

6.3 Employment

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



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



The business survey carried out by the Working Group found that there were five businesses requiring additional space. Three of these were for areas less than 50m², one for more than 200m² and one identifying two buildings of over 200m².

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

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

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

Objective MM05:

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

Objective MM06:

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

Policy EM1 - Employment & Economy

Development proposals for agriculture, tourism and leisure, recreation, crafts, holiday accommodation and food and drink production will be supported where they:

- a) comply with Policy SD1;
- b) comply with Policy NE1;
- c) comply with Policy NE2; and
- d) comply with Policy CS2.
- e) comply with Policy BE1

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

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

these uses will be supported where they comply with other Plan policies as outlined above.

Policy EM2 - Business Premises

Re-development of business premises used for A1 (Shops), A2 (Financial & Professional Services), A3 (Restaurants & Cafes), and A4 (Public Houses) will only be supported where it can be demonstrated that the use of the premises for these purposes is no longer viable.

Local shops, services and other businesses are crucial to the vitality of the area and their loss will be resisted unless it can be demonstrated that these uses are no longer in demand (i.e. there is no market demand for their continued use as an A1, A2, A3 or A4 premises).



In order to demonstrate that there is no demand it is expected that such sites should be marketed for a minimum of 6 months prior to any change of use application. Sites that have not demonstrated that there is no market demand for their current use will not be considered appropriate for change of use.

6.4 Built Environment, Heritage & Historic Assets

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

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

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



The Much Marcle Conservation Area, shown on the Constraints Map on page 19, encompasses the historic core of the village.



Herefordshire Council has a duty to protect the Conservation Area from development which would harm its special historic or architectural character and this is reflected in Core Strategy Policy LD4 – Historic environment and heritage assets.

Objective MM07

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

Policy BE1 – Listed Buildings

Development proposals for restoration, conversion and re-use of listed buildings will be supported where they:

- a) comply with Policy SD1;
- b) comply with Policy NE8;
- c) comply with Policy NE2; and
- d) comply with Policy CS2.

Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990

imposes a duty on Local Planning Authorities to determine from time to time which parts of their area are 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' and to designate these areas as conservation areas.



The Parish Council will encourage Herefordshire Council to carry out a comprehensive appraisal of the character and special qualities of the Conservation Area to provide a sound basis for decisions about planning applications, the future management of the area and other proposals for change.



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

6.5 Natural Environment

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

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



Objective MM08

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

Policy NE1 – Landscape

Development proposals will be expected to avoid, or mitigate (to minimise), harm to important landscape views (e.g. the Marcle Ridge and the Malvern Hills), and maintain open views to surrounding countryside

Much Marcle and the surrounding area is of high landscape value. The proximity of protected landscapes (the Wye Valley Area of Outstanding Natural Beauty (AONB), and the Malvern Hills AONB), distant views to May Hill, the Forest of Dean and the Cotswolds AONB, and local landscape character within the parish mean that there are important views within, looking out and looking into each of the settlements. The key views are listed below (numbers as per directional arrows shown on the map on page 31):

Local views in Much Marcle

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

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

Local views in Rushall & Kynaston

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



entrance to the village from south-east

21. *East towards British Camp (Malvern Hills AONB) across traditional standard apple orchards, Rushall*
22. *South-east towards Much Marcle, Hellens, Hall Wood SSSI and the Cotswolds AONB from Marcle Ridge.*



