for affordable housing in perpetuity will be supported at each of the sites listed below and shown on the map on page 22 (approximate number of dwellings shown in brackets):

- Hazerdine (1)
- Land adjacent to Jink Robin\* (2)
- Old Pike (2)
- The Slip and area around gardens of houses at Watery Lane (2).

\*Allocation subject to provision of an equivalent area of priority BAP habitat (traditional standard orchard) to compensate for the area lost to development of this site.

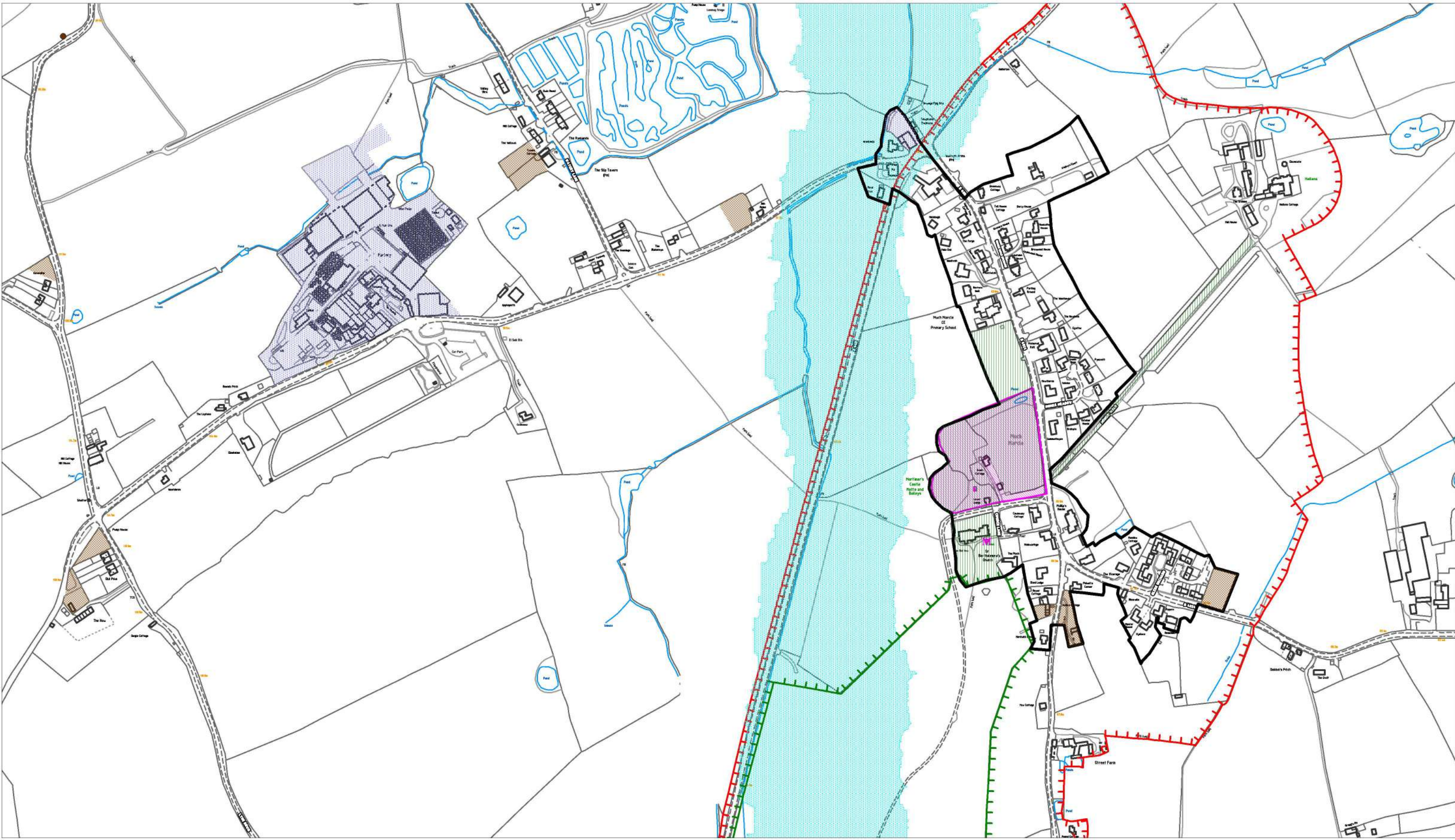
### Policy HO5 – Windfall building conversions

The conversion and re-use for housing of the redundant or disused buildings shown in the table below and identified on the map on page 25 will be supported, subject to such development respecting local character and residential amenity.

