

5

Wellington Heath Neighbourhood Development Plan 2011 -2031 2020 First Review edition

10

Volume 1



Introduction for Parishioners

Unless you are very familiar with development planning, you should read this introduction first.

15 You are reading the Wellington Heath Neighbourhood Development Plan (or NDP). It's a weighty title for a weighty document. This introduction is to give you some idea of what's in the NDP before you dig deeper into it.

It's written the way it is because it's a formal planning document; it has to be able to withstand examination by planners and lawyers.

20 To start at the beginning: Parliament passed the Localism Act 2011. Its aim is to give local people a greater say in planning matters which affect them locally. In broad terms, there is a set of national policies which are written in the National Planning Policy Framework (NPPF). At the next level down, there is a set of Herefordshire policies which are written in the Herefordshire Local Plan Core Strategy. At the third level is a collection of NDPs which say what local planning policies each parish wants. Herefordshire Council see it as important that each parish has an NDP. This NDP is
25 for Wellington Heath.

Note: the NDP is solely about development and land-use planning.

30 An NDP doesn't just happen; it is written by volunteers in the parish. However, they can't simply write a set of policies that they would like, they have to consult the parish to discover what the people of Wellington Heath would like. This has been done using questionnaires, public meetings, newsletters, and information on a web site
35 between 2016 and 2018. This has been followed by a draft NDP and formal consultation. That is to say, it is read by Herefordshire Council planners, various other organisations, and by you. Their and your comments have been taken into account and a new draft published.

40 In the final stage the NDP is checked by Herefordshire Council and by an independent examiner whom they appoint. Any comment the examiner makes is again taken into account and a final version published. This was voted on by the parish, and a majority voted in favour, it was therefore subsequently adopted by Herefordshire Council. That means it has become a planning policy document and is taken into
45 account when planning applications are determined by Herefordshire Council.

So, what does the NDP say?

Early in writing the NDP, there was a consultation about the sort of village and parish that people want Wellington Heath to be. This was written down as a Vision (a high level statement) and a set of Objectives (13 in all) that the local planning policies should aim to achieve.

50 The agreed Vision is "*To safeguard our rural environment and to enhance our community through managed development that addresses the needs of people of all ages who wish to live, work, socialise, and relax within the parish*". This and the Objectives are in Section 5 [on page 16].



The policies are described in detail later in the NDP. But first, there are some other things to understand.

55 The **Settlement Boundary** is a line drawn round Wellington Heath village. In general, new housing development will be allowed only within the Settlement Boundary.

One of the Objectives is to maintain a clear separation between the village and Ledbury. So, a



60 **Settlement Green Gap** has been defined on the border of the parish next to Ledbury where development is very much to be avoided.

The National Planning Policy Framework (NPPF) allows the parish to identify some green spaces in the village as being **Local Green Space** on which development will not generally be allowed.

65 As part of the Herefordshire Council planning process, the settlement (i.e. the village) of Wellington Heath has been identified for the building of at least 28 dwellings in the parish between 2011 and 2031.

70 During an earlier consultation, the people of the parish were asked to say where they would most like to see development take place within the village. The results of a professional landscape assessment assisted them with this task. Various sites were selected (being those that were most preferred); they are called **Allocated Sites** and there are specific policies for each.

All the highlighted land-use features (in **bold** above) are shown on a map of Wellington Heath, known as the **Policies Map**.

75 Many people in the parish would like it to retain its rural character. That is to say, although the parish will change, people want it to retain the better aspects of the parish as it is and to avoid some of the worse aspects of new development. To do that, we have to say what is locally distinctive about the parish.

“Locally distinctive” means the things which make the parish different and emphasise its character.

80 If you read the NDP in detail, you will find that quite a lot of effort - and quite a lot of paper too - has gone into trying to say what is locally distinctive about Wellington Heath.

There are 18 policies in the NDP; they address all aspects of development planning. They are recognisable by their **yellow background**. You can find them by using the Table of Contents.

85 The effectiveness of this plan will be monitored by Wellington Heath Parish Council. The plan may also need to respond to changes in National Planning Policy and other planning policies such as Herefordshire's Local Plan Core Strategy. Parishioners will be kept informed, and there will be consultations if there are significant changes proposed.

Table of Contents

	Introduction for Parishioners.....	2
	List of Maps.....	6
	Document Structure and Volumes.....	6
	Glossary.....	6
1	Introduction to Wellington Heath.....	7
1.1	The Parish of Wellington Heath.....	7
1.2	The Settlements of Wellington Heath.....	7
1.3	Map 1 – Neighbourhood Area.....	8
2	An Introduction to Development Planning.....	9
2.1	Planning Hierarchy.....	9
2.2	Neighbourhood Development Planning Process.....	9
2.3	Details of Parish Consultation.....	10
2.4	Monitoring and Review during the life of the plan.....	10
3	National and Local Planning Policy.....	11
3.1	Housing Numbers.....	11
3.3	Housing Design.....	11
3.4	Areas of Outstanding Natural Beauty.....	12
3.5	Local Green Space.....	12
4	Housing Numbers.....	13
4.1	Windfall Development.....	13
4.2	Required Allocated Sites to Achieve the Housing Target.....	14
5	Vision and Objectives.....	16
5.1	The Vision.....	16
5.2	The Objectives.....	16
6	Landscape Sensitivity and Capacity Assessment.....	18
6.1	Landscape Capacity Plan.....	18
7	Location of Allocated Sites.....	19
	Map 2 – Landscape Capacity Plan.....	19
8	Policies Map and Location of Development.....	20
	Policy WH1 – Settlement Boundary	20
	Map 3 – Wellington Heath Parish Policies Map.....	20
	Map 4 – Wellington Heath Village Policies Map.....	21
8.1	Local Green Space.....	22
	Policy WH2 – Protected Local Green Spaces.....	22
	Map 5 – Local Green Space detail maps.....	23
8.2	Separation from Ledbury	24
	Policy WH3 – Settlement Green Gap	25
9	Policies for Housing and Development.....	26
9.1	Local Distinctiveness	26
9.2	Housing Mix and Need.....	27
	Policy WH4 – Mix of New Housing and Design for Changing Needs.....	31
9.3	Housing Development in Wellington Heath Village.....	32
	Policy WH5 - Development in Wellington Heath Village within the Settlement Boundary.....	34
9.4	Development Outside the Settlement Boundary.....	36
	Map 6 – Landscape Character Types.....	37

	Policy WH6 - Development Outside the Settlement Boundary – and in the Countryside.....	38
9.5	Housing Numbers and Location.....	40
9.6	Allocated Sites 19a south and 19a north.....	41
	Policy WH7 - Development of Allocated Sites 19a south and 19a north.....	42
9.7	Allocated Site 21.....	43
	Policy WH8 - Development of Allocated Site 21.....	44
9.8	Allocated Site 23.....	45
	Policy WH9 - Development of Allocated Site 23.....	46
10	Policies for Employment.....	47
	Policy WH10 - Employment	47
11	Policies for Community Facilities.....	48
	Policy WH11 - Improvement and Retention of Community Facilities and Open Spaces.....	49
12	Policies for the Environment.....	50
12.1	Pollution, Water, Waste and Light Management.....	50
	Policy WH12 - Pollution, Water, Waste and Light Management.....	50
12.2	Designated Features of the Environment and Conservation.....	51
12.3	Biodiversity.....	51
	Policy WH13 - Biodiversity.....	51
12.4	Viewpoints and Ridgelines.....	52
	Map 7 – Key Views.....	53
	Policy WH14 – Viewpoints and Ridgelines.....	54
12.5	Energy Conservation and Climate Change.....	54
	Policy WH15 - Energy Conservation and Renewable Energy Schemes.....	55
13	Policies for Footpaths and Vehicle Access.....	56
	Map 8 – Parish Footpaths.....	56
13.1	Local distinctiveness and use of roads and footpaths.....	57
13.2	New footpaths.....	58
13.3	Safe walking route to Ledbury.....	58
	Policy WH16 - Footpaths.....	59
13.4	Vehicle Parking and Access	60
	Policy WH17 - Vehicle Parking and Access Arrangements.....	60
14	Policy for Phone and Broadband services.....	62
	Policy WH18 – Provision of Mobile Phone and Broadband services.....	62
15	Monitoring and Review.....	63
16	References and Evidence Base.....	64
17	Amendment History.....	67
	Volume 2.....	68
18	Appendix 1 - A History of Wellington Heath.....	69
19	Appendix 2 - Listed Buildings and Heritage Assets.....	70
20	Appendix 3 - A Photographic Guide to Wellington Heath village.....	72
20.1	Introduction.....	72
20.2	Landscape, Setting, and Street Scene.....	72
	Map 9 – Local Viewpoints.....	79
20.3	Pre-1900 Building Design.....	79
20.4	A: Pre-1900 (Victorian and Before).....	80
20.5	B: 1900–1960.....	88
20.6	C Post-1960 Houses.....	90
20.7	Summary of Building Design	97
	Map 10 – showing where houses were built and when up to 2016.....	98
20.8	Summary and Conclusion.....	99

List of Maps

Map 1 – Neighbourhood Area	8
Map 2 – Landscape Capacity Plan	19
Map 3 – Wellington Heath Parish Policies Map	20
Map 4 – Wellington Heath Village Policies Map	21
Map 5 – Local Green Space detail maps	23
Map 6 – Landscape Character Types	37
Map 7 – Key Views	53
Map 8 – Parish Footpaths	56
Map 9 – Local Viewpoints	79
Map 10 – showing where houses were built and when up to 2016	98

Document Structure and Volumes

- 90 The whole NDP is listed in the table of contents and comprises over 100 pages. To make it easier to use, it has been divided into two Volumes (.pdf format files): Volume 1 is the background, policies and descriptive text; Volume 2 comprises the Appendices.

Glossary

Allocated Site	A site within the village which has been selected as a preferred site for housing development.
Core Strategy	<i>The Herefordshire Local Plan Core Strategy 2011-2031</i> [see reference 2]
Local Green Space	An area of land on which development will not generally be allowed. See paragraph 99 to 101 of the National Planning Policy Framework ^[1] .
Malvern Hills AONB	An area of outstanding natural beauty (AONB) is land protected by the Countryside and Rights of Way Act 2000 (CROW Act). It protects the land to conserve and enhance its natural beauty. The eastern side of the parish, including nearly all Wellington Heath village is within the Malvern Hills AONB.
Neighbourhood Area	The area covered by the NDP: this is the whole of the parish.
Settlement Boundary	A line drawn round Wellington Heath village and outside which, in general, new housing development will not be allowed.
must	Within a policy, “must” means that something shall be done under all circumstances.
should	Within a policy, “should” means that something shall generally be done but may not be for stated reasons.

95 1 Introduction to Wellington Heath

1.1 The Parish of Wellington Heath

Wellington Heath Parish lies two kilometres to the north of the market town of Ledbury in Herefordshire, on rising ground from 55 metres to 201 metres above sea level. The Welsh border is 43 kilometres to the west; the parish is equidistant from the cities of Hereford, Worcester, and Gloucester; all are about 25 kilometres away. The parish shares boundaries with Bosbury and Coddington Parishes to the north, Colwall Parish to the east, and Ledbury to the south and west. The River Leadon flows from north to south across the western corner of the parish. The parish is of 418 hectares and has a population of 440 (Census 2011).

The land use of the parish is largely farming, as it has been for centuries, and is mainly used for fruit growing mostly in the western half of the parish where apples have largely been overtaken by soft fruit including strawberries under polytunnels. There are some hops grown in the north west, with scattered arable fields and livestock grazing. The Ledbury Allotment Association owns two fields in the south west of the parish; there are forestry, gamekeeping, and equestrian businesses in the north east of the parish.

The eastern side of the parish lies within the Malvern Hills Area of Outstanding Natural Beauty (AONB) and the remainder is within what was formerly designated an Area of Great Landscape Value. Wellington Heath is generally a tranquil area that benefits from views of wooded hillsides and rolling countryside. The road network consists of narrow, rural lanes with occasional passing places and is unsuited to the passage of large vehicles or intense use. The peace, quiet, and beautiful landscape are highly valued by residents.

There are many listed buildings and heritage assets within the parish, including the Grade II* Peg's Farmhouse in Hollow Lane. There is a mix of traditional large farmhouses and small cottages with later housing developments built from the early 1970s onwards.

An area of countryside of significant importance lies between Wellington Heath village and Bromyard Road. The lane to Ledbury at Beggars Ash is the primary gateway to Wellington Heath from the Ledbury direction and straddles the border of the AONB. This area forms a 'green gap' between Ledbury and Wellington Heath and is key to maintaining the rural character of the area.

Peter Garnett's book *Portrait of Wellington Heath*^[34] is an invaluable guide to the way Wellington Heath has evolved since early times and is indispensable for those who have a serious interest in the parish and village.

There is a short history of Wellington Heath in Appendix 1 - A History of Wellington Heath.

1.2 The Settlements of Wellington Heath

At the north west corner of the parish is the hamlet of Staplow, including Priors Court. This is bounded by the Ledbury to Bromyard Road B4214, Hollow Lane, and the disused remains of the Gloucester to Hereford Canal. Although it is a small settlement of about 25 dwellings, it has a public house, The Oak Inn, on the opposite side of the B4214 in Bosbury parish. Also, it has The Warren Oak Scouts' campsite which is a very well patronised centre for outdoor pursuits which extend into the surrounding area.

135 At the north east corner of the parish are Loxter and Hope End. These are scattered communities largely within the Malvern Hills AONB; they comprise only 11 dwellings. They are within 15 minutes walk of the centre of Wellington Heath village.

Farms and houses are sparsely scattered along Hollow Lane and Burtons Lane (Withers Lane) in the west of the parish.

140 Wellington Heath village, at the south east of the parish is the main centre of population with about 150 dwellings, a church (Christ Church), a pub with a restaurant (The Farmers Arms), and a village hall (The Memorial Hall). Wellington Heath village is the only settlement in the parish prescribed for proportionate housing growth in the Herefordshire Local Plan Core Strategy^[2].

145 Most of the village lies within the Malvern Hills AONB. Part of the village (along The Common and the adjacent part of Horse Road) lies in a rising, shallow valley between Ochre Hill and Ledbury Road; there is little flat land in the village.

The road and footpath layout has not changed for many years; there are no large, uniform, new developments; many dwellings have large gardens and substantial hedges and a strong rural character remains.

150 Although Ledbury lies less than two kilometres away it is almost entirely hidden by the topography. The listed Ledbury viaduct is, however, a significant feature in the landscape.

1.3 Map 1 – Neighbourhood Area

The **Neighbourhood Area** is the formal name given to the area which is covered by a Neighbourhood Development Plan. For Wellington Heath, the Parish Council decided it would cover the whole of the parish of Wellington Heath and follow the parish boundary.



155 2 An Introduction to Development Planning

2.1 Planning Hierarchy

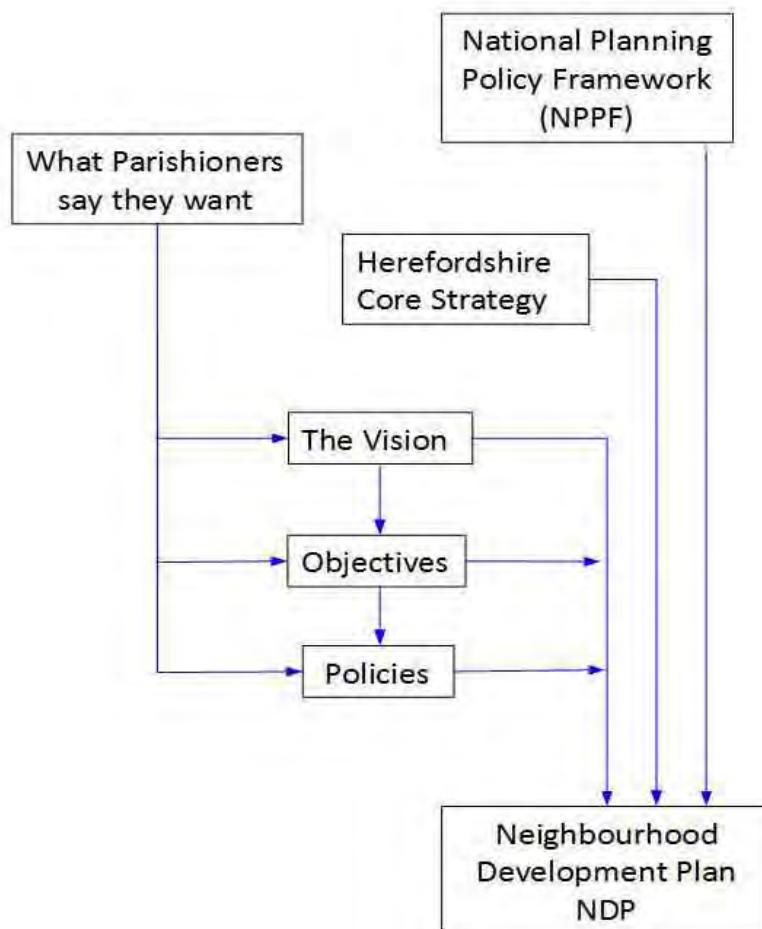
Neighbourhood Development Plans (NDPs) are a level of statutory planning policy document that was introduced by the Localism Act 2011. They are intended to be researched and drafted by the local community under the auspices of a parish or town council.

160 There are three levels of planning policy that determine how land use planning applications are decided. It is a hierarchy of policy where each level must conform to those above it:

- National Planning Policy Framework (NPPF)^[1] – the highest level of land-use planning policy for England, as set by the Government;
- Herefordshire Local Plan Core Strategy^[2] and supporting policy documents – policy for the County of Herefordshire from 2011 to 2031;
- Neighbourhood Development Plans – policy for individual parish areas from 2011 to 2031.

2.2 Neighbourhood Development Planning Process

170 Neighbourhood Development Plans must be produced based on sound evidence and after full community consultation as illustrated below:



Consultation with the community has established a Vision for the future of the parish and Objectives that support achievement of the Vision. These two components, together with further

consultation have then driven the production of specific planning policies aimed to deliver the Vision and Objectives.

175 The Neighbourhood Development Plan is a document describing the result of this process. It documents the Vision, Objectives, and Policies and the rational and evidence leading to their development.

Once a draft NDP is prepared it is reviewed by Herefordshire Council to ensure that environmental, sustainability and wildlife habitat issues are correctly taken into account in the plan. The draft NDP
180 is then published for a formal consultation (this is called the Regulation 14 Consultation or Reg14) with parishioners and various statutory bodies. All views expressed must be considered and a Statement of Consultation published. This sets out both the comments and the responses made to them in the drafting of the NDP. The NDP is then amended if necessary and tested for conformity with the *NPPF*^[1] and Herefordshire Council's Local Plan Core Strategy^[2] and supporting policy. The
185 next stage is for the NDP to be examined by an independent, qualified person and any matters arising from that must be addressed before the NDP is finalised (this is called Regulation 16). The final NDP is then the subject of a local referendum within the parish; if approved by a majority of parishioners who vote, it will be submitted by the Parish Council to Herefordshire Council for formal adoption. When it has been adopted by Herefordshire Council, they must take note of the
190 NDP policies when considering planning applications within the parish.

2.3 Details of Parish Consultation

From the start of this NDP project, Bulletins explaining progress at each stage of the process were delivered to every home in the parish with each quarterly Parish Newsletter. A dedicated NDP web site was established. Community events were held at The Memorial Hall at key decision points
195 which included the production of a 3D model of the parish so that people could more easily see the relationship between existing land use and potential development sites.

2.4 Monitoring and Review during the life of the plan

The *National Planning Policy Framework* (NPPF) indicates that the Herefordshire Local Plan Core Strategy requires a review to be undertaken at least every five years in order to determine whether
200 its policies and strategy are in need of updating. The Herefordshire Local Plan Core Strategy was adopted in October 2015. The NPPF has been amended and updated since the Herefordshire Local Plan Core Strategy was adopted, therefore a review is required.

There is no similar requirement for NDPs to be reviewed on a regular basis apart from Wellington Heath Parish Council's own commitment in section 15 of this plan. There are circumstances
205 advised by Herefordshire Council that may prompt a review:

- Change in local circumstances;
 - Monitoring of the plan reveals an issue with policy wording;
 - Plan being made/adopted for over two years causing the housing policies to be deemed 'out of date';
 - Update of the Herefordshire Local Plan Core Strategy, national planning policy or Ministerial Statement.
- 210

The first step to any review is to monitor the plan and assess whether it is still providing the planning policy outcomes intended when it was first produced.

3 National and Local Planning Policy

215 The whole of the *NPPF*^[1] and the Herefordshire Local Plan Core Strategy^[2] applies to NDPs; the following are of particular relevance to the Wellington Heath NDP.

3.1 Housing Numbers

220 Core Strategy^[2] Policy RA2 identifies Wellington Heath as a settlement to receive “*proportionate housing growth*”. The housing growth figure for the settlement of Wellington Heath is set at 14% in Core Strategy^[2] Policy RA1. Based on 200 dwellings in the parish in 2011 the minimum growth figure is 28 new dwellings over the period to 2031. Dwellings built since 2011 count towards this target.

3.2 Local Distinctiveness and Character

225 Paragraphs 185 and 192 of the *NPPF*^[1] emphasise the importance of local distinctiveness; the latter states : “*In determining planning applications, local planning authorities should take account of:*

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- 230 • *the desirability of new development making a positive contribution to local character and distinctiveness.”*

The Herefordshire Local Plan Core Strategy^[2] Policies SS6 and LD1 are particularly important for a rural area like Wellington Heath with its main settlement within the Malvern Hills AONB. These policies can enable Wellington Heath to maintain its local distinctiveness.¹

235 Herefordshire Council produced a Landscape Character Assessment for the county; this was adopted as supplementary planning guidance in 2004 and updated in 2009^[3]. The landscape types across the different areas of Wellington Heath parish are shown on Map 6 – Landscape Character Types (page 37).

3.3 Housing Design

240 The *NPPF*^[1] (paragraph 126) states “*To provide maximum clarity about design expectations at an early stage, plans or supplementary planning documents should use visual tools such as design guides and codes. These provide a framework for creating distinctive places, with a consistent and high quality standard of design. However their level of detail and degree of prescription should be tailored to the circumstances in each place, and should allow a suitable degree of variety where*

245 *this would be justified.”* Appendix 3 of this NDP presents “A Photographic Guide to Wellington Heath village” and supports Policy WH5.