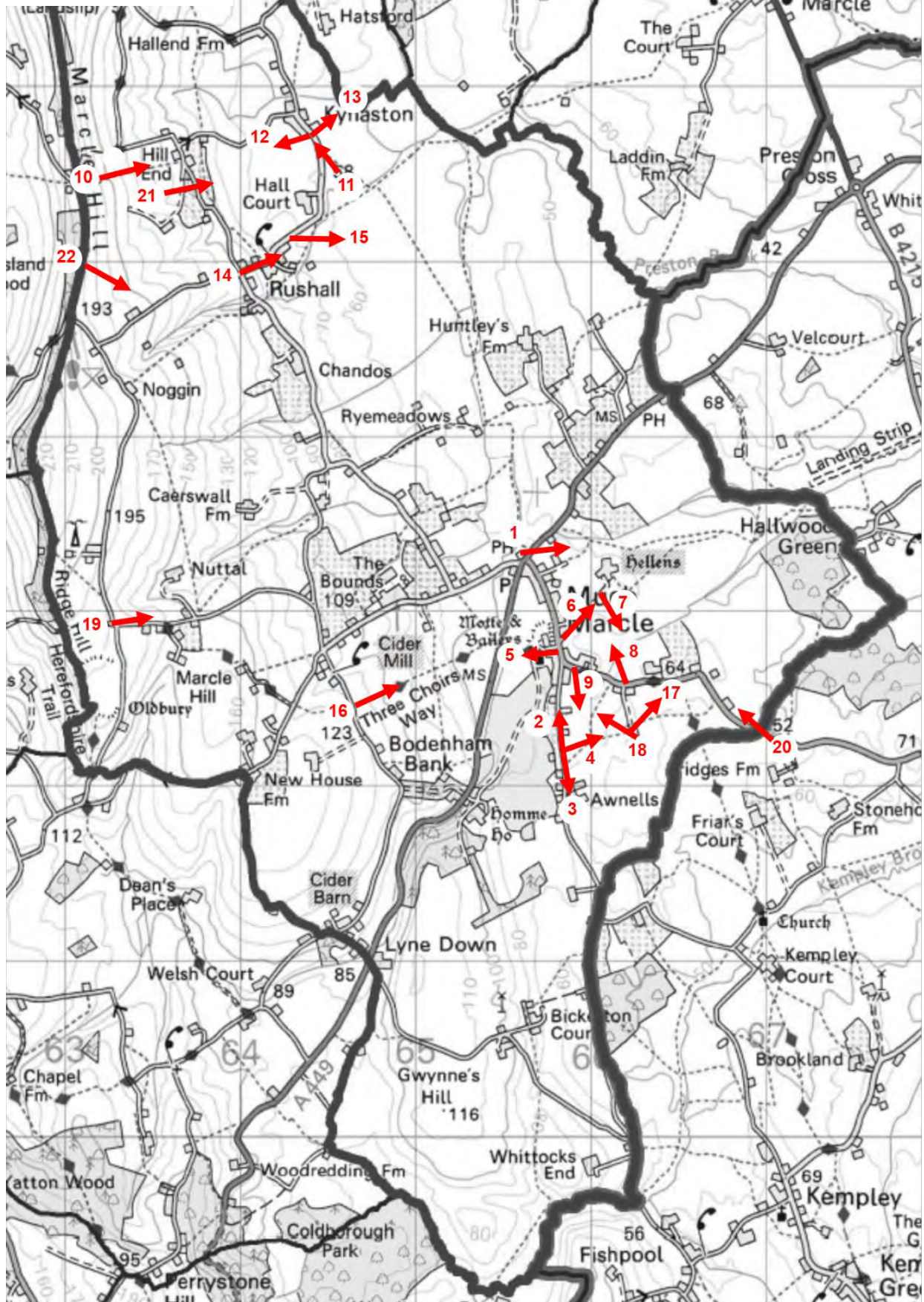
Wider Views

16. *Much Marcle from Bodenham Bank*
17. *North-east towards Moorcourt Cottages, Hall Wood SSSI and the Malvern Hills AONB from Gregg's Pit*
18. *North-west towards St Bartholomew's Church and Marcle Ridge (Wye Valley AONB) from Gregg's Pit*
19. *East towards Westons, Much Marcle and the Malvern Hills AONB from Marcle Ridge (Wye Valley AONB)*
20. *North-West towards Playford, St Bartholomew's Church and Marcle Ridge from B4024 Dymock Road –*

The parish is rich in ecology and biodiversity. Herefordshire Biological Records Centre has provided the map at page 33, which shows the location of designated sites within the parish including Hall Wood Site of Special Scientific Interest (SSSI), six Local Geological Sites and six Local Wildlife Sites.

