



**SUMMARY  
SHEET 6**

# Community – living and working



Composting wormeries at the Malvern Hills Outdoor Centre

This document provides a summary of key points taken from the living and working chapter of the AONB Management Plan (2009-2014). It is intended to provide a quick and easy reference guide for users with a specific interest in this subject. Those intending to quote from the management plan and those who require a more detailed understanding should consult the document in full, available at [www.malvernhillsaonb.org.uk](http://www.malvernhillsaonb.org.uk).

## Special features

- A reasonably content and cohesive community identity.
- An attractive environment for low impact industries and a skilled workforce.
- A desirable place in which to live and work.
- A relatively high proportion of home workers (15.55% work mainly from home compared with a West Midlands average of 8.94%).
- A number of highly engaged communities within the AONB who are actively influencing their environment, for example through Village Design Statements and Community Plans.
- A revival of local skills in traditional landscape management such as hedge laying, coppicing and fencing.

## Key issues

### Changes in communities

A general decline in shops, services, facilities, and public transport provision can contribute to changes in the demographics of local populations with young people, in particular, leaving rural communities to seek work and affordable living in towns and cities. The number of retired people resident in the AONB is relatively high, and this trend is likely to increase. **(CP1, C01, C03)**

### Affordable housing

Affordability of housing is a key issue, especially for those on low incomes who want to remain in the area and for those who work in managing the rural environment. Provision of affordable housing within the AONB to meet identified needs is vital. However, this also requires careful consideration to prevent a negative impact on character. **(CP2)**

### Carbon footprint

Despite some improving performance, the community performs badly in respect of its impact on the environment. Residents of Malvern Hills District emit more carbon dioxide per dwelling than almost any other part of Britain (it is 6th out of a list of 386 local authority areas).

**(CP1, C01, DP8)**



Children participating in a school Eco project  
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## A changing rural economy

The financial position for farmers nationally is volatile. Farmers continue to seek other forms of income generation including tourism accommodation, diversification of crops and communication development. Care needs to be taken to make sure that the impact of these activities is positive for the AONB's landscape. **(F05)**

Tourism is an important contributor to the economy and the landscape of the AONB is a key asset. Income supports many local businesses such as village shops, post offices and pubs. **(TP1, T01)**

There has been a noticeable decline in traditional agricultural and woodland skills. There is also a need to address the decline in markets for traditional craft products and to ensure a supportive policy environment for skills development. **(CP1, C03)**

## Awareness of the AONB

Many people in the community are unaware of the AONB and its special qualities, or their impact on its features. There is also a perception that the designation prevents development and constrains the economy. **(C02)**

## Litter and fly-tipping

Litter, fly-tipping and dumped cars are rated by local residents as major detractors from the beauty of the landscape. Increasingly stringent waste disposal regulations, combined with charges levied on disposers of waste, mean that illegal rubbish dumping in rural areas can be a significant problem. Casual litter dropping, particularly of food packaging, and dog fouling are also problems at car parks and along public paths. **(C02)**

## Guiding principles

- CP1** Enable vibrant communities to grow sustainably by stimulating economic prosperity while maintaining the distinctive character of the area.
- CP2** Support the provision of affordable housing which is appropriate to the character of the area and meets local community needs.

## Strategic objectives

- C01** Maintain and enhance access to essential services, particularly in areas of need, in sustainable and innovative ways.
- C02** Develop an enhanced sense of ownership and appreciation for the distinctive character of the AONB among local communities and visitors through the provision of information and interpretation, and opportunities for involvement in consultation activities and other forms of engagement.
- C03** Foster opportunities for training and retraining in conservation, agriculture and woodland management and traditional building skills to meet the need to conserve and enhance the AONB's special qualities.



Litter at Earl Beachamp Fountain car park



Apple juicing in Colwall  
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