250 The *Core Strategy*^[2] at paragraph 4.8.17 states “*Given the importance of the Herefordshire landscape, and particularly the Malvern Hills and Wye Valley Areas of Outstanding Natural Beauty, new dwellings should make a positive contribution to their rural landscape by being built to a high standard, incorporating appropriate materials and landscaping. High quality design that is sustainable and reinforces the locally distinctive vernacular will be particularly encouraged.*

¹ In the Core Strategy^[2], SS6 and LD1 are to be found on pages 48 and 151 of the referenced pdf.

255 *Innovative and/or contemporary design will also be supported where it is appropriate to its context, it makes a positive contribution to the architectural character of the locality and achieves high levels of sustainability in terms of energy and water efficiency, as set out in Policy SD1. All residential development proposals will need to consider the capacity of the drainage network in the area and the impact of future development on water quality in accordance with Policy SD4".* This paragraph also refers to the Malvern Hills AONB Guidance on Building Design^[14].

3.4 Areas of Outstanding Natural Beauty

260 The east of the parish and almost the whole of Wellington Heath village, where development is most likely to occur, lie within the Malvern Hills AONB. An AONB is recognised in the *NPPF*^[1] as being an area where the landscape must be protected.

265 Paragraph 172 of the *NPPF*^[1] states "*Great weight should be given to conserving and enhancing landscape and scenic beauty in Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas*"

The Herefordshire *Local Plan Core Strategy*^[2] calls for "*Joint working via the AONB Partnerships and implementation of the AONB Management Plans*"².

The Malvern Hills AONB Management Plan^[13] advises on page 5 that development in the setting of the AONB should be considered as well as within the AONB boundary.

270 The boundary of the AONB is shown on Map 4 – Wellington Heath Village Policies Map (page 21).

It is understood that AONB guidance carries less weight than NDP policies. AONB guidance is selectively incorporated in the policies of this NDP where appropriate.

3.5 Local Green Space

The *NPPF*^[1] paragraphs 99 to 101 state:

275 "99. *The designation of land as Local Green Space through local and neighbourhood plans allows communities to identify and protect green areas of particular importance to them. Designating land as Local Green Space should be consistent with the local planning of sustainable development and complement investment in sufficient homes, jobs and other essential services. Local Green Spaces should only be designated when a plan is prepared or updated, and be capable of enduring*

280 *beyond the end of the plan period.*

100. *The Local Green Space designation should only be used where the green space is:*

- a) *in reasonably close proximity to the community it serves;*
- b) *demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field),*
- 285 *tranquillity or richness of its wildlife; and*
- c) *local in character and is not an extensive tract of land.*

101. *Policies for managing development within a Local Green Space should be consistent with those for Green Belts."*

2 Herefordshire Local Plan Core Strategy para 1.2.8 and footnote to para 4.8.17 reference to Malvern Hills AONB Guidance on Building Design^[14].

4 Housing Numbers

290 The total housing requirement of at least 28 dwellings will be achieved by a combination of specifically allocated sites and ad hoc developments (known as windfall development).

4.1 Windfall Development

295 Windfall sites are those that have not been specifically allocated in the NDP process; they normally comprise previously developed sites that have unexpectedly become available. Examples are the conversion of redundant buildings or the sub-division of large gardens.

Paragraphs 3.44 to 3.47 of the Herefordshire Local Plan Core Strategy^[2] address windfall housing developments and the contribution that windfalls make to the achievement of housing growth requirements. Windfalls may arise outside the Settlement Boundary where they comply with Core Strategy^[2] Policies RA3, RA4, and RA5.

300 Between 1999 and 2011, windfall developments in Wellington Heath have averaged almost one a year. Since 2011, the number of windfall developments within the parish that are complete, or have planning approvals, are shown in the table below.

305 The following table has been updated by reference to approved planning applications and construction activity, to reflect the latest information about new dwelling numbers from 2011 to 31 December 2020. Approved planning applications which do not result in a change to the number of dwellings have not been included.

Windfall Sites in the Parish of Wellington Heath since 2011, as at 31 December 2020					
Planning application	Extra dwellings	sites	status	inside Settlement Boundary	outside Settlement Boundary
DCN073490/F	1	Berrington, Floyds Lane	completed	yes	
N111274/F	1	At Elm Tree Cottages, Ledbury Road	completed	yes	
180227/F	1	Priors Court, conversion of upper floor of shed to accommodation	completed		yes
143758/F	1	Priors Court, conversion of outbuilding	completed		yes
102401/F	1	Squatters Cottage	completed		yes
152217/F	1	Adjacent to Farmers Arms	completed	yes	
P172988/F	1	Ochre Hill Land on south end of ridge	under construction	yes	
180177/F	1	The Becks, The Common. New house in garden – Aspen Barn	revised plan, for only 1 house, completed	yes	
152289/90/F 170566	4	Pegs Farm, barns	Conversions part completed		yes
160541/O	1	Adjacent The Gables, Ochre Hill (Woodmill Cottage)	completed		yes
163588/F	1	House in garden of Cardiff Cottage (Eden)	completed	yes	
172015/O	1	Opposite The Gables (Hazel House)	completed		yes
P172441/F	1	Earth sheltered 3 bedroom dwelling below Myrtle Cottage	Planning approved, plot for sale		yes
	16			6	10

4.2 Required Allocated Sites to Achieve the Housing Target

310 More windfall developments are likely to be approved in the future, however some of those already approved may not be built. To reach a total of at least 28 new houses by 2031, it was considered in 2015 that there may need to be allocated development sites for approximately 15 new houses. The allocated sites subsequently selected made provision for between 16 and 18 new dwellings as set out in section 9.5.

The status of planning applications and construction of the allocated sites at December 2020 is shown in the following table.

Allocated Sites in the Parish of Wellington Heath			
Planning application	Extra dwellings	sites	status
P/200681/F	3	Allocated Site 19a. North Adj to The Croft	Planning approved. Construction started
P/161996/F	2	Allocated Site 21. Adj to Farmers Arms	Planning Approved Construction started
P184105/O	5	Allocated Site 19a. South (Access only) Rock Field	Access and outline for 5 houses approved. Site sold to developer. Full planning application awaited
P202043/O	5	Allocated Site 23. The Becks Field	Outline Planning Approved
	15		

315

Completions, construction under way and plans now total 31 new dwellings and in addition further windwall sites are likely to come forward based on historical trends, hence the target of 28 new dwellings is likely to be exceeded.

5 Vision and Objectives

320 The NDP Working Group looked into various matters of possible relevance and gathered evidence as a basis for writing the NDP. From the results of this research, the Working Group produced proposals offering alternative visions and objectives for development (i.e. housing etc.) within Wellington Heath. Parishioners were then invited to express their views on their preferred vision and objectives.

325 Two options were suggested for the vision. One was oriented towards protection of the rural nature of the parish with managed growth to meet local needs. The second option was more supportive of development and managed growth whilst still protecting and enhancing the rural environment. The final vision and objectives that were favoured by a large majority of parishioners were further refined to reflect detailed comments. The adopted Vision and Objectives are shown
330 below and are the basis of the NDP's policies.

5.1 The Vision

To safeguard our rural environment and to enhance our community through managed development that addresses the needs of people of all ages who wish to live, work, socialise, and relax within the parish.

5.2 The Objectives

category	objective	related policies
Housing	1. To preserve the rural character of the village and its clear separation from the urban environs of Ledbury.	3 5 7 8 9 14 16 17
	2. To support small-scale, sustainable, high-quality, housing development, on allocated sites within the Wellington Heath village Settlement Boundary and in conformity with the Herefordshire Local Plan Core Strategy.	1 2 4 5 7 8 9
	3. To ensure that any housing development maintains the current ad hoc settlement pattern, and complements the existing buildings and the landscape setting.	5 6 7 8 9 14
Employment	4. To support the development of sustainable local employment focussed on small-scale activities operating from residential or agricultural buildings.	4 6 10 18 12
	5. To ensure that development aimed at increasing employment in larger-scale businesses within the parish has no adverse impact on nearby homes, businesses, the local road network, or the environment.	6 10 18 12
Community Facilities	6. To support and protect existing infrastructure used by the community such as The Memorial Hall, Christ Church and The Farmers Arms public house, and to encourage the provision of additional facilities.	11 16

category	objective	related policies
	7. To maintain and enhance existing community green space and open air recreational facilities and to seek ways of increasing such facilities in the future.	2 11
Environment	8. To ensure that development does not have a significant detrimental effect on the environment or lead to large increases in traffic along the rural roads of the parish.	5 6 10 12 13 14 15 16 17
	9. To support initiatives that have a positive effect on the environment or which preserve or enhance green areas in the village or the rural character of the Area of Outstanding Natural Beauty (AONB).	2 5 6 13 15
Transport	10. To support the maintenance and improvement of public transport links to and from the parish.	11
	11. To retain the rural character of local highways and byways whilst supporting improvement to road surfacing and drainage and other small-scale enhancements.	10 17
	12. To protect and, where appropriate, extend the network of rural footpaths in and around Wellington Heath, including the promotion of a safe walking (and cycling) route to Ledbury.	3 11 16
Utilities	13. To support improvements to local public services and infrastructure so that all residents and businesses: can have high-speed broadband and reliable mobile-phone coverage; can have improved protection from the risk of flooding; are provided with robust sewerage and drainage systems, and reliable water, electricity, and gas supplies.	12 18



335 **6 Landscape Sensitivity and Capacity Assessment**

The Malvern Hills AONB offered to pay partly for a full Landscape Sensitivity and Capacity Assessment to help us when choosing development sites; they had done this for some other parishes in the AONB.

340 A Landscape Sensitivity and Capacity Assessment^[25] was carried out by a qualified Landscape Architect. The object was to evaluate the suitability of various “parcels” of land for housing development in and around Wellington Heath village. The assessment shows how development can be achieved whilst protecting the landscape and local distinctiveness.

345 The assessment was carried out using the generally accepted methods for this type of work. It considered landscape value and landscape sensitivity and produced an assessment of the capacity of each parcel of land to accept housing development.

Landscape character is defined as: *the distinct and recognisable pattern of elements that occur consistently in a particular type of landscape, and how this is perceived by people. It reflects particular combinations of geology, landform, soils, vegetation, land use, and human settlement. It creates the particular sense of place of different areas of the landscape.* (See reference 35.)

350 **6.1 Landscape Capacity Plan**

The *Landscape Capacity Plan*^[26] shows the results of the Landscape Sensitivity and Capacity Assessment (LSCA). Parcels of land numbered 1 to 29 were assessed in the LSCA and rated on a scale between *very low* and *low to moderate* capacity; no parcels were identified with a capacity in the range *moderate to very high*.

355 A reduced-size reproduction of the *Landscape Capacity Plan*^[26] is shown on page 19 below. A larger version can be found at Figure 5 of the *Landscape Sensitivity and Capacity Assessment Report*^[25]. This has been adopted by the Parish Council and is published on the Parish Council web site^[25].

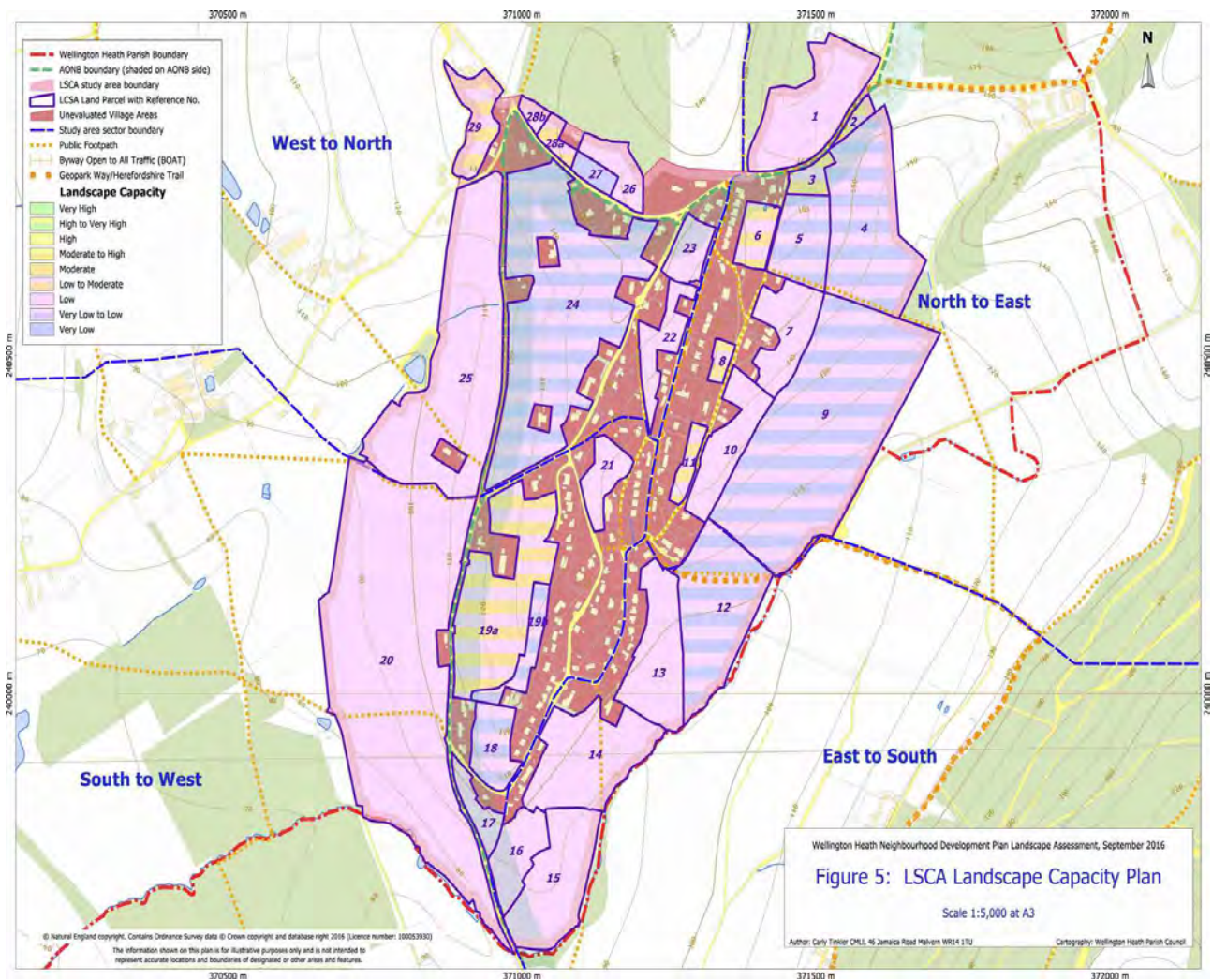
360 The results of the Landscape Sensitivity and Capacity Assessment, showing the capacity of various parcels of land to accommodate housing development, were presented to parishioners at an event in The Memorial Hall on 19 March 2016. The results of the community questionnaire (see *December 2015 Questionnaire Summary Report*^[27]) were presented also. The parishioners were then invited to rank sites for housing development in their preferred order by marking on maps and writing comments. The analysis of these responses (see *March 2016 Consultation Report*^[28]) has informed the choice of the allocated development sites and the Settlement Boundary. A
365 further consultation event was held in December 2016; this confirmed the selected Allocated Sites and the Settlement Boundary (see *December 2016 Consultation Report*^[31]). These documents are available from Wellington Heath Parish Council.

7 Location of Allocated Sites

In order to reach a total of 28 new houses by 2031, allocated development sites are required. These take account of the community consultation, the Settlement Boundary, and the likely delivery of windfall developments. These **Allocated Sites** for the plan period are shown on Map 4 – Wellington Heath Village Policies Map.

Map 2 shows all the sites that were evaluated in the Landscape Sensitivity and Capacity Assessment in Wellington Heath village. The sites preferred for development (i.e. Allocated Sites) are those numbered 19a, 21, and 23. Site 19a is treated as two sites, 19a south and 19a north, because of the different land ownership and the potential constraints. Site 28a also was identified as a preferred site, scoring marginally above that for site 21. However, site 28a is located more to the edge of the village; development of site 21 is favoured due to its central location and the potential to secure the open nature of its upper slopes that is an important feature of the landscape.

Map 2 – Landscape Capacity Plan



8 Policies Map and Location of Development

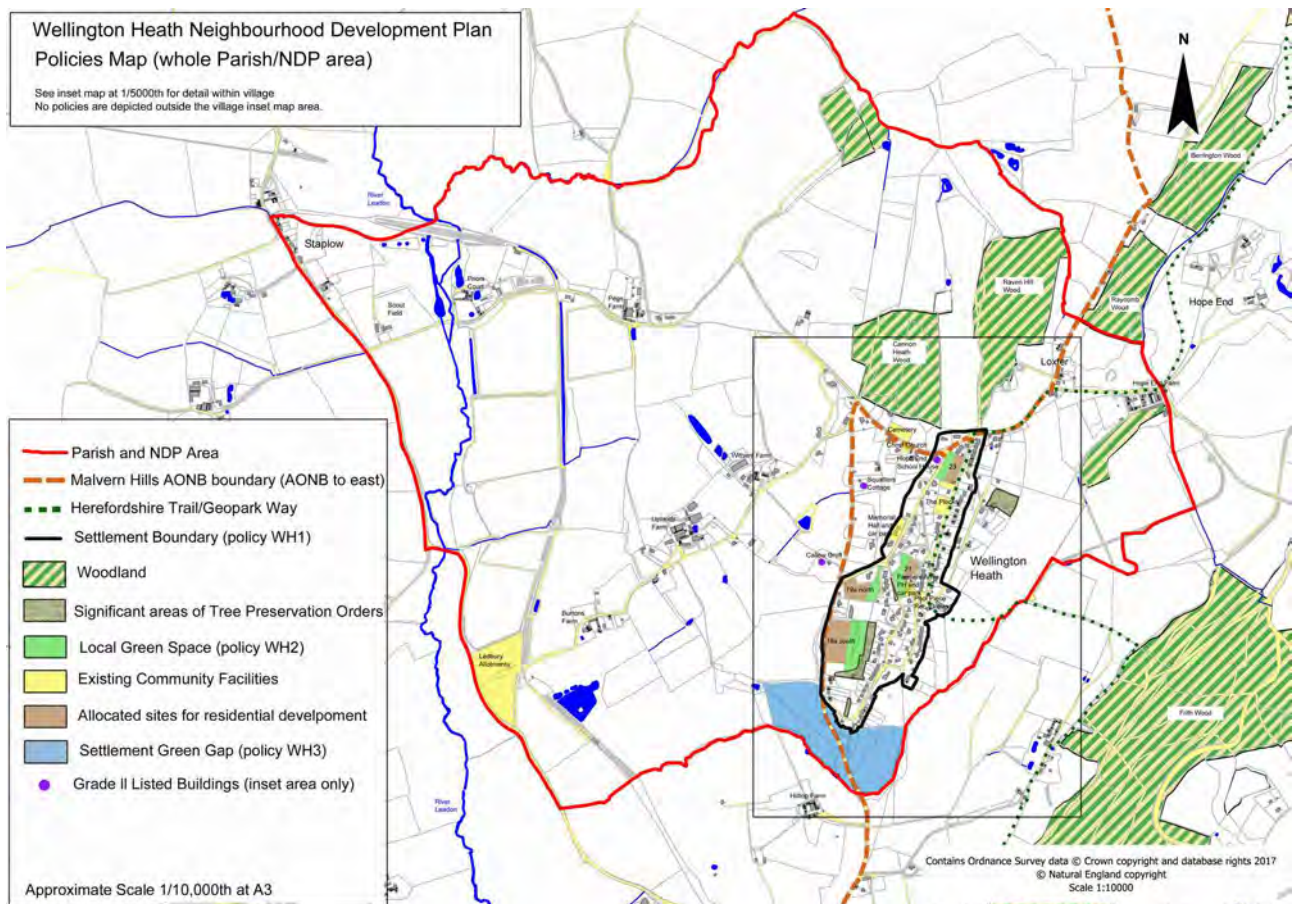
385 The Policies Map shows the parish and the geographical features that relate to policies (like Local Green Space and the Settlement Boundary).

Policy WH1 – Settlement Boundary
(Relevant to achievement of Objective 2)
 Map 4 – Wellington Heath Village Policies Map defines the Settlement Boundary of Wellington Heath village.

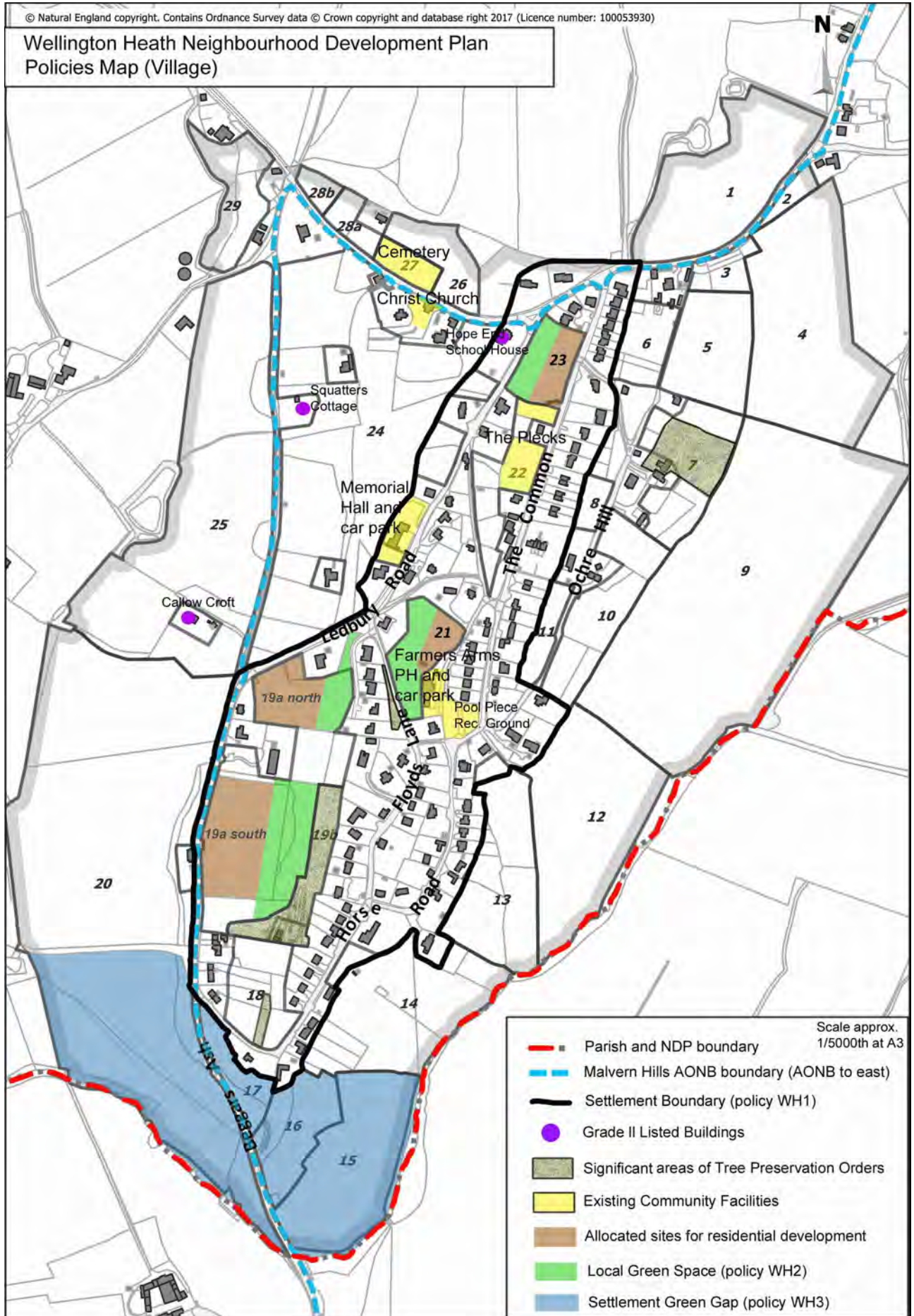
The Policies Map for the parish is shown below at Map 3. Policies for the village of Wellington Heath are indicated on the larger map (Map 4).