Building conversions	Grid Ref
Whittocks End	SO660298
Bickerton Court	SO656307
Gwynne's Hill Farm	SO655305
Gamage Farm	SO645312
Street Farm	SO658325
Ladycroft	SO657324
Great Moorcourt Farm	SO663326
Audley Farm	SO658326
Bodenham Farm	SO652319
Lyne Down Farm	SO646313
Avenue Cottage	SO648322
Nuttal Farm	SO637330
Chandos	SO644344
Hill End	SO636352
Upper Redding End	SO660343
The Stocking	SO665343
Hill Farm	SO659337
The Venning	SO553332
Lower Wolton	SO645337

*Consultation responses indicated that the community strongly supports the principle of converting existing buildings and developing previously developed land in order to deliver new homes within the parish.*



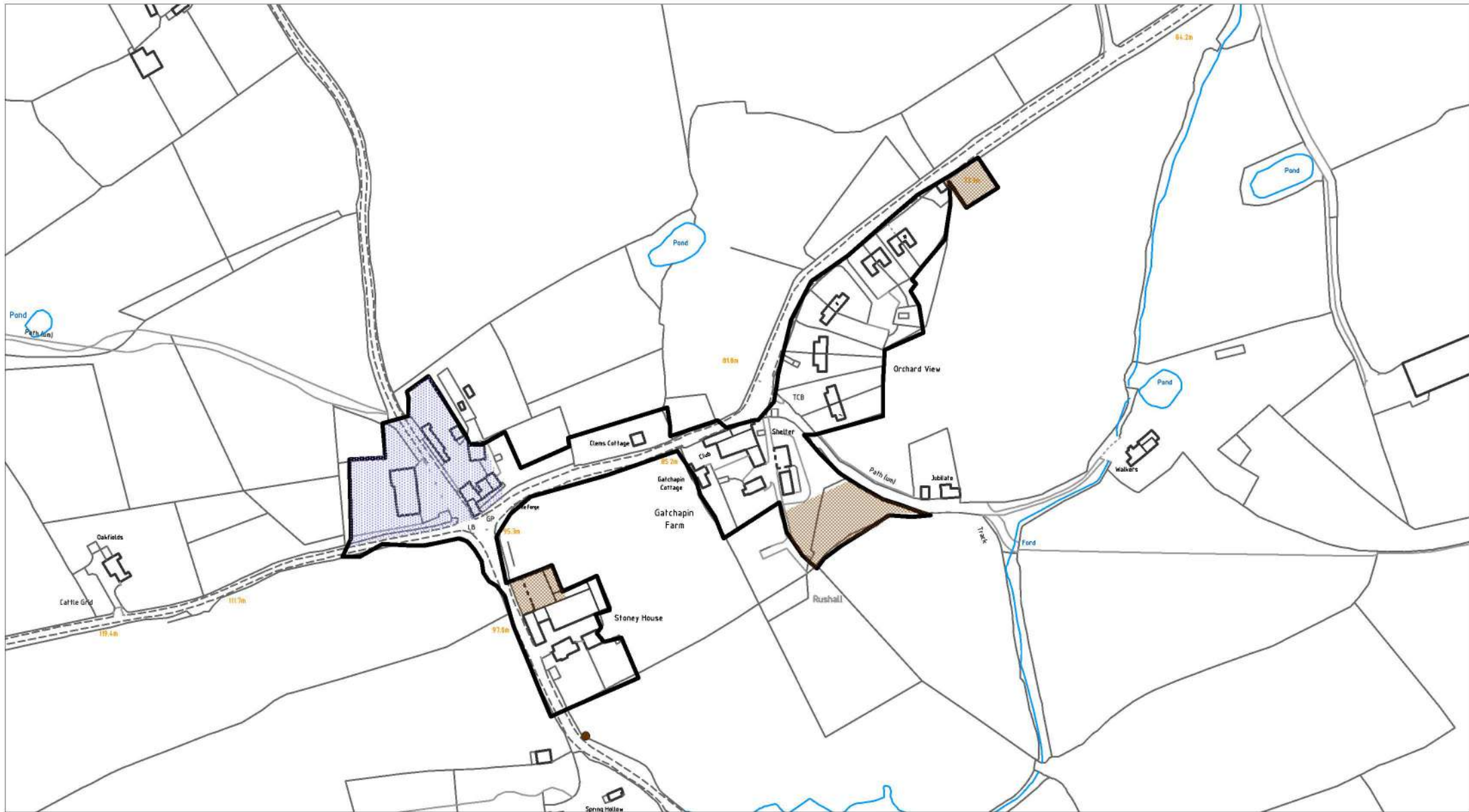


-  Local Green Space (CS3)
-  Proposed Housing Site (HO1, HO3, HO4)
-  Much Marcle Settlement Boundary (HO1)
-  Scheduled Ancient Monuments
-  Local Wildlife Site (LWS)
-  Registered Historic Parks & Gardens
-  Conservation Area
-  Safeguarding Mineral Reserves
-  Employment Land