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

Landscape Views



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

Wild daffodil meadows occur around Hall Wood SSSI and in two fields at SO667324 and SO669324 (the latter being the last known traditional hay meadow in the parish) adjoining the B4024 Dymock Road.

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

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



Objective MM09

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

Objective MM10

Avoid, or mitigate (to minimize) harm, and compensate to offset residual

unavoidable harm to biodiversity and geodiversity features so that the aggregate level and quality of those features does not decline.

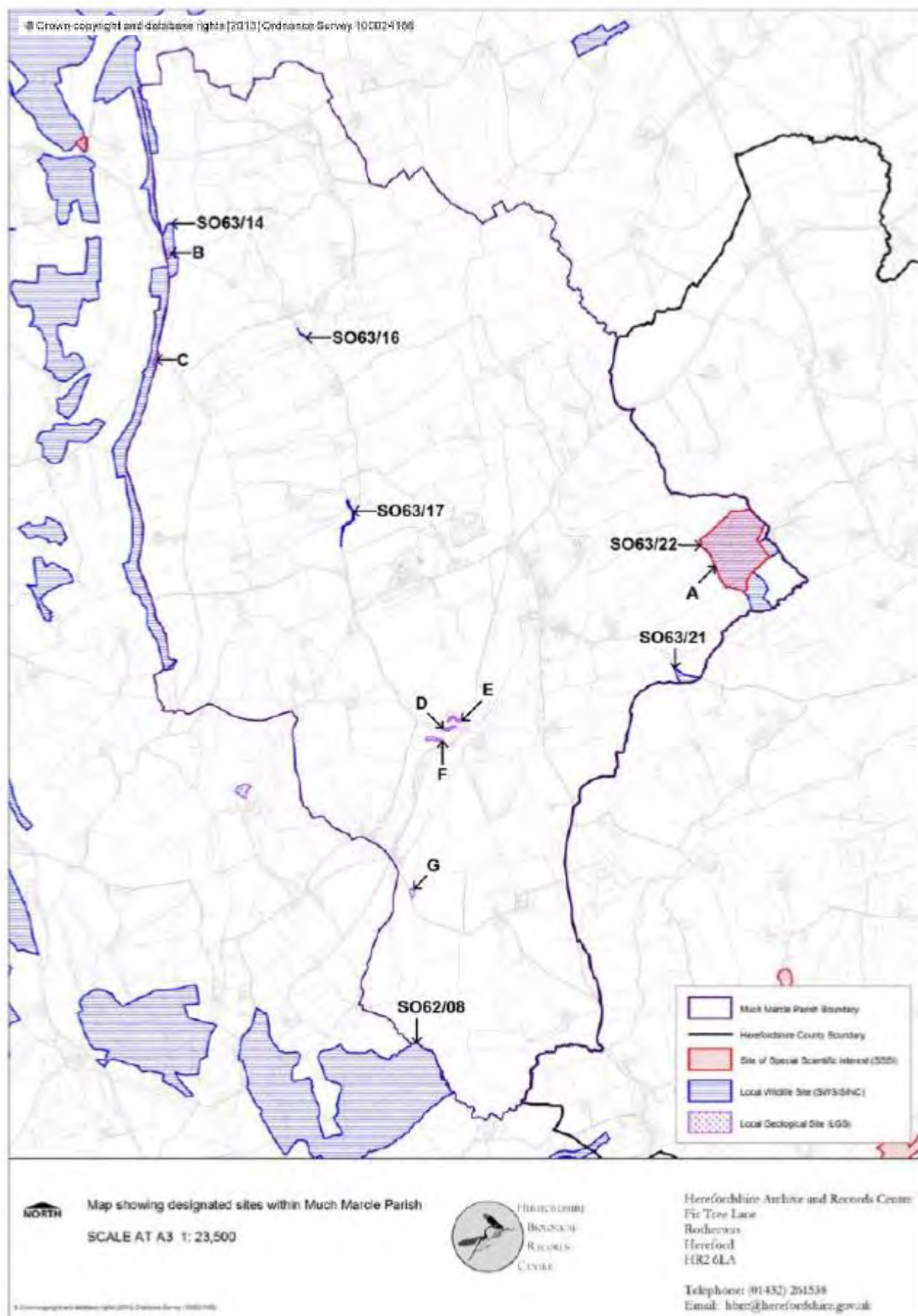
Policy NE2 – Biodiversity

Development will be expected to avoid harm, mitigate to minimize, or compensate to offset residual unavoidable harm to:

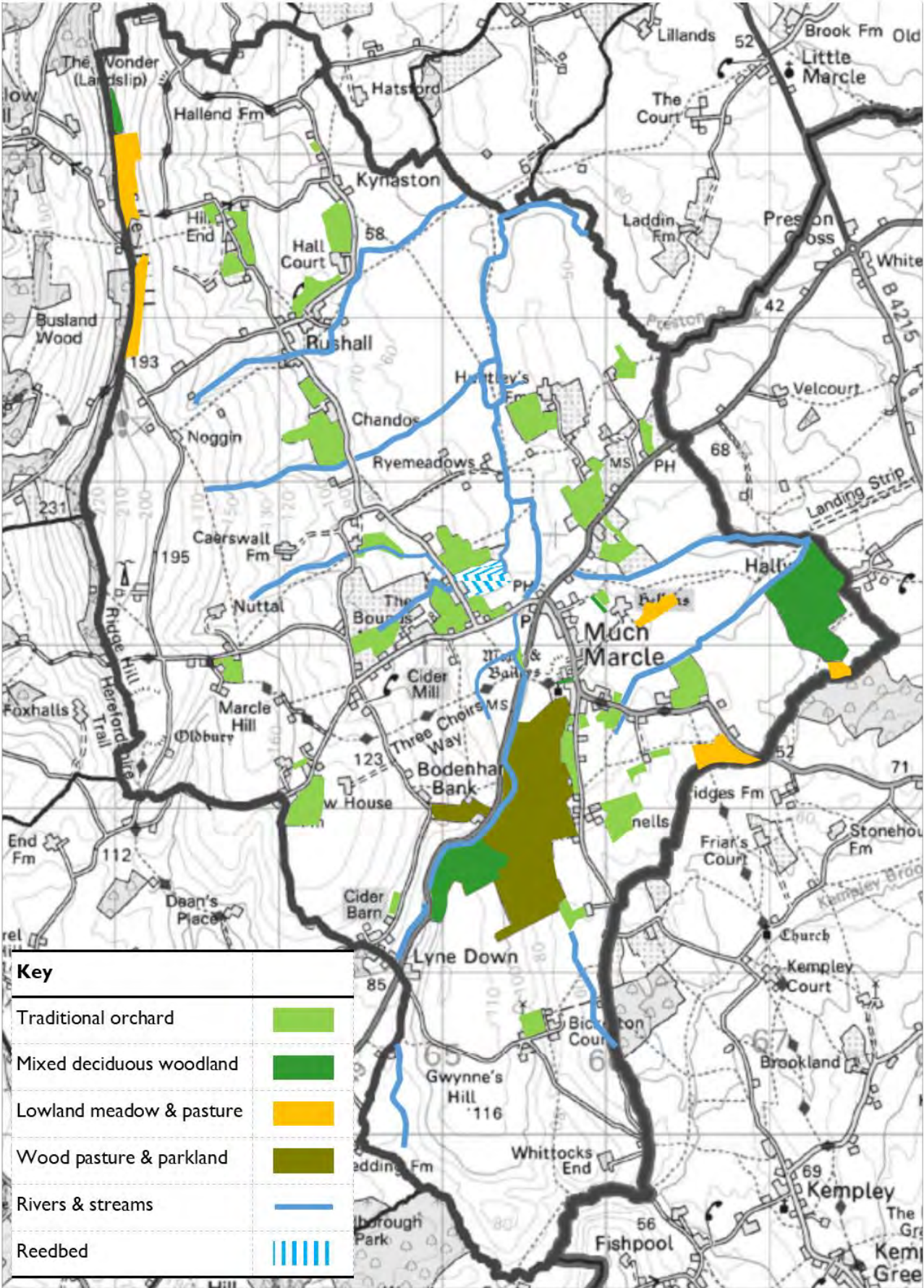
- Designated Sites (e.g. Hall Wood SSSI and Local Geological Sites and Local Wildlife Sites);
- European Protected Species;
- Species protected by UK law;
- UK Biodiversity Action Plan priority habitats and priority species;
- Locally important, characteristic habitats and species (e.g. wild daffodils);
- mature trees and hedgerows; and
- streams and watercourses.

