

# ASSESSMENT OF KEY VIEWS IN BREDON PARISH

Revised May 2016

## 1. Introduction

- 1.1 Much of the rural character and charm of Bredon Parish derives from the views it offers over surrounding countryside. In recognising this, Bredon Parish Council has set out to identify 'Key Views' across the parish which are considered to have local value and importance, and which should be afforded additional protection under the Bredon Parish Neighbourhood Plan.
- 1.2 The Parish Council together with the Bredon Parish Neighbourhood Plan Group has prepared this assessment to create a consistent and transparent methodology for evaluating potential Key Views. It forms part of the Evidence Base which has informed the production of the Neighbourhood Plan.
- 1.3 It is recognised that the value of a view will always be somewhat in the eye of the beholder. However, every effort has been made throughout this assessment to apply common standards to the evaluation of views in order to minimise subjectivity.
- 1.4 The Bredon Village Design Statement (2011) identifies a number of 'key views' in Section 3.7. These have helped to inform this assessment, however, they predominantly relate to Bredon village rather than to the parish as a whole.

## 2. Policy Background

### Statutory requirements

- 2.1 AONBs are considered nationally important, and have been designated for the purpose of preserving and enhancing their natural beauty. The Cotswolds AONB is the largest of the 40 AONBs in England and Wales, and it is internationally recognized as one of the most beautiful areas of the UK. The World Conservation Union (IUCN) has awarded the Cotswolds AONB 'Protected Landscape' status for its high scenic quality.
- 2.2 Under the Countryside and Rights of Way Act, 2000 (Part IV), protection is conferred both on landscape views within AONBs and also on views extending beyond their boundaries where these may affect their special qualities. Section 85 of the Act states that *"in exercising or performing any functions in relation to, or so as to affect, land in an area of outstanding natural beauty, a relevant authority shall have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty."*

### National Planning Policy

- 2.3 The National Planning Policy Framework (NPPF) §17 sets out twelve core land-use planning principles. Four of these have relevance for the purpose of identifying Key Views under the neighbourhood planning framework.
  - Bullet 1 – planning should be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area.
  - Bullet 5 – planning should take account of the different roles and character of different areas... recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it.
  - Bullet 6 – planning should contribute to conserving and enhancing the natural environment and reducing pollution...
  - Bullet 10 – planning should conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

- 2.4 NPPF §109 states that the planning system should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes.
- 2.5 NPPF §115 states that great weight should be given to conserving landscape and scenic beauty in Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in these areas.
- 2.6 NPPF §183 states that Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and deliver the sustainable development they need. Parishes and neighbourhood forums can use neighbourhood planning to set planning policies through neighbourhood plans to determine decisions on planning applications.
- 2.7 NPPF §184 states that Neighbourhood planning provides a powerful set of tools for local people to ensure that they get the right types of development for their community. The ambition of the neighbourhood should be aligned with the strategic needs and priorities of the wider local area. Neighbourhood plans must be in general conformity with the strategic policies of the Local Plan. Neighbourhood plans should reflect these policies and neighbourhoods should plan positively to support them. Neighbourhood plans and orders should not promote less development than set out in the Local Plan or undermine its strategic policies.
- 2.8 NPPF §185 establishes that outside these strategic elements, neighbourhood plans will be able to shape and direct sustainable development in their area. Once a neighbourhood plan has demonstrated its general conformity with the strategic policies of the Local Plan and is brought into force, the policies it contains take precedence over existing non-strategic policies in the Local Plan for that neighbourhood, where they are in conflict.

### **Local Planning Policy**

- 2.9 The South Worcestershire Development Plan (SWDP) was adopted on 25 February 2016. This is the 'Local Plan' which used to determine planning applications in the three local planning authority areas it covers – Wychavon District, Malvern Hills District, and Worcester City. It sets out the basic rules which new development must follow, as well as allocating certain areas of land for new housing or employment.
- 2.10 Policy SWDP 2 (Development Strategy and Settlement Hierarchy) sets out the principles which should apply to new development in south Worcestershire. It also establishes a Settlement Hierarchy which steers future windfall development away from the open countryside and towards larger more sustainable settlements.
- 2.11 SWDP Annex D (Settlement Hierarchy) identifies Bredon as a Category 1 Village. Category 1 Villages are in rural areas and new development will predominately be aimed at meeting locally identified housing and employment needs.
- 2.12 The remaining settlements in the parish are identified as being in Lower Categories. Lower Category Villages are defined as being in rural areas and their role in providing additional future development is limited. Bredon's Norton is placed in Category 4A; Bredon's Hardwick, Kinsham, Lower Westmancote and Westmancote are placed in Category 4B.
- 2.13 Policy SWDP 59 (New Housing for Villages) allocates land for 24 homes off Oak Lane, Bredon – predominately aimed at meeting locally identified housing need.
- 2.14 In order to satisfy NPPF §184, any policy in the Neighbourhood Plan, including the proposed policy relating to Key Views, must be must be in general conformity with the strategic policies of the local plan.

### 3. Sources of information and guidance

3.1 This assessment has included a desktop study of the following sources of information and guidance:

- Bredon Village Design Statement (2011)
- Cotswolds Conservation Board, Cotswolds AONB Management Plan (2013-2018)
- Cotswolds Conservation Board, Development in the Setting of the Cotswolds AONB (2013)
- Cotswolds Conservation Board, Housing and Development Position Statement (2013)
- Cotswolds AONB Partnership, Landscape Character Assessment (2003)
- Cotswolds AONB Partnership, Landscape Strategy and Guidelines
- Landscape Institute and the Institute of Environmental Management and Assessment, Guidelines for Landscape and Visual Impact Assessment, Third Edition - 'GLVIA3' (2013)
- Malvern Hills AONB Partnership, Guidance on Identifying and Grading Views and Viewpoints (2011)
- Natural England, National Character Area Profile: 106 Severn & Avon Vales (2014)
- Worcestershire County Council, Landscape Character Assessment (2012)
- Wychavon District Council, Bredon Conservation Area Appraisal (2008)
- Wychavon District Council, Bredon's Norton Conservation Area Appraisal (2006)

#### GLVIA3

3.2 The Guidelines for Landscape and Visual Impact Assessment (Third Edition) published jointly by the Landscape Institute and the Institute of Environmental Management and Assessment (GLVIA3) advise in paragraph 6.31: *"it is important to remember at the outset that visual receptors are all people. Each visual receptor, meaning the particular person or group of people likely to be affected at a specific viewpoint, should be assessed in terms of both their susceptibility to change in views and visual amenity and also the value attached to particular views."*

3.3 Paragraph 6.37 of GLVIA3 further advises *"judgements should also be made about the value attached to the views experienced. This should take account of recognition of the value attached to particular views, for example, in relation to heritage assets, or through planning designations..."*.