## Much Marcle village Policies Map

© Crown copyright and database rights [2018] Ordnance Survey 100024168  
 © Natural England [2018], reproduced with the permission of Natural England,  
 contains, or is based upon, Historic England's National Heritage List for England © Historic England





- Rushall Settlement Boundary (HO1)
- Proposed Housing Site (HO1, HO3)
- Local Wildlife Site (LWS)
- Employment Land

## Rushall village Policies Map

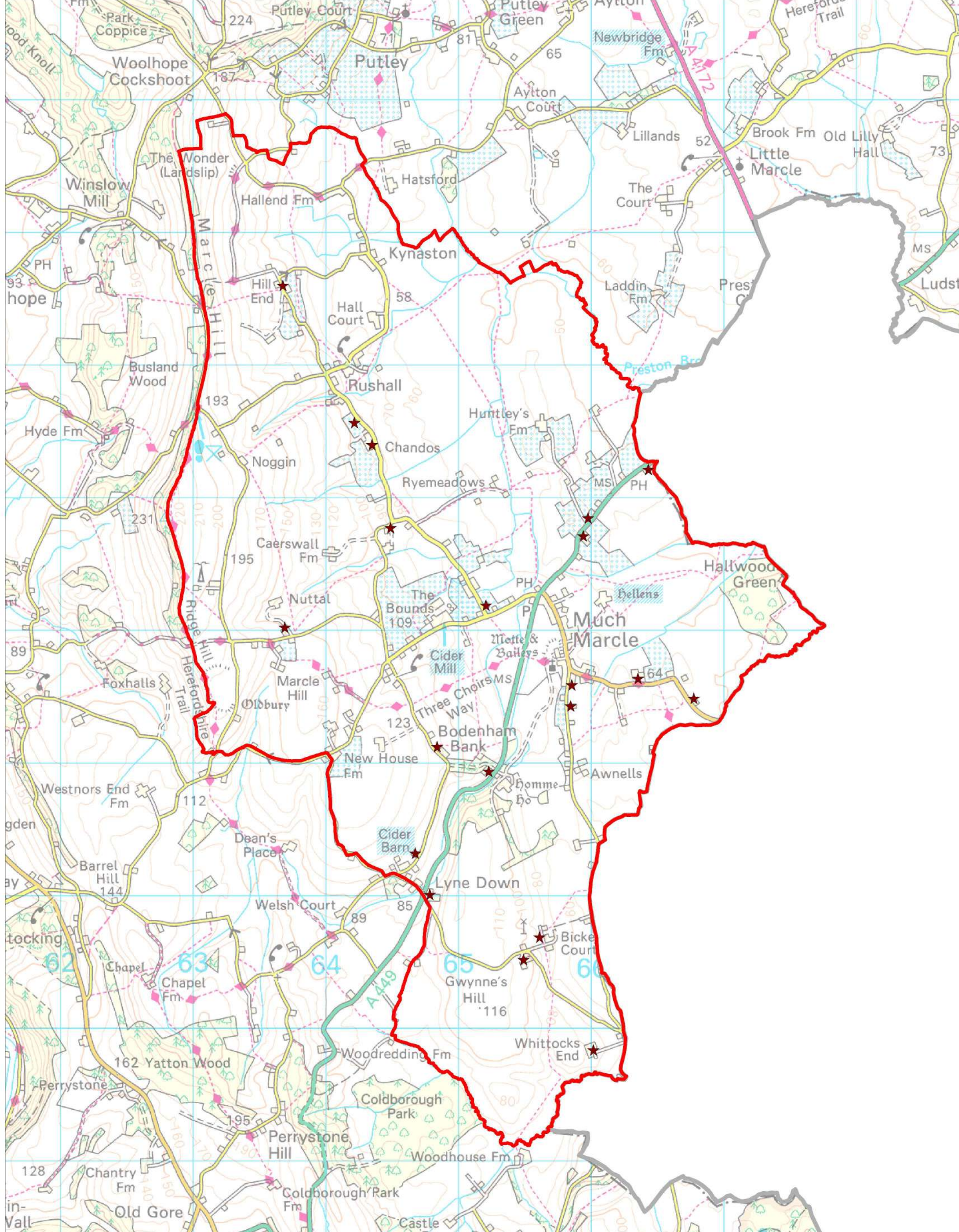
© Crown copyright and database rights [2018] Ordnance Survey 100024168  
 © Natural England [2018], reproduced with the permission of Natural England.

