

BROADWAS AND COTHERIDGE NEIGHBOURHOOD DEVELOPMENT PLAN REVIEW

2025-2041

Regulation 14 Draft

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B&C Logo here

Prepared with support
from Andrea
Pellegram Ltd



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FOREWORD

To be provided locally. Provisionally to include

- Updated following consultation with and involvement of parishioners and with the benefit of specialist advice and support.
- Sets a positive and evidenced based vision for the future of the parish and a framework for how housing, economic, social and environmental needs can be addressed.
- Parishioners have confirmed the long term goal and linked objectives to maintain and improve the rural character of the area, with sensitive and gradual change which meets local needs.

More to include emphasis on tone and strategic intent/fit of revised plan with the wider context

Signed by chair XXXX Parish Council

1. Executive Summary

The Broadwas and Cotheridge Neighbourhood Development Plan Review (2025–2041) provides a locally led planning framework to guide development and the use of land across the parishes of Broadwas and Cotheridge. It updates and replaces the Made Broadwas and Cotheridge Neighbourhood Development Plan (2018–2030) to ensure policies remain effective, robust, and aligned with the adopted South Worcestershire Development Plan Review (SWDPR) 2021–2041 and the National Planning Policy Framework (December 2024).

The Plan Review has been prepared by Broadwas and Cotheridge Parish Council with the support of specialist technical advice and informed by ongoing engagement with residents and stakeholders. Policies that have worked well in shaping development outcomes have been retained where appropriate, supporting evidence has been updated, and new or amended policies have been introduced to respond to more recent changes in planning policy, development pressures, and locally identified priorities.

Vision and Objectives

The Plan reaffirms the long-standing community vision to maintain and enhance the rural character of Broadwas and Cotheridge, while allowing sensitive and gradual change that meets local needs. Eight objectives underpin the Plan and address rural character, housing, employment, community facilities, the environment, transport, utilities, and green energy. Together, they provide a balanced framework for achieving sustainable development that reflects local circumstances and priorities.

Development Context

Broadwas and Cotheridge are rural parishes with limited access to services and public transport. Broadwas functions as the main settlement and is identified as a Rural Area Category 2 settlement in the settlement hierarchy, while Cotheridge, the smaller hamlets, and the wider rural area are treated as open countryside. Strategic growth associated with the expansion of Worcester is planned close to the eastern boundary of the Neighbourhood Area, reinforcing the importance of protecting local character, landscape qualities, and village identity.

The Plan Review confirms that there is no requirement to allocate land for development within the Neighbourhood Area. Local housing needs can be met through the continuation of modest levels of windfall development, changes of use, and redevelopment, consistent with adopted local plan policies and without extending the Broadwas Settlement Boundary.

Housing

Evidence from the Housing Needs Assessment and the Parish Housing Needs Survey indicates ongoing need primarily for smaller homes, particularly 2-bedroom and 3-bedroom properties, including some bungalows. New homes should be designed to be accessible and adaptable to meet changing needs over time. Affordable housing provision is expected to accord with the SWDPR tenure split of 69% social or affordable rented housing and 31% affordable home ownership, where development scale triggers a requirement.

Design and Character

High quality design is central to the Plan. Locally specific Design Guidance and Codes support the Neighbourhood Development Plan and provide clear principles for infill development, settlement edges, extensions, conversions, and non-residential development. These seek to ensure that new development respects established settlement patterns, uses appropriate materials, protects important views, and reinforces the rural and agricultural character of the parishes.

Community Facilities and Infrastructure

The Plan identifies and protects key community facilities in Broadwas and Cotheridge, including community buildings, recreation grounds, sports facilities, the primary school, and the public house, recognising their importance to local community life. It supports their retention, appropriate enhancement, and the provision of new or improved facilities where justified, including priorities such as EV charging infrastructure, broadband improvements, and defibrillator provision.

Environment, Green Spaces and Key Views

Existing Local Green Space designations are retained and continue to be protected. The Plan also supports the enhancement of recreational green space provision, particularly where deficiencies exist, and improvements to accessibility. Key Views across the Teme Valley and towards the Malvern Hills are protected, recognising their importance to local landscape character and distinctiveness. The Plan also seeks to protect the area's dark skies through sensitive lighting design.

Transport and Employment

Traffic volume and speed along the A44 remain significant community concerns. The Plan supports measures to improve pedestrian safety and enables development to contribute, where appropriate, to safety improvements within and between settlements. Rural employment, farm diversification, and home-based businesses are supported where they are well designed and do not harm local amenity or landscape character.

Delivery and Monitoring

The Neighbourhood Development Plan Review provides a practical framework for guiding development decisions during the period to 2041. Its implementation will be monitored by the Parish Council, working with Malvern Hills District Council and other partners, to ensure that policies remain effective and continue to reflect local priorities and changing circumstances.

1.	Executive Summary	3
2.	Glossary	6
3.	Neighbourhood Development Plan Preparation.....	8
4.	Our Vision and Development Objectives.....	10
5.	Community Facilities and Settlement Sustainability	11
	Settlements in the Parish.....	14
	Settlement Sustainability	15
	Priorities for new community facilities	17
6.	Housing Requirements	22
	Development context for Broadwas and Cotheridge.....	22
	NDP Review Approach to housing supply.....	26
	Housing Need	27
7.	Good Design	34
	Infill Development.....	34
	Development at the Settlement Edge.....	34
	Design Principles Guiding New Built Form	35
	External Materials.....	37
	Extensions to dwellings	38
	Landscaping and External Spaces.....	41
	Non-residential Development	42
	Lighting Design and Dark Skies	45
8.	Green Spaces and Key Views	47
	Local Green Space Designations	47
	Recreational Green Space Provision	48
	Key Views	52
9.	Travel and Transport.....	57
	Improving the A44 Transport Corridor	57
10.	Employment and Economy	66
	Supporting business development	66
11.	Monitoring, Delivery and Review	68

2. Glossary

This glossary defines abbreviations and key terms used in this Broadwas and Cotheridge Neighbourhood Development Plan Review (2025–2041).

Term	Definition
A44	The main road running through the Neighbourhood Area connecting Worcester with the Welsh borders and beyond.
AECOM	A consultancy that prepared technical evidence for this NDP Review, including the Housing Needs Assessment and Design Guidance and Codes.
Basic Conditions	Statutory tests a neighbourhood plan must meet (including conformity with strategic policies, contributing to sustainable development, and compatibility with EU-derived and human rights obligations).
NDP Review	Broadwas and Cotheridge Neighbourhood Development Plan Review covering the period 2025–2041.
Design Guidance and Codes	The design guidance document prepared to support the NDP Review and inform design-related policies and development management decisions.
Development Boundary / Settlement Boundary	A defined line around a settlement used in the local plan to distinguish where certain forms of development are supported in principle from open countryside where development is more restricted.
Development Plan	The set of adopted planning policy documents for the area (including the Local Plan and the made Neighbourhood Development Plan) used to determine planning applications.
Habitats Regulations Assessment (HRA)	Assessment required to consider effects of a plan on European protected habitats and species; often starts with a screening opinion.
HGV	Heavy Goods Vehicle.
Local Green Space (LGS)	A protected green area designated in a neighbourhood plan in line with the NPPF; development is restricted in a similar way to Green Belt policy.
Local Plan	The strategic plan prepared by the local planning authority setting out planning policies and site allocations for its area.
Made Neighbourhood Development Plan (Made NDP)	The neighbourhood development plan that has been brought into force (“made”) following referendum and adoption, covering 2018–2030.
MHDC	Malvern Hills District Council (the local planning authority for the Neighbourhood Area).
National Planning Policy Framework (NPPF)	Government planning policy for England that local plans and neighbourhood plans must have regard to.
Neighbourhood Area	The designated geographic area within which a neighbourhood development plan is prepared.
Neighbourhood Development Plan (NDP)	A community-led planning document setting policies for development and use of land in a defined neighbourhood area.
ONS	Office for National Statistics.

Permitted Development	Forms of development allowed by national rules without needing planning permission, subject to limitations and conditions.
Policy Map / Policies Map Insets	Maps accompanying the plan that show the geographic extent of policy designations (e.g., Local Green Spaces, Key Views).
Regulation 14 (Reg 14)	The statutory pre-submission consultation stage where the qualifying body consults the community and statutory consultees on a draft neighbourhood plan.
Screening Assessment	An initial assessment to determine whether a plan is likely to have significant environmental effects (often relating to SEA) and whether further assessment is required.
SEA	Strategic Environmental Assessment: an assessment process for plans/programmes that may have significant environmental effects.
Settlement Hierarchy	A categorisation of settlements used in the Local Plan to guide where development should be focused based on facilities and sustainability.
SuDS	Sustainable Drainage Systems designed to manage surface water runoff and reduce flood risk.
SWDP	South Worcestershire Development Plan (the Local Plan for the area).
SWDPR	South Worcestershire Development Plan Review 2021–2041.
Use Classes	Categories of land/building uses defined by national regulations (e.g., Class E, Class F.1/F.2); changes between some classes may not require permission.
VAS	Vehicle Activated Sign used for speed management.
Windfall development	Housing or other development that comes forward on sites not specifically allocated in a plan.

3. Neighbourhood Development Plan Preparation

Introduction

- 3.1. The Made Broadwas and Cotheridge Neighbourhood Development Plan 2018-2030 has worked well to control development within the two parishes of Broadwas and Cotheridge. The plan set a development boundary for Broadwas, set detailed design policy, designated Local Green Spaces and identified key views. It contained policies to support development for employment and renewable energy. The plan set clear priorities to protect and secure improvements to community infrastructure.
- 3.2. Much of the work to inform the content of the Made Neighbourhood Development Plan was undertaken in the years before 2018 and so there is now a need to review this plan to re-establish a vision, objectives and policies for the future development of Broadwas and Cotheridge parishes.
- 3.3. Current policies, where used successfully to influence development outcomes have been retained where possible. Supporting evidence has been updated where required. New policies are proposed to address matters of concern to the local community.

Designated Neighbourhood Area and Made Neighbourhood Development Plan

- 3.4. A single Neighbourhood Area based on the boundaries of Broadwas and Cotheridge Parishes was approved by Malvern Hills District Council on 20th June 2017. No changes to the boundaries have taken place since that time.

Basic Conditions for the Neighbourhood Development Plan Review

- 3.5. The Broadwas and Cotheridge Neighbourhood Development Plan Review (NDP Review) has been prepared under the National Planning Policy Framework (December 2024) (NPPF). The NPPF requires that the NDP Review should seek to contribute to the achievement of sustainable development through meeting economic, social and environmental objectives (set out in paragraph 8 of the NPPF).
- 3.6. The provisions of the Levelling-up and Regeneration Act 2023 (Commencement No. 11 and Saving and Transitional Provisions) Regulations 2026 (UK Statutory Instruments 2026 No. 169 (C. 16)) ('the 2023 Regulations') are now in force.
- 3.7. The 2023 Regulations have brought into force Section 98 of the Levelling up and Regeneration Act (LURA) (contents of a neighbourhood development plan) and section 99 (neighbourhood development plans and orders; basic conditions). These new rules amend parts of the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning Act 1990. The NDP Review has been prepared to meet Basic Conditions.