#### National Character Areas

3.4 The whole of England has been subject to a landscape character assessment which divides the country into 159 distinct National Character Areas (NCAs). Natural England revised the NCA profiles in 2012. Each NCA provides a contextual description of the wider landscape, defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. Bredon Parish falls wholly within NCA 106: Severn and Avon Vales, whose key characteristics are:

- A diverse range of flat and gently undulating landscapes strongly influenced and united by the Severn and Avon Rivers which meet at Tewkesbury.
- Prominent oolitic outliers of the Cotswold Hills break up the low lying landscape in the south-east of the area at Bredon Hill, Robinswood Hill, Churchdown Hill and Dumbleton Hill.

- West of the Severn, the Mercia Mudstones predominate, producing poorer silty clay soils. Lias clays in the Avon Valley and east of the Severn create heavy but productive soils. River terrace gravels flank the edges of watercourses.
- Woodland is sparsely distributed across this landscape but a well wooded impression is provided by frequent hedgerow trees, parkland and surviving traditional orchards. Remnants of formerly extensive Chases and Royal Forests, centred around Malvern, Feckenham and Ombersley still survive.
- Small pasture fields and commons are prevalent in the west with a regular pattern of parliamentary enclosure in the east. Fields on the floodplains are divided by ditches (called rhines south of Gloucester) fringed by willow pollards and alders.
- Pasture and stock rearing predominate on the floodplain and on steeper slopes, with a mixture of livestock rearing, arable, market gardening and hop growing elsewhere.
- Unimproved neutral grassland (lowland meadow priority habitat) survives around Feckenham Forest and Malvern Chase. Along the main rivers, floodplain grazing marsh is prevalent. Fragments of unimproved calcareous grassland and acidic grasslands are also found.
- The River Severn flows broadly and deeply between fairly high banks, north to south, while the Warwickshire River Avon meanders over a wide flood plain between Stratford, Evesham and Tewkesbury. The main rivers regularly flood at times of peak rainfall.
- A strong historic time line is visible in the landscape, from the Roman influences centred at Gloucester, earthwork remains of medieval settlements and associated field systems through to the strong Shakespearian heritage at Stratford-upon-Avon.
- Highly varied use of traditional buildings materials, with black and white timber frame are intermixed with deep-red brick buildings, grey Lias and also Cotswolds stone.
- Many ancient market towns and large villages are located along the rivers, their cathedrals and churches standing as prominent features in the relatively flat landscape.

### **Worcestershire Landscape Types**

3.5 NCAs provides a broad framework for more detailed and localised landscape character assessments. Worcestershire County Council's Landscape Character Assessment Supplementary Guidance (2012) divides Bredon Parish into the following Landscape Types, each with primary / secondary / tertiary key characteristics:

- 10.5 Limestone Estatelands

- Primary

- Upstanding rolling plateau, capped by oolitic limestone.
    - Thin, stony soils with characteristic orange colouring.
    - Large rectilinear fields defined by drystone walling.
    - Dominant use of local stone for building.
    - Woodland of planned character – estate plantations and belts of trees.

- Secondary

- Scattered settlement, largely restricted to isolated stone farmsteads.
    - Discrete woodlands with dominance of beech in woodland composition.

- 10.8 Principal Village Farmlands

Primary

- Nucleated pattern of expanded rural villages.
- Arable/cropping land use - cereals and field vegetables on fertile, free-draining soils.

Secondary

- Hedgerows define field boundaries.
- Rolling lowland topography.

Tertiary:

- Planned enclosure pattern of medium-to-large scale fields.
- Groups of trees associated with dwellings.

- 10.9 Principal Wooded Hills

Primary

- Varied, often steeply sloping, topography.
- Large, often interconnecting, blocks of ancient woodland.

Secondary

- Organic pattern of hedged fields, derived from 'assarting' the adjacent woodland.
- Frequent, narrow, wooded valleys or dingles.
- Medium-framed views.
- Patches of rough grassland and scrub.
- Sparsely settled pattern of farmsteads and wayside dwellings.

- 10.10 Riverside Meadows

Primary:

- Flat, low-lying topography.
- Pastoral land use, including seasonal grazing meadows.
- Tree cover character of individual trees rather than woodland.
- Tree cover pattern of linear tree belts along ditches, watercourses and in hedgerows.

Secondary:

- Unsettled with few roads.
- Seasonally flooded alluvial floodplain.
- Meandering river channel.
- Medium-to-large fields with hedge and ditch boundaries.
- Rushes, reeds and other wetland vegetation.

- 10.22 Wooded Hills and Farmlands

Primary

- Prominent sloping topography.
- Hedgerow field boundaries are an important element in defining landscape scale.
- Tree cover pattern of large, discrete woodland blocks.

### Secondary

- Woodland of ancient character.
- Mixed farming land use.
- Medium-framed views.
- Sparsely clustered settlement pattern associated with areas of former open fields.