NORTH  
 Scale 1:3,000  
 at A4 size









 Neighbourhood Area

 Conversion of Buildings (HO5)

## Conversion of Buildings Policies Map

© Crown copyright and database rights [2018] Ordnance Survey 100024168

  
Scale 1:25,000  
at A4 size





## 6.3 Employment

Agriculture is the major land use in Much Marcle parish and the fifth largest employer of local residents. Nine percent of those employed in the parish work in agriculture according to the 2011 census.



There is a small, but strong, range of businesses in the parish. Weston's Cider, Much Marcle Garage and Graham Baker Motors are major employers.



The business survey carried out by the Working Group found that there were five businesses requiring additional space. Three of these were for areas less than 50m<sup>2</sup>, one for more than 200m<sup>2</sup> and one identifying two buildings of over 200m<sup>2</sup>.

Nineteen percent of working age residents of the parish are in managerial, directorial or senior official positions and thus there

are more residents in professional occupations than is the case nationally.

This data indicates a potential demand for live/work accommodation.

### **Objective MM05:**

**Encourage and support employment that is locally based, sustainable and diverse.**

### **Objective MM06:**

**Value and support agriculture as an integral part of our community.**

### **Policy EM1 - Employment & Economy**

Development proposals for agriculture, tourism and leisure, recreation, crafts, holiday accommodation and food and drink production will be supported where they respect local character and residential amenity.

*In order to create as sustainable community as possible, it is desirable to encourage employment opportunities where appropriate within the Plan area in order to reduce car travel and the need for local residents to commute out of the area.*

*These uses are considered appropriate for a rural setting and would complement existing employment provision in the parish. Community support for the expansion of employment opportunities is strong.*



## Policy EM2 - Business Premises

Change of use requiring planning permission of existing shops, services, restaurants, cafes and pubs will not be supported unless it can be demonstrated, further to at least six months active marketing of the premises at market value, that the existing use is no longer viable.

*Local shops, services and other businesses are crucial to the vitality of the area.*



## 6.4 Built Environment, Heritage & Historic Assets

The historic core of Much Marcle is centred on the Church of St. Bartholomew's (dating from the 13th Century) with its famous Yew Tree; the adjacent remains of Mortimer's Castle, motte and bailey; and Hellens (dating from the 13th Century). The village also boasts two other large houses of significance: Homme House (dating from c.1500) and Phillips House (1703).

Rushall and Kynaston are smaller linear settlements, locally recognised as hamlets of Much Marcle, to which this Plan assigns settlement boundaries.

There is no dominant style of domestic building. A high proportion of dwellings are timber-framed which were originally built for farm workers. Some are still thatched but most are tiled. Others are solid and rectangular in shape, of natural stone or local brick (some of which have been painted white) and roofed with slate.



The Much Marcle Conservation Area, shown on the Policies Map on page 17, encompasses the historic core of the village.



Herefordshire Council has a duty to protect heritage assets from inappropriate development and this is reflected in Core Strategy Policy LD4 – Historic environment and heritage assets.

### Objective MM07

**Protect and maintain the setting, fabric and visual character of the Much Marcle Conservation Area, listed buildings, and Homme House park and garden.**

*Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on Local Planning Authorities to determine from time to time which parts of their area are 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' and to*

*designate these areas as conservation areas.*



*The Parish Council will encourage Herefordshire Council to carry out a comprehensive appraisal of the character and special qualities of the Much Marcle Conservation Area (shown on the map on page 17) to provide a sound basis for decisions about planning applications, the future management of the area and other proposals for change.*



*There are 90 listed buildings/ancient monuments in the parish, including Homme House park and garden (listed Grade II\*) and Much Marcle Garage (listed Grade II). (See [www.historicengland.org.uk/listing](http://www.historicengland.org.uk/listing)).*



## 6.5 Natural Environment

The key characteristics of local landscapes reflect the Principal Timbered Farmlands landscape type identified in Herefordshire Council's Landscape Character Assessment Supplementary Planning Guidance (2009): rolling mixed farmland, traditional standard and bush orchards (which here substitute for the woodland component of this landscape type), organic enclosure field pattern, species-rich hedgerows, filtered views through densely scattered mature hedgerow trees, and the escarpment of Marcle Ridge, which rises to 231 metres above sea level to the west.