Potentially Significant Environmental Impacts

- 3.8. A Screening Assessment has been prepared to assess the potential for significant environmental impacts to arise from proposed Neighbourhood Development Plan policies. A determination statement issued by Malvern Hills District Council says that potentially significant environmental impacts are unlikely to arise from the NDP policies and supporting text. The District Council has prepared and issued a Habitat Regulations Assessment Screening

Opinion and this has also determined that the proposed policies of the NDP are unlikely to create impacts on important habitats. (Screening Assessment/Screening Opinion to be requested from MHDC officers when draft plan is completed, before Reg 14 Consultation)

Development Plan Context

- 3.9. At the time of writing (April 2026), the adopted development plan for the area is made up of the following development plan documents:
- South Worcestershire Development Plan Review 2021-2041 (adopted 2026)
 - The Worcestershire Waste Core Strategy (November 2012)
 - The saved policies of the Hereford and Worcester Minerals Local Plan (April 1997)
 - Broadwas and Cotheridge Neighbourhood Development Plan (2018-2030)
- 3.10. Once the NDP Review is made, its policies will be considered alongside Local Plan policies under section 38(6) of the 1990 Act when determining planning applications. As at present, where they are in conflict, NDP Review policies will take precedence over existing non-strategic policies in the local plan covering the Neighbourhood Area, until they are superseded by strategic or non-strategic policies that are adopted subsequently.

NDP Review Time Period

- 3.11. The proposed time period for the NDP Review is 2025-2041.

Supporting Documents

- 3.12. The NDP Review has been supported by technical work including the following:
- Design Guidance and Codes (March 2026), produced by AECOM.
 - Housing Needs Assessment (August 2025), produced by AECOM.
 - Parish Housing Needs Survey Report April-May 2025 (June 2025), produced by Malvern Hills District Council.
 - Background Papers

Consultation with the Community

- 3.13. Broadwas and Cotheridge Parish Council has maintained a regular dialogue with the communities of the two parishes throughout the review process, including through newsletters, surveys and public meetings. A separate Consultation Report provides detailed information on engagement activities.

4. Our Vision and Development Objectives

- 4.1. The Made NDP Vision and Objectives from 2018 set a long-term goal with linked objectives to maintain and improve the rural character of the area with gradual change which meets local needs. Dialogue with the local community confirms this remains the broad approach for the area and so is retained in the NDP Review for the next period, shown in Table 1.
- 4.2. SWDPR planned development will bring the urban edge of Worcester closer to the boundary of Cotheridge, but further strategic development into the parish is unlikely. As a rural location outside an expanded Worcester, it will be important to ensure that NDP policies for Broadwas and Cotheridge protect the area from urban hinterland developments which could erode local character.

Table 1 – Vision and Objectives

Vision	The residents of Broadwas & Cotheridge have identified the rural nature of their villages as being fundamental to the character of their neighbourhood. We aim to maintain and improve that character and to address the needs and wishes of those who live, work, socialise and relax within it.
Objective 1 – Rural Character	To protect the rural character of our Parishes with their communities located within an open landscape of fields, woodlands and riverside meadows, together with associated views.
Objective 2 – Housing	To support small scale sustainable high-quality housing development within the Broadwas Development Boundary and on other exception sites consistent with the SWDP.
Objective 3 – Employment	To support the development of sustainable local employment, including farm diversification, in forms that do not adversely impact upon nearby homes, businesses, the local road network or the environment.
Objective 4 – Community Facilities	To support and enhance existing key community facilities including: Broadwas Village Hall, Broadwas Primary School, St Mary Magdalene’s Church Broadwas, St Leonard’s Church Cotheridge, Broadwas Gospel Hall, Berryfields Children’s Play Area and Playing Field, Broadwas Sports Ground and The Royal Oak Public House.
Objective 5 – Environment	Within the Neighbourhood Development Plan area, to support and protect the Green Space identified in the SWDP and the Local Green Spaces and historic buildings referred to in this Plan and to enhance public access to and enjoyment of the rural landscape as a whole.
Objective 6 – Transport	To retain the rural nature of the roads within the area through support for: <ul style="list-style-type: none"> ▪ Maintenance and improvement of public transport links

	<ul style="list-style-type: none"> ▪ Traffic management along the A44 to improve safety and quality of life for residents of our Parishes and users of the community facilities ▪ Measures to substantially reduce the incidents of flooding along the A44.
Objective 7 – Utilities	To support improvements to local public services and infrastructure and to facilitate access to both high speed broadband and reliable mobile-phone coverage.
Objective 8 – Green Energy	To support and encourage small scale green energy initiatives including solar panels on domestic and commercial buildings and the use of ground and air source heat pumps.

NDP Policy compliance with the NPPF

4.3. The NDP is required to be compliant with the NPPF (current version December 2024). Table 2 provides a review of relevant NPPF policies to demonstrate compliance.

Table 2 – Policy compliance with the NPPF December 2024

Neighbourhood Plan Policy	NPPF December 2024 References	Comments
POLICY 1 – COMMUNITY FACILITIES	NPPF Para 29, 88(d), 98, 100, 101, 109, 110, 111, 128	<p>Paragraph 98 of the NPPF says that planning policies and decisions should plan positively for the provision of community facilities to enhance the sustainability of communities and residential environments. POLICY 1 identifies important community facilities and seeks to establish their use and importance, to provide appropriate policy support in accordance with Paragraph 98 (c).</p> <p>Paragraph 98 (d) of the NPPF says that planning policies and decisions should ensure that established shops, facilities and services are retained for the benefit of the community. POLICY 1 seeks to fulfil this purpose in accordance with this and with Paragraph 98 (c) whilst recognising the limitations on this imposed by permitted development rights.</p>
POLICY 2 – HOUSING TYPE AND SIZE	NPPF Para 64-66 and 71,	POLICY 2 seeks consideration of local housing needs in the formulation and determination of proposals. The policy also seeks consideration of local housing type needs in the context of affordability and the availability of local housing to meet local needs.
POLICY 3 – DESIGN OF DEVELOPMENT	NPPF Para 29, 115(c) 125(e), 129-130, 133-135.	POLICY 3 is supported with evidence provided through the Broadwas and Cotheridge Design Guidance and Codes report (April 2026) prepared by AECOM. The report details the character of the Neighbourhood Area and provides design principles to maintain character features, local design vernacular and materials. The policy required development proposals to demonstrate how the design

		principles for each character area and broader design codes have been addressed or considered.
POLICY 4 – LIGHTING DESIGN	NPPF 198 (c)	<p>The NPPF says that planning policies and decisions should ensure that new development is appropriate for its location taking into account the likely effects of pollution on health, living conditions and the natural environment. This includes policy to limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.</p> <p>POLICY 4 ensures that new developments properly consider lighting proposals and that these are properly conditioned and enforced.</p>
POLICY 5- LOCAL GREEN SPACE SITES	NPPF Para 106-108	Through POLICY 5 and the supporting Background Paper, already-designated Local Green Spaces have been reviewed in the NDP Review. Policy is in accordance with the NPPF which applies green belt policy principles to proposed development on Local Green Space sites.
POLICY 6 – RECREATIONAL GREEN SPACE	NPPF Para 103-104	The NPPF supports policies to protect existing recreational open spaces and sports pitches. The NDP Review does this through POLICY 6 and the approach is based on a clear understanding of local provision compared to policy standards for provision of different types of open space.
POLICY 7 – KEY VIEWS	NPPF Para 8c, 29, 135, 187a, 188.	<p>POLICY 7 reviews already identified key views which contribute to local distinctiveness. The policy requirement is carried forward and updated from the Made NDP.</p> <p>NPPF para 187(a) supports the principle that neighbourhood plans can identify and protect locally valued views as part of a broader recognition of valued landscapes in a manner commensurate with their identified quality in the development plan (of which the NDP becomes part when made).</p> <p>NPPF para 188 refers to the hierarchy of designations. Although "key views" are not nationally designated, they qualify as locally designated features of importance and valid features of neighbourhood plans.</p> <p>key views often underpin local distinctiveness and community identity, aligning with the NPPF para 135 goal that developments (a) add to the overall quality of the area, (c) are sympathetic to local character and history and (d) establish or maintain a strong sense of place.</p>
POLICY 8 – PEDESTRIAN SAFETY	NPPF Para 109, 111(d), 116(b), 117(c)	<p>NPPF Paragraph 109 says that in considering transport issues from the earliest stages of plan-making, a vision-led approach should be used to identify transport solutions that deliver well-designed, sustainable and popular places. Part (c) says that this should involve opportunities to promote walking, cycling and public transport.</p> <p>Paragraph 111 (d) says that planning policies should provide for attractive and well-designed walking and cycling networks. POLICY 8 is supported by information to support action when development occurs and also broader action to improve pedestrian safety for local residents as they cross the A44 in Broadwas village, between Broadwas and Cotheridge and at Cotheridge.</p>

		POLICY 8 encourages developers to consider the opportunities to deliver improved pedestrian safety where appropriate.
POLICY 9 SUPPORTING COMMERCIAL DEVELOPMENT	NPPF Para 135(f), 141, 198	The NPPF supports appropriate controls through policies and decisions to avoid impacts on people and the environment from development and operations. POLICY 9 supports development with a clear framework for on-going development and operation of commercial sites in the Neighbourhood Area.

5. Community Facilities and Settlement Sustainability

- 5.1. Residents want to foster the sense of community and provide local facilities to improve self-sufficiency and sustainability in the parishes. Settlement sustainability is important in determining the capacity of Broadwas and Cotheridge to accept new development. The NDP Review comments on settlement sustainability with updated information on local service and community facilities provision, and accessibility to services elsewhere.

Settlements in the Parish

- 5.2. Broadwas and Cotheridge Parishes contain several distinct settlements which are described below.

Broadwas

- 5.3. Broadwas is the main settlement in the Neighbourhood Area, with a population approaching 400 people in around 170 households, according to Office for National Statistics 2022 projections. Most of the housing development and the public/community services available in the Neighbourhood Area are located in Broadwas village. The village is located alongside the A44 with developed areas extending north and south of this route. In planning terms, Broadwas has been defined with a Development Boundary in the SWDPR.

Cotheridge

- 5.4. Cotheridge is the second largest settlement in the Neighbourhood Area, with a population approaching 250 in 100 households (ONS 2022). Cotheridge is located predominantly south of the A44. The village has a church (St Leonard's) but no other community infrastructure. In planning terms, Cotheridge village is located within open countryside.