Much Marcle is rich in wildlife habitats and species, which contribute to the distinctive character of the area. Development proposals that would result in damage to or loss of designated sites, protected species, UK BAP priority and locally important habitats (shown on the map on page 34), mature trees and/or hedgerows, watercourses or ponds will not be supported unless it can be demonstrated that there will be no impact in terms of loss of features of ecological value.

Proposals that can clearly demonstrate that they include biodiversity enhancement measures, which would benefit the environment and local wildlife, will be supported.



Priority Habitats in MMNDP Area



6.6 Community, Sport & Leisure

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



Much Marcle is well provided for in terms of community facilities. This is a view supported by the community who, when asked to rate various local services, rated the Memorial Hall, School and Community Library highly. However, new facilities and proposals to improve or extend existing community facilities will be supported where they comply with other policies contained within this Plan.

Policy CS2 – Loss of Community Facilities

Re-development for non-community uses will only be supported where it can be demonstrated that the use of the premises for community purposes is no longer viable, or where acceptable alternative provision exists or is proposed concurrently.

Loss of existing facilities will not be supported unless replacement facilities are proposed or unless the applicant can clearly and undoubtedly demonstrate that the facility in question is no longer viable or required.

Objective MM11

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

Policy CS1 – Community Facilities

Development proposals for new and/or improved community facilities will be supported where they:

- a) comply with Policy SD1;
- b) comply with Policy NE1;
- c) comply with Policy NE2; and
- d) comply with Policy BE1.



Policy CS3 – Local Green Spaces

All development proposals will be expected to protect, provide and plan for the maintenance of local green spaces through:

- retention of existing local green spaces, corridors and linkages with the surrounding open countryside;
- provision of new on-site local green space;
- integration with, and connection to, the existing local green space network and the surrounding open countryside.



These spaces provide a variety of public benefits, including cultural and historic heritage, natural beauty, wide ranging landscape views, biodiversity, recreation and public access. The most important local green spaces are: the curtilage, including the graveyard, of St Bartholomew's Church; the adjacent remains of Mortimer's Castle, motte and bailey; The Bartons playing field; and The Monks Walk (i.e. the drive up to Hellens) and its avenue of perry pears planted c1710 to mark the reign of Queen Anne (See map on page 37).

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

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

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

Local Green Spaces



6.7 Transport, Infrastructure & Public Access

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



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

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

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

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

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

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

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

Objective MM12

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



Objective MM13

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

Policy TI1 – Transport Infrastructure & Public Access

All development proposals will be expected to:

- a) demonstrate that the local highway network can absorb the traffic impacts of the development, or that traffic impacts can be managed to acceptable levels;
- b) promote walking and cycling and, where possible, incorporate supporting infrastructure (depending on the nature and location of the site) to reduce numbers of short distance car journeys; and
- c) meet the needs of people with disabilities and provide safe and efficient access for the emergency services.

While this Plan does not have direct control over the setting of speed limits, nor can it demand improvements to infrastructure maintained by the county council, it can require all new developments to demonstrate that the associated impacts they have on the road network will not have an adverse effect on local highways. As such any proposal, which is unable to demonstrate that such impacts cannot be mitigated, will not be supported.



Objective MM14

Research and establish ways to attain the highest practicable broadband speed and mobile reception and coverage for both in the parish.

Policy TI2 – Broadband & Mobile Reception

All development proposals, and land within their curtilage, will be expected to have the infrastructure necessary to provide the highest practicable broadband speed and mobile reception.

In a February 2016 survey 30% of local broadband subscribers received download speeds under 4 mbps, while half of all respondents were very or quite dissatisfied with their current broadband service.