Retaining, and where possible, strengthening pattern and diversity (e.g. conserving and restoring traditional standard orchards, the pattern and composition of the hedgerow matrix, and tree cover along watercourses and streamlines) are important measures to maintain local landscape character.



### Objective MM08

**Avoid, or mitigate (to minimise), harm to important landscape views (e.g. the Marcle Ridge and the Malvern Hills), and maintain open views to surrounding countryside.**

#### Policy NE1 – Landscape

Development proposals should respect important landscape views, taking into account the list of views indicated below and on the map on page 32.

*Much Marcle and the surrounding area are of high landscape value. The proximity of protected landscapes (the Wye Valley Area of Outstanding Natural Beauty (AONB), and the Malvern Hills AONB), distant views to May Hill, the Forest of Dean and the Cotswolds AONB, and local landscape character within the parish mean that there are important views within, looking out and looking into each of the settlements. The key views are listed below (numbers as per directional arrows shown on the map on page 32):*

#### Local views in Much Marcle

1. A449/B4024 cross roads south-east towards Walwyn Court and the Malvern Hills AONB
2. Kempley Road north towards Much Marcle – entrance to the village
3. Kempley Road south towards Awnells Farm – exit from the village
4. Kempley Road east towards Gregg's Pit
5. Causeway west towards St Bartholomew's Church
6. Monk's Walk east towards Hellens
7. Monk's Walk south towards Dymock Road B4024 and May Hill

8. *Dymock Road B4024 north-east towards Monk's Walk*
9. *Dymock Road B4024 (between Pickett's Corner and Rhonville) south towards Street Farm.*

#### Local views in Rushall & Kynaston

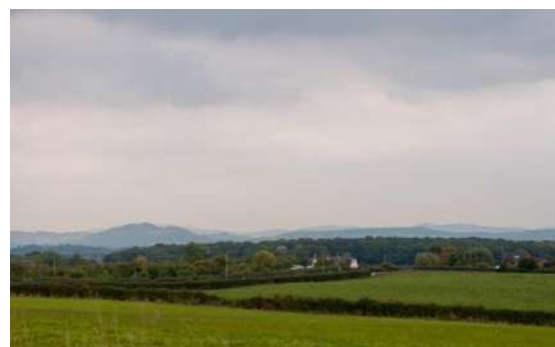
10. *South towards Hill End, Rushall*
11. *North towards Kynaston – entrance to settlement*
12. *West towards open countryside and Ridge Hill (Wye Valley AONB), Kynaston*
13. *East towards The Pump House and garden, Kynaston*
14. *East towards Ledbury and the Malvern Hills AONB from cross-roads at Graham Baker Motors*
15. *East towards Ledbury and the Malvern Hills AONB from road at south end of Orchard View.*

#### Wider Views

16. *Much Marcle from Bodenham Bank*
17. *North-east towards Moorcourt Cottages, Hall Wood SSSI and the Malvern Hills AONB from Gregg's Pit*
18. *North-west towards St Bartholomew's Church and Marcle Ridge (Wye Valley AONB) from Gregg's Pit*
19. *East towards Westons, Much Marcle and the Malvern Hills AONB from Marcle Ridge (Wye Valley AONB)*
20. *North-West towards Playford, St Bartholomew's Church and Marcle Ridge from B4024 Dymock Road – entrance to the village from south-east*
21. *East towards British Camp (Malvern Hills AONB) across traditional standard apple orchards, Rushall*
22. *South-east towards Much Marcle, Hellens, Hall Wood SSSI and the Cotswolds AONB from Marcle Ridge.*

The parish is rich in ecology and biodiversity. The map on page 17 shows the location of designated sites within the parish including Hall Wood Site of Special Scientific Interest (SSSI), Local Geological Sites and Local Wildlife Sites (Source: Herefordshire Archives and Records Centre) as shown in the table below:

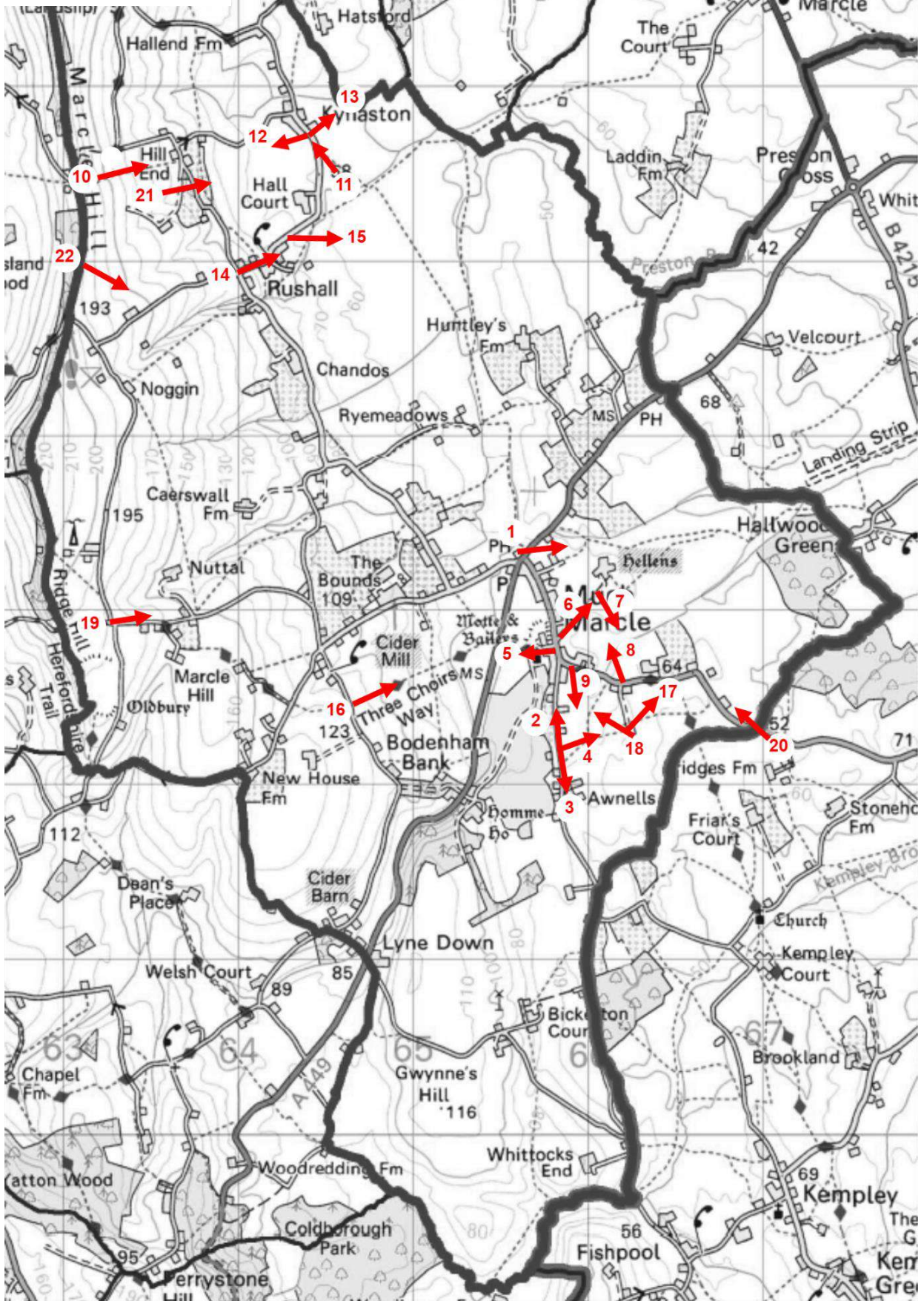
Site No	Site name	Grid Ref
SO63/14	Woodlands along Marcle Hill and Ridge Hill	SO630360
SO63/16	Rushall road cutting	SO641348
SO63/17	Lower Walton road cuttings	SO644344
SO63/21	Field north-west of Bridges Farm (Lower Bridge Meadow)	SO669323
SO63/22	Hall Wood and adjoining meadow	SO673333



Field surveys completed in April 2016 confirmed that the parish supports good examples of UK Biodiversity Action Plan (UK BAP) priority habitats - e.g. lowland meadow and unimproved pasture, lowland mixed deciduous woodland, traditional standard orchard, ponds, rivers and streams, reedbed, wood pasture and



### Landscape views



parkland (See map page 34); and locally important, characteristic habitats such as 'ghost' outlines of wild daffodils (a UK BAP priority species) along field margins and beneath roadside hedgerows along the B4024 Dymock Road and at Lyne Down.

Wild daffodil meadows occur around Hall Wood SSSI and in two fields at SO667324 and SO669323 (the latter, known as Lower Bridge Meadow, is probably the last traditional hay meadow in the parish) adjoining the B4024 Dymock Road.