Broad Green

- 5.5. Broad Green is a hamlet located just under 1.5km north of Broadwas village and is separated by a gap from Little Green. Around 30 large, detached residential properties are clustered around the green at the heart of Broad Green. The settlement has no community facilities and is located in the open countryside with no village designation in the Malvern Hills Settlement Hierarchy.

Little Green

- 5.6. Little Green is a small hamlet located along Butts Bank, to the north of the A44. It is regarded as a separate settlement outside the Broadwas Development Boundary, though it is effectively connected to Broadwas via linear development. Little Green has around 20 homes and is also located in the open countryside also with no village designation in the Settlement Hierarchy.

Butts Bank

- 5.7. This is a linear development (taking its name from the road) of a few houses connecting to (in between) Little Green and Broadwas. It is not possible to define a separate character or distinction from Little Green or Broadwas.

Rural Area

- 5.8. There are small clusters of housing and commercial development associated with/adjacent to farm complexes within the area. These also lie in the open countryside.

Settlement Sustainability

- 5.9. The SWDPR 2021-2041 sets an updated Settlement Hierarchy for Malvern Hills District. This has been informed by the results of Village Facilities and Rural Transport Study undertaken in 2019 which updated an earlier village facilities survey from 2011. Two settlements are identified in the settlement hierarchy.
- Broadwas village is identified as a Rural Area Category 2 Settlement based on the facilities it had within the settlement in 2019.
 - Cotheridge is a Rural Area Category 4 settlement in the hierarchy and is treated as a village in the open countryside.

Broadwas Settlement Sustainability

- 5.10. Village facilities were divided into Key and Secondary facilities which were scored, with Key facilities receiving a higher score than Secondary facilities. Broadwas had 2 Key facilities and 9 Secondary facilities in 2019. The facilities present and absent, and an update for 2025 based on NDP work, is set out in Table 3.
- 5.11. The 2019 assessment amended the approach to scoring of settlement sustainability to ignore the absence of local shops in villages and the reduction of public transport connections and services. The loss of local shops was argued as partly mitigated by the availability of home delivery services for food and goods (these operate in Broadwas and Cotheridge).
- 5.12. The reduction in public transport services has not been mitigated as yet, though the potential role of on-demand public transport may eventually do this and in this regard sustainability of access in the hierarchy is more a position relative to other settlements.

Table 3 – Key and Secondary Facilities in Broadwas Village, 2019 and 2025

Facilities present in Broadwas Village, 2019	Facilities status in 2025
Pre-school	Active
Primary school	Active
Village hall	Active
Recreation ground	Active
Sports club/team	Active
children’s play area	Active
Church	Active
Shops – 1 Specialist Shop	None
library/mobile library	Visits Broadwas for 25 minutes on the third Thursday of each month - 09:50am to 10:15am, Broadwas Church.
Community service	None
Other e.g. allotments or local nature reserve	None
Facilities not present in 2019	Facilities status in 2025
Medical/Health – none	None
Financial Services – none	None
Access to public Wi-Fi – none	None
Employment/Business - none	None

Source: Andrea Pellegram Ltd

- 5.13. The nearest services from Broadwas are mostly located in the western part of Worcester, around St John’s (see Table 4). Other service centres in Bromyard and Great Malvern are further and/or less direct. A single bus service (currently the 420A) provides the only public transport connection to Worcester.
- 5.14. There are no safe cycling routes along the A44 between Broadwas village and Worcester. There are no safe walking routes and walk-distances are too far for walking to be considered reasonable option. Driving times by car are no more than 20 minutes and in most cases are 10-15 minutes (they can be longer to central Worcester in peak hours).
- 5.15. The 420/420A bus services connect Bromyard and Worcestershire, through Broadwas and Cotheridge. Residents of the parish also access services in Bromyard, Martley and Malvern for services and cultural needs. Public transport to these areas is lacking and people drive to them.

Table 4 - Access to services from Broadwas village

Distance from Broadwas Primary School Hall	Distance (miles)	Access		
		Bus	Walk/Cycle	Car
Childcare Provider	In village	-	On site	-
Primary School	In village	-	On site	-
Sports Field	In village	-	On site	-
Place of Worship	In village	-	8 mins	1 min
Laylocks Garden Centre	3 miles	16 mins	No safe route	5 mins
Lower Broadheath	4.2 miles	-	No safe route	7 mins
Knightwick Doctor’s Surgery	2.5 miles	6 mins	No safe route	4 mins
St John’s Dental Practice	6 miles	19 mins	No safe route	12 mins
Sainsbury’s Supermarket	6.1 miles	20 mins	No safe route	12 mins
St John’s Post Office	5.9 miles	19 mins	No safe route	11 mins
Martley High School	4 miles	There is a school bus service and bus service (59 mins)	No safe route	10 mins
Worcester Railway Station	6.5 miles	25 mins	No safe route	20 mins
Royal Worcester Hospital	11 miles	58 mins	No safe route	18 mins
St John’s Sport Centre	6 miles	22 mins	No safe route	11 mins
Sport Martley Leisure Centre	4 miles	57 mins	No safe route	10 mins
Lower Wick Swimming Pool	7 miles	37 mins	No Safe route	13 mins
Bransford Bridge Petrol Filling Staton	5.1 miles	-	-	9 mins
University of Worcester Arena Public EV Charging Point	6.8 miles	-	-	16 mins

Cotheridge Settlement Sustainability

- 5.16. Cotheridge has no local services in the village. Laylock’s Garden Centre has a farm shop which provides limited range of groceries. The shop is beyond walking distance, there is no pedestrian route and there is no bus stop, but it is a short drive The Community Shop and Post Office in Lower Broadheath (outside the Neighbourhood Area) is also accessible by car.
- 5.17. Cotheridge is located 1.8 miles closer (from Church Lane) to Worcester but drive times to the nearest services (shown in Table 4) there are only a slightly shorter than from Broadwas – the A44 operates at the national speed limit and vehicles travel fast. Walking and Cycling from

Cotheridge are not viable owing to the lack of safe walking and cycling routes and walking distances are beyond reasonable limits.

- 5.18. The 420A bus service is not accessible from Cotheridge. The bus picks up at Lightwood Lane Turn, but this is 0.5 miles along the A44 from Church Lane – there is no pavement and the walking route is not safe. The walk to the bus stop from Church Lane adds 14 minutes to the overall journey. A suitable bus stop (serving both directions) is needed for Cotheridge at Church Lane to enable public transport use from the village into Worcester

Public transport availability

- 5.19. Bus services are limited to a maximum five per day into Worcester on weekdays and do not operate in the evening or at the weekend. A more regular service is required to generate confidence in service useability and reliability to encourage people to take trips by bus, and not by car. The service needs to cater for weekend shopping trips into Worcester and evening leisure activities. Sadly, there appears to be little prospect of this occurring though the Parish Council and this NDP Review encourage it.
- 5.20. The Worcestershire-on-Demand bus service does not operate within Broadwas and Cotheridge Parishes. The South Malvern Zone extends north and west as far as Malvern and Worcester, whilst the North West Zone extends as far south as Martley. The parishes sit within a gap in coverage.
- 5.21. It would provide important sustainability and social benefits for residents of Broadwas and Cotheridge parishes to close the gap between these two zones to cover the area with this important service. This would help to provide public transport options for people using surrounding towns.
- 5.22. At present, there are too few local services and inadequate public transport serving the parishes. Broadwas and Cotheridge are essentially car-based communities and this means they lack sustainability in NPPF terms as locations for planned development where a greater range of daily services can be accessed on foot.

Priorities for new community facilities

- 5.23. Table 5 reviews the status of community infrastructure within the Neighbourhood Area to explain the use and importance of local community facilities and identify priorities for improved facilities.
- 5.24. At present, there are no public Electric Vehicle Charging Points located in either Broadwas or Cotheridge. Visitors to the parishes must charge up elsewhere or on private premises. Laylock Garden Centre has secured planning permission to develop six charging public EV charging points on its site, but these have not been developed yet (April 2026).
- 5.25. A defibrillator is installed outside the Royal Oak Pub in Broadwas and another is placed at the Broadwas Sports Association. Further provision would be supported. Provision at St Leonard's Church in Cotheridge is being explored (April 2026).
- 5.26. Parts of the area have full-fibre broadband installed to premises, including at Cotheridge, Broad Green, Little Green and Butts Bank. Broadwas has Fibre to Cabinet (with opportunities available for further upgrade subject to community support). Other outlying areas of the

parishes do not have full-fibre broadband and improving broadband speeds in the rural areas is a community priority.

Planning Policy Considerations

- 5.27. Paragraph 29 of the current NPPF says that NDP policies can set out development management requirements for local community facilities. Paragraph 88 (d) of the NPPF says that planning policies and decisions should encourage the retention of community facilities in rural areas. A new NPPF is expected to be published in the Summer and this will impose a requirement on plans to avoid duplication of policies between the NPPF, Local Plans and NDPs.
- 5.28. Policy SWDPR 47 (Built Community Facilities) from the South Worcestershire Development Plan Review 2021-2041 applies strong protections against the loss of community facilities. It provides protection for existing community facilities and sets a new requirement for financial contributions toward the provision or enhancement of off-site community centres and village halls from new residential developments of 10 dwellings or more, and for on-site provision to be made from larger developments where required. For Category 1, 2 and 3 settlements in rural areas the standard of provision is 1 facility per 1,500 people.
- 5.29. It is recognised that NDP Review policy cannot ‘improve’ on this policy and should avoid duplicating it. POLICY 1 of the NDP Review identifies the specific Community Facilities in Broadwas and Cotheridge Parishes to which the policy protections under SWDPR47 should apply.
- 5.30. Table 5 describes the capacity, quality and priorities for development of existing and new community facilities. Broadwas and Cotheridge Parish Council will continue its wider engagement with key partners to make the case for improvements to local community facilities and services.
- 5.31. In accordance with adopted policy, where planning application proposals would lead to a loss of community facilities, then applicants should demonstrate that they have considered the potential for alternative community uses. Additionally, applicants should submit evidence that all reasonable efforts have been made to market the site/facility for its current use without success over the preceding 12 months.