The community consultation indicated a very strong need for significantly improved Broadband, both to address the needs of present businesses and to provide a suitable IT environment to attract new businesses. In the February 2016 survey 48% of respondents indicated that they run a business from home, with 87% of these business owners accessing the internet at least daily. 70% relying on a standard (copper) connection, with 39% receiving download speeds under 5 Mbps.



Over half of local business owners (52%) are either very or quite dissatisfied with their current broadband service, with an overwhelming majority (91%) indicating interest in super-fast broadband.

7. MONITORING & REVIEW

The Much Marcle Parish Council will review the content and monitor progress of the Plan, keeping track of development proposals and approvals of planning permission. A formal review of the Plan will be carried out within 5 years of the date of its adoption by Herefordshire Council.

8. GLOSSARY

Affordable Housing

Social Rented, Affordable Rented and Intermediate housing provided to eligible households whose needs are not met by the market.

Area of Outstanding Natural Beauty (AONB)

A statutory landscape designation, which recognises that a particular landscape is of national importance. The special qualities of the AONB encompass natural beauty, amenity, heritage and landscape assets. The primary purpose of the designation is to conserve and enhance the natural beauty of the landscape. Parts of the Wye Valley and Malvern Hills AONBs lie within Herefordshire.

Biodiversity

The variety of plants and animal life on earth, encompassing the diversity of habitats, species and genetic variation. Biodiversity provides our life support system as well as having social and economic value.

Brownfield Land

Both land and premises are included in this term, which refers to a site that has previously been used or developed. It may be vacant, derelict or contaminated. This excludes open spaces and land where the remains of previous use have blended into the landscape, or have been overtaken by nature conservation value or amenity use.

Climate Change

The term climate change is generally used when referring to changes in our climate, which have been identified since the early Twentieth Century. The changes that we have seen over recent years, and those which are predicted over the next 80 years, are thought by many to be mainly as a result of human behaviour, rather than due to natural changes in the atmosphere.

Community facilities

Land and buildings used to help meet health, education and social needs in terms of

developing and maintaining the health and wellbeing of all.

Community Infrastructure Levy (CIL)

A mechanism that empowers local authorities to apply a levy or charge on new developments in their areas to support community infrastructure delivery.

Conservation on Areas

An area defined in the Town and Country Planning Act (1990) as being of special architectural or historical interest, requiring extra protection in planning terms, the character and appearance of which it is desirable to preserve or enhance.

Curtilage

The area, usually enclosed, encompassing the grounds and buildings immediately surrounding a home that is used in the daily activities of domestic life. A slightly different definition relates to listed buildings – please check with the planning department.

Custom Build

Custom build is when an individual or group of people work closely with a developer to build new homes. This could include fully commissioned homes or fitting out a previously constructed shell. (also see Self Build)

Developer Contributions

This includes section 106 agreements and the Community Infrastructure Levy (CIL)

Employment land

Land used for office, industrial and warehousing purposes.

Exception sites

A location where development would not otherwise be granted planning permission under normal circumstances

Flood zone

An area identified by the Environment Agency as being at risk of flooding, flood zone 3 having the greatest risk.

Greenfield land

Land that has not been previously developed, often in agricultural use.

Green infrastructure

A planned and delivered network of green spaces and other environmental features designed and managed as a multifunctional resource providing a range of environmental and quality of life benefits for local communities. Green infrastructure includes parks, open spaces, playing fields, woodlands, allotments and private gardens.

Green space

A collective term used to describe all parks, public gardens, playing fields, children's play areas, woodlands, nature reserves, allotment gardens, linear and other open spaces.

Habitats Regulation Assessment

A Habitats Regulations Assessment is the assessment of the impacts of implementing a plan or policy on a Natura 2000 site. Its purpose is to consider the impacts of a land use plan against conservation objectives of the site and to ascertain whether it would adversely affect the integrity of the site. Where significant negative effects are identified, alternative options should be examined to avoid any potential damaging effects.

Heritage asset

A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated assets and assets identified by the local planning authority.