### **Cotswolds Landscape Character Types & Landscape Character Areas**

3.6 The Cotswolds Conservation Board has also carried out a landscape character assessment for the Cotswolds, which identifies broad Landscape Character Types (sub-divided into Landscape Character Areas). The AONB section of Bredon Parish is made up of two LCTs (each consisting of one LCA). The key characteristics of the LCTs are as follows:

- LCT 1: Escarpment Outliers (LCA 1E: Bredon Hill)
  - Distinctive hills detached from the main Cotswolds escarpment and rising above the neighbouring vale.
  - Varied and sometimes steeply sloping topography.
  - Dramatic panoramic views from upper slopes possible over the Severn Vale to the Welsh borders and eastwards to the Cotswolds Escarpment.
  - Areas of rough grassland and scrub occur on some sections of the upper slopes and areas of steep landform.
  - Woodlands and belts of trees often occupy steeper slopes of the outliers and border the gullies of brooks draining radially into the vale.
  - Areas of woodland and hedgerows form interlocking patterns.
  - Lower, gentler slopes cloaked in improved pastures and arable farmland, divided up by a network of hedgerows and some dry stone walls.
  - Sparsely settled.
  - Hilltops often the site of prehistoric hillforts or other defensive enclosures.
  - Hills crisscrossed by footpaths, often surrounded by dense vegetation, link the hill tops to the vale villages.
- LCT 18: Settled Unwooded Vale (LCA 18A: Vale of Gloucester Fringe)
  - Soft gently undulating landform, with lower escarpment slopes forming a transitional area between the vale and escarpment.
  - Cotswolds Escarpment defines the eastern limit of the Vale and provides a dramatic backdrop to vale settlements and landscapes.
  - Mixed arable and pasture land use with occasional orchards.
  - Well maintained hedgerows forming a strong landscape pattern.
  - Limited woodland and ancient woodland cover.
  - Quiet winding lanes linking villages, hamlets and farms at the foot of the escarpment.
  - Varied mix of building materials, including use of brick, timber and stone, and slate and thatch roofing, but with Oolitic Limestone still prevalent within the vale villages in closer proximity to the Cotswolds Escarpment.

- Proliferation of modern ‘suburban’ building styles and materials.
- Major transport corridors through vale.
- Rural areas bordered by large urban and suburban areas and interspersed with commercial and industrial uses.
- Widespread network of pylons and transmission lines.

## 4. Methodology for assessing Key Views

### Selecting and recording viewpoints

- 4.1 Viewpoints have been evaluated visually on the ground. Information about each viewpoint is provided in Table A below.
- 4.2 Table A provides a reference number which corresponds with viewpoint markers shown on the Map of Key Views included at the end of this document. It is important to note that the written descriptions of viewpoints/views are intended to take precedence over map markers, which are for indicative purposes only. For example, a viewpoint which fits the description of and offers essentially the same views as an identified viewpoint should be considered part of that viewpoint, even if it is several hundred metres from the location marked on the plan.
- 4.3 Table A provides the location of viewpoints. For the most part, viewpoints are publicly accessible (e.g. roads, footpaths, bridleways or public open spaces), as these have more frequent usage than viewpoints on private land.
- 4.4 Table A records any designation applying to land where the viewpoint is located (e.g. AONB, Conservation Area). It also records the National Character Area of the viewpoint.
- 4.5 Table A records the height of viewpoints. Height estimates have been derived from Ordnance Survey map contours and have been given in metres above ordnance datum (sea level).
- 4.6 Table A records the type of viewpoint, including:
- Established viewpoint (e.g. beacon)
  - Historic heritage
  - Designed viewpoint (e.g. in historic parkland/garden)
  - Cultural heritage
  - Movement corridor (e.g. road, footpath, cycle trail)
  - Tourist destination
  - Recreational
- 4.7 Table A records the number of viewpoint users (many / moderate / few), as well as the type of users (e.g. vehicle, pedestrian, cyclist).
- 4.8 Where topography varies within the area of interest, viewpoints from different elevations have been considered (e.g. from the River Avon floodplain and higher lying ground).
- 4.9 Viewpoints giving rise to essentially similar views have been grouped together, so that several closely related viewpoints may be used to observe the same view. This is particularly appropriate for views which are experienced along transport corridors, which cannot reasonably be restricted to a single viewpoint.

### **Grading the importance of viewpoints**

- 4.10 Viewpoints have been graded as either 'exceptional', 'special' or 'representative'.
- 4.11 Exceptional viewpoints include sites within nationally designated landscapes such as AONBs; historic sites of particular importance (Grade I/II\* listed buildings, Scheduled Monuments); sites with strong associations to nationally famous cultural works; and sites where viewers have unique and prolonged/unfolding views from main transport corridors, national trails, recreational routes or national cycle network routes.
- 4.12 Special viewpoints include historic sites of national importance (Conservation Areas, Grade II listed buildings); sites with strong associations to locally famous cultural works; and sites where viewers have opportunities to appreciate views – for example, approach roads leading to villages, regional long distance footpaths, well used bridleways and footpaths within markedly tranquil settings.
- 4.13 Representative viewpoints include typical local landscapes; unregistered heritage assets (e.g. locally listed buildings); sites which are degraded by the presence of urban or highway structures; and sites where viewers are on movement corridors which are typical of the locality or which provide only fleeting views.
- 4.14 In grading viewpoints, account has been taken of how many people experience a viewpoint, as well as of the quality of that experience. Speed of transit would normally have a bearing on the quality of experience. Thus the view of a well-known landmark from a quickly moving vehicle might be qualitatively inferior than the same view experienced by a pedestrian. However, busy roads are experienced by a large number of people daily, thereby increasing their importance. For example, a busy motorway offering brief, iconic views of a picturesque castle, might be considered as important a viewpoint as a seldom-used footpath in the midst of nationally designated scenery.

### **Selecting and describing views**

- 4.15 Views have been evaluated visually on the ground from the identified viewpoints. Information about each view is provided in Table A below.
- 4.16 Table A includes a description of each view, which records characteristics such as:
- whether the view is panoramic, elevated, glimpsed, open or expansive;
  - whether there are dominant elements in the foreground, middle distance or on the skyline;
  - whether it is framed by built development, vegetation or landform;
  - whether it is essentially rural or urban;
  - whether it is likely to be significantly altered by seasonal change (i.e. views opening up as a result of trees losing leaves in winter);
- 4.17 Table A records the key components of each view, including:
- features that positively contribute to the importance, distinctiveness and attractiveness of a view (e.g. the chain of the Malvern Hills along the skyline);
  - iconic features (e.g. historic towers);
  - the degree of containment;
  - the rural setting;
  - detractors in view (e.g. busy transport corridors, overhead powerlines, large-scale / extensive development).
- 4.18 Table A records the psychological experience brought about by each view (which is likely to vary with each individual observer). Experiences might include:



- an attraction to a view;
- a sense release deriving from open countryside;
- a sense of tranquillity;
- a desire to explore;
- a sense of awe or 'wow' factor;
- other associations (e.g. landmark signifying home).