Together with an immediately adjacent field across the county boundary in Gloucestershire at SO668323, these wild daffodil meadows form part of larger contiguous and locally important special wildlife site.

Several species of bats, dormouse, great crested newt and common otter recorded in the parish are protected under European and UK law; a number of bird species are protected by UK law; and UK BAP priority species recorded in the parish include birds, mammals, amphibians and plants.

#### Objective MM09

**Value, protect, maintain and enhance biodiversity and geodiversity features, especially where they provide ecological connectivity.**



#### Objective MM10

**Avoid, or mitigate (to minimise) harm, and compensate where necessary so**

**that the aggregate level and quality of biodiversity and geodiversity features does not decline.**

#### Policy NE2 – Biodiversity

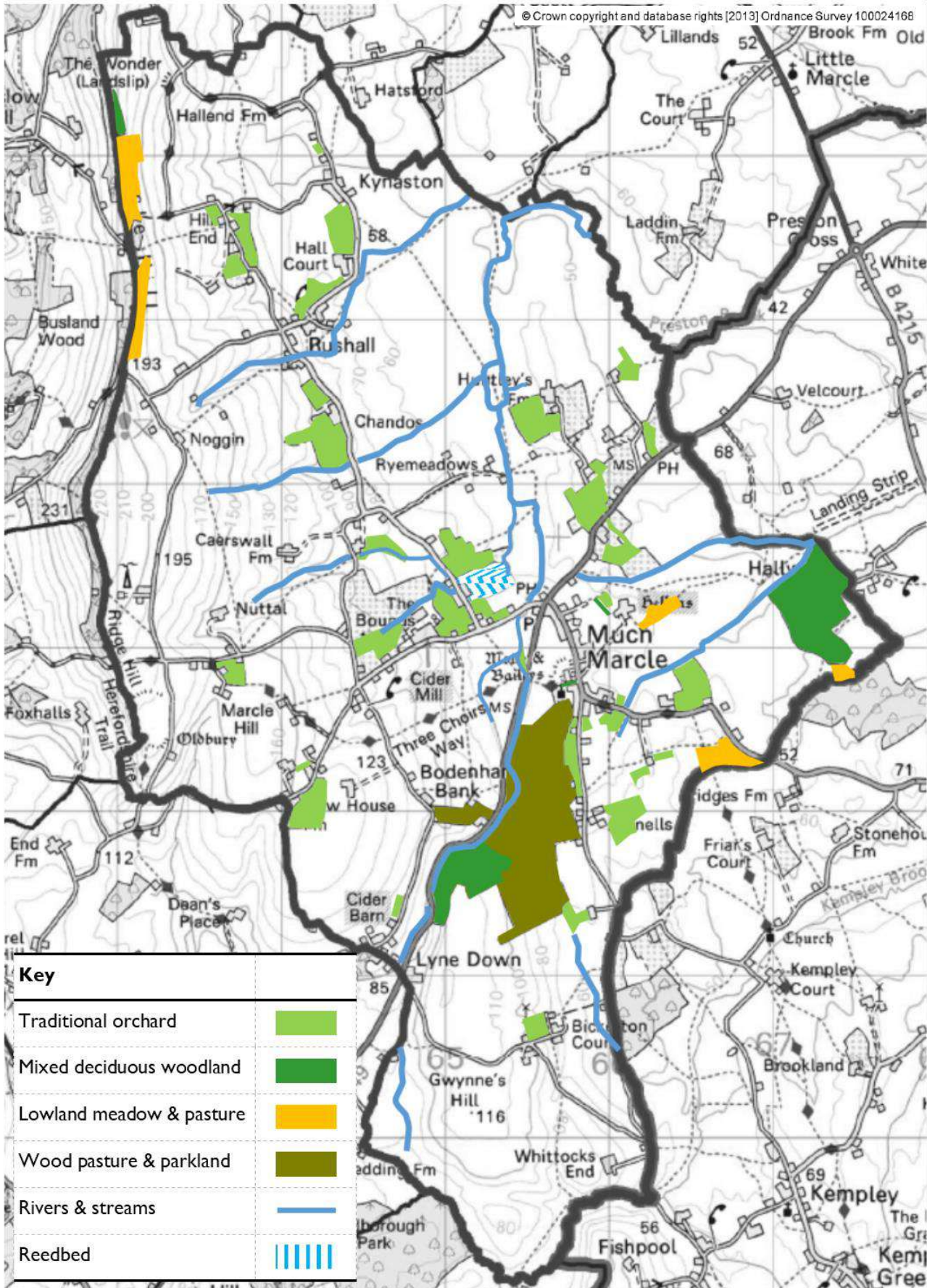
Development should minimise impacts on biodiversity and provide net gains in biodiversity where possible.