390 The parcels allocated for development are 19a, 21 and 23 and are shown in brown on the Policies Map. Parcels 21 & 23 were assigned low capacity in the LSCA, however the detailed wording stated they had more capacity on their lower slopes. It is clear that parishioners had understood the LSCA presentation because those who favoured development of parcels 21 & 23 mostly asked that the upper areas be protected from development.

Map 3 – Wellington Heath Parish Policies Map



Map 4 – Wellington Heath Village Policies Map



8.1 Local Green Space

400 A Local Green Space is an area of land with locally special and significant attributes on which development will not generally be allowed. The Local Green Spaces shown on Map 4 – Wellington Heath Village Policies Map will be preserved for their landscape, amenity, and ecological value. They will contribute substantially to local distinctiveness - particularly the locally distinctive, ad hoc settlement pattern of wayside dwellings and open spaces; they would otherwise be at risk of development because they are within the Settlement Boundary. The NDP can meet the
405 development requirements of the Core Strategy^[2] without any development on these spaces. So, they can be identified as Local Green Spaces as per paragraphs 99 to 101 of the National Planning Policy Framework and should be retained as part of the County's Green Infrastructure in accordance with Core Strategy^[2] Policy LD3.

410 The Local Green Spaces are limited in their extent and relate to the Allocated Sites or immediately adjacent land. The relevant recommendations of the Landscape Sensitivity and Capacity Assessment are reported in the sections of this NDP for each of the allocated development sites.

Local Green Space should reflect the agricultural origins of the settlement and be used as field, orchard, or woodland; development, including sheds and formal gardens, is very undesirable in these areas.

415 The open spaces that lie within the village and between developments are an historical, intrinsic, and integral feature of a highly individual landscape; their retention is essential to maintaining the village's heritage and character.

Collectively these Local Green Spaces form a north to south wildlife corridor.

Policy WH2 – Protected Local Green Spaces

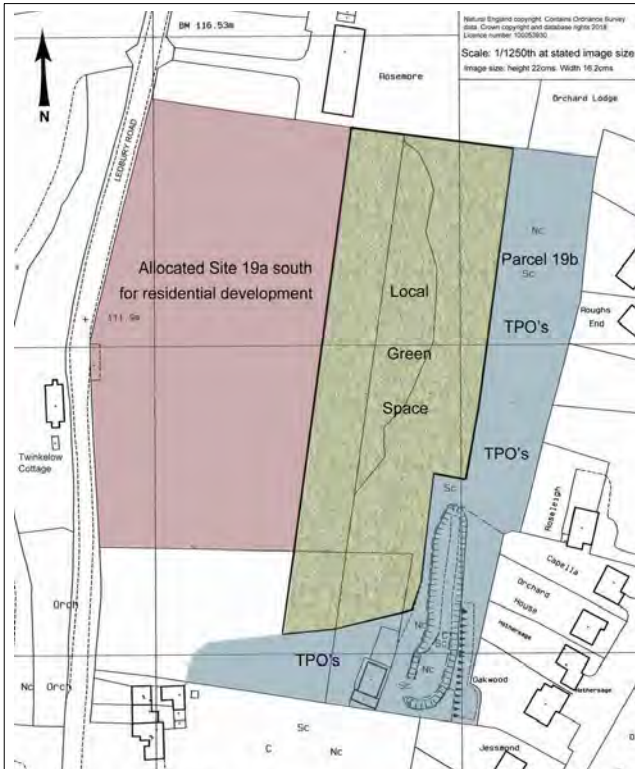
(Relevant to achievement of Objectives 2, 7 and 9).

Within the designated Local Green Spaces identified on Map 4 – Wellington Heath Village Policies Map development shall not be permitted unless it is designed or required to meet the objectives of the site as Green Infrastructure in accordance with Herefordshire Local Plan Core Strategy^[2] Policy LD3.

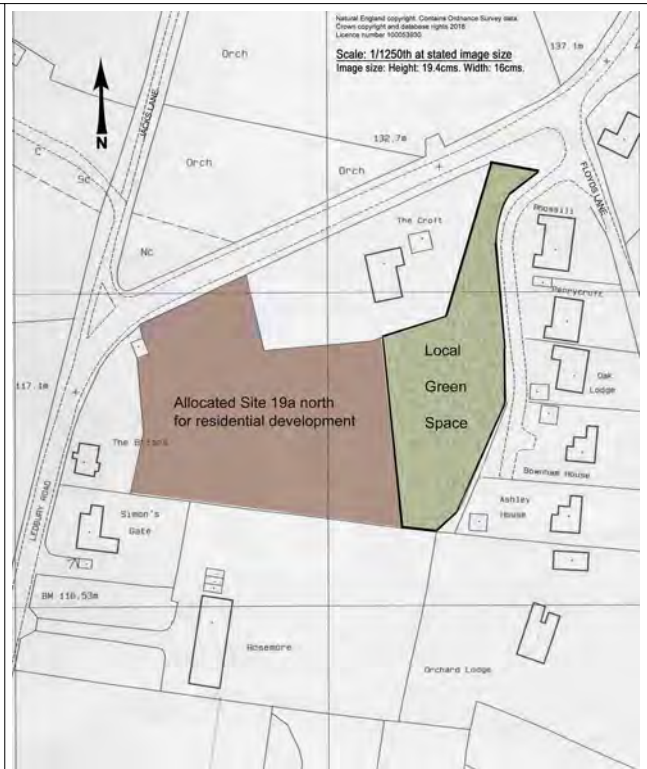
The four designated Local Green Spaces are :-

- 1 High ground adjacent to Allocated Site 19a south (see policy WH7)
- 2 High ground adjacent to Allocated Site 19a north (see policy WH7)
- 3 High ground adjacent to Allocated Site 21 (see policy WH8)
- 4 High ground adjacent to Allocated Site 23 (see policy WH9)

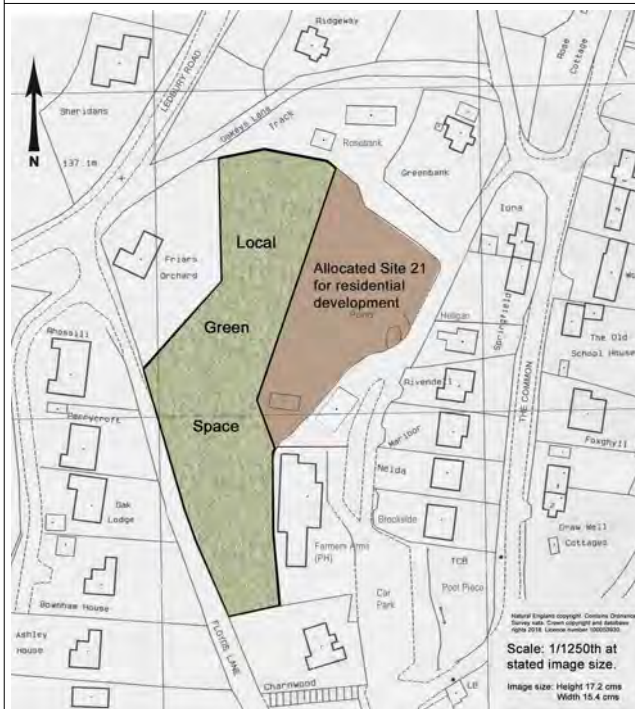
420 **Map 5 – Local Green Space detail maps**



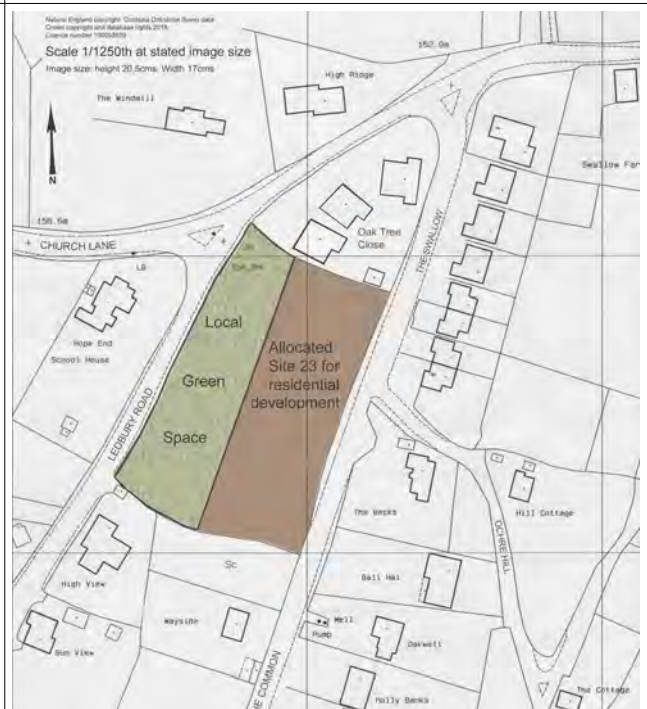
Local Green Space adjacent to site 19a south



Local green Space adjacent to site 19a north



Local green Space adjacent to site 21



Local Green Space adjacent to site 23

Local Green Space maps are not to scale. For identification purposes only.

8.2 Separation from Ledbury

Major new housing and employment development is due to take place to the north of the Ledbury railway viaduct on the strategic site allocated in the Core Strategy^[2]. The site is bounded by the Bromyard Road. The traffic flows generated by occupation of the site are likely to have a significant impact on the parish of Wellington Heath and its network of rural lanes. Development of this site marks a major expansion of the built area of the town of Ledbury northwards towards Wellington Heath. Ribbon development has occurred along Beggars Ash Lane which goes south from Wellington Heath village towards Ledbury (C1172) and connects to the Bromyard Road, recently there has been infill development along this road in Ledbury parish.



Land to the east of the C1172 falls within the Malvern Hills AONB - a national designation that recognises the high quality and value of the landscape.

The Herefordshire Local Plan Core Strategy^[2] shows a Green Infrastructure Enhancement Zone extending towards this area [see Herefordshire Local Plan Core Strategy page 85 Figure 4.8 Ledbury Key Diagram in ref 2].

In order to preserve the distinctive rural landscape character of the area, a Settlement Green Gap between the Wellington Heath village Settlement Boundary and the boundary of the parish will be maintained (as shown on Map 3 – Wellington Heath Parish Policies Map) in which development will not be permitted except for a safe cycleway and footpath to Ledbury as envisaged in Policy WH16 - Footpaths and that reasonably required for agriculture and forestry or to mitigate flood risk.

Community consultation for the NDP has strongly supported the maintenance of a clear gap between the urban environs of Ledbury and the village of Wellington Heath. In the December 2016 consultation, there was unanimous support for the Settlement Green Gap; 38% of respondents would prefer it to be larger.

The landscape character type in the area including the Settlement Green Gap is categorised as *Settled Farmlands on River Terrace* and extends across the parish boundary into Ledbury (see Map 6, page 37). The Parish Council will liaise with Ledbury Town Council to seek similar protection for that part of the Settlement Green Gap that falls within the Ledbury Town administrative area.

The policy will preserve the openness of the significant gap between Ledbury and Wellington Heath and the rural character of the village and the setting of the AONB.

Policy WH3 – Settlement Green Gap

(Relevant to achievement of Objectives 1 and 12)

1. There shall be a Settlement Green Gap identified on Map 3 – Wellington Heath Parish Policies Map, between the southern end of the Settlement Boundary and the parish boundary. The purpose of this Settlement Green Gap is to :-
 - 1 Prevent coalescence with the expansion of Ledbury, particularly in the form of ribbon development along the C1172.
 - 2 Protect the landscape setting of the AONB.
 - 3 Preserve the rural nature of Wellington Heath village.
2. Within the Settlement Green Gap development that would visually diminish the openness of the Gap when viewed from publicly accessible locations will not be supported, except for a safe cycleway and footpath to Ledbury as envisaged in Policy WH16 - Footpaths and that reasonably required for agriculture and forestry or to mitigate flood risk. Vegetation should not be used to screen or hide development or land use which would otherwise be unacceptable.

9 Policies for Housing and Development

460 9.1 Local Distinctiveness

The National Planning Policy Framework (*NPPF*^[1]) and the Herefordshire Local Plan Core Strategy^[2] Policies SS6 and LD1 emphasise the importance of **local distinctiveness**, especially in Areas of Outstanding Natural Beauty (AONB). This local distinctiveness has to be defined in the NDP to make these policies effective.

465 9.1.1 AONB Guidance

The Malvern Hills AONB Partnership has published guides on protecting the character of the AONB. These include *Building Design Guide*^[14], *Highway Design Guide*^[15], *Keeping Horses Guide*^[16], *Landscape Strategy*^[17], and *AONB Colour Guide*^[18]. Subsequently in 2019 Malvern Hills AONB also published Guidance on how Development can Respect Landscape in Views^[17a] and Guidance on Lighting^[18a].

The AONB guides draw on the Herefordshire Council's *Landscape Character Assessment, Supplementary Planning Guidance*^[3] which identifies seven different landscape character types that cover the area of the parish of Wellington Heath, three of which are within the AONB. See Map 6 – Landscape Character Types.

475 The Malvern Hills AONB Partnership was contracted to propose specific policies relevant to Wellington Heath NDP founded on their guides; their advice was taken into account when preparing the NDP.

9.1.2 Photographic Guide to Wellington Heath Village

480 Appendix 3 - A Photographic Guide to Wellington Heath village (the village is where most of the development will be) has been produced to improve understanding of local distinctiveness. Pictures of the landscape, street scene, and buildings categorised by age and type are shown to help identify common themes.

9.1.3 Distinctiveness of Wellington Heath Parish

The distinctive characteristics of the parish are:

- 485
- 1 the narrow, hedge-lined lanes, the footpaths and rights of way ;
 - 2 the open green spaces and wooded areas within the village;
 - 3 the high, native and mixed species hedgerows to roadsides and boundaries;
 - 4 the variety of high quality landscape views;
 - 5 the settlement pattern and rural landscape;

490

 - 6 the pre-1900 buildings and their built character, most with large gardens;
 - 7 the ridges, valleys, and steep hillsides.

495 It is perhaps fitting to quote the concluding paragraph from the late Peter Garnett's book *Portrait of Wellington Heath*^[34]: "*in this present age Wellington Heath is agreed to be a very pleasant place in which to live. Modern homes blend in with old cottages, and overall the village has maintained a peaceful rural aspect. Let us hope that, in the future, we will retain our individuality and not become a mere suburb of Ledbury*".

9.2 Housing Mix and Need

9.2.1 Current Housing Stock and Tenure

500 The Census 2011 indicated that 25% of the dwellings in the parish fell into Council Tax bands A to C that are characteristic of smaller properties of the lowest value; 12% were in band D; 64% were in bands E to G that are usually larger detached dwellings.

A high proportion of dwellings are owner-occupied (83%) with 16% rented. There are no low-cost shared ownership dwellings in the parish.

34% of households within the parish include a person over the age of 65.

505 The proportion of bedrooms per property is:

number of bedrooms	percentage of current housing stock
1 and 2	15
3	39
4	37
5 and above	9

9.2.2 Housing Need Consultation and Evidence

A housing need survey was carried out by the NDP Working Group and built on that conducted on behalf of the Parish Council by Community First in 2008.

510 Comparing the results of the housing need survey with the preferences expressed by the community during the wider consultation, there is some convergence: a desire for houses or bungalows for owner occupation that are detached or semi-detached.

With regard to tenure (e.g. tenancy, owner occupation), the responses indicate a preference in descending order for:

- 515
- dwellings for purchase at market prices (a significant preference);
 - low-cost dwellings for outright purchase;
 - dwellings for purchase via shared ownership schemes;
 - dwellings for rent at market rates.

520 Less than a third of respondents were in favour of housing association dwellings for letting at affordable or market rents.

The community consultation showed no significant need or desire for affordable or social rented housing to be provided by a registered provider (e.g.: a housing association) at this time. Core Strategy^[2] Policy H2 covers the provision of rural exception sites for affordable housing where local need has been established and so does not need to be separately addressed in the NDP.

525 During parish consultation a number of parishioners have said that there should be more opportunity for them to downsize within the parish. Half of respondents would like there to be more dwellings (either for purchase or rent) for older people. Also, the Herefordshire Older People's Survey 2012 found that there is an increasing need for housing for older people.

530 50 representations from parishioners were received at the formal Regulation 14 consultation. Of these 10 (20%) mentioned a need for smaller houses or those that are more affordable. In its response Herefordshire Council suggested a change in approach to deliver a more sustainable mix of housing and smaller dwellings.

535 The Local Housing Market Assessment for the Ledbury area, that forms an element of the evidence base for the Herefordshire Local Plan Core Strategy, contains recommendations for the proportion of market housing required by number of bedrooms. The Assessment specifically addresses the need in the rural part of the Ledbury Local Housing Market Area. The following extract of table 83 is of direct relevance.

(extract from) Table 83, page 177: Proportion of Houses required by Size within Rural Part of the Ledbury Housing Market Area

House Type by Size	Market Housing Proportion Required	Affordable Housing Proportion Required
1 Bedroom	5.2%	29.7%
2 Bedrooms	37%	39.4%
3 Bedrooms	66.4%	28.4%
4+ Bedrooms	-8.7%	2.5%

540 (Source – Herefordshire Local Housing Market Assessment 2013 Update)

It can be seen that smaller homes are required roughly in the proportion of two thirds for 3 bedroomed dwellings and one third for two bedroomed dwellings. There is no identified need for 4 bedroomed or larger dwellings. There is therefore a clear need to rebalance the local housing market to support a sustainable community.

545 9.2.3 Design for changing needs

550 The needs of the population in Wellington Heath are changing and, although the requirements cannot be precisely predicted, the general trends of an ageing population and increasing home working are clear. Core Strategy policy H3 encourages developers of large sites to provide a range and mix of housing but the concept can also be applied across the allocated sites in Wellington Heath to meet a range of housing needs.

555 Homes for older people could be provided by special accommodation or by ensuring that what is built can easily be adapted if necessary. The steep terrain of Wellington Heath village is hardly suitable for larger housing schemes for the elderly and people who are not so mobile. However, some smaller dwellings could be designed and built to suit the needs of such people; although modern, these houses could incorporate some of the characteristics of the pre-1900 buildings in the parish so as to enhance local distinctiveness.

560 Of the respondents replying to parish consultation questionnaires, 72 (25%) work from home. Discussions with 37 of them found that most were home workers or occasional commuters. An existing room used as a home office was sufficient space for most although rarely was this designed and well located for this purpose. A few required more space or wished to expand their office, storage, garage, or workshop facilities. Only in a few cases was there a desire for significant expansion and there was only one business which was outgrowing its current location and would

565 need to relocate to get better access to transport. Poor Internet speed and inadequate mobile phone coverage are frequently a cause of frustration and create unnecessary commuting; once communications improve, an increase in home working is expected.

New, extended or converted accommodation should therefore be designed to meet the changing demands of employment, age and declining mobility.

9.2.4 Affordability

570 Paragraph 5.1.17 of the Herefordshire Local Plan Core Strategy^[2] makes clear the need to provide for balanced and sustainable communities in Herefordshire: *“Housing affordability issues in the county are compounded by the housing offer, with a high proportion of detached housing and properties in higher council tax bands. The supply of properties which younger households might be able to afford to buy is limited; only 13.5% of housing is in social sector ownership (affordable) compared to 19.5% across the West Midlands”.*

575 The Local Housing Requirements Study^[9] states: *“As a general observation, we can see that across all areas the affordability of property has worsened quite markedly over the past 15 years. Affordability pressures have continued to be more acute in Herefordshire and Shropshire relative to the West Midlands and England. The high cost of housing relative to earnings is likely to influence both household formation and trends in home ownership”.*

580 For Herefordshire the 2016 entry level (lower quartile) house price was 8.6 times the earnings of those on lower quartile incomes, compared to 8.1 in Shropshire; and 6.5 for the West Midlands region. Herefordshire had the worst affordability ratio out of the 14 West Midlands county or unitary areas and neighbouring English authorities. There is clearly an issue of affordability.