Table 5 – Local Community Infrastructure in Broadwas and Cotheridge

Facility	Planning Use	Other use by Community ?	Comments on capacity, use and quality	Future Priorities to meet needs
Cotheridge				
St Leonards in Cotheridge	F1	Yes	Cotheridge does not have a village hall. St Leonard’s Church is a Grade II* Listed Building which is increasingly being used for community events and activities. As a place of worship and in providing space for community activities, the church is an important community facility within the parish.	None
New Facilities Required	EV charging facilities, defibrillator			
Broadwas				
St Mary Magdalene in Broadwas.	F1	No	The church is a Grade II* Listed Building which is used for religious services only.	None
Broadwas Gospel Hall	F1	No	The facility is used for religious services and activities only.	None
Broadwas village hall	F2	Yes	The hall was constructed in the 1970s with an extension completed in 2020. It can accommodate events for up to 148 people and has a kitchen for catering. It has car parking and is fully accessible. Within this total, a smaller meeting room can accommodate 13 people. The village hall is used for a range of community and private hire purposes and is the key community facility in Broadwas.	None
Broadwas CoE Primary School	F1	No	The Bumblebees Pre-School and Early Bees/Buzz Club before/after school care are provided alongside the school. There is an integrated offering of pre-schooling and childcare before-and-after school at the maintained Broadwas CoE Primary School which meets local needs for childcare on a single site at the Primary School and serves a catchment beyond the parish. This is a valuable community resource for families living in the parish with working parents.	None
Broadwas Sports	F2	Yes	The facility has five full-sized croquet lawns and a club house for members on Stoney Lee, Broadwas. The club is a Community Amateur Sports Association. Visiting groups can book events at the club	None

Association and Croquet Club				
Berryfields Recreation Ground, Broadwas	F2	Yes	The 2-hectare site is owned by the Parish Council. It provides a children’s play area with equipment, adult fitness activity track with equipment, five-a-side pitch and full-size football pitch. It has dedicated car parking. The pitches are not to FA Standards. There are no Floodlights or changing rooms. The Parish Council has recently been awarded a grant from the MHDC Community Legacy Fund to upgrade the car park and facilities.	Deliver the upgrade to car park and facilities
Broad Green SSSI and village green	SSSI/Village Green	Yes	A green open space looked after by the Parish Council in the settlement of Broad Green.	None
The Royal Oak Pub, Broadwas village	Sui Generis	Yes	There are no other pubs or dedicated restaurants in the parish and as such the Royal Oak provides important community benefits. The pub has a function room available for events.	None
New facilities required	EV charging facilities			
Other				
Laylocks Garden Centre, shop and restaurant	E(a)	None	Given the lack of provision in the parish the café restaurant provides an important opportunity for socialising and refreshment when the garden centre is open.	None
New facilities required in Broad Green and Little Green, Rural Area	Improved broadband speeds			

POLICY 1- COMMUNITY FACILITIES

A. Proposals that would lead to the loss of the facilities listed in Table 5, being sui generis uses or uses within Use Classes E or F, will not be supported unless they are no longer required, no longer viable, or there is no demand for alternative community uses of the facility. This policy applies to the facilities listed below:

- 1. St Leonards Church, Cotheridge.**
- 2. St Mary Magdalene Church, Broadwas**
- 3 Broadwas Gospel Hall, Broadwas.**
- 4 Broadwas Village Hall.**
- 5 Broadwas Primary School and Pre-School.**
- 6 Broadwas Sports Association & Croquet Club facility, Stoney Lee.**
- 7 Berryfields Recreation Ground, Broadwas.**
- 8. The Royal Oak, Broadwas (public house).**

B. Where relevant and appropriate to the type and scale of development, proposals should consider how they can contribute to the provision of new and improved local community facilities.

6. Housing Requirements

- 6.1. This section of the NDP Review discusses the planning and development context for new housing development in the Neighbourhood Area. The section also considers housing needs information and sets policy to support delivery of the housing types, sizes and affordable housing tenures in the parishes.

Development context for Broadwas and Cotheridge

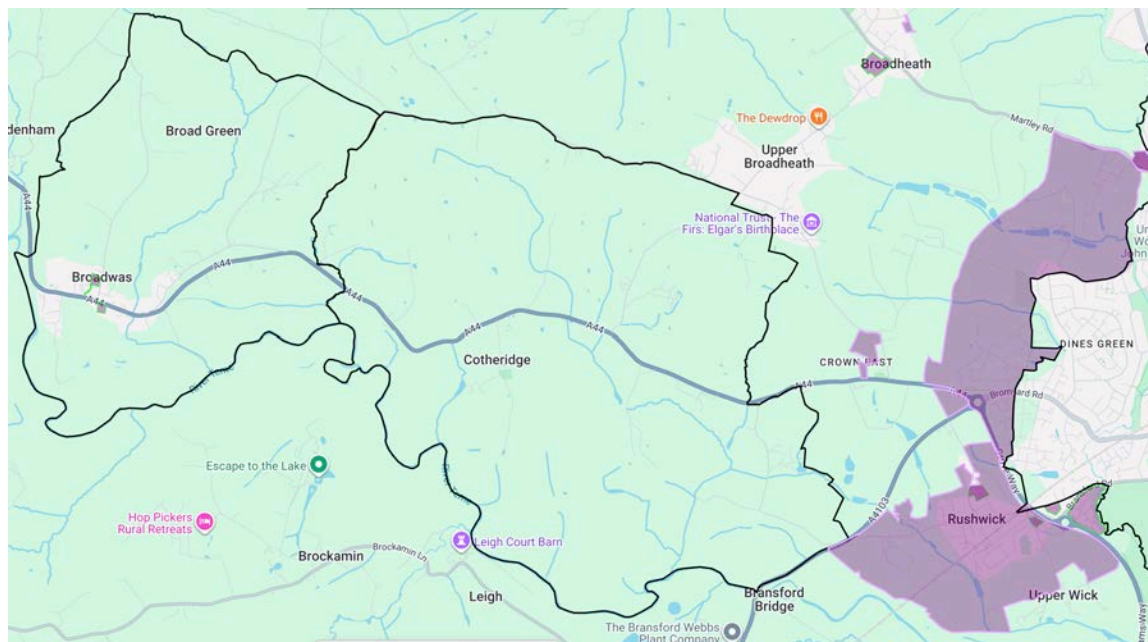
- 6.2. Broadwas and Cotheridge Parishes are located within the Rural Area of Malvern Hills District and, as already discussed in the previous section, only one of the area's villages and hamlets (Broadwas) is identified as a higher Category 2 settlement within the settlement hierarchy for the SWDPR 2021-2041.
- 6.3. Two small site allocations for housing in Broadwas were made in the previous SWDP 2006-2030 and have already been completed. These were as follows:
- SWDP60a - Land at Stoney Lea, Broadwas (indicative 8 dwellings on a 0.50 Ha site). Planning Application 13/01224 was granted permission for 8 dwellings and this was completed in monitoring year 2020-2021
 - SWDP60/2 - Land adjacent to the school, Broadwas - Indicative 10 dwellings on a 0.31 Ha site). Planning Application 13/01209 was granted permission for 10 dwellings and this was also completed in monitoring year 2020-2021.
- 6.4. There are no new SWDPR 2021-2041 site allocations in Broadwas or Cotheridge and there has been very little Call for Sites promotion of land for new housing schemes in the Neighbourhood Area. This reflects the policy constraints on development in the Neighbourhood Area resulting from its lower settlement sustainability and landscape character constraints.

Surrounding area planned development context

- 6.5. Figure 1 shows the parish boundaries of Broadwas and Cotheridge, which together form the Neighbourhood Area. Also shown are nearby SWDPR 2021-2041 strategic site allocations and land promoted in the Call for Sites assessed as positive (one site is shown in Cotheridge, promoted for employment use but not allocated).
- 6.6. The strategic allocation sites are located close by to the east and support the planned expansion of Worcester. In all, planned development sites for about 3,205 dwellings are allocated 0-1km from the eastern boundary of Cotheridge Parish:
- The site for the Rushwick Expanded Settlement (circa 1000 dwellings) touches the boundary of the Neighbourhood Area.
 - Temple Laugherne (Worcester West Urban Extension) site allocation for 2,150 dwellings lies to the north of this.
 - A smaller allocation site for 55 dwellings (Plot 2 Severn House, Crown East) lies in between Worcester West and the boundary of the Neighbourhood Area.
- 6.7. Open countryside separates most of this development from the Neighbourhood Area. The land is mostly in agricultural use and woodland, some of which is ancient woodland.

- 6.8. Over time and as development occurs, there could be more pressure from recreation uses and traffic in the Neighbourhood Area. The area might also attract informal urban hinterland development activity – public institutions, catteries/kennels, horsiculture, golf – development that needs to be near to the urban area but not in it.

Figure 1 – SWDPR Strategic Housing Allocations close to Neighbourhood Area



Source: Landstack, April 2026

Planning Applications and housing delivery 2016-2026

- 6.9. As noted, 18 dwellings have been delivered in Broadwas on two sites allocated in the SWDP 2006-2030. A further 16 dwellings were completed between April 2016 and March 2021 (11 in Broadwas and 5 in Cotheridge). This provided a total of 34 dwellings in the Neighbourhood Area completed over the period 2016-2021.
- 6.10. The South Worcestershire Councils: Five Year Housing Land Supply Report (January 2026) provides completions data for 2024/25. Previous years' completions data is also available in annual reports. These show that between 2021/22 and 2024/25, 3 dwellings were completed in Broadwas and Cotheridge Parishes.
- 6.11. Table 6 provides details of housing completions from April 2016 to March 2025. The following is noted:
- 37 dwellings were completed during this period
 - 30 were new build and 7 were changes of use of existing buildings.
 - 32 dwellings were completed in Broadwas Parish and 5 in Cotheridge Parish.
 - 6 affordable dwellings were provided in two schemes.
 - 19 dwellings were completed within the Broadwas Settlement Boundary. 18 were developed in the Open Countryside around the parishes.

- 6.12. Completions since April 2025 are not yet reported. However, the latest report does document 4 further consented dwellings which are under construction or not yet started (they might come forward in 2025/26).

Table 6 – Housing completions 2016-2025

Application	Dwellings Completed	Year end	Type	Source
MIG/14/00917/HOU - Butts Bank House	1	2016	Change of use from Agricultural Building	MHDC
MIG/14/01682/HOU - Land off Stoney Ley	4	2016	New build	MHDC
MIG/17/01701/HOU - Cedars Farm	1	2017	New Build	MHDC
MIG/17/01857/HOU - Hillside	1	2018	New Build replacement of mobile home	MHDC
MHDC/59/HOU - Zourka, Church Lane	2	2018	Demolition of bungalow and New Build of 3 dwellings (net 2)	MHDC
MHDC/184/HOU - Stone Farm	1	2019	Change of use from Agricultural	MHDC
MIG/13/01209/HOU - Land at Broadwas School	10	2021	New Build with 30 % affordable dwellings	MHDC
MIG/13/01224/HOU - Land at Stoney Ley	8	2021	New Build with 3 affordable dwellings	MHDC
MIG/16/00328/HOU - Rear of Scatterbrook	1	2021	New build	MHDC
MIG/15/01181/HOU - Maple Cross Farm (Cotheridge)	2	2018	Change of use from Agricultural	MHDC
MIG/15/01247/HOU - Maple Cross Farm (Cotheridge)	1	2018	Change of use from Agricultural	MHDC
MHDC/42/HOU - Lightwood Lane (Cotheridge)	1	2019	Change of use from Industrial	MHDC
MIG/15/01424/HOU - Little Lightwood Farm (Cotheridge)	1	2021	Change of use from Agricultural	MHDC
19/01888/FUL (Allsets Farm)	1	2024	New Build for Live/Work	5YHLS Report
M/24/00649/FUL (Cobblers Farm)	1	2025	New Build Self-Build	5YHLS Report
M/22/00871/FUL (Ridgeacre Farm)	1	2025	New Build Self-Build for Live/Work	5YHLS Report
Total	37			

Source: MHDC-supplied data for 2016 to March 2021 and Housing Land Supply Reports for April 2021 to March 2025

- 6.13. Currently (April 2026), there are three planning applications for housing development pending determination (proposals for 8 dwellings at Tack Farm, 5 dwellings at Upper Howsen Farm and a net 1 dwelling at Whitcott Little Green). These are seeking permission for a net additional 14 dwellings (including 1 at low cost including 3 self-build). The locations of these proposals are in the Open Countryside.