*Much Marcle is rich in wildlife habitats and species, which contribute to the distinctive character of the area.*





# Priority Habitats in MMNDP Area



## 6.6 Community, Sport & Leisure

The parish has a number of community facilities and meeting places. In addition to St Bartholomew's Church, a primary school and an ancillary nursery school, the parish boasts Much Marcle Memorial Hall and Rushall Club. There are three pubs, a licensed restaurant, and the Much Marcle Post Office and Village Store enables the local community to withdraw cash and purchase staple foods without having to travel to Ledbury or another neighbouring town.



### Objective MM11

**Maintain and support existing community facilities and increase the range of activities they provide.**

#### Policy CS1 – Community Facilities

Development proposals for new and/or improved community facilities will be supported, subject to demonstrating that they respect local character and residential amenity.

*Much Marcle is well provided for in terms of community facilities. This is a view supported by the community who, when asked to rate various local services, rated*

*the Memorial Hall, School and Community Library highly.*

#### Policy CS2 – Loss of Community Facilities

The change of use of community facilities to non-community uses will only be supported where it can be demonstrated that the use of the premises for community purposes is no longer viable, or where equivalent or better alternative provision exists or will be provided.



#### Policy CS3 – Local Green Spaces

The sites listed in the Table below and identified on the plan on page 37 are designated as Local Green Space, where development is ruled out, other than in very special circumstances.

*Published evidence shows that access to the natural environment benefits people's mental and physical health, their sense of wellbeing and quality of life.*



Local green spaces in Much Marcle (See map on page 37) listed below are all in close proximity to the community they serve and demonstrably special (NPPF, paragraph 77).

These spaces provide a variety of public benefits, including cultural and historic heritage, natural beauty, wide-ranging landscape views, biodiversity, recreation and public access.

Local Green Space	Relevant NPPF criteria
<b>St Bartholomew's Church and graveyard</b>	Beauty, historic and cultural significance – Grade 1 listed church with adjacent churchyard cross (Scheduled Ancient Monument), and historic yew tree.
<b>Mortimer's Castle, Motte and Bailey</b>	Historic and cultural significance (Scheduled Ancient Monument).
<b>The Bartons</b>	Recreational value as a playing field.
<b>Monk's Walk</b>	Historic and cultural significance – avenue of perry pear trees planted c1710 to mark the reign of Queen Anne.



Local Green Spaces





## 6.7 Transport, Infrastructure & Public Access

Much Marcle parish is situated on the A449, which connects Ledbury and Ross-on-Wye. Such a location means that the parish has good connectivity with both the Midlands via the M50 and M5 motorways and to Wales via the A449 and A40.



The Herefordshire market towns of Ledbury and Ross-on-Wye are 6 and 8 miles away, while the regional cities of Hereford and Gloucester are within 20 miles. Further afield both Cheltenham and Worcester can be reached in around 45 minutes.

Bus services to and from Much Marcle are sparse. There are 9 services in total serving the village during the average week. As a consequence, commuting from Much Marcle to local towns via bus is not a viable option.

The nearest railway station is in Ledbury, which connects to various local, regional and national destinations.

The parish is well served by a local public footpath network, which connects each of the three settlements with links to the surrounding open countryside and the Marcle Ridge.

The Three Choirs Way long distance walking route, devised with themes of poetry and music (drawing on the cultural history of the Dymock Poets and Three Choirs Music Festival), passes through the village of Much Marcle and some of the finest countryside in the parish, including wild daffodil meadows, orchards and the Marcle Ridge.

The ridge has one of the area's best footpaths along its length with open landscape views to the west over the Woolhope Dome, part of the Wye Valley AONB, to the south towards May Hill and the Forest of Dean, and to the east towards the Malvern Hills AONB and the Cotswolds AONB.

The physical state of the roads in and around Much Marcle were considered by a large section of the community at consultation to require improvement while many in the community felt that the existing speeds on roads in the parish are too high.

### Objective MM12

**Reduce speed limits on parts of the A449 and some adjoining roads.**



### Objective MM13

**Identify a route for a Much Marcle cycle loop/route similar to and linking with the Ledbury and Newent cycle loops by end of 2019, and establish by 2022.**

## **7. MONITORING & REVIEW**

The Parish Council will undertake a formal review of the Neighbourhood Plan within 5 years of it being made.