585 There is often confusion over what is meant by ‘affordable housing’. For planning purposes it is specifically defined in the NPPF Annex 2 as:

“Affordable housing: housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions:

590 *a) Affordable housing for rent: meets all of the following conditions: (a) the rent is set in accordance with the Government’s rent policy for Social Rent or Affordable Rent, or is at least 20% below local market rents (including service charges where applicable); (b) the landlord is a registered provider, except where it is included as part of a Build to Rent scheme (in which case the landlord need not be a registered provider); and (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. For Build to Rent schemes affordable housing for rent is expected to be the normal form of affordable housing provision (and, in this context, is known as Affordable Private Rent).*

600 *b) Starter homes: is as specified in Sections 2 and 3 of the Housing and Planning Act 2016 and any secondary legislation made under these sections. The definition of a starter home should reflect the meaning set out in statute and any such secondary legislation at the time of plan-preparation or decision-making. Where secondary legislation has the effect of limiting a household’s eligibility to purchase a starter home to those with a particular maximum level of household income, those restrictions should be used.*

605 c) *Discounted market sales housing: is that sold at a discount of at least 20% below local market value. Eligibility is determined with regard to local incomes and local house prices. Provisions should be in place to ensure housing remains at a discount for future eligible households.*

610 d) *Other affordable routes to home ownership: is housing provided for sale that provides a route to ownership for those who could not achieve home ownership through the market. It includes shared ownership, relevant equity loans, other low cost homes for sale (at a price equivalent to at least 20% below local market value) and rent to buy (which includes a period of intermediate rent). Where public grant funding is provided, there should be provisions for the homes to remain at an affordable price for future eligible households, or for any receipts to be recycled for alternative affordable housing provision, or refunded to Government or the relevant authority specified in the funding agreement."*

615 Homes that do not meet the above definition, may not be considered as affordable housing for planning purposes.

620 In responses to the NDP Regulation 14 consultation a number of representations raise concern at a lack of affordable housing. Given the context of these representations, and previous consultation results, these concerns have been interpreted to refer to homes provided at lower cost for market sale. The need for such homes is expanded upon below.

Sales figures show a clear trend of higher valued homes being sold, the average price has been £360,000 in the period 2016 to 2020.

Price range	Number of house sales 2016 to 2020
£500,000 and over	3
£350,000 to £499,000	7
£200,000 to £349,000	7
Under £200,000	2

625 Herefordshire's Local Plan Core Strategy^[2] Policy H1 (Affordable housing – thresholds and targets) states that in the housing market area that includes Wellington Heath, there is an indicative target for 40% of the dwellings constructed to be affordable, and to remain so in perpetuity, on sites of 10 or more etc. In order to maintain the low density of development which is an element of local distinctiveness, and the rural character of Wellington Heath village, it is unlikely that sites of more than 10 dwellings will be developed but the figure of 40% indicates the level of need for affordable dwellings in the area. Given the need to balance the type of housing available it is desirable that some lower-cost dwellings will be built whilst maintaining the low density and rural character of Wellington Heath.

635 *Core Strategy^[2] Policy H3 (Ensuring an appropriate range and mix of housing) states that "residential developments should provide a range and mix of housing units which can contribute to the creation of balanced and inclusive communities".*

The existing housing stock in the parish is mostly of detached and semi-detached properties and there is little low-cost housing. In order to comply with the thrust of the Core Strategy^[2] there is a clear need to provide some smaller houses that are lower priced for newly forming households or

640 single people, or that could be suitable for downsizing by older residents. The policy set out below
ensures that the maximum size of new dwellings is restricted to 3 bedrooms and allows for a
proportion of two bedroomed dwellings to be built. This is intended to redress the current
imbalance in the local housing market where large dwellings predominate. However, there is a
645 need to exempt allocated site 19a south from this policy given the recommendations made in the
Landscape Sensitivity and Capacity Assessment^[25] in relation to development of this site and its
visibility in the landscape.

Policy WH4 – Mix of New Housing and Design for Changing Needs

(Relevant to achievement of Objectives 2 and 4)

- 1 New housing should be designed to meet the needs of the community in terms of size, type and tenure. Development on all sites other than allocated Site 19a south should provide a mix of houses in order to address the needs identified in the most recent Local Housing Market Assessment for the Ledbury (Rural) Area. There is currently an over provision of 4 or more bedroomed dwellings in the neighbourhood area, and new dwellings are expected to be smaller with 3 or less bedrooms in order to contribute to a better balance of dwelling sizes in the parish. Planning applications for new dwellings should demonstrate how the proposals meet current housing need assessment particularly in terms of house sizes.
- 2 Where residential development is acceptable in principle, it should be designed and extended or converted to standards which allow adaptation to a variety of changing lifetime and mobility needs of occupiers including home working.

9.3 Housing Development in Wellington Heath Village

9.3.1 Village - Landscape and Settlement Pattern

650 The village of Wellington Heath is characterised in Herefordshire Council's Landscape Character Assessment as an area of *Forest Smallholdings and Dwellings*. A full description of this landscape type is given in the *Herefordshire Landscape Character Assessment*^[3]. This is a highly individual and rare landscape in Herefordshire and has developed from the piecemeal, opportunistic, and random clearance and enclosure of former wood pasture and common over a long period.

655 The village landscape is one that is intimate and small-scale, with two wooded ridges and a sheltered central valley. The ad hoc distribution of older wayside dwellings and former smallholdings nestle in a matrix of small pastoral fields, old orchards, woodland blocks, rough ground, and narrow, winding lanes, trackways and footpaths. Other defining characteristics of this landscape include an extensive network of tall hedges and hedgerow trees which soften the buildings and tie the village into the surrounding countryside. Plot sizes have mostly remained
660 generous and there is a rural feel with close proximity to adjacent farmland, orchards, and woodland.

The open spaces that historically lay within the village were an intrinsic and integral feature of its heritage and shaped the distinctive character we see today. The undeveloped spaces and features of the old enclosures that remain are therefore of great value.

665 9.3.2 Wellington Heath Village Built Character

Existing locally characteristic development provides strong design cues for new development. However, it is important not simply to pastiche existing building styles but to be inspired by these styles and to develop something which is characteristic of the place and the time in
670 which it is created. This requires sensitive, individual, and well-considered design. The effects of the steep terrain require special attention, for example roofs and hard surfaces can be more prominent than in other localities.

675 It is the individual design, modest scale, and simple form, of many of the older properties which impart a distinctive character to the village which is evident in detached and semi-detached cottages and Victoria Row terrace.

680 Victoria Row, built perpendicular to The Common, is also an example of how varying plot sizes in a terrace of small houses contribute to the distinctive and ad hoc character of the settlement. Before the era of widely available mechanised transport local materials such as timber, rubble stone, and hand made brick were used in these dwellings and are central to their character.

685 The older, wayside cottages were often hurriedly built. Whilst the exceptional and recently restored Squatters Cottage is listed, the listing of most other wayside cottages may not be justified and they are too scattered to warrant designation as a conservation area. Together they are very important to the character of the village as can be seen in Appendix 3 - A Photographic Guide to Wellington Heath village.



Squatters' Cottage: Grade II Listed



Victoria Row



The Windmill

690

Some have been sensitively modernised and are commendable examples of what can be achieved, but others are in poor condition and are in danger of being swept aside by modern development, which may detract from local distinctiveness. If replacement cannot be avoided, then architecture which respects the original is preferable to the total loss of their original character.



*Greenbank - modernised to high standard
Including exterior insulation*



*White Cottage - modernised to a high standard
Including exterior insulation*

695

Mains electricity, water, and drainage arrived after WWII. The old character of the village was eroded by rapid development after 1960 which was more standard in design and layout. Even so, there is no urban-style housing estate and in general housing designs are varied, so Wellington Heath has retained its character much better than most Herefordshire villages. Further erosion of the character of the village is to be avoided.

700

The Herefordshire Council and AONB landscape assessments have studied distinctive character and Appendix 3 of the NDP has pictorially recorded the character of Wellington Heath village. Appendix 3 shows how planning in the absence of an appreciation of local distinctiveness has eroded the local character of a very special landscape. Regular plots and rows of houses of standardised design departed from the previously ad hoc plot layout and individual designs displaying local characteristics.

705

More recently developments have been on a small scale, often with individual designs, some of which have made a positive contribution to local distinctiveness. Most newer houses have been large detached, departing considerably from the modest scale characteristic of the formative

period of the settlement. The village has evolved as plots have been divided resulting in more hedgerows and trees in some areas and a variety of building designs.

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715

720

Long Acre – a redesigned 1970s property of formerly very standardised appearance

Extensions and alterations have in some cases detracted from local distinctiveness whilst others successfully integrate with the landscape setting and the scale of the original building. Utilitarian designs often don't respect the original building, but carefully designed extensions of modest scale which blend with the original or alternatively adopt a contrasting design can be successful.

Particular care will be required in the siting of new development to ensure that it relates well to its landscape setting and that its scale and mass is not unduly dominant. It must not have an adverse impact on the amenity of neighbouring properties or appear 'urbanised' or otherwise alien to the rural nature of the village.

725

The recording and publication of guidance on local distinctiveness has advanced considerably in recent years and developers are invited to refer to both Appendix 3 - A Photographic Guide to Wellington Heath village and Malvern Hills AONB guidance documents ^[13-22]. All new development should make a positive contribution to local distinctiveness.

Some elements of the Malvern Hills AONB building design guide which are most important are reflected in the following policy and contemporary design is mentioned since it can make a positive contribution.

730

Policy WH5 - Development in Wellington Heath Village within the Settlement Boundary

(Relevant to achievement of Objectives 1, 2, 3, 8 and 9)

- 1 The village has a landscape character type of Forest Smallholdings and Dwellings and is substantially included within the Malvern Hills AONB where the *AONB Building Design Guide*^[14] applies and should be complied with. All development proposals should demonstrate that they have positively taken account of this guidance, including those dwellings outside but immediately adjacent to the AONB boundary.

Landscape and Settlement Pattern

- 2 New development must be sited so as to maintain the ad hoc settlement pattern of dwellings interspersed with open spaces and must be appropriate in terms of its scale, mass, character and siting within the landscape setting and in relation to neighbouring dwellings. Adverse impact on the amenity of adjoining properties and significant overlooking must be avoided.
- 3 The density of housing development varies within the village but small plots and dense development are not characteristic. Development will be supported only where it is demonstrated that the size of plot/garden is appropriate for the landscape setting and the size of dwelling to be located on the plot.

- 4 Development should preserve mature trees and hedges.
- 5 Development plans should contain landscaping proposals which protect and enhance the distinctive local landscape character and retain features of the old enclosure pattern to ensure a connection with the surrounding rural landscape. Boundaries to new plots should incorporate locally characteristic features such as stone walling and hedges; hedges of native species with hedgerow trees are preferred to fences.
- 6 Gates and fencing should be in keeping with the rustic character of the locality and the landscape setting generally. Ornate, decorative, or industrial forms of fencing and gates are not appropriate.
- 7 Hard surfacing around new development should be kept to the minimum. Where hard surfacing is essential, it should use material which blends with the rural landscape and allows for percolation of surface water, such as loose gravel or crushed stone in colours that complement the local soil.

Built Character

- 8 Listed buildings and their settings must be carefully protected in accordance with Core Strategy^[2] Policy LD4.
- 9 The retention of pre-1900 dwellings is supported. The renovation, modernisation, and extension of such dwellings done sympathetically and appropriately is supported. This includes the addition of wall and roof space insulation. When pre-1900 dwellings cannot be economically improved, any replacement should respect the scale and mass of the original building.
- 10 In general each building must make a positive contribution to local distinctiveness and have its own individual style and design. A small group or a terrace of 3 similar dwellings might be acceptable if they are suited to the landscape setting. Variation of design requires more than slight differences in elevations, fenestration, doors and colour. Rows of individual buildings of standardised design will not be acceptable.
- 11 New buildings should integrate with the landscape. The following principles reinforcing distinctiveness apply :-
 - 1 Developments which incorporate visual design cues (including modest scale and simple form) and materials (including clay tile, slate, stone, hand made bricks and timber framing) similar to those from pre-1900 buildings are preferred.
 - 2 Contemporary designs and the use of modern materials will be supported provided they respect the locality and integrate with the landscape.
 - 3 Colours should complement those colours in the local landscape and roofs should have a non reflective finish. Development proposals should apply the *AONB Colour Guide*^[18].
- 12 Where planning applications are required for alterations, extensions, or ancillary buildings, the proposal should respect the landscape setting, design and scale of the parent building.

9.4 Development Outside the Settlement Boundary

735 The land outside the village Settlement Boundary is regarded as open countryside. The National Planning Policy Framework recognises the importance of the countryside and as a core principle it states that plan-making and decision-taking should include: *...recognising the intrinsic character and beauty of the countryside...*

National guidance emphasises the importance of avoiding unsustainable patterns of development in rural areas and not building new isolated dwellings. Core Strategy^[2] Policies RA3, RA4 and RA5 limit housing development outside Wellington Heath village to proposals that

- 740
- support rural enterprise;
 - support agricultural, horticultural or farm diversification needs;
 - are replacement dwellings;
 - are conversions of redundant or disused buildings;
 - or are of exceptional quality and innovative design satisfying the design criteria set out
- 745 in the *NPPF*^[1].

9.4.1 Open Countryside - Landscape and Settlement Pattern

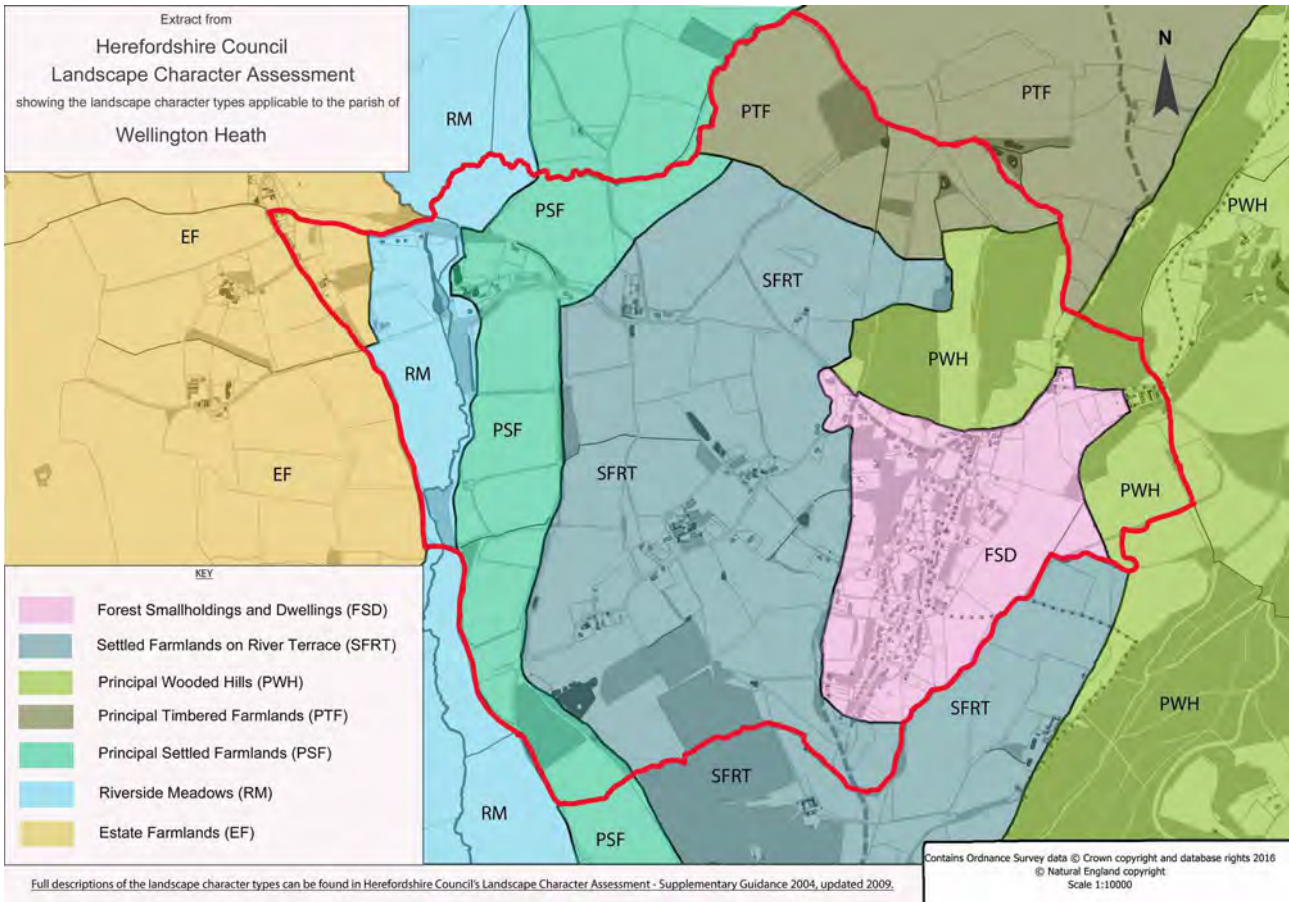
The *Herefordshire Landscape Character Assessment*^[3] identifies seven landscape types in the parish, a remarkable number for a small area. The locations of these are shown on Map 6 – Landscape Character Types.

750 Little development in the open countryside is expected, so there is little point in considering the seven landscape types individually in this NDP. The NDP (via the AONB Guidance^[s9.1.1]) takes account only of the main characteristics of these seven landscape types.

755 In the open countryside, settlement is sparse and characterised by dispersed, old farmsteads and occasional single or clusters of buildings. Boundaries are marked by native species hedgerows, sometimes with mature trees.

760 The steep terrain presents prominent slopes and ridge lines which are particularly important features of the landscape both in local, near-distance views and in long-distance views into the parish. The latter are from the Malvern Hills and the British Camp ancient monument and from the west where Wellington Heath is the sloping foreground of the Malvern Hills AONB (see 12.4 - Viewpoints and Ridgelines).

Map 6 – Landscape Character Types



9.4.2 Open Countryside – Built Character

765 Traditional buildings include 17th and 18th century farmhouses; many of these are listed as being of national importance (see Appendix 2 - Listed Buildings and Heritage Assets). There are also some former smallholdings, and isolated cottages and farm buildings. Materials are usually local: timber framing, stone, red brick, and some weather boarding.



Pegs Farm – Grade II Listed*

sympathetic to historically characteristic styles.

775 More recent building additions since 1900 include dispersed red or brown brick cottages, small or modest in scale, and sometimes rendered. A few more recent houses and bungalows of somewhat conventional design have been built, usually for agricultural workers,

Some farm buildings have been converted to dwellings and a few traditional cottages have been replaced, sometimes with architecture



*Nightingales – replacement of an old cottage
Note the stone plinth and external chimney*

780 which incorporate few design cues from the old buildings and this detracts from local distinctiveness.

The Parish Questionnaire showed strong concern about polytunnels – it was the top item of things which spoil the parish. As there are no specific Herefordshire Council policies on polytunnels, they are covered by Policy WH6. The previous Herefordshire Council *Polytunnels SPD*^[6] (Supplementary Planning Document) has been withdrawn.

9.4.3 Open Countryside – Commercial Development

Best practice should be followed for the housing of livestock, birds, fowl, and horses. Development proposals should ensure that adverse impact or nuisance to neighbours or the wider community does not arise from noise, odour, or other forms of pollution generated by activities on the site. In particular, the potential nuisance arising from storage and disposal of manure and waste products should be taken into account in any development proposals. The *AONB Keeping Horses Guide*^[16] should be followed.

Policy WH6 - Development Outside the Settlement Boundary – and in the Countryside

(Relevant to achievement of Objectives 3, 4, 5, 6, 8 and 9)

- 1 Where development is acceptable in principle (Herefordshire Local Plan Core Strategy^[2] RA3, RA4, RA5, RA6), development must be of high design quality and make a positive contribution to local distinctiveness.
- 2 The Malvern Hills *AONB Building Design Guide*^[14], the *AONB Colour Guide* and *AONB Keeping Horses Guide*^[16] are to apply to all development in the neighbourhood area by reason of overall similarity of character and proximity to the AONB of those parts not actually included within it. All development proposals should demonstrate that they have positively taken account of this AONB guidance^[16, 18].

Landscape and Settlement pattern

- 3 The sparsely settled and rural character of the landscape must be maintained.
- 4 Woodland, mature trees and hedgerows must be retained.
- 5 Locally characteristic native vegetation may be used to help integrate new development with the landscape. Planting should not be used to screen or hide development or land use which would otherwise be unacceptable.
- 6 New tracks, roads, and visible cabling should be avoided. Where they are essential they should integrate with the landscape.

Built Character

- 7 Listed buildings and their settings must be carefully protected in accordance with Core Strategy^[2] Policy LD4.
- 8 The sensitive restoration of pre-1900 buildings, including farmsteads, is encouraged and may justify their conversion to new uses. Historically or architecturally important features should be retained in place and integrated with the proposed alteration or conversion. New detailing or decoration on simple traditional buildings is discouraged.
- 9 Where planning applications are required for alterations, extensions, or ancillary buildings,

the proposal should respect the landscape setting, design and scale of the parent building.

- 10 New buildings, including farm and commercial buildings should be of a size, height, and appearance that can be accommodated without undue harm to the landscape, key views, or the amenity of neighbours.
- 11 Buildings and structures associated with all forms of industrial, commercial, equestrian, farming, and livestock activity must be designed to integrate with the landscape. For instance: roof-lines should be divided into smaller elements; detail and visual interest should be added to larger elevations using locally characteristic materials. Large span roof finishes, especially those with metal cladding, must be sited sensitively within the landscape, and sit below the skyline. Metal finishes should be matt colours complementary to the local landscape, to avoid the look of industrial sheds.
- 12 Temporary accommodation required for agricultural, horticultural, or forestry workers is subject to Herefordshire Local Plan Core Strategy Policy RA4^[2] and must not compromise heritage assets, listed buildings, key views, or landscape. Siting must ensure that there is no detriment to nearby properties arising from overlooking, potential nuisance, or loss of amenity or enjoyment.
- 13 New permanent accommodation for key agricultural workers may be considered where it is shown to be essential for a well-established business in accordance with Herefordshire Local Plan Core Strategy^[2] Policy RA4. Such development is to be of small scale, of simple plan, form, and design, and of high quality.
- 14 Gates and fencing should be in keeping with the rustic character of the locality and the landscape setting generally. Ornate, decorative, or industrial forms of fencing and gates are not appropriate.

Polytunnels

- 15 Proposals for new polytunnels that would have a significant effect on any of the criteria below must be accompanied by a Landscape Visual Impact Assessment. Polytunnels should not be located where hedgerows or trees would have to be removed or where there will be adverse impact on, or visual detriment to:
 - 1 the visual setting and landscape of the Malvern Hills AONB; or,
 - 2 the Settlement Green Gap; or,
 - 3 key views identified in this NDP; or,
 - 4 the River Leadon; or,
 - 5 flood risk.

9.5 Housing Numbers and Location

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Following consultation with land owners in 2017, the expected number of units to be developed on Allocated Sites is shown in the table below.