Housing Market Area

Areas identified as local housing markets within Herefordshire, through an analysis of key indicators such as; tenure and housing type profile, incomes, affordability, house prices, geographical proximity and travel to work patterns.

Infrastructure

A collective term for services such as roads, electricity, sewerage, water, social services, health facilities and recycling and refuse facilities.

Landscape Character Assessment (LCA)

Grouping landscape into areas with similar character, based on physical and human influences. The assessment describes the physical, cultural and perceptual character of the landscape and identifies important or sensitive features. LCAs often identify objectives in respect of landscape planning, design and management of the areas.

Listed Buildings

Buildings that are identified for their special architectural or historic interest. Listed building consent is required to ensure that these features 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.

Market housing

Housing sold or rented at full market value.

National Planning Policy Framework

This sets out the Government's planning policies for England and is the framework within which Herefordshire Council has produced the Local Plan – Core Strategy.

Open space

All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs), which offer important opportunities for sport and recreation and can act as a visual amenity.

Permitted development rights

Rights to carry out certain limited forms of development without the need to make an application for planning permission.

Perpetuity

Meaning 'forever' regardless of changes in circumstances including land ownership.

Planning obligations

See section 106 Agreements.

Previously developed land (PDL)

See Brownfield land.

Registered social housing providers

Either not for profit or profit making organisations (subject to the same standards

and address the same housing priorities) providing social housing and regulated by the Homes and Community Agency.

Renewable energy

Power derived from a source that is continually replenished, such as wind, wave, solar, hydroelectric and energy from plant material, but not fossil fuels or nuclear energy. Although not strictly renewable, geothermal energy is generally included.

Rural housing market area (HMA)

A term used in rural housing section to describe the rural element of each housing market area.

Section 106 agreements

An agreement by the local authority with a landowner/developer restricting or regulating the development or use of land either permanently or temporarily, in accordance with the Town and Country Planning Act (1990).

Self-build housing

Self-build projects are where an individual or group of people directly organise and commission the design and construction of their new homes. (also see Custom Build)

Social rented housing

Subsidised housing provided by a Registered Provider or local authority allocated on the basis of need.

Special Areas of Conservation (SAC)

SACs are sites designated under the Habitats Directive (Directive 92/43/EEC on the conservation of natural habitats and of fauna and flora). Together with Special Protection Areas they form the Natura 2000 network of sites.

Stakeholders

Groups, individuals or organisations that may be affected by, or have a key interest in, a development proposal or planning policy. They may often be experts in their field or represent the views of many people.

Strategic Environmental Assessment (SEA)

A formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment. Local

authorities who prepare and adopt such a plan or programme must prepare a report on its likely environmental effects. They must consult environmental authorities and the public, and take the report and the results of the consultation into account during the preparation process, before the plan or programme is adopted.

Strategic Housing Land Availability Assessment (SHLAA)

A key component of the evidence base to support the delivery of sufficient land for housing to meet the community's need for more homes. The Herefordshire SHLAA assesses the potential availability of land for housing across the county up to the end of the plan period, and explores any constraints that might affect their suitability, achievability or availability for development.

Supplementary Planning Documents (SPD)

Additional planning documents to provide further details on selected policy areas. These are not subject to examination but will be available for public consultation before being adopted. These can take the form of design guides or area development briefs and will be clearly cross-referenced to the relevant plan policy or proposal that it supplements.

Sustainable development

In broad terms, this means development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable drainage systems (SUDS)

Measures introduced in developments which aim to minimise surface water run-off and the level of waste water generated by the development. These can include use of reed beds to filter water and water storage areas.

Sustainability Appraisal (SA)

The Planning and Compulsory Purchase Act (2004) requires Local Development Documents to be prepared with a view to contributing to the achievement of sustainable development. Sustainability Appraisal is a systematic process that is used to appraise the social, environmental and economic effects of the strategies and policies set within a Local Development Document from the outset of the

preparation process. This will ensure that decisions are made that accord with sustainable development.

Windfalls

Sites which have not been specifically identified as available in the Local Plan process. They normally comprise previously-developed sites that have unexpectedly become available.