### **Grading the importance of views**

- 4.19 Views have been graded as either 'exceptional', 'special' or 'representative.'
- 4.20 Exceptional views might include highly valued, panoramic views or long distance views across intact countryside; they might capture the quintessential character of an area; they might allow for an appreciation and understanding of the wider surroundings of the Cotswolds AONB; they might contribute to the enjoyment of important heritage or cultural locations; or they might be unique in their own way.
- 4.21 Special views might include panoramic or long distance views, dramatic scenery and skyline features; they might allow an appreciation of the more intimate setting of local villages within local landscapes; they might help to reveal landscape character types; or they might be comparable to other special views.
- 4.22 Representative views might include narrow or glimpsed views; they might be marred by the presence of negative features which detract from the quality of the experience; or they might be typical views which are replicated elsewhere.

### **Grading overall importance to arrive at 'Key Views'**

- 4.23 A each view has been given an overall rating of 'exceptional', 'special' or 'representative'. This is arrived at through combining the importance of both the viewpoint and the view. A 'representative viewpoint' combined with a 'representative view' would result in an overall rating of 'representative'. A 'representative viewpoint' combined with an 'exceptional view' would result in an overall rating of 'special'. A 'representative viewpoint' combined with a 'special view' would result in an overall rating of either 'representative' or 'special', depending on which factors predominated.
- 4.24 A large number of viewpoints and views were considered during the preparation of this assessment. All the views achieving an overall rating of 'special' or 'exceptional' have been included in Table A below. These are the Key Views which have been included in Policy NP15 of the Bredon Parish Neighbourhood Plan (Submission Version).

## **5. Consultation**

- 5.1 This assessment is published on Bredon Parish Council's website as part of the Neighbourhood Plan Evidence Base, where it can be viewed and commented on by all those taking part in consultations on the Neighbourhood Plan.
- 5.2 The views of parish residents and external organisations have been sought through the consultations on the Pre-Submission Plan (October 2015) and the Revised Pre-Submission Plan (March 2016), including those of Natural England, the Cotswolds Conservation Board, and Worcestershire County Council.

## **6. Key Views identified**

6.1 Table A below provides information about each of the Key Views identified in the Bredon Parish Neighbourhood Plan 'Submission Version' (May 2016). These have each been assessed according to the methodology set out above.

6.2 The Key Views identified by this assessment should not be considered a comprehensive list of every important view within Bredon Parish. However, each Key View identified should be considered to have local value and importance.

**TABLE A: Assessment of Key Views identified in the Bredon Parish Neighbourhood Plan (Submission Version)**

Map ref. of view-point	Location of viewpoint(s)	Designation / landscape character of viewpoint(s)	Height of view-point(s) (AOD)	Type of viewpoint(s)	Number / type of viewpoint users	Direct-ion of view	Description of view	Key components of view	Psychological experience of view	Importance		
										View-points	View	Over-all
VB1	Bredon - Tewkesbury Road (B4080)	NCA 106: Severn & Avon Vales	20 m	Movement corridor (main road)	Many vehicle & few pedestrian users	N / NE	Open rural views of St Giles's Church and spire (Grade I listed Norman church with C14th spire), within its farmed setting and dominating the skyline.	St Giles's church spire, rising above historic roadside hedge. Rural setting at the main approach to the village enhances the view.	The 'wow' factor of the spire - recognised as one of the country's most beautiful.	S	E	E
VB2	Bredon - Footpath BX-530	NCA 106: Severn & Avon Vales	20 m	Movement corridor (footpath)	Few pedestrian users	E	Open views across farmland of St Giles's Church and spire (Grade I listed Norman church with C14th spire), and the National Trust's Bredon Barn (Scheduled Monument) both in the middle distance.	St Giles's church spire, Bredon Barn, clump of Scots pine trees. Rural setting enhances view of buildings.	Impressive grouping of internationally important heritage assets in largely unchanged rural setting. M5 noise detracts from experience.	S	E	S
VB3	Bredon - St Giles's Church tower & spire	NCA 106: Severn & Avon Vales	30-50 m	Historic / cultural	Few pedestrian users	Panor amic	Panoramic views of the Severn and Avon Vales, Bredon Hill to NE, the Malvern Hills to NW, the Cotswold Hills to E/SE. Bredon village and the River Avon in the foreground. M5 running across the middle distance.	The bold outline of the Malvern Hills, Bredon Hill, the Cotswold edge, Bredon village and River Avon. M5 and modern development to S both detract from view.	Uplifting experience from exceptional 600+ year old viewpoint. Excellent views over 'old Bredon'. Views somewhat marred by M5 and modern development, but still exceptional.	E	E	E
VB4	Bredon - Chains Corner, (B4080)	NCA 106: Severn & Avon Vales	20 m	Movement corridor (main road)	Many vehicle & few pedestrian users	N / W	Unfolding views over fields north and west of Chains Corner, to the Avon Vale beyond. Views sometimes restricted by roadside hedges depending on the cutting cycle.	Farmland, hedgerows and the wider Avon Vale.	Sudden sense of release on seeing open countryside while exiting the village at Chains Corner.	R	S	S