Details of Allocated Sites for Housing Development

Allocated Site within Wellington Heath village Settlement Boundary	number and type of new units of housing
19a south - Land off Ledbury Road opposite Twinkelow	5 x 4-bed or 7 x 3-bed houses or bungalows
19a north - Land off Ledbury Road at Callow Pitch	3 x 3-bed bungalows
21 - Land off Pub Lane	2 x 3-bed houses
23 - Land off The Common opposite Ochre Hill	4 x 3 bed and 2 x 2-bed houses
total	16 to 18

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At the time this NDP was prepared in 2017 the anticipated number of new dwellings, if all the known windfall sites and all the Allocated Sites were developed, would be 37 dwellings built in the plan period. Whilst this is above the figure preferred by the community, it was appropriate for the purposes of the NDP as windfall delivery is not guaranteed. This position will alter over time with changes of ownership, but it was the best assessment that could be made in 2017.

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There have been ongoing discussions with the owners of the Allocated Sites to investigate their intentions. If agreement can be achieved, then housing development should be ensured and at 31 December 2020 all allocated sites have full or outline approved plans, the total number of dwellings proposed being 15.

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Negotiations have taken account of the need for a mix of new housing to be provided in the village with smaller 2- and 3-bedroomed dwellings targeted on sites 19a north, 21, and 23. Site 19a south is considered to be more suited to development of larger houses on large plots because large plots are characteristic of the western slopes of the village and take account of the recommendations of the Landscape Sensitivity and Capacity Assessment. Planning applications have generally tested and frequently exceeded the upper size limits, defined by numbers of bedrooms in the NDP, hence challenging the desire for more affordable houses expressed in this NDP.

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Section 4 of this NDP shows the status of planning permission and construction for all allocated sites and those windfall sites where an increase in dwelling numbers arises.

The following development brief policies (i.e. a policy specific to a site) are in addition to other policies and are mainly based on the Landscape Sensitivity and Capacity Assessment. They are intended to guide development on the four Allocated Sites in the village of Wellington Heath.

9.6 Allocated Sites 19a south and 19a north

820 These sites are on the western slope of the wooded ridge between the most southerly bend in
Horse Road and the junction of Ledbury Road and Floyds Lane (running northwards from parcels
18 and 19b shown on Map 4 – Wellington Heath Village Policies Map). This north-south ridge is
one of the most significant landscape features in the village; the southern half (parcels 18 and
19b) is protected by Tree Preservation Orders and is a Priority Habitat Inventory Site (Deciduous
825 Woodland).

The boundary of the Malvern Hills AONB follows the Ledbury Road and Jacks Lane in this area, so



830 view of Site 19a north on the skyline
835 showing the loss of trees

both sites (19a south and 19a north) are within the AONB. The Landscape Sensitivity and Capacity Assessment report states: *Visual sensitivity could be classified as Moderate due to current screening by mature trees, but if lost, visibility would be higher – parcel (19a) is in a prominent position on village ridgeline and west-facing slopes. Built development on west side of ridge is characteristically very scattered. This is an important feature of the edge of the AONB, as longer-distance views towards it from the west are of a sparsely-settled, densely-wooded ridge. This means that any new built form would have to be well below the tree line (bungalows or split-level, ideally), very well-spaced and of very low density.*

840 Given its high contribution to the skyline, it is essential that any development does not intrude into these protected areas (referred to above) and that rooflines be kept well below the mature trees on the ridge. Thus, the eastern (higher) parts of both sites (19a south and 19a north) are protected by being designated as Local Green Space (see Map 4).

845 Site 19a south consists of a 1.17 hectare field which slopes down from the ridgeline to Ledbury Road. There is a poor hedgerow next to Ledbury Road from where the site can be seen. There are distant views of the field from public footpaths in the Burtons Lane area. However, during the
850 summer, these views are obstructed by mature trees on the western side of Ledbury Road on each side of Twinkelow Cottage. Access to the site is direct from Ledbury Road.



view of Site 19a south behind the trees
on each side of Twinkelow Cottage

855 To the north, Site 19a north is smaller (0.68ha) and slopes down to Ledbury Road. Its current access is from the top of Floyds Lane; it also has frontage to Ledbury Road (known locally as Callow Pitch at this point). The site is not easily seen because of high hedgerows although the upper parts are visible from the grass triangle at the southern end of Jacks Lane. The ridgeline at the top of the site has been cleared of trees in the past; the continuity of the wooded skyline along
860 the ridge would be greatly enhanced by replanting native species trees.

865 There are currently no footpaths along Ledbury Road which bends and climbs steeply; this is dangerous for pedestrians going to or from community facilities such as the Church, The Memorial Hall, and the public house. So, it is intended that new public footpaths be created on site 19a south as part of any development in order to reduce pedestrian use of Ledbury Road. In the long term, if both sites become connected, a further improvement of off-road pedestrian access may become feasible.

Both sites steeply slope to the west and so significant engineering works will be necessary to accommodate buildings and access.

870 In March 2016, there was a well-attended NDP consultation at which the Landscape Assessment of Wellington Heath was presented. Site 19a (19a south and 19a north combined) had majority support for low density development for typically up to 7 dwellings on 19a south and 3 dwellings on 19a north (those who did not distinguish between these two sites suggested 8 dwellings in total).

Policy WH7 is in addition to the other policies in the NDP.

Policy WH7 - Development of Allocated Sites 19a south and 19a north

(Relevant to achievement of Objectives 1, 2, and 3)

- 1 Given the sloping nature of the sites, and the visual sensitivity to views from the west, development should be sited to ensure that buildings do not break the skyline of the ridge.
- 2 Development should be well screened along the Ledbury Road boundary and along internal service roads, by landscaping trees and hedgerows planted with native species characteristic of the area. Boundaries around and between the plots should be of hedgerow planted with native species characteristic of the area.
- 3 Development of up to five 4-bedroomed or seven 3-bedroom houses or bungalows, or a mix of the two will be supported on site 19a south with associated large plot sizes.
- 4 Development of up to three 3-bedroomed bungalows will be supported on site 19a north with associated large plot sizes.
- 5 The hedgerow along the Ledbury Road next to site 19a south is to be restored with characteristic native species; access roads and driveways are to minimise the impact on the hedgerow and must be of a rural character.
- 6 For safety, vehicles must be able to enter and leave the sites from the Ledbury Road in a forwards direction.
- 7 The eastern ridgeline of site 19a north is to be planted with native trees in order to reinstate the wooded tree-line of the ridge.
- 8 Developments on site 19a south must assist in achieving safe routes for pedestrians and cyclists in accordance with policy WH16 - Footpaths. An urban-style pavement alongside the Ledbury Road is not acceptable. The difficulty of implementing a satisfactory route across multiple land ownerships is acknowledged.

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9.7 Allocated Site 21

Site 21 lies within Malvern Hills AONB in the village centre, on land between Floyd's Lane to the west and Pub Lane to the east, with the Farmers Arms pub on the south east boundary. It

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view looking across the site to the north east towards Ochre Hill

comprises a grass field with a locally-prominent, steep, east-facing slope from the upper part of the ridge down to the valley floor and a watercourse, including a pond. The western, upper area is very steep and therefore access is only from Pub Lane. Note that Pub Lane is an unadopted, unsurfaced, vehicle track serving several houses and is currently designated as a public footpath (WH21).

The land is surrounded by mostly modern houses and the pub. Boundaries are mainly native hedges. Along the opposite side of the Floyds Lane frontage, to the south east, there is an

important line of mature oak trees subject to Tree Preservation Orders.

The site is very enclosed in the wider landscape by topography and vegetation to the west, north, north east and south, but upper parts of the field are exposed to the east and south east; Frith

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Wood is far on the east skyline. Locally important viewpoints cross this site, particularly Viewpoint 11 (Floyds Lane) with views across the site into the village centre (Pool Piece) and towards Frith Wood. From Viewpoint 5 (the lower Frith Wood path) looking into the village, it seems that the upper part of the site is the only open space in the centre of the village. This land makes an important contribution to the village's character as it is one of the few green, open gaps remaining in the surrounding built-up area; also, there is some potential for biodiversity especially in currently unmanaged parts of the site.

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view looking across the site and Pool Piece to the south east and Frith Wood

The *Landscape Assessment Report*^[25] comments and recommends "Development capacity potentially is higher on lower, east side of parcel. Development on upper slopes would result in built form closing the existing green gap between properties to north and south which would result in adverse effects on local landscape character and views. Development on the lower area could potentially be the subject of a more detailed assessment with other matters, and constraints and opportunities (such as designating the higher land as local green space), factored in."

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The steep slope of the site constrains development, and would require significant engineering to accommodate buildings and access.

About 30% of respondents supported development at this site at a well attended NDP consultation in March 2016 at which the Landscape Assessment of Wellington Heath was presented. Those

who supported this site wished to restrict development to a few houses (mostly two), and some amplified this by proposing that the upper parts of the site be protected or become public space.

920 Given the landscape assessment, the locally important viewpoints, and local opinion the upper part of the site is designated as Local Green Space (see Map 4 – Wellington Heath Village Policies Map).

Policy WH8 is in addition to the other policies in the NDP.

Policy WH8 - Development of Allocated Site 21

(Relevant to achievement of Objectives 1, 2, and 3)

- 1 Access to the site must be from Pub Lane. No access will be permitted from Floyds Lane.
- 2 Development of up to two 3-bedroomed dwellings will be supported.
- 3 Boundaries around and between the plots should be of hedgerow planted with native species characteristic of the area.

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9.8 Allocated Site 23

The site lies within the Malvern Hills AONB near the northern end of the village, on land between Ledbury Road to the west and The Common to the east. The land is a steep, east-facing slope just below the plateau at the northern end of the ridge. Residential properties surround the site. A

930 notable local building, Hope End
School House, (Grade II Listed)
is on the west side of Ledbury
Road opposite the site which
makes an important
935 contribution to the setting of
the listed building.



*view looking across the site from Ochre Hill to the Grade II Listed
Hope End School House*

The site is rough grassland with
some semi-mature, self-seeded
trees. The boundaries are all
940 native species hedges with a tall
hedge along The Common
creating a strong sense of
containment along that road.

The hedge along Ledbury Road
945 is lower enabling some long distance views across the site to the east towards Frith Wood. Overall,
the land is enclosed in the wider landscape to the north, west and south by topography and
vegetation. The slope faces Ochre Hill and properties along The Common to the east, although tall
trees screen views into the site.

There is high potential for biodiversity due to the diverse habitats and significant tree cover, and its
950 connection to neighbouring habitats via local tree belts and hedgerows. The site and its trees make
a very important contribution to the village's character as it is one of the few green, open gaps
remaining in the surrounding built-up area.

Access to the site is currently via a footway from The Common. Creation of an access for
development will require some loss of trees and hedgerow along The Common boundary. The
955 steep slope may constrain development, which may require significant engineering to
accommodate buildings, access, and internal roads. Electricity supply poles and wires cross the site
and negotiations with Western Power Distribution will be necessary.

The *Landscape Assessment Report*^[25] comments and recommends "*Development on lower, eastern
960 portion of parcel fronting The Common could potentially reduce the level of likely adverse effects
on the setting of Grade II Listed Hope End School House, and capacity could potentially be higher.
This could potentially be the subject of a more detailed assessment with other matters, and
constraints and opportunities (such as designating the higher land as local green space), factored
in.*"

This was the second most favoured site for development at a well attended NDP consultation in
965 March 2016 at which the Landscape Assessment of Wellington Heath was presented. There was a
desire to restrict development to the lower area adjacent to The Common with two to six houses
being suggested.

970 Given the above landscape assessment, the important setting of the Grade II Listed building, and local opinion, the upper part of the site is designated as Local Green Space (see Map 4 – Wellington Heath Village Policies Map).

In recognition of the need for smaller houses for sale, six smaller houses are proposed for this site.

Policy WH9 is in addition to the other policies in the NDP.

Policy WH9 - Development of Allocated Site 23

(Relevant to achievement of Objectives 1, 2, and 3)

- 1 Access to the site is expected to be from The Common and loss of trees and hedgerows to create an access should be minimised. Development should be screened by native trees and hedges as far as possible.
- 2 The overhead electricity lines currently crossing the site must be routed underground. The pole mounted electricity equipment currently on the site is to be relocated and screened from view by hedges and trees.
- 3 Development of 4x 3 bedroom and 2x 2 bedroom dwellings, a total of six, will be supported.
- 4 Boundaries around and between the plots should be of hedgerow planted with native species characteristic of the area.
- 5 For safety, vehicles must be able to enter and leave the site in a forwards direction.
- 6 The vegetation on the upper slope is to be retained or enhanced with native species.
- 7 Space for pedestrian routes is to be provided in accordance with policy WH16 - Footpaths. There is to be a footpath connecting Ledbury Road and The Common on the south section of the site which can here be linked to the Little Pleck.

10 Policies for Employment

975 Wellington Heath supports a wide variety of businesses. At the smallest scale these are home-based activities such as consultancy, computer services, and tutoring, but on the other hand there are large horticultural farms employing and accommodating hundreds of seasonal workers. Other notable business activities include equestrian livery and stabling, livestock farming, meetings facilities at Priors Court, bed and breakfast services, a public house, and contractors undertaking kitchen and bathroom installation, landscaping, and building.

980 The small businesses are generally conducted with minimal impact on the environment, landscape, or adjoining properties. The large scale horticultural activity however has a significant impact on the landscape and views of the parish, mainly because of the large areas of fruit grown under polytunnels or ground level polycover. These are particularly visible from the Bromyard Road and at a longer distance from the Hereford to Ledbury road (A438). Although these installations have
985 planning consent they are a source of strong objection from the local community on the grounds of adverse visual impact as shown by NDP questionnaire responses and the previous Parish Plan Review.

All businesses are hampered by the poor quality of broadband, land-line, and mobile telephone services.

990 It is difficult to find a balance between the commercial needs of larger local businesses and the adverse impacts on the landscape, environment, and neighbouring properties. The following policies seek to strike this balance in supporting business but also offering adequate protection against adverse impact arising from such activity.

Policy WH10 - Employment

(Relevant to achievement of Objectives 4, 5, 8 and 11)

- 1 Any development should:
 - 1 ensure there is no loss of amenity or detriment arising to nearby properties or community facilities from the business use;
 - 2 be in keeping with the scale, form, and character of its surroundings;
 - 3 have good access to and from the Bromyard Road B4214 and not generate significant additional traffic flow through Wellington Heath village or the network of lanes passing through Wellington Heath parish and the AONB; and
 - 4 have safe and suitable access to the site for all transport modes.
- 2 Development will not be permitted where noise, odour or other forms of pollution or adverse impact generated by the development would cause nuisance or loss of amenity to adjacent properties or community facilities.
- 3 Home extensions, alterations or conversions to facilitate home working will be supported providing that their use and operation is compatible with their location, in accordance with the Herefordshire Local Plan Core Strategy Policy^[2] E3.

11 Policies for Community Facilities

995 There are many facilities within the parish that are valued and used by the community. These include green spaces and wildlife areas such as the Plecks, the Pool Piece play area, and the

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Pool Piece and The Farmers Arms

network of footpaths. Key local facilities that are regularly used by parishioners and visitors include The Farmers Arms and the adjacent Pool Piece, The Memorial Hall, and Christ Church. The cemetery opposite the church is a place of tranquillity for remembrance and reflection; it has notable wild flowers. There is sufficient space in the cemetery to meet anticipated demand until at least 2060, therefore no additional space will need to be reserved during the NDP period up to 2031. Ledbury allotments in the west of the parish are enjoyed by the association members.

Development can and should be an opportunity to improve facilities and services; overall it should never detract from the existing provision.

1015 Examples of possible community infrastructure projects which may be supported by the financial and other resources from development (set out in policy WH11.1) are :-

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- 1 improvement of telephone land-line, broadband and mobile telephone services.
- 2 creation of a safe, all-weather surfaced, walking and cycling route from Wellington Heath village to Bromyard Road in the vicinity of the railway station, in a style appropriate to the rural setting in the Malvern Hills AONB.
- 3 improvement of the footpath network to better separate pedestrians from traffic, to improve pedestrian access to local facilities (including The Memorial Hall, The Farmers Arms, Pool Piece and Christ Church) and to create missing links between footpaths.
- 4 extension, improvement, remodelling, or enhancement of The Wellington Heath Memorial Hall and its car park. The car park is inadequate for some events and parking overflow will become more frequent as new houses are built. There is little scope for increasing the parking area, therefore enhancing the footpath network is important and is described in section 13.2 - New footpaths.
- 5 provision of amenity green space.
- 6 a community playing field.
- 7 improvements to facilities related to public transport.

Policy WH11 - Improvement and Retention of Community Facilities and Open Spaces

(Relevant to achievement of Objectives 6, 7, 10, and 12)

- 1 New developments where appropriate will be expected to support the enhancement of community infrastructure and facilities by sharing resources such as green space or other land or equipment. Financial benefits to the Parish Council derived from any contributions arising from the planning process will be used to maintain, provide and improve community facilities and infrastructure.
- 2 Development that fails to adequately protect or that seeks to change the use of an existing community facility will not be acceptable unless it can be demonstrated that it is no longer required or viable, and has been marketed for a period of at least 12 months for community use without success. The community facilities covered by this policy include :-
 - 1 The Farmers Arms public house;
 - 2 Wellington Heath Memorial Hall;
 - 3 Christ Church;
- 3 Areas of Open Space used by the community are expected to be retained for that use and where appropriate enhanced. The areas of open space covered by this policy are :-
 - 1 The parking area at the Farmers Arms;
 - 2 Wellington Heath cemetery;
 - 3 Pool Piece and The Plecks public green spaces;
 - 4 The Ledbury Allotment Association allotments at Burtons Lane.

12 Policies for the Environment

12.1 Pollution, Water, Waste and Light Management

1035 The valleys and folds of the terrain contribute positively to the landscape and the key views; the downside is that they can in places make much worse the detectability of noise or smells. In these areas, reducing the loss of amenity from such causes needs special attention.

1040 Localised flooding is a concern in many areas of the parish although the consequences are varied. In steeper areas of the parish, water rushing down roads, blocked culverts, and overflow from foul sewer manholes can present difficulties in storm conditions. The limited access to surface water sewers contributes to these problems and drainage arrangements need special attention. Severn Trent Water has recommended that properties only connect foul flows to the public sewer system and surface water is to be dealt with by soakaway or other means.

1045 The lower parts of the parish around the River Leadon are in flood zones categorised 2 and 3. Along Hollow Lane at Priors Court, the road is closed about once a year and vehicles are sometimes damaged by water.

1050 There is no street lighting in the parish and this contributes to the rural character and habitat for wildlife. Further guidance is set out in the Malvern Hills AONB Guidance on Lighting^[18a].

Policy WH12 - Pollution, Water, Waste and Light Management

(Relevant to achievement of objectives 4, 5, 8 and 13)

- 1 Development or use of a site must not cause noise, odour, or other forms of pollution that are likely to cause nuisance or loss of amenity or enjoyment to other properties and their occupants.
- 2 Development plans must show how surface water disposal is handled within the site to prevent run-off to neighbouring areas; the techniques of Sustainable Drainage Systems (SuDS) are supported. No surface water is to be discharged into the foul sewer. New development must be designed to avoid increased storm water flooding and take account of prevailing ground conditions. Other water supply and disposal matters will be dealt with by the utility service providers in accordance with their normal practices and legal obligations. Existing drainage ditches and culverts that contribute to water management generally must be retained and restored; where culverting is necessary, there must be means to prevent blockages.
- 3 Developments will be required to include provision for well-designed waste storage and collection facilities; wheeled bins and similar waste storage facilities should not be conspicuous in the landscape or street scene.
- 4 In new developments, external lighting should be kept to a minimum. Schemes should follow good practice including that produced by The Commission for Dark Skies, to minimise light spillage into adjacent areas and to the sky through such techniques as directing light downwards, keeping lights low to the ground, and the use of hoods or shields. External lighting must not be designed to be lit for many hours at a time.

12.2 Designated Features of the Environment and Conservation

1055 The *Scoping Report by Herefordshire Council*^[4] has identified the following sensitive features in the parish: Malvern Hills AONB; Canon Heath Wood; Raven Hill Wood; Flood Zones 2 and 3 in the west and north west of the parish around the river Leadon; Malvern Hills Geopark; the Geopark Way and Herefordshire Trail; Longworth Meadow; Prior's Court (unregistered) park and garden.

Listed buildings are detailed in Appendix 2 - Listed Buildings and Heritage Assets.

1060 Tree Preservation Orders are in force to protect specific trees across the parish. However TPOs cover only isolated areas within the landscape and do not provide a connected wildlife habitat on their own.

1065 The following, which are bordering the parish, were recorded in the same report: Frith Wood; Loxter Wood; Berrington Wood; Hope End Wood; Sparrow Hill Wood; Oyster Hill Wood; Grovesend Wood; Baymans Wood; Hope End registered park and garden; Bradlow Knoll and Dog Hill; Ledbury Cutting; pool on Hope End Estate; field near canal at Swinmore; Old Colwall (unregistered) park and garden.

The Core Strategy^[2] policies address these features and no additional policy is necessary in this NDP.

12.3 Biodiversity

1070 In addition to the officially designated features mentioned above, there are several areas within the parish where wild flora and fauna flourish. Most notably, these are the churchyard, the Harry's Walk pond, and two small areas of woodland located off The Common called 'The Pleck' and 'Little Pleck' which are owned by the Parish Council. Many houses in the parish have large gardens, paddocks or woodlands that add to the habitat available to wildlife.

1075 The distinctive, mature, deciduous trees and high roadside hedgerows provide some connection between undeveloped areas. Collectively, these make a significant contribution to habitat for wildlife and flora.

1080 Open space (gardens, allotments, recreational space, open fields, woodlands, footpaths, quiet lanes) are important to the community, and are highly valued, not just for their recreational value but also for their landscape character, quiet enjoyment, and biodiversity.

Policy WH13 - Biodiversity

(Relevant to achievement of Objectives 8 and 9)

- 1 New development will be expected to retain, enhance, and help connect existing wildlife habitats and landscape features (such as watercourses, orchards, wooded areas, hedgerows, and tree-lines) to support biodiversity.
- 2 Development proposals must specify how wildlife and flora associated with the site are to be protected during the course of works.

12.4 Viewpoints and Ridgelines

12.4.1 Viewpoints

1085 The topography of Wellington Heath is key to its distinctive character. Most of the village lies within the flanks and base of a small valley; the church and The Memorial Hall are on the broad ridge to the north. There are many lanes and public rights of way in the parish; those within and around the perimeter of the village offer fine views across the village and to the countryside beyond. The Landscape Sensitivity and Capacity Assessment and the questionnaire responses highlighted the diversity of key viewpoints and the great value placed upon them by the community.