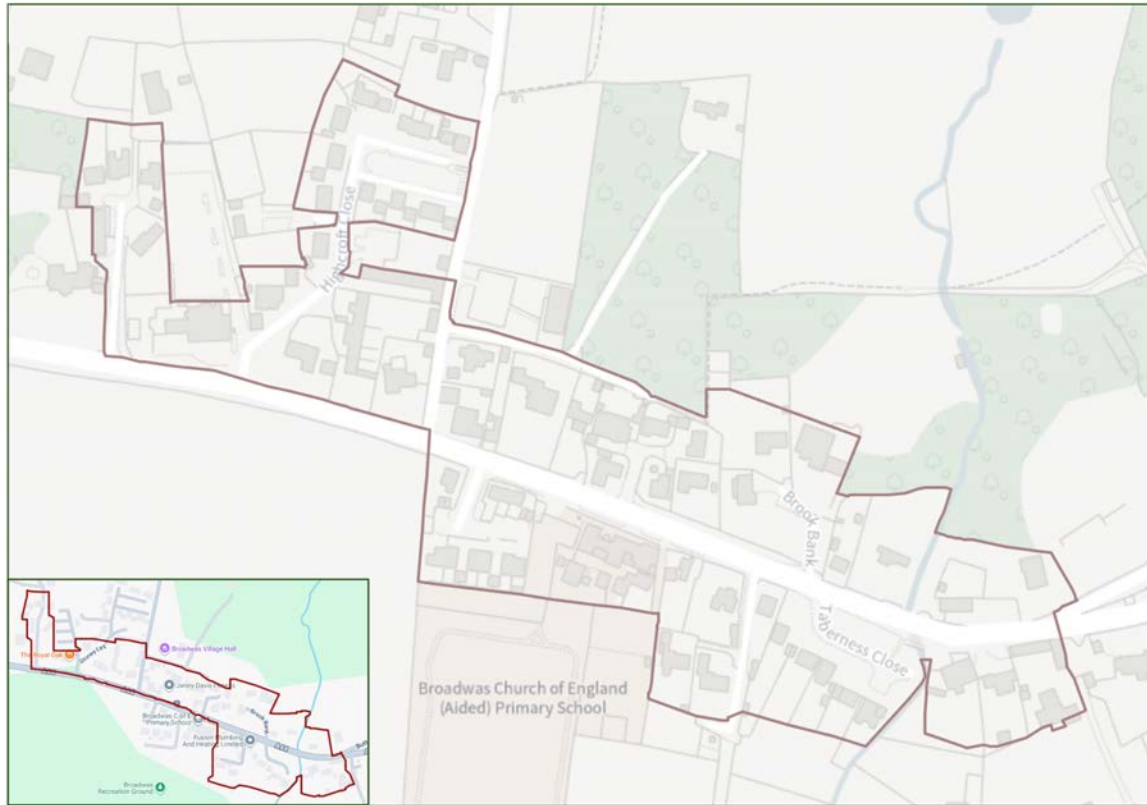
Meeting the local housing requirement

- 6.14. At the outset of the NDP Review, a local housing requirement figure was requested from MHDC and this was provided on 4 February 2025. For the period of the SWDPR plan period 2021-2041, the requirement was set for 20 dwellings at an average rate of 0.981 per annum.
- 6.15. Some features are noted from the record of housing completions and more recent information on commitments which indicate how this requirement can be met:
- There is a clear record of windfall delivery of new housing in the open countryside from the change of use and conversion of existing buildings (18 from windfall in the last ten years).
 - There is evidence of potential future housing supply from the past redevelopment of existing dwellings to provide net additional accommodation.
 - There are some new builds which are self/custom build and/or live/work homes. There is national policy support for these types of supply which would support continued delivery.
 - There are a number of already consented developments in the pipeline that could be delivered in 2026 (4 dwellings).
 - Relative to before, there has been a recent increase in small speculative proposals to develop housing at local farm locations. These are awaiting determination.
 - Taken together, completions and commitments from windfall schemes have come forward at a higher rate than will be required to meet the Local Housing Requirement for 2021-2041. Current proposals indicate continued interest in the development of housing in the area.

Settlement Boundary

- 6.16. Development consents and completions, principally through development of two allocation sites have extended the built area of Broadwas. The SWDPR policies map has updated the Development Boundary to accommodate these changes. The new Development Boundary for Broadwas with the previous one shown in an inset is provided in Figure 2.

Figure 2 – Updated Broadwas Development Boundary & previous boundary inset



Source: SWDPR 2021-2041 Policies Map with SWDP Development Boundary inset comparison

NDP Review Approach to housing supply

- 6.17. The Neighbourhood Area will meet its local housing requirement if the pattern of development seen over the period since 2016 continues. There are signs that this should happen and there also may be an uptick in small-scale speculative development proposals that could increase this further.
- 6.18. The parishes of Broadwas and Cotheridge are likely to remain constrained for new development. This is due to settlement sustainability constraints and the parishes' position as an important transition point to a deeper rural landscape with considerable landscape character and value. The Neighbourhood Area is a Designated Rural Area.
- 6.19. It is concluded that the NDP Review does not need to propose NDP site allocations for housing or other development for the NDP Review period of 2025-2041. Within identified constraints, limited amounts of housing in small schemes can continue to be delivered through further windfall development. SWDPR policies support delivery of affordable homes (through direct provision or financial contributions) from smaller schemes in the Designated Rural Area.
- 6.20. Whilst Broadwas and Cotheridge Parish Council has no control over local plan spatial strategy, the NDP Review view is that proposals for further strategic expansion that might more directly affect the Neighbourhood Area are considered unlikely in the NDP Review period.
- 6.21. There is some concern that non-housing hinterland-type development of the kind described might occur and would have potential to change the character of the east of the Neighbourhood Area.

6.22. It will be important to monitor applications to maintain intelligence on the cumulative impacts of developments that come forward. It will be important to understand the nature of the change that could occur and the impacts on local character this could have. Care will be needed to ensure that proposals are managed appropriately.

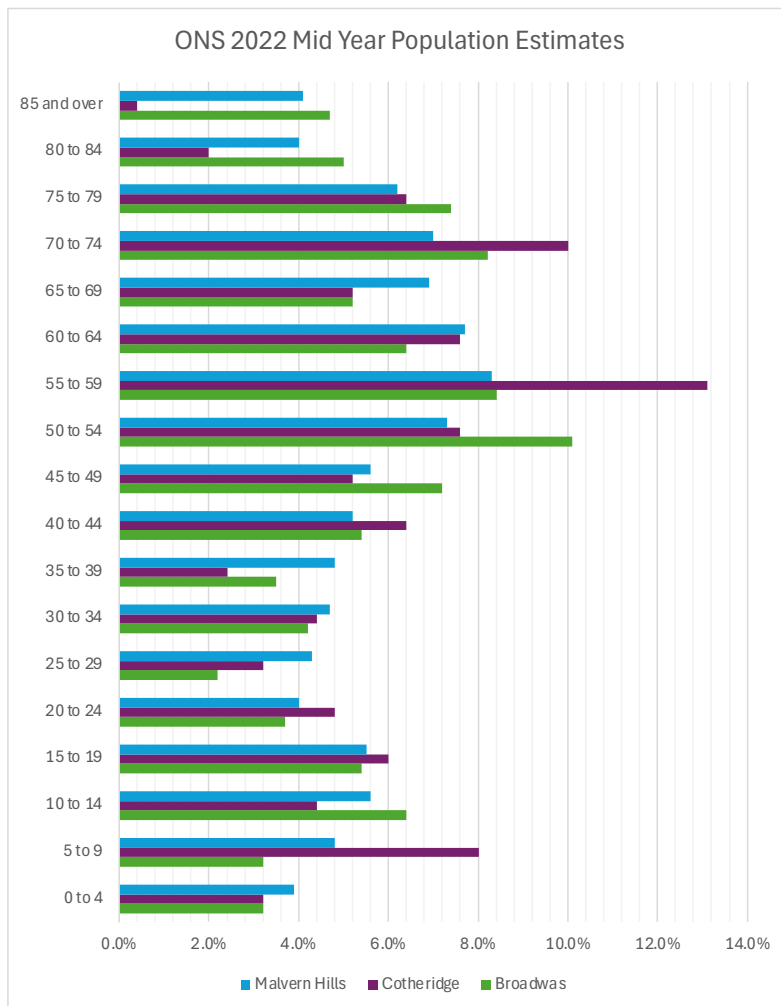
Housing Need

6.23. Most windfall schemes in the Neighbourhood Area are too small to generate a requirement for affordable housing provision, there is a potential for these to contribute towards provision through the lower thresholds for delivery in the Designated Rural Area. The NDP Review has examined local housing needs in order to support policies on housing type, size and affordable housing tenure. These will be used if and when qualifying schemes are proposed.