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										View-points	View	Over-all
VB5	Bredon - Dock Lane	CA NCA 106: Severn & Avon Vales	15 m	Historic / Movement corridor (local road)	Few vehicle & pedestrian users	W / NW / SW	Views over Twyning Ham (one of the largest flood meadows in UK) towards the Malvern Hills on W skyline. M5 cutting across the SW edge of view.	River Avon in the foreground, the large expanse of Twyning Ham, the line of the Malvern Hills. M5 a mild detractor.	Sense of river life with spectacular sunsets over the ham; slightly marred by M5 but still very special.	S	S	S
VB6	Bredon - Church Street	CA NCA 106: Severn & Avon Vales	25 m	Historic / Movement corridor (local road)	Moderate vehicle & pedestrian users	E / W	Contained views along Church Street in both directions, framed by the built form of the village.	St Giles's Church to W; historic Cotswold stone buildings of CA.	A sense of 'old Bredon' from the many listed buildings in the historic heart of the village.	E	S	S
VB7	Bredon - Moreton Lane (B4080) & Footpaths BX-557/558/559	NCA 106: Severn & Avon Vales	35 m	Movement corridor (main road & footpath)	Many vehicle & few pedestrian users	NE	Open views across farmland towards Bredon Hill which is a dominant feature on the skyline.	Southwestern slopes of Bredon Hill, with farmland in foreground.	Inviting sense of being at the foot slopes of Bredon Hill.	R	S	S
VB8	Bredon - Playing Field & Main Road (B4079/4080) / Kemerton Road, between The Moretons & Railway Cottages	CA (partly) NCA 106: Severn & Avon Vales	30 m	Historic / Movement corridor (main road) / Recreational	Many vehicle & moderate pedestrian users	NE / NW	Open views across farmland towards Bredon Hill which dominates the NE skyline; also across farmland to the Malvern Hills on W skyline. Views sometimes restricted by roadside hedges depending on cutting cycle.	Farmland, Bredon Hill, Malvern Hills, rural setting.	Views provide a very attractive rural outlook and root the village in its landscape.	S	S	S
VB9	Bredon - Cheltenham Road (B4079) immediately south of village	TPO NCA 106: Severn & Avon Vales	30 m	Movement corridor (main road)	Many vehicle & few pedestrian users	E / W	Localised views W into Bensham Allotments with Bensham Wood Nature Reserve beyond; and E into Upstones Orchard with Kemerton Wood Nature Reserve beyond. Especially noteworthy in spring.	Rare remnants of the traditional plum and damson orchards that are so important to Bredon's heritage; horticultural small holdings.	An uplifting and joyful entrance to the village, especially in blossom season.	S	E	S

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										View-points	View	Over-all
VH1	Bredon's Hardwick - Fleet Lane & Footpath BX-531	NCA 106: Severn & Avon Vales	15 m	Movement corridor (local road & footpath)	Few vehicle & pedestrian users	NE / E	Open, expansive views over pastureland, with Bredon Hill dominating the skyline to N, the Cotswold Hills to E; M5 in foreground St Giles's Church spire in middle distance. Views may be restricted by road-side hedges depending on the cutting cycle.	The River Avon and quintessential riparian pasture; St Giles's Church spire; Bredon Hill and the Cotswold escarpment. M5 embankment a detractor.	Very attractive river valley scenery, with sense of tranquillity and solitude only slightly marred by M5.	S	S	S
VH2	Bredon's Hardwick - Footpaths BX-532/537	NCA 106: Severn & Avon Vales	35 m	Movement corridor (footpath)	Few pedestrian users	W / NW / SW	Open, expansive views from higher ground over Bredon's Hardwick and the Avon Vale in the middle distance, to the Malvern Hills on the NW skyline.	Bredon's Hardwick village in the foreground, with the pastoral expanse of the Avon vale beyond, against the backdrop of the Malvern Hills.	Sense of freedom and large skies.	S	S	S
VH3	Bredon's Hardwick - Tewkesbury Road (B4080) between Bredon's Hardwick & Mitton Lodge	NCA 106: Severn & Avon Vales	25 m	Movement corridor (main road)	Many vehicle & few pedestrian users	W / NW / SW	Both glimpsed and open views over pasture in foreground; Croft Farm lakes and the River Avon flood plain in the middle distance; the Malvern Hills on NW skyline. Views sometimes restricted by verge vegetation & hedge depending on season and cutting cycle (views much more open Nov-Apr).	Croft Farm lakes and the River Avon flood plain, the chain of the Malvern Hills.	Impressive wide and long views, particularly arresting when river is in flood.	S	S	S
VH4	Bredon's Hardwick - Tewkesbury Road (B4080) between Hardwick Bank & Fleet Lane	NCA 106: Severn & Avon Vales	25 m	Movement corridor (main road)	Many vehicle & few pedestrian users	NE	Views of rural pastures on Hardwick Bank dominating foreground; views of Bredon Hill dominating NE skyline. Views sometimes restricted by roadside hedges depending on the cutting cycle.	Hardwick Bank, traditional orchard north of Carron Farm, Bredon Hill, the rural setting of Bredon's Hardwick.	Distant views of hill and bank to right create a sense of height and space in landscape.	R	S	S