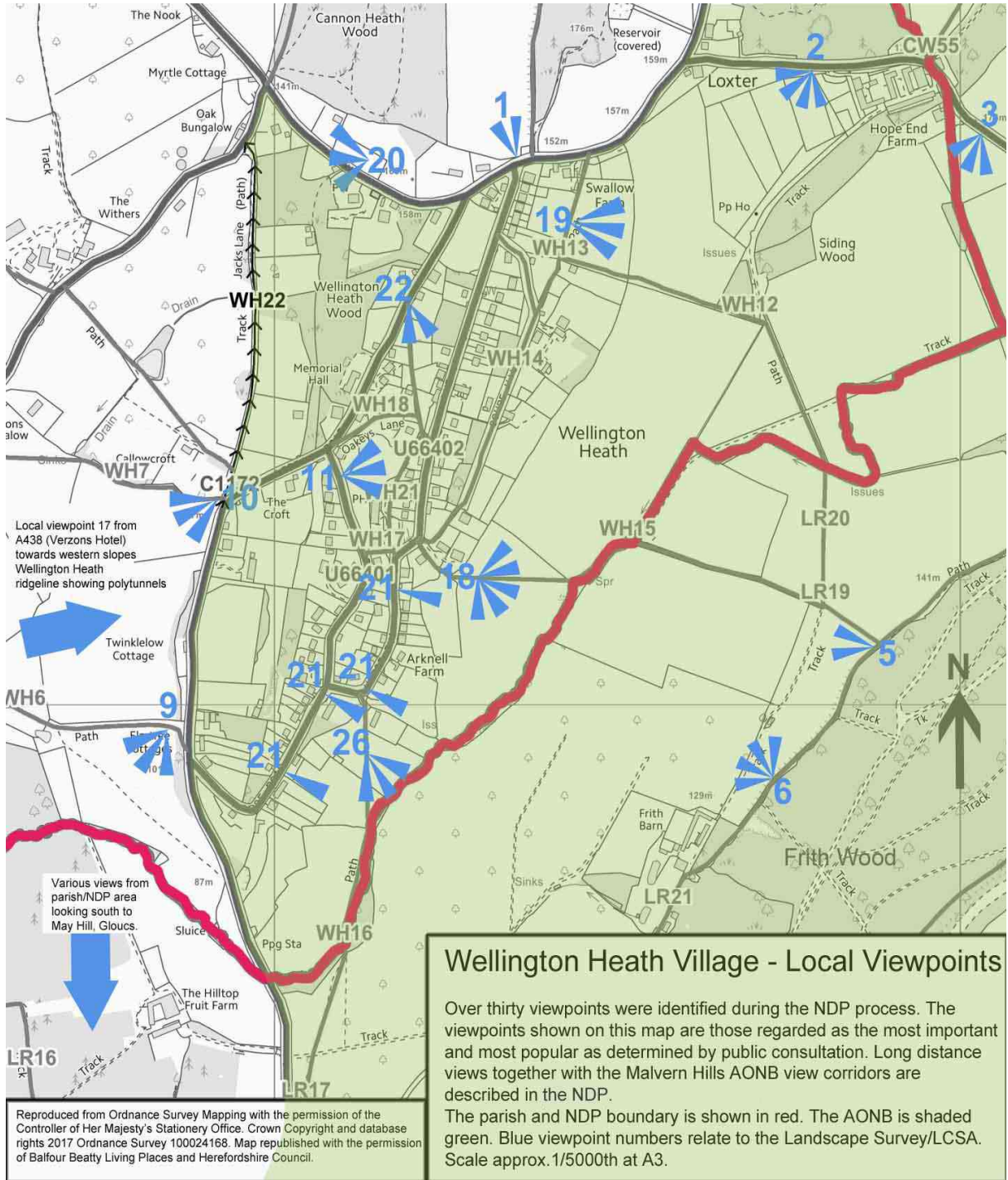
1090 Notable long distance views include those to and from the Malvern Hills, particularly the British Camp ancient monument to the east, and wide-ranging vistas across the Herefordshire countryside to the west and to May Hill to the south. The most popular viewpoint is on the eastern boundary of the parish, with a near distance view along Ochre Hill on the south-east flank of the parish and Marcle Ridge in the distance to the south-west. The major built up area of Ledbury is largely
1095 screened by hills and Frith Wood except for the listed railway viaduct. Wellington Heath lies within nine key view corridors identified by the Malvern Hills AONB Partnership.

Oyster Hill is 0.5km north-east of the parish and is the Malvern Hills AONB Partnership's
1100 Exceptional Viewpoint 34; it offers commanding views east to the Malvern Hills and west over Herefordshire to Wales. Although screened from Wellington Heath, it is often visited by parishioners.

The most important aspect is not one single view but the many different landscape vistas and the changing views as one moves through the parish. Consequently there are many viewpoints in Map 7; selecting just one or two viewpoints would not be right in this exceptional landscape.

1105 **Map 7 – Key Views**

The viewpoints shown in blue on the map below were regarded as most important and popular in the consultations. These are the fan-shaped objects on the map; their spread expresses the width and direction of the view from that viewpoint. The numbers relate to the *Landscape Sensitivity and Capacity Assessment Report* [25].



1110 The *Malvern Hills AONB Views Project* [19] identified key views looking from and towards the Malvern Hills. Looking from the Malvern Hills ridge to the west, Wellington Heath lies in view corridors from Exceptional Viewpoints 40, 47, 48, 48 and 50 (slightly south of the main ridge at the Obelisk) and from Special Viewpoints 24 and 26 . From the west Wellington Heath is visible from Exceptional Viewpoint 27 on Marcle Ridge and Special Viewpoint 45 at Durlow Common both

1115 looking north-east towards the Malvern Hills.

12.4.2 Obstruction of viewpoints

It is especially important that viewpoints not be obstructed by new development. Despite the large number of viewpoints, the constraint on development will be quite limited since, within the village, viewpoints are all on high ground and are usually where the ground falls away sharply.

1120 It is important that development proposals demonstrate how they help to safeguard key views into and from Wellington Heath.

12.4.3 Ridgelines

1125 Ridgelines are particularly prominent and distinctive in the folded landscape of the parish, especially in and around the village of Wellington Heath. The ridgelines are especially important in long distance views from the numerous Exceptional Viewpoints on the summits of the Malvern Hills and from the Exceptional Viewpoint on Marcle Ridge looking north-west towards the Malvern Hills AONB. The ridgelines are also particularly prominent in many local views identified in Map 7.

1130 The *Landscape Sensitivity and Capacity Assessment Report*^[25] makes frequent reference to ridgelines such as "*Fortunately so far development does not breach the ridge line itself in views from the west*" and "*The trees on the village's upstanding ridges are an integral part of the setting of the AONB*".

1135 All the Allocated Sites adjoin ridgelines, however development can be accommodated by sensitive positioning and design of these developments as recommended in the *Landscape Sensitivity and Capacity Assessment Report* and detailed in the specific sections for each Allocated Site in this plan.

Policy WH14 – Viewpoints and Ridgelines

(Relevant to achievement of Objectives 1, 3, and 8)

- 1 Development close to ridgelines or visible promontories must not break the terrain skyline.
- 2 The height of developments must be such that they are not out of character with the surrounding area and do not have an adverse impact on the appearance of Wellington Heath when seen from the viewpoints identified in Map 7 – Key Views [page 53].
- 3 Development must not obstruct or significantly detract from the key views identified in Map 7 – Key Views.

12.5 Energy Conservation and Climate Change

1140 Climate change is a major problem to the World; decision makers need to implement policies to encourage activity which reduces harm to the environment. To reduce greenhouse gas emissions, there is a move towards improved thermal insulation and renewable energy generation in the form of photovoltaic (solar) panels or wind powered turbines to generate electricity. There are also emerging technologies for solar thermal generation, biodigesters, and energy storage.

1145 However, these installations can have an adverse impact on the landscape and the visual amenity of an area; they may give rise to noise or odour nuisance, and they have



solar panels at Priors Court

servicing requirements. The Malvern Hills AONB Partnership has published advice on small scale (up to about 50kw) renewable energy technologies for solar^[20] and wind energy^[21] and on heat pumps^[22]. The hills and valleys of Wellington Heath make it especially susceptible to noise nuisance from heat pumps; any application for new development incorporating a heat pump should demonstrate that it will not cause noise nuisance.

The hilly terrain of Wellington Heath, its high trees, landscape amenity, and associated shading and wind turbulence restrict the effective application of renewable energy generation. Thus, energy efficient building standards such as Passive House (Passivhaus)^[36], BREEAM Excellent^[37], or equivalent are of particular relevance in Wellington Heath.

The following policy seeks to make a positive contribution to environmental protection whilst safeguarding the visual amenity of the parish.

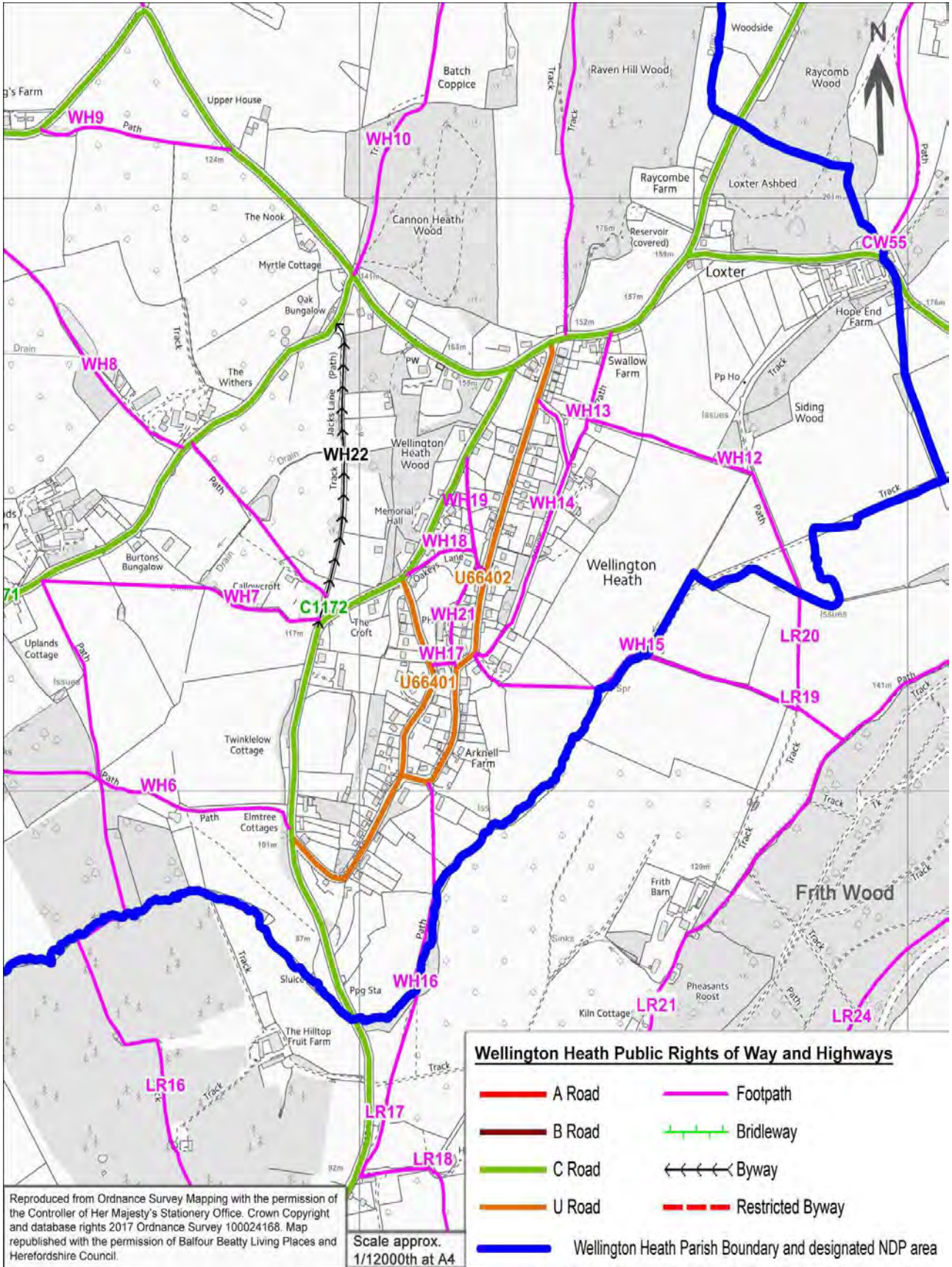
Policy WH15 - Energy Conservation and Renewable Energy Schemes

(Relevant to achievement of Objectives 8 and 9)

- 1 New developments should incorporate low carbon emission technologies where practicable and cost effective. The incorporation in new development of rain harvesting, grey water recycling, high standards of insulation, renewable energy systems such as photovoltaic solar panels, and ground source heat pumps will be encouraged.
- 2 Small scale renewable energy schemes and community energy schemes will be supported where there is no adverse impact on landscape character and built heritage, and no risk of nuisance arising.
- 3 The principles in the AONB Solar Energy Guidance^[20], AONB Wind Energy Guidance^[21], and AONB Heat Pump Guidance^[22] are of application across the parish.
- 4 Large wind turbines (those of 50kW or more) are not considered appropriate within or adjacent to the Malvern Hills AONB or the landscape of the parish generally and will not be supported. Proposals for any wind turbine that requires planning permission must demonstrate how the installation integrates with the landscape and has no detrimental impact upon other properties or the amenity of their occupiers.
- 5 Larger scale electricity generation projects comprising banks of solar panels will not be acceptable in the AONB or in open countryside where they are visually disruptive of key views.

13 Policies for Footpaths and Vehicle Access

Map 8 – Parish Footpaths



13.1 Local distinctiveness and use of roads and footpaths

1165 The narrow, hedge-lined lanes and roads do not have pavements or footways and in places run
between high banks. However there is a characteristic, separate network of footpaths both in the
wider parish and within the village of Wellington Heath. The roads and footpaths are not
1170 delineated by formal kerbs characteristic of both urban development and modern extensions to
many Herefordshire villages. The informal and rural nature of the roads and footpaths in the
parish of Wellington Heath contributes greatly to its special character and are a major contributor
to local distinctiveness. Policies for new roads and footpaths in the parish which give effect to Core
Strategy^[2] policies SS6 (Environmental quality and local distinctiveness) and LD1 (Landscape and
townscape) are therefore essential.



Burtons Lane - single track road



Oakey's Lane - footpath in village

1175 Car parking on the rural and village roads of Wellington Heath is rarely possible without blocking
the highway, especially on the many single-track roads. Parked cars are not a major feature of the
street scene. The provision of adequate parking space for residents, visitors, and deliveries is
therefore particularly important.

1180 The network of lanes and rural footpaths, makes a valuable contribution to people's health and
enjoyment. They are used by walkers, cyclists, and horse riders including those from Swallow Farm
Stables in the parish. The Geopark Way and Herefordshire Trail pass through the parish and
contribute to business at the The Farmers Arms. Modern and unsympathetic traffic engineering
features and increases in traffic volumes and speeds can detract from this special character and
valued use.

1185 Of the 289 questionnaires, 280 answered the footpaths question. The most used footpaths are
Slit Steps and Pub Lane within the village and those leading to the east to Frith Wood and Jacks
Lane to the north west. These routes were each used by about 200 respondents of whom about
120 used them frequently. The Herefordshire Trail long distance path and the Geopark Way were
not part of the questionnaire but are well used - including by non-residents.

The Malvern Hills AONB Partnership input to this section of the NDP and the *AONB Highway Design Guide*^[17] advises that there are four guiding principles that should be followed:

- 1 Unless there is an overriding safety issue, do as little as possible.
- 2 Highway improvements should take account of the traffic flow and character of the road to ensure that proposals are not over specified.

- 3 Unless there is an overriding reason to do otherwise, copy the style and materials that have been used over time.
- 4 Consult the AONB Partnership.

1195 **13.2 New footpaths**

The parish has a good but incomplete network of footpaths. The requirements for further footpaths are:

- 1 to serve new developments in a manner reminiscent of more established areas of Wellington Heath village;
- 1200 2 to provide a more complete network of safe routes to facilities including The Memorial Hall, The Farmers Arms, Pool Piece, and Christ Church;
- 3 to improve the separation of walkers from traffic by providing new pedestrian routes to connect existing footpaths;
- 4 to improve access to public amenity space;
- 1205 5 to provide a safe walking route to Ledbury.

Safe footpaths such as WH17 Slit Steps, WH21 Pub Lane, WH18 Oakey's Lane, and WH14 Ochre Hill, are key features of the village and assist pedestrian access to places such as The Memorial Hall and The Farmers Arms. New developments at Sites 19a south and 19a north would not have an existing safe pedestrian route to them and there is no footway adjacent to the Ledbury Road which
 1210 climbs steeply with bends and poor visibility at this point. The fragmented ownership of the land here constrains the potential routes. Rosemore separates these sites and was previously granted planning permission for two additional houses. Should any future development be proposed, it may be possible to link up sites 19a south and 19a north with footpaths although this is too uncertain to be formally included in this NDP.

1215 Allocated Site 23 offers the opportunity to improve the footpath network. It can provide safer and quicker access to The Memorial Hall for these new residents and others, and provide better access to amenity space. It may also separate pedestrians from traffic along part of Ledbury Road.

13.3 Safe walking route to Ledbury

The lack of a safe and suitably surfaced walking and cycling route from the village of Wellington
 1220 Heath to Ledbury is of significant concern. This Safe Route featured prominently in the Wellington Heath Parish Plan (March 2006,) and the subsequent Parish Plan Review (December 2013). The lack of a footpath and cycleway is a safety concern along Ledbury Road and especially on the lane to Beggars Ash (C1172) where there is the risk of serious accident to pedestrians and cyclists. Ledbury Road is the main vehicle route through the village and parish and with the development of
 1225 over 600 houses and employment land at the Ledbury viaduct proposed in the Core Strategy^[2], significantly increased traffic can be expected.

A working paper exploring potential safe routes to Ledbury was produced in 2015^[23].

By liaison and joint working with Ledbury Town Council, Wellington Heath Parish Council shall seek to achieve a protected route, and eventually an all weather rural footway and cycle route. This will
 1230 have no unnecessary hills, and will go from Wellington Heath village, running to the east of the

Ledbury Road, and joining the roadside footway on the Bromyard Road as it approaches Ledbury town.

A safe walking route from Ledbury would be likely to cross Frith Drive at Ledbury Road, joining footpaths LR18 and LR17, the latter leading to Horse Road in Wellington Heath village. A new path

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may also be useful from Frith Drive passing to the west of Ledbury Road to connect with the junction of footpaths WH7 Harry's Walk and byway WH22 Jacks Lane and WH8 leading to Withers Farm where there are hundreds of seasonal fruit pickers at Withers Farm who walk into Ledbury.

A safe walking route to Ledbury is a long term project and specific policies on routing cannot be included in this plan without the agreement of Ledbury Town Council and several landowners.

The Slit

Policy WH16 - Footpaths

(Relevant to achievement of Objectives 1, 6, 8, especially 12)

- 1 New developments should as far as is practicable provide improved pedestrian and cycle access to community facilities including The Memorial Hall, Christ Church, the Farmers Arms and public amenity space, and generally improve the separation of walkers from traffic.
- 2 New footpath and cycle routes should be selected to avoid compromising the privacy and security of existing properties. This might be assisted by dense hedges where they are locally appropriate.
- 3 The creation of a safe walking and cycling route from Wellington Heath village to Ledbury will be encouraged should the opportunity arise during the plan period. Development that would prejudice this proposal, set out in 'Options for a safe route between Ledbury and Wellington Heath'^[23] without enabling a feasible alternative, will be resisted.
- 4 The rights of way network is a valued community resource and it should be protected and extended where possible and appropriate.

13.4 Vehicle Parking and Access

Policy WH17 - Vehicle Parking and Access Arrangements

(Relevant to achievement of Objectives 1, 8 and 11)

- 1 Within the Malvern Hills AONB consideration of the *AONB Highway Design Guide*^[15] will need to be demonstrated. Outside the AONB boundary, the *AONB Highway Design Guide* still offers advice considered to be relevant to the landscape setting. Public highways and those roads intended to be adopted must follow the Herefordshire Council Highways Design Guide For New Developments, July 2006, and guidance promoted by the Department of Transport, namely Manual for Streets 1, 2007, and Manual for Streets 2, 2010, and any subsequent updates of all such guidance
- 2 All developments must have safe and suitable access for pedestrians and vehicles with adequate sight lines to the highway. For safety reasons, given the narrow and winding nature of the local lanes, adequate space must be provided within a site to allow vehicles to manoeuvre such that they can join the highway in a forwards direction.
- 3 The nature of the rural lanes with their associated hedges and verges is a most important aspect of local distinctiveness. In order to respect this, new access driveways, tracks or roads should apply these principles:
 - 1 The informal and rural nature of the local lanes is to be reflected in new access driveways which should be no wider than necessary consistent with safety and practicality.
 - 2 The impact of access arrangements must be minimised to hedges, trees, verges, heritage assets, and the landscape setting.
 - 3 Roadside boundaries must reflect the rural setting; hedges of locally characteristic native species are preferred.
 - 4 Signs and their supports should be unobtrusive and integrate with the local landscape.
 - 5 Driveways and parking surfaces should, where practicable, allow the percolation of surface water and blend with the landscape and reflect the rural context; well constructed and easily maintained stone surfaces are preferred where slopes and light traffic allow. There must be no surface water run off to the highway or adjacent land.
 - 6 Footways must be surfaced suitably to permit safe and convenient passage by pedestrians, should reflect the rural character of the area, and must avoid delineation by kerbs.
 - 7 At least two car parking or garaging spaces must be provided in addition to turning space, for each dwelling. Parking provision should be increased according to the size of dwelling such that it is adequate to meet the needs of occupiers with additional space for visitors and deliveries so that overspill to the highway will not arise.
 - 8 Secure storage for motorcycles and bicycles, and provision of recharging points for electric vehicles is encouraged.

- 9 Adequate parking spaces for cars and commercial vehicles must be provided for all non-residential development including space for loading, unloading and manoeuvring to join the highway in a forwards direction. Parking areas must not dominate the landscape or the street scene and should be adequately screened by trees or landscaping.

14 Policy for Phone and Broadband services

Telecommunication services in Wellington Heath have improved since 2018.

1260 A fibre broadband network installed by Gigaclear Ltd. is being gradually extended and is currently available for activation in approximately two thirds of homes and businesses within the parish.

1265 At present there is no evidence of any restriction of landline availability. Alternatives now include V.o.I.P. (Voice Over Internet Protocol) calling with selected providers.