Population and Household characteristics

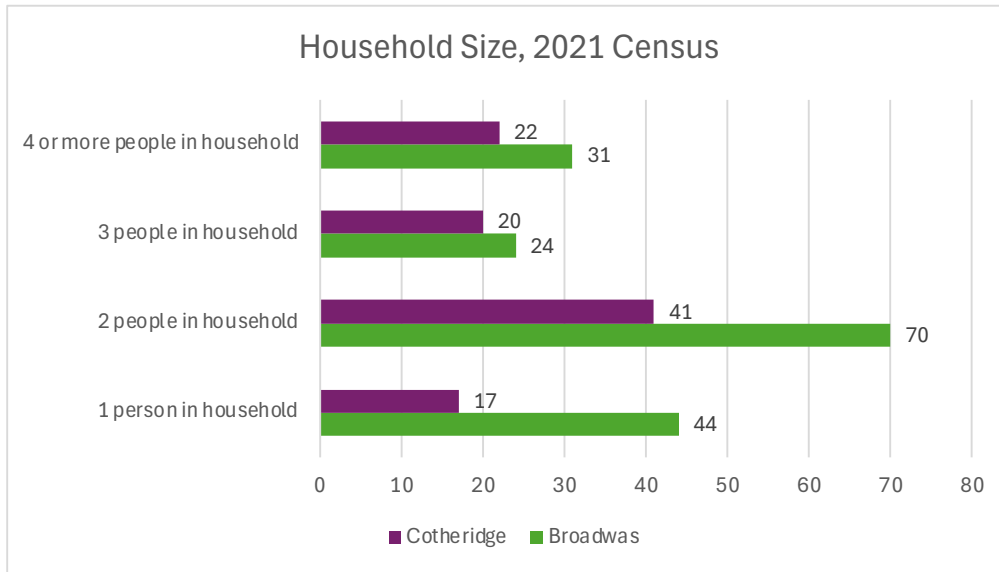
6.24. Figure 3 shows the population breakdown of Broadwas and Cotheridge Parishes. The population characteristics appear to be similar to Malvern Hills District as a whole. Overall, there is an older population especially of people aged over 50 years. Figure 4 shows that 172 households have 1 or 2 people living in them whilst 97 households have 3 or more people.

Figure 3 – Population Structure



Source: Office for National Statistics (ONS)

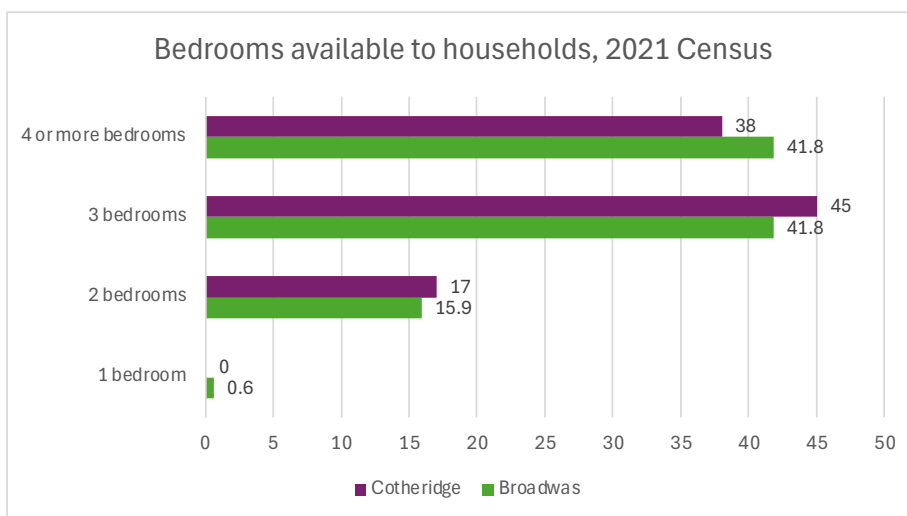
Figure 4 – Household size



Source: ONS

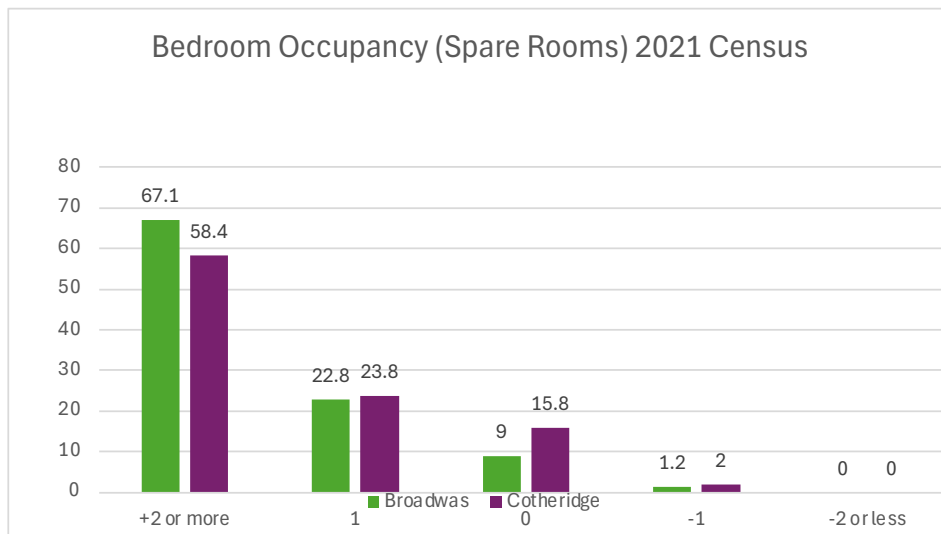
- 6.25. For the most part, the housing occupied by local households is large, with only a small proportion of homes providing only 2 bedrooms or 1 bedroom (see Figure 5). Given the high number of smaller households in Broadwas and Cotheridge, a large proportion of households would appear to have spare bedrooms. Figure 6 shows bedroom occupancy in Broadwas and Cotheridge based on household size to suggest that almost 90% of households in Broadwas and over 82% in Cotheridge have at least one spare bedroom with most of these having two or more spare bedrooms.
- 6.26. Around one-half of households own their property outright (see Figure 7). More households in Broadwas than in Cotheridge (both as a proportion and in terms of the number) own their home with a mortgage or through shared ownership. Whereas, in terms of private rented accommodation or living rent free, more households as a proportion do this in Cotheridge than in Broadwas. Only a very small proportion of households live in social rent homes.

Figure 5 – House size available to local people



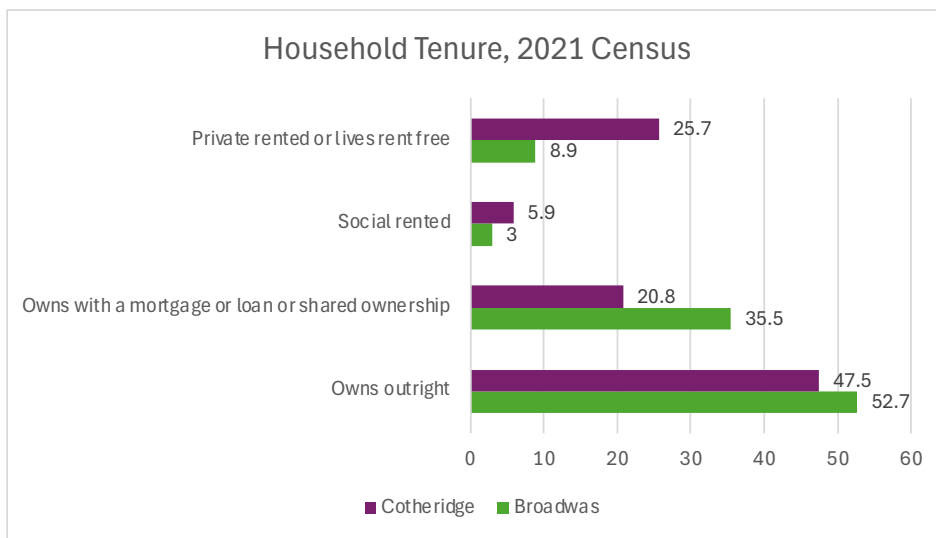
Source: ONS

Figure 6 – Spare bedrooms in local housing stock



Source: ONS

Figure 7 – Home ownership and renting



Source: ONS

Housing Needs Assessment

6.27. A Housing Needs Assessment was prepared by AECOM in support of the NDP Review to assess the affordability of local housing based on local median average and lower quartile incomes. The affordability of homes for sale was assessed using the maximum sale price that could be paid by households based on a deposit of 10% and a mortgage of 90%. The affordability of homes for rent was based on a household spending limit of 30% of household income on rent. Marginal affordability was where rents were a little above this limit.

6.28. Table 7 reproduced information from the assessment shows that with a median average income of £49,500 per annum, households could afford to rent only entry-level market properties. Households with two people earning lower quartile incomes providing a combined £39,696 could also rent entry level market housing if they spend more than 30% of their income

on rent. No other form of market housing was assessed to be affordable to households on lower quartile or median average incomes.

- 6.29. Households on median average incomes could afford all affordable housing products including discounted market homes for sale. Households with two lower quartile incomes could not afford discounted market homes for sale, but could afford First Homes with a higher discount, all shared ownership products and affordable/social rents.
- 6.30. Affordable rent homes were marginally affordable to single earner households with a lower-quartile income and social rent homes were affordable.

Table 7 – Housing Affordability

Tenure	Mortgage value (90% of price)	Annual rent	Income required	Affordable on average incomes? £49,500	Affordable on LQ earnings (single earner)? £19,848	Affordable on LQ earnings (2 earners)? £39,696
Market Housing						
Median House Price	£330,750	-	£94,500	No	No	No
Estimated NA New Build Entry-Level House Price	£207,318		£59,234	No	No	No
LQ/Entry-level House Price	£217,350	-	£62,100	No	No	No
LA New Build Median House Price	£279,000	-	£79,714	No	No	No
Average Market Rent (and Rent to Buy)	-	£20,904	£69,680	No	No	No
Entry-level Market Rent (and Rent to Buy)	-	£12,000	£40,000	Yes	No	Marginal
Affordable Home Ownership						
Discounted Market Sale (-20%)	£165,855	-	£47,387	Yes	No	No
First Homes (-30%)	£145,123	-	£41,464	Yes	No	Marginal
First Homes (-40%)	£124,391	-	£35,540	Yes	No	Yes
First Homes (-50%)	£103,659	-	£29,617	Yes	No	Yes
Shared Ownership (50%)	£103,659	£2,879	£39,215	Yes	No	Yes
Shared Ownership (25%)	£51,830	£4,319	£29,206	Yes	No	Yes
Shared Ownership (10%)	£20,732	£5,183	£23,200	Yes	No	Yes
Affordable Rented Housing						
Affordable Rent	-	£6,017	£20,056	Yes	Marginal	Yes
Social Rent	-	£5,065	£16,884	Yes	Yes	Yes

Source: AECOM Housing Needs Assessment, Table 4-5

- 6.31. Based on population projections, the Housing Needs Assessment estimated the need for 9 social/affordable rented homes over the period to 2041. It identified a potential demand for 23 affordable home ownership dwellings over the same period, which would in part meet the desire of people currently living in rented properties to purchase a home.
- 6.32. The assessment referred to the South Worcestershire Development Plan (now superseded) affordable housing tenure mix of 69% social/affordable rented to 31% affordable home

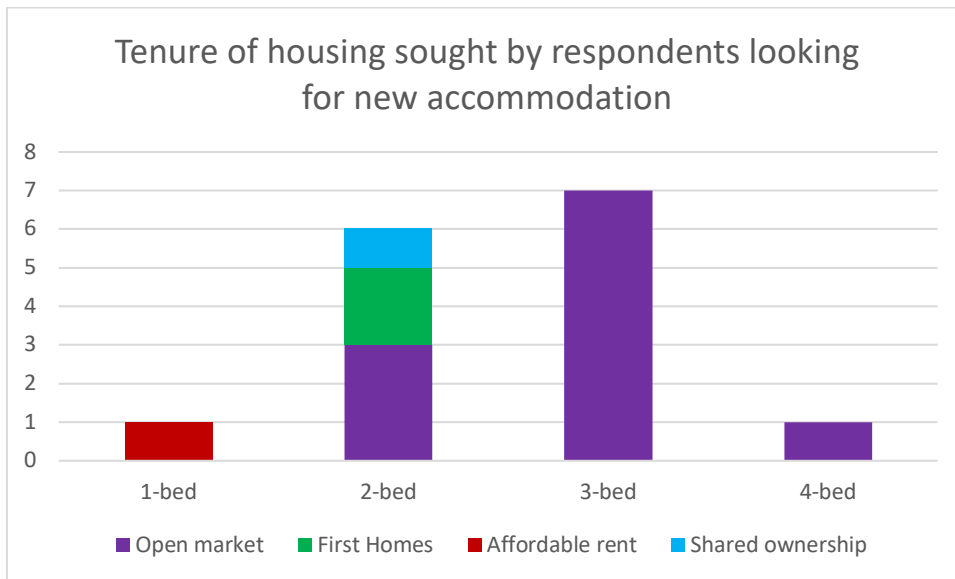
ownership as suitable for application in Broadwas and Cotheridge. As such there is no need for a local affordable housing tenure policy which varies from this.