Map ref. of viewpoint	Location of viewpoint(s)	Designation / landscape character of viewpoint(s)	Height of view-point(s) (AOD)	Type of viewpoint(s)	Number / type of viewpoint users	Direct-ion of view	Description of view	Key components of view	Psychological experience of view	Importance		
										View-points	View	Over-all
VH5	Bredon's Hardwick - Tewkesbury Road (B4080) immediately north of Carron Farm	NCA 106: Severn & Avon Vales	20 m	Movement corridor (main road)	Many vehicle & few pedestrian users	SE / E	Localised view into the traditional orchard north of Carron Farm on approach to Bredon's Hardwick. Views sometimes restricted by roadside hedges depending on cutting cycle.	Rare remnants of the traditional orchards that are so important to local cultural heritage.	An uplifting entrance to the village, especially in blossom season.	S	S	S
VN1	Bredon's Norton - Footpaths NO-506/507/508, & Norton Park	AONB CA (partly)  NCA 106: Severn & Avon Vales	50-180 m	Historic / Movement corridor (footpath, bridleway)	Few cyclist, equestrian & pedestrian users	W / NW / S	Sweeping 270 degree views over Bredon's Norton to the Severn and Avon Vales in the middle distance to the Malvern Hills and Brecon Beacons on W skyline, the long line of Cotswold Hills to S/SE.	The historic Cotswold architecture of the village, the rough steep slopes of Bredon Hill, the large expanse of the Severn and Avon Vales, the line of the Malvern Hills, the Cotswold edge.	Sublime views – Bredon Hill provides some of the finest views in the region, made famous by Housman and others.	E	E	E
VN2	Bredon's Norton - Footpath NO-501	AONB CA (partly)  NCA 106: Severn & Avon Vales	25 m	Historic / Movement corridor (footpath)	Few pedestrian users	W / NW / N / SW	Expansive views of the Severn and Avon Vales, railway and water works in middle distance, and the Malvern Hills on W skyline.	Arable farmland in foreground; large expanse of the Severn and Avon Vales; the line of the Malvern Hills. Water works a discordant element.	A sense of release provided by the open expanse of the vale.	S	S	S
VN3	Bredon's Norton - southern road into village	AONB CA (partly)  NCA 106: Severn & Avon Vales	35 m	Historic / Movement corridor (local road)	Moderate vehicle & few pedestrian users	W / SW / NW	Sweeping views across farmland of the Severn and Avon Vales; the Malvern Hills on W skyline. Views sometimes restricted by roadside hedges depending on cutting cycle.	The large expanse of the Severn and Avon flood plains, chain of the Malvern Hills.	Idyllic countryside views.	S	E	S
VN4	Bredon's Norton - southern & western road approaches to village	AONB  NCA 106: Severn & Avon Vales	30 m	Movement corridor (local road)	Moderate vehicle & few pedestrian users	E / NE	Contained views towards the village framed by roadside hedges, with the mass of Bredon Hill rising steeply beyond and dominating the skyline.	The distinctive mass of Bredon Hill, the distinctive Cotswold architecture of the village.	A dramatic and scenic setting to the village.	S	E	S

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VN5	Bredon's Norton - Footpaths NO-503/504/505/507	AONB NCA 106: Severn & Avon Vales	40-50 m	Movement corridor (footpath)	Moderate pedestrian users	N / NE / NW	Open views of the village within its pastoral setting on the flanks of Bredon Hill, overlooking the Severn and Avon Vales.	the Cotswold architecture of the village, the CA, the church tower, the pastoral setting.	A picturesque and quintessentially English country view.	E	E	E
VN6	Bredon's Norton - Village lanes S, W & N of church	AONB CA NCA 106: Severn & Avon Vales	35 m	Historic / Movement corridor (local road)	Moderate vehicle & few pedestrian users	N / NW / E / SE / S	Views of Bredon's Norton church nestled in the heart of the CA, glimpsed between mature park-like trees. Views more open after leaf fall (Nov-Apr).	Bredon's Norton church with its battlemented tower, mature deciduous trees.	A timeless evocation of village life.	E	E	E
VN7	Bredon's Norton - Lampitt Lane	AONB CA NCA 106: Severn & Avon Vales	50 m	Historic / Movement corridor (local road)	Few vehicle & few pedestrian users	E / SE	Open views across parkland with glimpses of Norton Park; the more heavily treed upper slopes of Bredon Hill beyond dominating the skyline. Views more open after leaf fall (Nov-Apr).	Veteran park trees, especially oak, ash and lime, with characteristic open grown form; Norton Park, Bredon Hill.	Sense of history and seclusion.	E	E	E
VN8	Bredon's Norton - Lampitt Lane & Footpath NO-500	AONB NCA 106: Severn & Avon Vales	45-75 m	Movement corridor (local road)	Few vehicle & few pedestrian users	W / SW / NW	Sweeping views across arable farmland to the Severn and Avon Vales, with the Malvern Hills to W beyond. Views sometimes restricted by roadside hedges depending on the cutting cycle.	The large expanse of the Severn and Avon flood plains, the chain of the Malvern Hills. Few built elements visible.	Deep sense of tranquillity deriving from empty countryside.	E	S	S
VK1	Kinsham - Cheltenham Road (B4079) between Kinsham & Bredon	NCA 106: Severn & Avon Vales	30 m	Movement corridor (main road)	Many vehicle & few pedestrian users	W / NW	Open views across farmland at the approach to both villages; the Malvern Hills on W skyline. Views sometimes restricted by roadside hedges depending on cutting cycle.	Agricultural fields, mature hedgerow trees, the chain of the Malvern Hills.	Attractive rural views, and sense of opening up on exiting both villages.	S	S	S

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VK2	Kinsham - Cheltenham Road (B4079), Watery Lane & Chapel Lane, in village centre	CA (partly) NCA 106: Severn & Avon Vales	25 m	Historic / Movement corridor (main road & local road)	Many vehicle & moderate pedestrian users	W / S / N	Localised views into and across the paddocks in the centre of Kinsham. Views sometimes restricted by roadside hedges depending on cutting cycle.	Paddocks identified as Green Space in the SWDP and as Local Green Space in the Neighbourhood Plan; pasture with some veteran orchard trees.	Openness gives a sense of shared visual space in the centre of the village, similar to a village green.	R	S	S
VK3	Kinsham - Lower Lane	NCA 106: Severn & Avon Vales	25 m	Movement corridor (local road)	Few vehicle & pedestrian users	W / NW / SW	Open views across farmland in foreground, towards the Malvern Hills on NW skyline. Views sometimes restricted by roadside hedges depending on cutting cycle.	Farmland in foreground, chain of Malvern Hills forming distant backdrop.	Attractive rural views.	R	S	S
VK4	Kinsham - Cheltenham Road (B4079) SE of village	NCA 106: Severn & Avon Vales	25 m	Movement corridor (main road)	Many vehicle & few pedestrian users	SE	Views along the road and over farmland and mature trees lining Squitter Brook towards Oxenton Hill which dominates the skyline to SE, with the Cotswold edge beyond. Bredon Hill to N.	Farmland to either side lined by hawthorn hedges, Oxenton Hill and the Cotswold edge, Bredon Hill.	Uplifting and attractive views of the Cotswold outliers.	R	S	S
VW1	Lower Westmancote - Kemerton Road, W & E of Green Acres	AONB NCA 106: Severn & Avon Vales	45 m	Movement corridor (main road)	Many vehicles & few pedestrian users	N / NE	Open views across farmland towards Bredon Hill rising from the viewpoint and dominating the N skyline with its patchwork of fields, hedges and woods. Views sometimes restricted by roadside hedges depending on cutting cycle.	Open arable farmland, patchwork of fields and woods, Bredon Hill.	Exceptional views of a field pattern that has not changed significantly since Inclosure in C18th.	E	E	E
VW2	Lower Westmancote/ Westmancote - hill lane (between the settlements, also N of The Pound)	AONB CA (partly) NCA 106: Severn & Avon Vales	40-55 m	Historic / Movement corridor (local road)	Moderate vehicle & few pedestrian users	E / SE / S	Open rural views towards the Cotswold escarpment on E/SE/S skyline. Views sometimes restricted by roadside hedges depending on cutting cycle.	Inclosure hedges, the line of the Cotswold Hills, rural setting.	An attractive rural setting providing a strong sense connection to the Cotswold Hills.	E	S	S