Mobile phone coverage remains patchy within Wellington Heath.



discreet mobile phone mast

Policy WH18 – Provision of Mobile Phone and Broadband services

(Relevant to achievement of Objectives 4, 5 and 13)

- 1 Erection of a mobile phone mast that improves coverage and services to the parish of Wellington Heath will be supported. The mast must be integrated within the landscape and there must be no detriment to the amenity of existing properties or to key views identified in Map 7 – Key Views.
- 2 A significant improvement to broadband services and internet connection is of major importance across the parish and development proposals where appropriate should make provision to enable connection of such services by the laying of suitable underground ducting from the site boundary to the dwelling or primary building to be constructed.

15 Monitoring and Review

1270 Wellington Heath Parish Council will review progress towards achievement of the policy objectives set out in the NDP and report to parishioners at the Annual Parish Council Meeting.

In August 2020 the Government announced a planning white paper entitled “Planning for the Future”. Herefordshire Council is currently reviewing the Local Plan Core Strategy. When these proposals are enacted or approved a further review of this NDP will be necessary.

1275 The capacity of the Wellington Heath village sewage pumping station may be a constraint on further development and should be reviewed if more than 30 additional dwellings are connected.

16 References and Evidence Base

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- 7 West Midlands West Housing Market Area – Strategic Housing Market Assessment (SHMA) – June 2008 – Outside
- 8 Local Housing Market Assessment – November 2013 – G L Hearn
- 9 Local Housing Requirements Study – July 2011, March 2012 and September 2014 – G L Hearn
- 10 Strategic Housing Land Availability Assessment (SHLAA) – March 2012 – Herefordshire Council
- 11 Rural Housing Background Report – March 2013 – Herefordshire Council
- 12 Rural Settlement Hierarchy Background Paper – November 2010 – Herefordshire Council

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- 13 Malvern Hills AONB Management Plan; *Malvern Hills AONB Management Plan 2019-2024*; url: <http://www.malvernhillsaonb.org.uk/wp-content/uploads/2019/04/64217-Malvern-Hills-AONB-Management-Plan-2019-24-v06.pdf>
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reports prepared by the WH NDP Working Group

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- 24 WHNDP, Working Paper on Services, v05; 8 November 2016; C F Rozelaar. Available from Wellington Heath Parish Council on request
- 25 Landscape Sensitivity and Capacity Assessment Report; *Wellington Heath Neighbourhood Development Plan, Landscape Sensitivity and Capacity Assessment Report*; September 2016; Carly Tinkler; url: <http://wellingtonheathpc.org/planning/landscape-assessment/>
- 26 Landscape Capacity Plan; WHNDP Figure 5 of the *Landscape Sensitivity and Capacity Assessment Report*^[25]; June 2016; Available from Wellington Heath Parish Council on request
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17 Amendment History

date	version	status	reason for change
May 2016	01	pre draft	First draft
22Nov16	09.01	options draft	CONSULTATION DRAFT
23Mar2017	11.02	Reg14 draft	Ref to Map 8 corrected on line 1325. Line 235 changed re “local distinctiveness”. ISSUED FOR REG 14 CONSULTATION
13 Dec 2017	12.05	Reg 16 draft	ISSUED FOR REG 16
02 Aug 2018	14.04	Referendum	ISSUED TO HEREFORDSHIRE COUNCIL FOR REFERENDUM, INCORPORATING EXAMINER MODIFICATION RECOMMENDATIONS
11 Sep 2020	15.11	2020 Review	Version 15.11 released by NDP WG to Parish Council and Herefordshire Council officers for approval.
16 Jan 2021	16.08	2020 First Review Edition	First review of NDP completed.

Note:

this is the end of Volume 1; Appendices 1 to 3 may exist separately as Volume 2.

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Wellington Heath Neighbourhood Development Plan 2011 -2031

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1295

Volume 2

the Appendices

18 Appendix 1 - A History of Wellington Heath

1300 Wellington Heath, or Walyntone as it was then known, is mentioned in the 13th century in records
of landholdings of the Bishop of Ledbury. It was part of the manor of Ledbury, and the common,
with ample water from springs and streams provided grazing for the people of Ledbury – rights to
which were jealously guarded. In medieval times, farms and grand houses belonging to wealthy
landowners were the main employers in this rural parish and several significant dwellings dating
1305 from this period are still standing. Peg’s Farm, a Listed II* timber-framed building and the oldest
dwelling in the parish, dates from the 14th century; The Burtons (also timber-framed) and Prior’s
Court – which has always been important and influential in the parish - were also founded in
medieval times. During the 16th and 17th centuries, other notable houses and farms were built,
including Stonehouse (which became Uplands), Arknell, Withers, and Callow Croft. After the
reformation in the 16th century, ownership of land in Ledbury passed to local gentry.

1310 Until the 20th century, development was gradual. In 1693, there were approximately 30 holders of
land in the Wellington division of Ledbury – which included Peg’s Farm in the north west and
Hilltop in the south. During the latter part of the 18th century, a number of pieces of land were
taken by squatters. First came quarrymen and, later, workers on the canal and the railway. The
nickname for the village, Monkey Island, is believed to come from the time of the building of the
1315 Ledbury viaduct when many workers squatted in the sheltered valley. By custom, provided a
house could be marked out, a hearth built, a fire lit and a pot put to boil before the commoners
discovered and evicted the squatters, they could remain. Before 1790, 16 cottages were built in
this way and between 1790 and 1813 a further 23.

1320 The Farmers Arms was built around 1850, and The Swallow cider house, originally built in 1684,
which had a reputation for drunkenness and fighting, was closed by the local landowner around
1875. The original Memorial Hall was established in 1924 to serve as a memorial to those who had
fallen in the First World War; the present hall was built in 2001.

1325 Wellington Heath took on more of a village feel in the mid-19th century. The Parish of Wellington
Heath was carved out of Ledbury in 1842. It was only in 1894 when the first Parish Council was
formed that the parish became fully independent. The parish boundary remains the same today
as in 1842. The church was built in 1842. Benevolent landowners at Hope End House (who owned
farmland in the village) and other local farmers endowed the church as well as establishing an
infant school on the east side of The Common in 1853 and the Church of England school close to
the church in 1874. However, the Women’s Institute history researched and written in 1955, still
1330 described the village as retaining “the characteristics of scattered hamlets and farms and has not
acquired, in any large measure, the corporate community life as is found in older and more
compact villages”.

1335 Many older buildings, which were either timber framed or built of the local crumbly sandstone,
have disappeared. This is particularly the case with the often poorly constructed squatters’
cottages. However there are twelve listed buildings in the parish and many other examples of
centuries-old buildings. The parish appraisal of 2000 showed that 53 houses were 45 years old or
more. In the 1950s, water and electricity supplies were laid on, followed by mains sewerage in the
mid-1970s. This led to considerable development and 45 of the present houses in the village were
built at that time. Since then, there have been a number of small scale developments, typically
1340 single houses on infill sites or clusters of two or three houses along existing roads.

19 Appendix 2 - Listed Buildings and Heritage Assets

Listed buildings are those identified for their special architectural or historical interest. Listed building consent is required to ensure that they are protected. There are three categories of listing depending on the importance and special interest of the building: Grade I, Grade II* and Grade II.

- 1345 The National Heritage List for England includes the following buildings or assets within Wellington Heath Parish:
- Parson's Cottage, Bromyard Road, Staplow – Grade II;
 - Hope End School House, Ledbury Road – Grade II;
 - Uplands and attached oast house – Grade II;
- 1350
- Outbuilding 10m to north west of Uplands – Grade II;
 - Peg's Farmhouse, Hollow Lane – Grade II*;
 - Prior's Court and attached outbuilding to rear, Hollow Lane – Grade II;
 - Barns and stables 20m south east of Priors' Court, Hollow Lane – Grade II;
 - Callow Croft, Ledbury Road – Grade II;
- 1355
- Barn and attached stables and shelter shed 20m to east of Burton's Farmhouse – Grade II;
 - Burton's Farmhouse and attached oast house at rear – Grade II;
 - Milestone at National Grid Reference SO 6973 4024 – Grade II;
 - Squatters Cottage, Jack's Lane – Grade II;
- 1360
- Hope End, Colwall – park and garden – Grade II – this listed area borders the parish but lies just outside the boundary.

Paragraph 5.3.3 of the *Core Strategy*^[2] states that: *Locally distinctive assets both natural and man-made, are finite and irreplaceable and any detrimental impacts can carry cultural, environmental, economic and social costs.*

- 1365 *A number of assets benefit from statutory designations within national and international legislation. Statutory designations range from large areas conserved for landscape, geodiversity or biodiversity importance, such as the Wye Valley and Malvern Hills Areas of Outstanding Natural Beauty and River Wye Special Area of Conservation, to individual*
- 1370 *statutory listed buildings which are protected for their architectural or historical significance.*
- 1375
- 1380



The historic environment is defined as all aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

1385 *Those elements of significance with statutory protection are referred to as designated heritage assets. Policy LD4 is applicable to heritage assets throughout Herefordshire whether formally designated, e.g. listed buildings and conservation areas, or not, ranging from individual structures and their settings, archaeological remains, to larger neighbourhoods of historic value, parks, gardens and other green spaces of local interest.*

1390 *Paragraph 5.3.24 further states: The historic environment and heritage assets are significant contributors to sustainable development. Important local buildings have a social value and can act as focal points for local communities. The historic environment is of cultural value as it illustrates the historical development of Herefordshire. Heritage assets also bring economic benefits as Herefordshire's well preserved historic environment is a major factor in its tourism industry and the county's quality of life can also serve to attract and retain investment. The sustainable re-use of*
1395 *existing buildings can also help mitigate climate change through reducing development pressures on greenfield sites, reducing demand for construction energy and materials and by minimising construction waste.*

Core Strategy^[2] Policy LD4 – Historic environment and heritage assets states:

Development proposals affecting heritage assets and the wider historical environment should:

- 1400 1. *protect, conserve, and where possible enhance heritage assets and their settings in a manner appropriate to their significance through appropriate management, uses and sympathetic design, in particular emphasising the original form and function where possible;*
- 1405 2. *where opportunities exist, contribute to the character and local distinctiveness of the townscape or wider environment, especially within conservation areas;*
3. *use the retention, repair and sustainable use of heritage assets to provide a focus for wider regeneration schemes;*
- 1410 4. *record and advance the understanding of the significance of any heritage assets to be lost (wholly or in part) and to make this evidence or archive generated publicly accessible and*
5. *where appropriate, improve the understanding of and public access to the heritage asset.*

1415 *The scope of the works required to protect, conserve and enhance heritage assets and their settings should be proportionate to their significance. Development schemes should emphasise the original form and function of any asset and, where appropriate, improve the understanding of and public access to them.*

20 Appendix 3 - A Photographic Guide to Wellington Heath village

1420 20.1 Introduction

In producing an NDP for the parish of Wellington Heath it was necessary to determine as far as possible the physical elements that are important in making the area special and distinctive. As future development will be primarily centred on the village, this study looked only at the village area and its immediate surroundings; it did not consider the whole parish (which is the NDP's Neighbourhood Area).

This appendix seeks to reveal the landscape features and building designs that are distinctive within and near the village so that they can be protected and enhanced. It provides the NDP with pictorial evidence to support policies and guidance.

1430 A detailed *Landscape Assessment Report*^[25] was prepared by Carly Tinkler CMLI and the next section starts with an extract from it. This is a preamble to a closer look at the special features which are distinctive in the village and which need protection. References to Parcel and Viewpoint numbers refer to Map 9 on page 79. There is no Conservation Area in the village although most of it is in the Malvern Hills AONB.

20.2 Landscape, Setting, and Street Scene

1435 The distinctive and unique combination of Wellington Heath's topography and vegetation, as well as influences such as changes in land-use, land-cover, and management over a long time, have resulted in very complex and varied local landscape and village-scape character.

The combination of the two parallel ridges together with vegetation results in parts of the village being remarkably well-contained where the slopes are 'inward-looking'. However, on 1440 'outwardfacing' slopes there is greater prominence and exposure. Within the village, localised differences in topography and vegetation also give rise to discrete zones, each displaying very different characteristics.

Topography has influenced the settlement pattern; this is linear, is predominantly aligned north-south, and is on either side of the roads and lanes which run through and around the village.

1445 Where the roads and trackways are close together on the eastern ridge and east-facing slopes, the houses are tightly-clustered.

The combination of topography and vegetation means that the village has a limited association with the wider landscapes to the north, east and south east, but has a strong association with the local and wider landscapes to the south, west and north west, both influencing and being 1450 influenced by them.

In particular, the significant mature native woodland and ornamental trees which cover much of the upstanding ridges and slopes form distinctive and locally-characteristic skylines from many directions. The small green open spaces (fields and meadows) on the upper slopes and ridges also make an important contribution to village-scape character as they help to break up the dense 1455 clusters of buildings; development on these would result in coalescence.

1460

The character of the buildings in the village is varied, displaying a wide variety of building methods and styles side-by-side within small areas. Some are locally-distinctive and characteristic, others are ubiquitous. Buildings range from 16th century timber-framed cottages to 21st century red brick houses (also “eco-houses” are increasingly being proposed); some older properties are built in the distinctive yellow ochre stone which gives Ochre Hill its name.

The village’s roads and gardens are generally well-maintained and managed; the natural landscape elements and features which remain are generally in good condition and intact.

Wellington Heath’s great natural and historical diversity, and its overall good condition, are highly important and valuable characteristics.



The southern part of the village looking west from the lower path of Frith Wood (Viewpoint 6). This shows the importance of the ridgeline from the southern end of Horse Road to the top of Floyds Lane and Ledbury Road. It also shows how the ground level rises (Parcels 12, 13 and 14) from the stream below the orchards (in the foreground) which provide an important setting to the village.

1465

There are several elements which are worthy of closer inspection from the above viewpoint.

First, the copse of mature Corsican Pines at the southern end of the ridge is an important local landmark. This copse and part of the ridge are the subject of Tree Preservation Orders.



1470

Unfortunately the important mature tree line along the top of the ridge was broken when houses were built during the 1970s and 1980s. If possible the tree line should be reinstated at the top of Parcel 19a north as part of any development.



Winter



Summer

The importance of green space in the centre of the village behind The Farmers Arms (Parcel 21) can be seen clearly from Frith Wood (see below). Development of the upper parts of this field should be resisted.



1475

Again from Frith Wood, the north part of the village showing the prominence of the Grade II Listed School House can be clearly seen just below the ridge.



Views from the west towards Parcel 19 and the ridge-line are shown below in early springtime.



northern end of Parcel 19 on the skyline showing loss of trees to the ridge



southern part of Parcel 19 behind Twinkelow Cottage; visible only when the trees are bare from this viewpoint (12)

1480 The main village is not visible from the west as it is behind the ridge-line. However the impression from the west is of a string of scattered, well spaced wayside cottages and smallholdings. This is typical of the *Forest Smallholdings and Dwellings* Landscape Character away from the densely settled areas.

It is clear from the above that the two tree-lined ridges and associated sloping terrain which form the backbone of the village, together with the substantial amount of vegetation, give Wellington Heath a unique character.

1485 The viewpoints around the village identified by the Landscape Assessment also emphasise the distinctive topography and vegetation as the following pictures show.



Voted the top viewpoint (3) by residents, it shows the village on rising land to the west (right) and Ledbury viaduct in the distance.



The north-westerly view (20) from the village cemetery was voted second. This photo shows the wild flower meadow in the foreground.



Looking west towards Wall Hills from Viewpoint 9 came third. Unfortunately polytunnels (partially screened) have recently had an impact on the view.



The views of Frith Wood to the east from several different viewpoints along Horse Road came fourth (Viewpoints 21 and 18).

1490 The setting of Grade II Listed Hope End School House from Ochre Hill over the top of Parcel 23 is of great importance and if possible the green area should be maintained even if the lower parts of the parcel are developed.



As mentioned earlier, the sloping green space in the centre of the village (Parcel 21) is very important and the north easterly view from the top of Floyds Lane shows the setting of this part of the village very much in line with the *Forest Smallholdings and Dwellings* characteristics.



1495 From the same Viewpoint (11) but looking south east one is aware of the dominance of Frith Wood on the skyline. This photo looks over The Farmers Arms and Pool Piece in the centre of the village with the southern end of Ochre Hill ridge-line in the left middle-distance.
1500 Note the steeply sloping topography.



1505

1510 The Oak Tree is one of the focal points at the top of the village. It was planted at the time of Queen Victoria's Diamond Jubilee in 1897.



1515 In the heart of the village, at the bottom of the valley, is Pool Piece (see below), the only recreation ground for children and families in the village. Located next to The

1520 Farmers Arms, this central area is also important as a meeting place for walkers using the network of well-used public footpaths in and around the village.



1525 The most popular footpath (Herefordshire Trail and Geopark Way) leads down a track opposite Pool Piece; within 100 metres of the centre of the village one can be in open countryside.



1530 Other popular footpaths are Jack's Lane and Harry's Walk; the start of both are seen here at the green triangle where the Best Kept Village sign and bench are located.



Two other street scenes show the narrowness of the lanes, some of which are on steep gradients and have sharp bends. The narrowest part of Horse Road is only 2.8 metres wide (9ft 2ins).



the steep part of Horse Road between sharp bends



the start of Ochre Hill showing high hedges

Other distinctive features of the village are The Pleck and Little Pleck (wildlife sanctuaries).

1535 Photographs of these features at the time of this survey, summertime, are not very informative as they just show large amounts of vegetation.

It is clear that the intricate topography of Wellington Heath has historically had a major influence on where the lanes and houses were built and how the settlement has evolved into the village it is today. The lanes are still basically cart tracks that have been surfaced in tarmac. Little or no road widening has been done so that there is usually room for only one vehicle. Hence passing places have been a necessity.

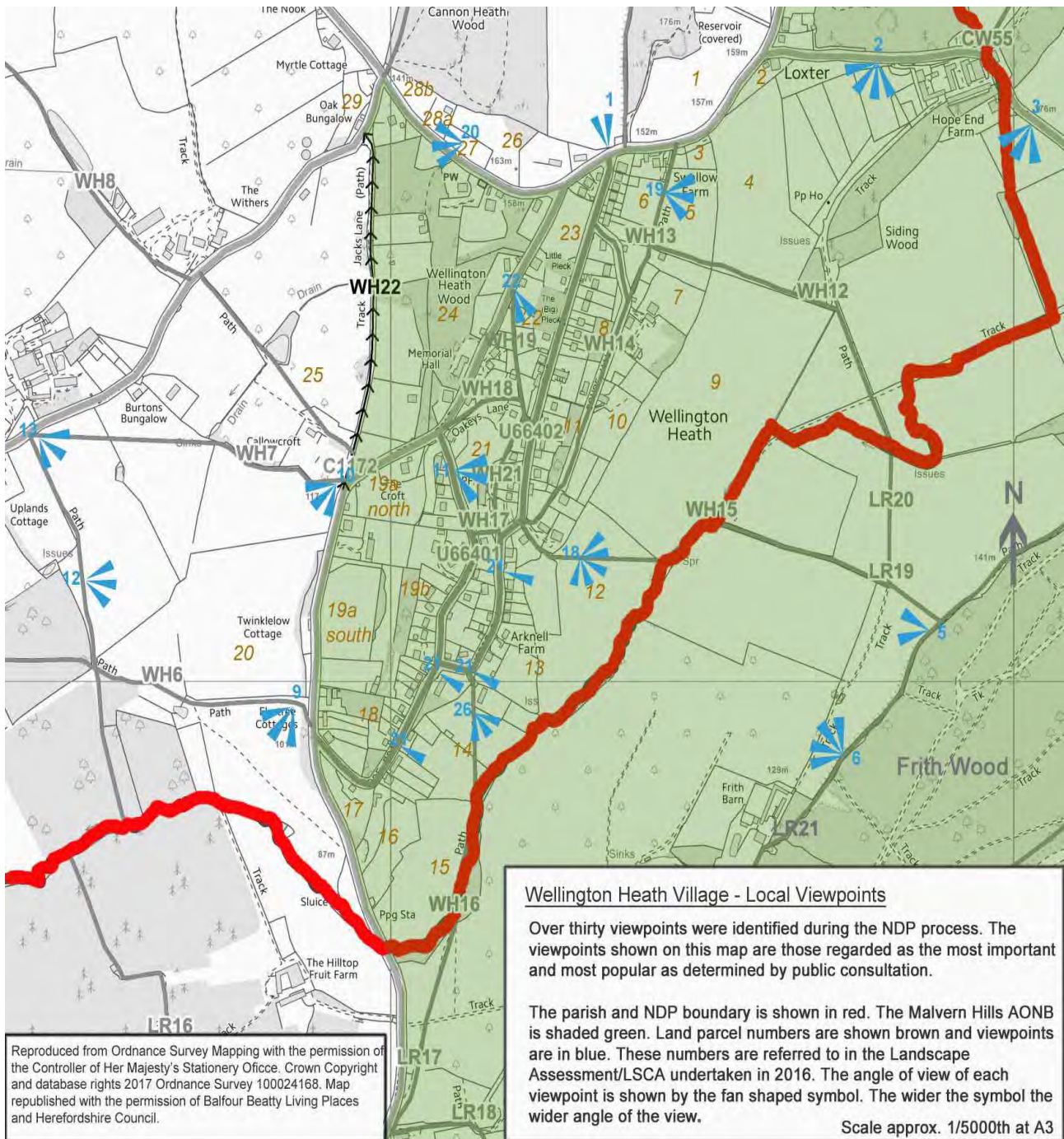
1540

The central valley sloping down to the south between the two ridges has made the area of The Common very sheltered and the main ridge-line has provided shelter from westerly winds for the houses on Horse Road and Floyds Lane. Therefore, natural elements have perhaps had a lot of influence on the way the village has evolved compared to other settlements. This adds to the attractive setting of the village and its distinctiveness.

1545

Map 9 – Local Viewpoints

This map shows the viewpoints and land parcels referred to above.



1550

20.3 Pre-1900 Building Design

To define what is meant by distinctiveness in building design there is need to analyse the existing housing stock from the oldest buildings to those of contemporary design and extract the features which are *distinctive* to different *types* of building. Again, the sample is restricted to the village itself rather than the parish. Three age ranges have been chosen to reflect the way house building has evolved over time: Pre-1900, 1900 to 1960, and Post-1960. A plan of the village at the end of the appendix shows the position of each dwelling by age range and the numbers in each of the three main categories.