- 6.33. The Housing Needs Assessment modelled the future population of the area based on consistent trends, to project population growth driven by the oldest households with only limited growth in other age groups. Whilst housing of all sizes will be required, it suggests that priority should be given to the provision of smaller-sized dwellings to widen the choice locally.
- 6.34. Based on the projected ageing of the population over the plan period, the assessment said that around 16 specialist accommodation units will be needed for local older people, with the nearest provision currently in Worcester. Further, within the context of constraints on new housing provision in the area, specialist housing for older people should not necessarily be prioritised to the exclusion of the housing needed for other groups. The settlements of Broadwas and Cotheridge are not typical of locations normally identified for specialist housing facilities catering for the elderly as they lack suitable facilities that can be accessed on foot.
- 6.35. Housing can be provided to meet accessibility standards to ensure they are suitable for specific groups including older people. The South Worcestershire Development Plan Review policy 16 encourages development to Category M4(2) on larger sites of 20 dwellings or more, and says that 5% of dwellings should meet the requirements of wheelchair users (Category M4(3)(2)a).

Housing Needs Survey

- 6.36. A Housing Need Survey for Broadwas and Cotheridge undertaken by Malvern Hills District Council in March-April 2025. Of 86 respondents to the survey 14 households were expecting to seek alternative accommodation within five years (around 16 years). Twelve of the households included people aged 65 years or older and two included people aged 18-34 years old.
- 6.37. Seven respondents were seeking a smaller home and two needed to set up an independent home. Other individual reasons for moving included seeking a cheaper home, looking for accommodation capable of accommodating a carer and a requirement for a specially adapted home. 8 respondents would prefer a bungalow over a house. No respondents wanted a flat.
- 6.38. The main barrier to accessing suitable housing was the lack of suitable properties (8 respondents), affordability (3 respondents) or other reasons (3 respondents). Four respondents said they would need some form of affordable housing to meet their needs including First Homes, Shared Ownership and Affordable Rent from a housing association.
- 6.39. Seven of the respondents seeking new accommodation wanted a 3-bedroom home. Six respondents required a 2-bedroom home, one identified a need for a 1-bedroom home and one sought a 4-bedroom home (see Figure 8).

Figure 8 – Type of housing sought by local people in survey



Source: Parish Housing Needs Survey Report, Broadwas and Cotheridge (2025)

Policy implications

- 6.40. The Housing Needs Assessment and the Housing Needs Survey confirm limited local need for accommodation to meet the needs of local households who want to form and live independently and others who want to downsize or otherwise move into accommodation more suited to their needs as they grow old. Those who are downsizing are more likely to be able to acquire housing on the open market whilst some of them, but also new households, may need to use affordable housing products to obtain housing that meets their needs.
- 6.41. There is a minimal need for the smallest 1-bed or largest 5-bed homes and a more evident need for 2-bed and 3-bed homes.
- 6.42. The Housing Needs Assessment has confirmed that SWDPR policies governing affordable housing tenure are suitable for use in Broadwas and Cotheridge without variation. No policy on tenure is required for the NDP.
- 6.43. Whilst there may be a need for specialist housing to meet the needs of elderly people, the Housing Needs Assessment suggests that the limited opportunities to provide new homes in Broadwas and Cotheridge should not prioritise this over other forms of housing. It notes that the area would not normally attract development of specialist accommodation for the elderly.
- 6.44. Instead, where new homes are provided, these should be built to accessibility standards suitable for elderly people as their needs change.

POLICY 2 – HOUSING TYPE AND SIZE

Proposals for new housing development should meet local housing needs in the following ways where appropriate:

- a) Affordable housing should be provided in accordance with a tenure requirement for 69% social/affordable rented to 31% affordable home ownership.**
- b) 2-bed and/or 3-bed houses should be provided on sites developing more than a single dwelling.**
- c) Homes should be accessible and adaptable to meet lifetime needs including for people with disabilities.**
- d) Bungalows should be provided to meet local demand for this type of accommodation.**

7. Good Design

- 7.1. This section sets out how NDP policies will work towards Objectives 1 and 2 of the NDP with regard to the design of new development. For the NDP Review, the approach to design policy set out in the Made NDP has been carried forward and supported with technical design guidance and codes prepared by AECOM (March 2026).

Infill Development

- 7.2. The design of new housing invariably requires sensitive handling of scale and detail to retain the integrity of the villages and their rural nature. This principle also applies to extensions of existing properties, although in these cases the original design of the property must be taken into account. The design objectives are to ensure that:
- any new or extended property is proportionate in size to the plot and existing building;
 - the materials used are, wherever appropriate, typical of the more traditional properties in the parish;
 - the development is landscaped appropriately; and
 - proper provision is made for parking within the plot including visitor parking.
- 7.3. The Broadwas and Cotheridge Design Guidance and Codes set out design principles for infill development which, at small scale, can integrate with existing grain and help to achieve more organic development of the villages. These are set out in Table 8.

Table 8 – Design Codes for Infill Development

BF 3.1 The building to plot size ratio of infill development should ensure an appropriate amount of outdoor amenity space consistent with that of adjacent development;
BF 3.2 Infill development can influence the layout, density, views and cohesion of the village, and therefore must be designed with consideration to the surrounding context and the wider village setting;
BF 3.3 When adding new buildings behind existing ones (known as tandem infill), new structures should fit well with the size, style, and overall look of the homes that face the street nearby. They should blend in nicely with the neighbourhood.
BF 3.4 New buildings should not disrupt the existing layout and flow of the area or block views of the surrounding landscape (see figure 21). For instance, it's good to keep fences low and leave spaces between buildings to allow for long views. Also, there should be enough distance (at least 15 meters) between windows facing each other to ensure that people's privacy is respected.
BF 3.5 Any new buildings should match the character of the surrounding area. This means that they should vary in size and shape but still relate to the types of buildings that are already there. The goal is to create a mix that feels harmonious with the existing neighbourhood.

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

Development at the Settlement Edge

- 7.4. The Settlement Boundary for Broadwas defines the area within which small scale infill development will be supported in accordance with NDP and Local Plan policies. The area outside is defined as open countryside where development is more strictly controlled. Even so, proposals for development may arise and it is important that their design follows good design principles. The Design Guidance and Codes prepared by AECOM include rules and principles for

the design of new development at the settlement edge of villages within the neighbourhood area. These are set out in Table 9.

Table 9 – Design Codes for Development at the Settlement Edge

BF 5.1 When new development faces onto the surrounding open fields, it should blend harmoniously into the surroundings and views towards the settlement. For that reason, the massing, boundary treatments, rooflines and materials must be sensitive to the surrounding landscape;
BF 5.2 Edge of settlement development should gradually transition to the surrounding landscape context by utilising comprehensive landscape buffering, or ‘green curtains’, implemented along the edge of development. Abrupt edges to development with little vegetation or landscaping on the edge of the settlement should be avoided;
BF 5.3 Long stretches of blank (windowless) walls must be avoided, including on side elevations, except where this is in keeping with the character (e.g. farmyard-type buildings);
BF 5.5 In the case of boundary treatments for back gardens or perimeter walls, the quality of the materials must be key as this will have a major impact on long views. ;
BF 5.6 Boundary treatments for back gardens or perimeter walls should be designed and constructed with high quality materials to maintain or improve long views of the site against the settlement edge; and
BF 5.7 The rear boundaries of properties onto open countryside should either follow existing hedgerow boundaries or be planted to form new hedgerows. Vernacular treatments such as low stone walls could be appropriate if they do not obscure views. Panel fencing should be avoided.

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

Design Principles Guiding New Built Form

- 7.5. The Design Guidance and Codes prepared by AECOM set down clear rules and principles for new built development, informed by an assessment of development characteristics in Broadwas and Cotheridge. These seek to guide the design of new development to complement existing development as set out in Table 10.
- 7.6. In particular, Codes BF1.1, BF1.2 and BF1.3 indicate the likely small scale of development that will be possible in Broadwas and Cotheridge to enable the settlements to meet their needs over the long term. Whilst infill development will provide the main source of new housing, there is a need to retain a connection between the settlements and the open countryside through views from inside the settlement through unbuilt gaps (BF1.5). Where development takes place, this should be designed to retain views from inside developments to the surrounding countryside (BF1.6).

Table 10 – Design Codes for Built Form

BF 1.1 More recent development in the 20th and 21st century has focused on small development of circa 10-15 units with a single access from the A44. Future development must reflect the defined linear settlement pattern of the village core so as to retain the historic arrangement of Broadwas.
BF 1.2 Cotheridge is set predominantly to the south of the A44, and is centred around on the church and Cotheridge Court. There is also linear development stretching up Church Lane. It is overall a dispersed agricultural settlement and given this, development must reflect its agricultural origins by retaining a more dispersed settlement pattern.
BF 1.3 Broad Green has long historical origins based on former local agricultural cottage plots and the village green. Since WW2, many of the individual have been redeveloped with larger houses however they remain nucleated around the central green. This must be reflected in the case of any new development.