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VW3	Westmancote - hill lane	AONB CA  NCA 106: Severn & Avon Vales	60 m	Historic / Movement corridor (local road)	Moderate vehicle & few pedestrian users	SW	View south down along the lane towards the village Pound and the open area at the junction with Farm Lane, and on towards the distant Severn Vale.	Cotswold buildings and drystone walls in the CA, especially Greenhayes and Pound Cottage; the Severn Vale.	A quintessentially Cotswold view with very few out of keeping elements.	E	S	S
VW4	Westmancote - Footpaths BX-504/505/511/513	AONB  NCA 106: Severn & Avon Vales	60-100 m	Movement corridor (footpath)	Few pedestrian users	NW / W / SW / S / SE	Sweeping views over farmland around the village in the foreground; Kemerton Wood & Park in the middle distance to S; the Cotswold Hills to S/SE; Gloucester Cathedral and the wide Severn Vale to S; the Malvern Hills to W.	Kemerton Wood & Park, the Severn Vale, Gloucester Cathedral, the Cotswold Hills, the Malvern Hills.	'Wow' factor of spectacular sweeping views.	E	E	E
VW5	Westmancote - upper section of hill lane, Footpath BX-513	AONB  NCA 106: Severn & Avon Vales	60-100 m	Movement corridor (local road & footpath)	Few vehicle & pedestrian users	W / SW	Open views over farmland in foreground; views of the village in the middle distance, set against the backdrop of the wide Severn and Avon Vales; the Malvern Hills and Bredon Beacons on W skyline.	The historic form of the village, laid out along its three lanes; the Severn and Avon Vales; the Malvern Hills and Bredon Beacons.	Very attractive Cotswold village set in an impressive landscape.	E	E	E
VW6	Lower Westmancote/ Westmancote - hill lane gap, Footpaths BX-515/516/519	AONB  NCA 106: Severn & Avon Vales	40-45 m	Movement corridor (local road & footpath)	Moderate vehicle & few pedestrian users	W / NW	Views across farmland in foreground; field hedges and rugby pitches in middle distance; the Malvern Hills on W skyline. The two settlements contain the views to N & S.	Farmland, hedges, trees in gardens in Lower Westmancote, the chain of the Malvern Hills. Rural setting of the two settlements.	An attractive rural interlude between the two settlements.	S	R	S

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VE1	Elsewhere in Bredon Parish - Footpath BX-529	NCA 106: Severn & Avon Vales	25-30 m	Movement corridor (footpath)	Few pedestrian users	N / NE / E / SE	Open views over farmland in foreground; N to Bredon village in the middle distance, with Bredon Hill to NE beyond. Views E to Bensham & Kemerton Woods in middle distance. Views S to Kinsham in middle distance, with Oxenton Hill and Cotswold edge on SE skyline. Railway embankment blocking views to W.	Farmland, Bredon village, Bredon Hill, Kemerton & Bensham Woods; Kinsham; Oxenton Hill and Cotswold Hills.	Attractive long distance views, and sense of open countryside between the villages.	R	S	S
VE2	Elsewhere in Bredon Parish - Eckington Road (B4080)	AONB NCA 106: Severn & Avon Vales	20-35 m	Movement corridor (main road)	Many vehicle users	NE / E	Open views across farmland towards Bredon Hill rising steeply and dominating the NE/E skyline. Views sometimes restricted by roadside hedges depending on the cutting cycle.	Open arable farmland, Bredon Hill with its patchwork of fields, hedges and woods.	Exceptional views of a field pattern that has not changed significantly since Inclosure in C18th.	S	E	E
VE3	Elsewhere in Bredon Parish - Footpath BX-527 & permissive paths in Kemerton Wood.	NCA 106: Severn & Avon Vales	30 m	Designed viewpoint	Few pedestrian users	NW / W	Focussed views of St Giles's Church spire: an eye-catcher at the end of specially designed woodland rides in Kemerton Wood.	St Giles's Church spire as a focal point at the end of woodland rides.	Beautiful and tranquil woodland; pleasure deriving from eye-catcher at the end of rides.	S	E	E
VE4	Elsewhere in Bredon Parish – River Avon, Shakespeare's Avon Way, Twynning Ham 'Access Land', M5 motorway	CA (partly) NCA 106: Severn & Avon Vales	10-20 m	Historic / Movement corridor (river, motorway, access land)	Many vehicle users, few river & pedestrian users	SE / S / E / NE	Open views over the River Avon flood meadows towards St Giles's Church spire, Bredon Barn and a cluster of heritage buildings in the middle distance; Bredon Hill on NE skyline; the Cotswold Hills visible to E/SE from elevated M5.	River Avon; cluster of heritage buildings – St Giles's Church, Bredon Barn, Bredon Manor, The Old Rectory. The M5 a detractor in some views.	Special timeless views and tranquil river scenery, although somewhat marred by M5.	S	E	E