1555

20.4 A: Pre-1900 (Victorian and Before)

1560 These comprise the following detailed groups.

- A1 Simple Cottages
- A2 Simple Cottages with dormer windows
- A3 Larger buildings with dormer windows
- A4 Half timbered houses
- 1565 A5 Stone Cottages
- A6 Individual dwellings

20.4.1 A1 Simple Cottages

This is the most numerous form of Pre-1900 cottage in Wellington Heath.



1570 These modest cottages are characterised by their simple, unfussy, double-fronted, square-shaped design with small windows and low pitched slate roofs. Some have small porches and many have chimneys at either end of the building (sometimes built as two dwellings). They were originally built on relatively large plots and many had extensive vegetable allotments. Materials used were usually of brick or stone and many have been rendered either in a smooth trowel finish or pebbledash painted white or cream. One or two have painted brickwork; many have been
1575 extended.



Slate roof design was simple with dual, low pitch and two gables (no hipped ridges). Windows were originally timber and of the casement or sash type often having a slight arch to the window

head. Most have now been replaced and are often uPVC and some of Georgian design. Examples of these cottages whether detached, semi-detached, or terraced follow.



1580 In summary: these cottages are similar in their basic template but differ in the materials used or the finish; this gives each cottage a distinctive appearance. They are also spread around the village so any uniformity is lost; this would not be the case if they were built together in a row as in the 1970s developments.

20.4.2 A2 Simple Cottages with dormer windows

1585 These are similar to simple cottages except that their upper rooms are built into the roof space and have dormer windows. Few simple cottages have this roof design in Wellington Heath.



gabled dormer



flat dormer

20.4.3 A3 Larger buildings with dormer windows

These are a mixture of those originally built with dormer windows and those which have been extended and incorporated such roof design.



1590 **20.4.4 A4 Timber Framed Houses**

These houses tend to be the oldest in the Pre-1900 category and some are listed. Some were originally built for wealthy landowners or farmers at a time when the village did not exist as such but was merely a collection of wayside and squatters' cottages. Some of these properties find themselves within the heart of the village; it having grown around them. Others are of the more modest squatter's cottage.

1595

They were originally built with a timber frame (sometimes a cruck) with wattle and daub infill. Some structures now have a brick or stone infill with lime mortar. Slightly steeper roof pitches are apparent in these larger houses and are of slate or clay tile. One or two were originally built as two dwellings that have since been converted into one. Again windows are small and of the casement type. Examples in or close to the village are:

1600



20.4.5 A5 Stone Cottages

The stone for cottages built of stone was generally sourced from local quarries because it was difficult to transport the heavy stone (little or no Malvern stone appears to have been used in Wellington Heath). There are two types used in the village: yellow limestone and red sandstone.

1605 The former is a soft rock not particularly suitable for building; often, walls were rendered to prevent water penetration and weathering. Red sandstone is a better building stone but still weathers in exposed positions. Geologically the village is split: the east side having the yellow limestone (Ludlow Shale) hence Ochre Hill, and the west the red-brown Raglan Mudstone. Both come from the Silurian period. There are examples of the use of both in the village, although there is more of the limestone. They usually follow the design and scale of simple cottages and often have brick or cast stone quoins and window surrounds. Christ Church was rebuilt in red sandstone in 1952.

First, the red sandstone type:



1615 Now, the rather more common limestone type:



1620 Oak Tree Cottage was another limestone and slate cottage of modest size (opposite). It was demolished to make way for the Oak Tree Close development - located on a large plot close to the Ledbury Road corner.



20.4.6 A6 Individual Dwellings

1625 There are several one-offs - houses having a unique character; some are shown on the following photographs. The first is Squatters or Jack's Cottage, the only surviving version of a small cottage of the enclosure period (circa 18th century) described in detail in Peter Garnett's *Portrait of Wellington Heath*^[34]. It is a one up and one down, timber-framed, thatched cottage with a bread oven and set in a large woodland enclosure. It is Listed Grade II.



1630 Another building described in Peter Garnett's book is the Old School House on The Common - now used as a house. The smooth rendered and slate building has ornamentation above the windows, roof gable, and ridge, and has a side entrance with a canopy. Note the elaborate circular chimney (see below).



1635 A small wayside cottage on Ledbury Road (opposite) is of smooth render finish with a slate roof and large bread oven. It has been considerably extended.

1640 Hope End School House is a mid 19th century Grade II Listed building in the Gothic style. It is built of red sandstone with cast stone quoins, window surrounds, mullions and transoms set under a steep slate roof with decorative ridges. It



has a pointed bell turret which can be seen from several distant viewpoints. Originally a school and school house it is now a dwelling-house.



1645

The Farmers Arms is a dwelling as well as a pub. It was registered as an Asset of Community Value in 2012. It has been considerably extended but the main two-storey original building (circa 1850) is apparent in the picture below. It has some of the features of simple cottages such as small windows (to the upper floor) with arched heads, it is brick and part smooth rendered and painted cream. It has a low pitched slate roof (currently) but unlike other buildings of its age in the village it has a hipped roof.



1650

There are several other Pre-1900 houses, not visible from the roadside, which are unique in character and which add to the diversity of building design in Wellington Heath.

20.5 B: 1900–1960

1655 There were surprisingly few houses built in the village during the first half of the 20th century but this is more than made up by the house building boom of the second half. The two World Wars and their consequences were largely responsible. Two dwelling types have been identified.

B1 Semi-detached houses

B2 Bungalows

20.5.1 B1 Semi-detached houses

Two pairs of semi-detached houses were built in 1921 at Elmtree Cottages set high above the Ledbury Road/Horse Road junction. There are gables and chimneys at each end of the building with matching gabled porches, and red clay tiled roofs with steeper pitch than the Victorian cottages. Originally, they had decorative gable fascias and timber casement windows; their walls were rough rendered and painted.



1660



After the second world war, local authorities were encouraged to build many more houses and three pairs of semi-detached houses were built in a row on The Common set well back from the road. The buildings were regular and simple in design with steep hipped tiled roofs (no gables) and chimneys set into the centre of the structure. A mixture of brick and rendered finish gave some individuality between them.

20.5.2 B2 Bungalows

This period also saw the emergence of the bungalow in Wellington Heath. Two early bungalows were built on the west of The Common. The first was built opposite Victoria Row in about 1920.

1665 The design seems to reflect an earlier period with low pitched slate roof with decorative ridge and chimneys at either end of the structure.



Built slightly later, the second is of similar design but with square bay windows and a central arched entrance. Both are modestly proportioned compared to bungalows of the post 1960 era.



1670

20.6 C Post-1960 Houses

1675 Over half the current stock of houses in Wellington Heath has been built since 1960; most of these houses were built between 1970 and 2000. Inspiration for house design in the early part of this period seems to have come from urban housing estates rather than reflecting the local rural vernacular.

1680 The 1970s' housing boom was fuelled by the desire of families to own their own house, relatively cheap mortgages (MIRAS was introduced), greater affluence, rising property prices, and developers keen to make a profit. Wellington Heath was seen as an attractive place to live and was commutable to many towns with the railway link and the M50 (Ross Spur) having opened in 1960 and the M5 junction in 1962. Mains drainage and natural gas became available in the village during this time. Due to the intricate topography of Wellington Heath, available infill sites in or close to the village were relatively small and therefore large housing estates were not physically or economically viable. Nevertheless, small developments (of up to eight houses) with frontages onto Horse Road, Floyds Lane, The Swallow, and The Common did take place in a piecemeal manner.

1685 The design of houses in this period was of typical 1960/70's urban-style standardised architecture; the apparent appetite of developers to maximise profit by economies of scale has meant that we have been left with short rows of repetitive housing built close together and not in keeping with the way Wellington Heath had evolved randomly over the previous century. This category has been split into four parts:

1690 C1 1960 to 2000

C1.1 Developments of several buildings

C1.2 Developments of single buildings

C2 2000 to the Present

20.6.1 C1 1960 to 2000

1695 20.6.1.1 C1.1 Developments of several buildings

Houses were generally larger than the previous era; they were of brick and tile construction with small driveways built close to the road. These are examples:



A development of eight detached houses in two phases with large, flat, dormer windows built high off the road but below the ridge-line on the southern part of Horse Road. Vegetation has softened the red brick, grey tile and glass, regimented impact over the years. Windows were much larger than earlier houses (picture windows were in vogue) and the houses had integral garages with up and over doors.



1700

Part of Swallow Farm was sold for development in the 1970s; a development of a bungalow, three split-level bungalows, and two pairs of semi-detached houses was built as a row at the top of The Common and called The Swallow. All the houses are built of the same red brick and grey tile with low pitched roofs and large windows. They are all built close to the road mostly on small plots. The split-level bungalows had integral garages in a basement (taking account of the sloping site) and have cast stone panels to the left of the front doors. The semi-detached houses are of simpler design and have garages and porches on each side of the structures. Hedge screening to the semis and the bungalow at the top help to lessen the impact of the housing estate feel.

1705

Three smaller developments took place during this time:

The development of four detached houses between The Common and Pub Lane just above Pool Piece. Built of brick and tile, the designs continued the housing estate feel. Again mature vegetation has softened the impact over the years and some individuality has been introduced with replacement windows and extensions. See below.



1710

The development of four split-level, detached houses on the northern end of Horse Road. From Horse Road they appear to be bungalows but due to the steeply sloping site they are in fact two storey at the rear. Red brick and grey tile construction similar to other new houses of the period and built close to the road, they now have some individuality due to alterations over the years.

1715

See below.



1720 A small development of three detached houses (the first two being linked detached) built close to the east of the southern end of Horse Road. Similar features to those above except two of them had cast stone to the upper half of the front elevations, the third was a different design built using a gold coloured brick and front gable.



1725 All these detached houses were larger than in previous times and generally had four bedrooms and two or three reception rooms. They were built close together on smaller plots than before; this gave developers a better profit margin. Their rear gardens have been considerably extended by the later acquisition of land.

1730 There are other developments from this era including five split level detached houses built with dormer windows close to the ridge-line at the top of Floyds Lane, two detached houses opposite the Memorial Hall off Ledbury Road, and two detached bungalows by Pool Piece off The Common. All are not very visible from public roads but they continue the same design threads as previously described for this era of development.

20.6.2 C1.2 Developments of single buildings

1735 With the rising value of development land, property owners were tempted by developers to sell off adjoining garden land; smaller in-fill developments became common. The opportunity for individuality may have been greater than with the development of several units but this was not always the case. Off the peg designs and profit seem to have become the deciding factors.



A pair of small, semi-detached houses (above) on The Common are of simple 1960s' design with shiplap panels although they were built slightly later. The scale of the building is similar to the Pre-1900 simple cottages.



A larger detached house with paler brickwork on The Common typical of the period but with a first floor balcony running over the porch and garage. Balconies have become more popular on larger houses since this time. The plot was larger and the building set back behind a mature hedge.

1740

In the late 1970s and early 1980s and as a slight departure from the plain 1960s and 1970s houses, the mock Georgian style appeared and became popular. With small-paned windows and ornate pillared front porches they were seen as different even though the buildings were essentially the same. These are on The Common (see below).



1745

Further examples of houses from this era:



red brick and tile with flat dormers



extended pale brick and shallow tiled roof with smaller windows



typical 1970s bungalow with basement garage similar to those at The Swallow



a split-level house making use of a steeply sloping site; gold coloured brickwork



medium red brick and grey tiled roof with oriel window; house built in the 1990s; tan coloured window frames are a departure from the standard white; front window and garage have arched heads



another house with tan coloured window frames; this time with a stone panelled porch; the 1990s saw some individuality of design, a movement away from the standardised 1970s and 1980s

1750 **20.6.3 C2 2000 to Present**

Recent developments have departed from the previous era not only in architecture – the need to be different from the buildings of the 1970s and 1980s but also in that almost all these infill developments are large buildings on small plots with small gardens – being very different to the Pre-1900 era. This perhaps shows the way modern day living in the village has changed to a more affluent time (the Internet age) when less time is spent gardening, growing vegetables, or keeping poultry.

1755

20.6.3.1 C2.1 Developments of 2 or 3 houses

Three units were built in 2005/6 at the top of The Common and formed Oak Tree Close, opposite The Swallow.

1760 The large plot previously contained a small cottage fronting Church Lane opposite the Oak Tree. The development was a departure from the more common style of house in the village prior to this with the houses built on small plots with red brick and glass walls and very shallow hipped roofs with bow windows to two of the houses and wrap-around balconies. The houses cannot be regarded as typical or distinctive to Wellington Heath.

1765



1770 Floyds Lane saw the first of two double unit developments in 2008/9 (see below). The developer was Border Oak - a well-known Herefordshire company. These large timber framed buildings are of a style reminiscent of houses built in the 16th and 17th centuries (Mock Tudor). Using traditional methods but modern materials and with muted colours they exude a rural feel but cannot be regarded as typical of or distinctive to Wellington Heath.

1775



The other Floyds Lane infill development of two units (see below) was below Orchard Lodge. The

1780



1785

large 'executive' houses, built in 2009/10 have elements of the Arts and Crafts movement; they have steep, gabled roofs with gabled dormers (including the use of horizontal timber boarding), external side chimney stacks, and smaller heritage-colour, timber, window frames. These houses are not typical of or distinctive to Wellington Heath.

20.6.4 C2.2 Individual Houses

1790

Single small infill plots continued to become available and individuality of design became important.



Built in 2001, the impression of dormer windows in the roof gives a cottagey feel.



A recent (2014) development on a small plot is of similar design although having proper pitched dormers. The more modest scale of house harks back to earlier times.



Still being finished, this 3 storey house is between much older properties on a narrow plot. Whilst the shape of its gabled roof matches the adjoining 1930s house, the window design is very different. The new Malvern Hills AONB Colour Guide provides guidance on suitable colours for rendering.



This house built in 2008/9 close to the pub is a mixture of features having an arched entrance porch - not a feature seen in Wellington Heath before.



The main structure of this house is from the early 1970s; it was extended in 2000 and remodelled in 2009/10. The use of grey tiles and horizontal timber cladding in a lighter shade of grey together with other features gives a New England feel.



A Border Oak, timber-framed house built in 2007 in the valley off Pub Lane. A slightly different Mock Tudor design to the other development, the dormer windows give it a more cottagey look - similar in design to Windmill Cottage on Church Lane (see 'gabled dormer' on page 82).

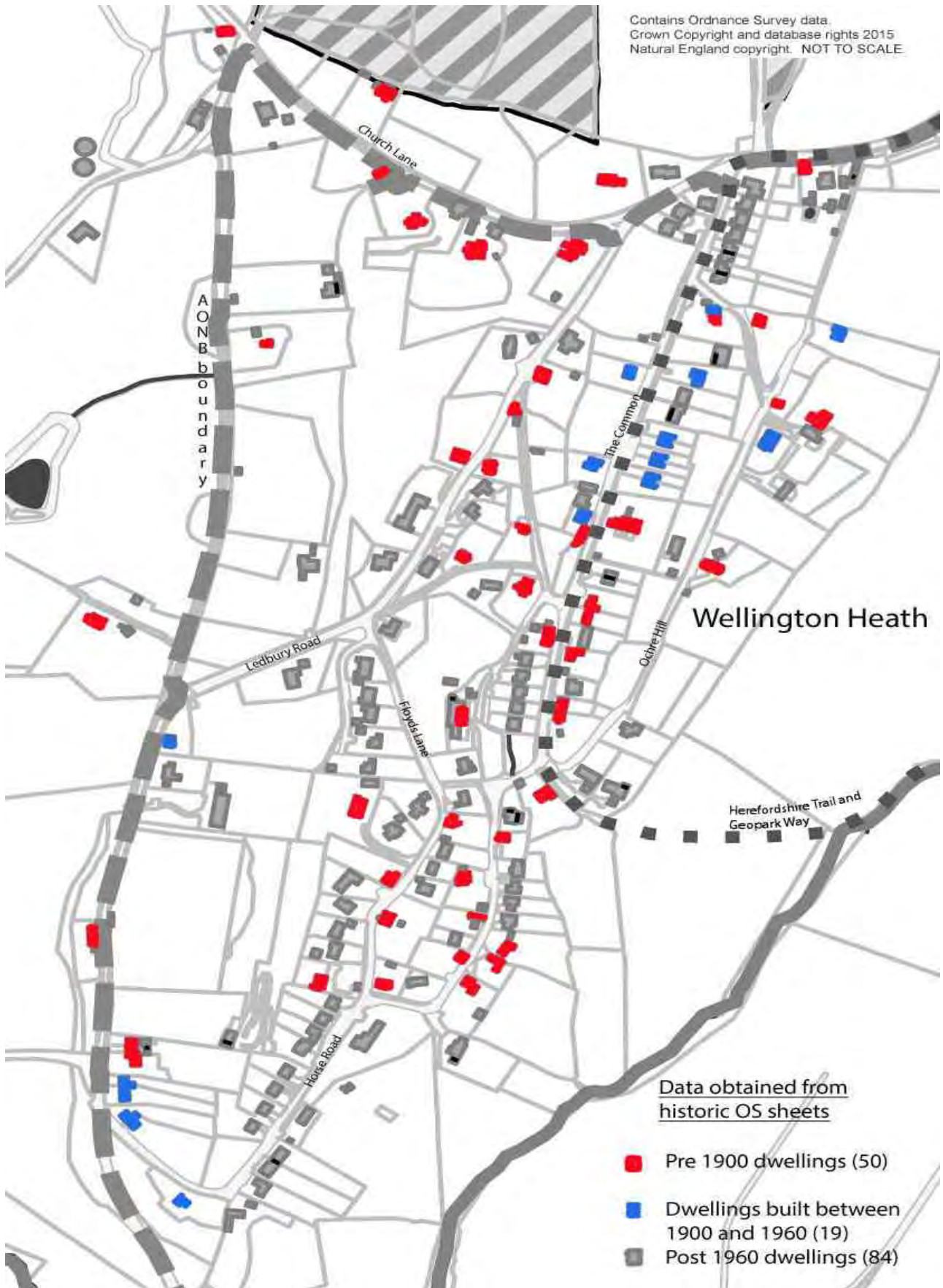
20.7 Summary of Building Design

So to summarise sections 20.3 to 20.6: there was a time before 1900 when cottages were of modest scale built on large plots. They were of similar, simple design but differed in their finish.

1795 The building of council houses in the next era brought some regularity of design and layout. The post-war era built on this regularity and houses were built closer together. Pockets of urbanisation came to Wellington Heath in the 1970s but since then there has been a reaction against this period and much more individuality has emerged and the size of houses has increased. As far as distinctiveness is concerned, whilst Wellington Heath has become a village of diverse and eclectic

1800 house design it is the rural nature of its small pre-1900 cottages that shines through.

Map 10 – showing where houses were built and when up to 2016



20.8 Summary and Conclusion

1805 The distinctive character of Wellington Heath has evolved over centuries; it originated in the scattered, ad hoc nature of the dwellings nestling within the central valley between wooded ridges. The traditional large plots, fields, wooded copses, and remnants of old orchards still exist in and adjacent to the settlement. With their high hedges, the winding narrow lanes create a special character within an area of outstanding natural beauty.

1810 We hope these snapshots provide the reader with a sense of what is special and distinctive about Wellington Heath, but to recap, these are the main elements:

- the intricate topography of the village with its two wooded ridges, sheltered central valley, and steep hillsides;
- the mature trees and vegetation adding scale, colour, and character;
- the spectacular scenery and views;
- the way the settlement has evolved with its narrow lanes, trackways, and footpaths;
- the rural feel and the proximity to adjacent farmland and orchards;
- the high, native, mixed species hedgerows to roadsides and boundaries;
- the open green spaces and wooded areas within the village supporting wildlife;
- the numerous pre-1900 (some Listed) buildings of great character, most with large gardens;
- the diversity of the dwelling design in the last 20 years.

1815

1820

To protect and enhance these elements, some suggestions made above are repeated here including recommendations regarding local green spaces:.

1825

- The tree line should be reinstated at the top of the ridge in Parcel 19a north and maintained at the top of the ridge in parcel 19b. In order to protect the views of the ridgeline from the west any development should be restricted to lower levels with the upper parts of 19a north and 19a south being designated as local green space.
- The green space in the centre of the village behind the pub should be preserved as local green space as should all the green spaces in the village including Pool Piece and The Plecks.
- The setting of the Grade II Listed School House should be preserved by maintaining the top of Parcel 23 as local green space.

1830

- Popular views should be protected and not impaired by new development.
- Plot sizes should be appropriate to the size of the buildings being developed.
- Simple design and modest sized houses with a cottage feel incorporating some of the features identified should be considered.
- Use of the *AONB Colour Guide*^[18] for the choice of paint would enhance the rural look of the village.

1835

1840

- It is desirable to plant roadside and boundary mixed native species hedges rather than use fences.

To round off this appendix we conclude with Chapter 15 of Peter Garnett's book – *A Portrait of Wellington Heath*. This nicely sums up the way the village has evolved since early times.

1845 *"So this is a picture of our village, since its transition from a rural settlement of several farmsteads in the manor of Ledbury Foreign, to a much sought after residential development in beautiful surroundings.*

1850 *We have seen life evolve here from the days when cottages were small and basic, where families found it hard to scrape a living. Parents expected their children to work at an early age, or to look after their siblings when mother worked in the nearby fields. They collected the fruits of the countryside to sell in the nearby town of Ledbury. Whatever the children earned helped their parents to provide the basic essentials for life.*

1855 *Gradually, as time passed, the local gentry from Hope End took an active part in the welfare of the villagers. They established a Church with a churchyard, built a school and maintained it for older children, converted a Mission Hall to an Infants' School on the Common, and later gave the land for the Memorial Hall and an extension to the churchyard. We must not forget the great influence in the village of these owners of Hope End, Thomas Heywood, Charles and Wilfred Hewitt. This ceased on the death of Wilfred Hewitt in 1946.*

1860 *After the Second World War the potential of Wellington Heath as a residential area was realised, and homes were bought and redesigned, as money became more plentiful. The increased housing development was facilitated by the introduction of mains services, water and electricity in the Fifties and sewage disposal in the Seventies.*

1865 *In this present age Wellington Heath is agreed to be a very pleasant place in which to live. Modern homes blend in with old cottages, and overall the village has maintained a peaceful rural aspect. Let us hope that, in the future, we will retain our individuality and not become a mere suburb of Ledbury."*

Peter Garnett's *Portrait of Wellington Heath*^[34] is an invaluable guide to the way Wellington Heath has evolved since early times; for those with a serious interest in the village, it is indispensable.