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VE5	Elsewhere in Bredon Parish - Footpaths BX-501/503/521	AONB  NCA 106: Severn & Avon Vales	90-245 m	Movement corridor (footpath, bridleway)	Few cyclist, equestrian & pedestrian users	W / N / S	Sweeping almost 360 degree views down the rough steep slopes of Bredon Hill, over the wide expanse of the Severn & Avon Vales, to the Malvern Hills and Brecon Beacons on W skyline, and E/S to the line of the Cotswold Hills.	The rough slopes of Bredon Hill, the Severn & Avon Vales populated by villages and towns, the Malvern Hills and Bredon Beacons, the Cotswold edge.	Stunning and uplifting views – Bredon Hill provides some of the finest views in the region, made famous by Housman and others.	E	E	E
VE6	Elsewhere in Bredon Parish - Bredon Road, Mitton (B4080)	NCA 106: Severn & Avon Vales	30 m	Movement corridor (main road)	Many vehicle users	SW	View of Tewkesbury Abbey tower seen directly along the approach road to Mitton, framed by the flanking mature hawthorn hedgerows.	The road lines up on the Norman tower of Tewkesbury Abbey; a poorly located telegraph pole interrupts the view. Hawthorn hedges.	Cherished view of an internationally important and much loved local building.	S	E	E
VE7	Elsewhere in Bredon Parish - Footpath BX-554.	NCA 106: Severn & Avon Vales	15 m	Movement corridor (footpath)	Few pedestrian users	N / NE	Views northwards over pastoral farmland up the Carrant Vale, framed by buildings at Mitton and Tewksbury.	Pastoral farmland of the Carrant Vale; riparian willows; built elements at the edges.	An attractive and tranquil rural interlude between built up areas.	S	S	S

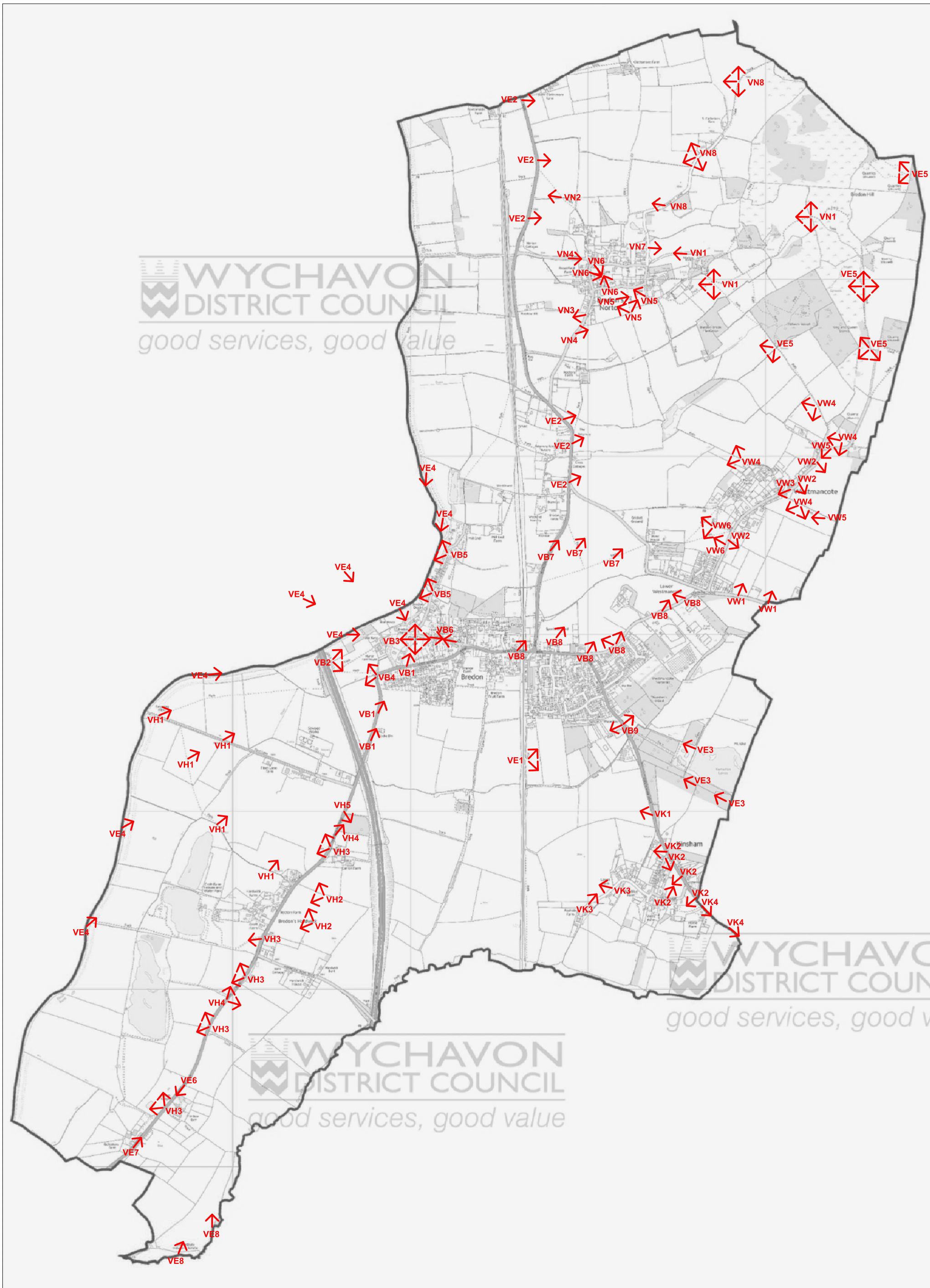
## Key to Table A

### Designation / landscape character abbreviations

- AONB: Area of Outstanding National Beauty
- NCA: National Character Area
- CA: Conservation Area

### Importance of view

- E: Exceptional
- S: Special
- R: Representative



<p>Title</p> <p><b>KEY VIEWS MAP</b></p>	<p>Version</p> <p><b>May 2016</b></p>	<p>Scale</p> <p><b>Not to scale</b></p>	<p>OS data based on 1:2500 Land-Line or 1:25000 Mid-scale with the permission of the Controller of HMSO. © Crown Copyright</p>
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