BF 1.3 Small development of just above 10 units should be carefully designed and well-integrated into the movement network, especially if access is from the A44; they should include onward pedestrian and cycle connections;
BF 1.4 Any developments should be carefully designed and well-integrated into the movement network, especially if access is from the A44; they should include onward pedestrian and cycle connections.
BF 1.5 Any new development should ensure a simple layout of the road network and not impede the movement network across the Parish.
BF 1.6 Future development within the village boundary must retain appropriate un-built gaps between buildings, protecting existing short and long views, as the loss of this would compromise the natural and rural setting of the village.
BF 1.7 New development must maintain visual connections to the surrounding landscape, the Teme valley and long views out of the settlement to Malvern Hills by carefully considering the overall site layout.
BF 1.8 Development proposals of multiple dwellings must reflect the topography of the site, and minimise their overall impact on nearby buildings and views to maintain Broadwas and Cotheridge’s characteristic open feel and rural character. Opportunities to improve the setting of heritage assets or to create new short and long views of the landscape must be considered.
BF 1.9 Types of residential development vary in the village and include predominantly semi-detached farm steads and single unit plots with few terraces. New development of multiple houses should respond to the local mix.
BF 1.10 A mix of housing types for new development could be used to avoid monotony.
BF 1.11 Building heights must reflect that of adjacent buildings and be between of 1 to 2.5 storeys in height.
BF 1.12 The design of new development must consider how massing of buildings can be sympathetic to the local context; and
BF 1.13 Barn and farm stead styles seen in Broadwas and Cotheridge should be used in new development to respond and contribute to the agricultural character of the villages.
BF 1.14 Building line should be congruous with the existing building line to ensure new development integrates seamlessly into the local context;
BF 1.15 Buildings should generally sit towards the front of the plot to reflect the historic road pattern that is generally characterised by wide building setbacks;
BF 1.16 More informal building arrangements are also common in Broadwas and Cotheridge as typical of their agricultural origins, so therefore orientation could be slightly varied;
BF 1.17 Plots must allow for appropriately sized garden space. Garden space helps maintain the rural character and avoids new development looking too suburban or urban which would detract from the character of the village. Figure 19 of the report provides more details.
PR 5.1 Parking should be well integrated into design so as not to dominate the public realm;
PR 5.2 High-quality and well-designed soft landscaping, hedges, hedgerows and trees should be used to increase the visual attractiveness of the parking and enhance the rural character of the NA; and
PR 5.3 Hard standing and driveways must be constructed from porous materials, to minimise surface water run-off and therefore, help mitigate potential flooding.
PR 5.7 Garages must not dominate the appearance of dwellings and must not reduce the amount of active frontage to the street; and
PR 5.8 They should provide minimum 3m x 7m internal space to park a car and provide additional storage to avoid the garage to be used for storage purposes only.

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

External Materials

- 7.7. Dwellings in the Parishes have predominantly external finishes of brick, timber and painted render. Together with painted woodwork, this gives a harmonious appearance and a visual unity to groups of dwellings and semi-detached properties. Similar treatment of extensions and new buildings is particularly important. Matching the brickwork on extensions should be viewed as a prerequisite. Reclaimed materials will often give the best finish to new building work, although new bricks that blend with the existing in general colour, shading and size may make a suitable alternative. It is also important to match the jointing or pointing in terms of type of mortar and pattern of finish, as well as the original brick bond. Painting walls bold or garish colours and painting over previously unpainted surfaces is not acceptable. Where such changes fall within planning control slight changes in the colour of external surfaces may be appropriate, provided colours are in harmony with neighbouring properties and groups of dwellings and semi-detached properties adopt the same overall colour scheme. The use of artificial cladding will not be supported.
- 7.8. The Design Guidance and Codes summarize these requirements and illustrate the specific materials and design features associated with them. These are shown in Table 11 and Figure 9.

Figure 9 – Local Roofing, Window and Façade Details



Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, May 2025)

Table 11 – Design Codes for Materials and Architectural details

BF 2.1 Future development should be sympathetic to the design and rural character of the village;
BF 2.2 Any new development should be in keeping with the existing material palette within the village;
BF 2.3 Development should prioritise the use of red brick, timber and painted render for façade and plain clay tiles for roofs, Broadwas and Cotheridge’s predominant traditional building material to maintain local character;

BF 2.4 Frontages should be simple and well-balanced, avoiding excessive ornamentation while incorporating subtle detailing, such as lintels, that reflects local architectural detailing;
BF 2.5 Doors should be of timber construction, preferably panelled or with simple glazing details, avoiding modern or plastic alternatives where possible;
BF 2.6 Timber and brick details should be encouraged for windows, doors and detailing;
BF 2.7 Newer homes often use white uPVC casement windows, while many of the traditional windows have timber framing which should be used in buildings of particular historic relevance;
BF 2.8 Proposals must ensure that the roof design integrates with the surrounding roofscape, i.e., the scale and pitch of neighbouring roofs;
BF 2.9 The most common roof typologies in the village are gable, hipped, half-hipped and front pitched roofs. Development should avoid overly complex roof forms and additions;
BF 2.10 The roofline should have a rhythmic pattern of chimneys as is present throughout the Parish and which should be preserved in the older properties;
BF 2.13 Roofline should vary to reflect the informal, rural character whilst still maintaining one-to-two-storey heights;
BF 2.14 Roof-pitch should typically be 42.5 to 52.5 degrees. Flat roofs must not be used on the main building;
BF 2.15 For a two-storey building roof ridge height should be in the region of 6m and the eaves height of 4m, with an eaves-height to ridge-height ratio of 2:3;
BF 2.17 The use of materials outside the local material and colour palette must be carefully considered. While innovation and excellent design are encouraged, contemporary designs and materials are only appropriate if they are of high quality, environmentally sustainable and contribute to the overall character. Proposals must demonstrate that proper account has been taken of the characteristics of the local context, including the landscape setting.

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

Extensions to dwellings

- 7.9. Overdevelopment of existing dwellings and their plots should be avoided by applying the following principles to house extensions:
- it should not dominate the original property;
 - it should preserve or enhance the overall appearance of the property and the opportunity should be taken to improve and previous unsympathetic alternations and extensions;
 - It should pay regard to the role the house plays within the street and not detract from the balance and harmony of the neighbourhood;
 - It should respect the amenities of neighbours, avoiding overlooking and overshadowing of adjacent properties;
 - The pitch of the roof on extensions should reflect the pitch of the roof of the main property; and,
 - Access from front to back gardens should be retained or created.
- 7.10. In addition to these basic principles, it should be recognised that rear extensions are usually the least obtrusive from the public viewpoint and, in most cases, offer the most practical solution, although this should not be confused with an acceptance of lower standards. Side extensions may be supported, depending on the available space, provided they do not result

in a cramped visual appearance or “terraced” effect in a street where that style of development is not characteristic. Front extensions are potentially the most visually damaging, needing great sensitivity and care.

- 7.11. The appearance of conservatories should reflect the character of the main house in terms of design, scale and materials. The colour of the window frames should match the colour of window frames in the existing house.
- 7.12. Care needs to be taken in designing roofs that are appropriate. Throughout the parishes there is a general preponderance of pitched roofs, although flat roofs may be acceptable in circumstances where for example the physical characteristics prevent the provision of a pitched roof. In the case of extensions to bungalows, roofs should normally be pitched. In the case of two storey extensions and those in excess of two storeys, roofs should normally be pitched, either gabled or hipped. This approach ensures that the extension becomes an integral part of the existing building.

Space between properties

- 7.13. The space around individual properties is one of the hallmarks of the Parishes and any two storey extensions, particularly to the side of properties, should seek to retain the character of the street in terms of the relationship between buildings and spaces, as well as any established views. In the case of extensions on the side of a building, a distance of at least 1 metre (3’3”) should be retained between the proposed extension and the boundary between the two properties to avoid creating a terrace of properties or a continuous built frontage. The aim is to retain a distance of at least 2m (6’6”) between adjacent properties.
- 7.14. The Broadwas and Cotheridge Design Guidance and Codes set out design principles that residential extensions and conversions should follow to maintain character (see Table 12). Many household extensions are covered by permitted development rights and so do not need planning permissions.

Table 12 – Design Codes for Extensions and Conversions

BF 4.1 The original building should remain the dominant element of the property regardless of the scale or number of extensions. The newly built extension should be subordinate to the main building from any given viewpoint;
BF 4.2 Extensions should not result in a significant loss to the private amenity area of the dwelling or its neighbours;
BF 4.3 In the case of rear extensions, the new element must avoid harmful effects on neighbouring properties in terms of: overshadowing, overlooking or reducing privacy;
BF 4.4 The pitch and form of the roof used on the building adds to its character and extensions should respond to the existing building where appropriate;
BF 4.5 Extensions must consider the materials, architectural features, window sizes, and proportions of the existing building and must respect these elements to design an extension that matches and complements the existing building;
BF 4.6 In the case of side extensions, the new part should be set back from the front of the main building and retain the proportions of the original building. This is in order to reduce any visual impact of the join between existing and new; and

BF 4.7 Where possible, extensions should re-use as much of the original materials as possible, or alternatively, use like-for-like materials.
BF 2.8 Proposals must ensure that the roof design integrates with the surrounding roofscape, i.e., the scale and pitch of neighbouring roofs;
BF 2.9 The most common roof typologies in the village are gable, hipped, half-hipped and front pitched roofs. Development should avoid overly complex roof forms and additions;
BF 2.10 The roofline should have a rhythmic pattern of chimneys as is present throughout the Parish and which should be preserved in the older properties; and
BF 2.11 The style of a dormer, whether added later or included in the original scheme, should reflect the form of the main roof, such as gable and hipped dormers. These dormers must be of an appropriate and proportional size to the original building and must not increase the overall height of the dwelling. Additionally, they should be placed so that they are symmetrical to the roof and aligned with fenestration on the façade. Roofscape Traditional roofscape in Broadwas and Cotheridge is made up of 1-2.5 storey height hipped and gable ended roofs, punctuated with chimneys and dormer windows

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

Extensions - Roofs and Dormers

- 7.15. The expansive roofs and roof voids on many of the properties in the villages provides an opportunity to create additional living space. This option will introduce the need for new window openings, the design and location of which should be treated with great care. On some properties dormer windows are an integral feature of the original design, in others any interruption to the sweep of the roof will be inappropriate. Loft conversions will not always be suitable to the style of the property and therefore loft conversions (where they fall within planning control) will not automatically be supported.
- 7.16. Where appropriate, dormer windows should be modest in relation to the size of the roof, without dominating or overbalancing elevations. The dormer windows should be smaller than windows on the floor immediately below the roof (normally first floor). Their design should reflect the style and appearance of the house, perhaps taking ideas from dormers on nearby properties. Dormers should normally have a pitched or hipped roof. However, in some cases a flat roof may be more appropriate to the style of the original property. Materials identical to those on the parent property such as tiles, bricks and frames, should be used. Dormers on front roof slopes may be suitable, but this will largely depend on the effect of the dormer on the character and appearance of the property, the street, and where relevant, the group of properties of which it forms a part. Care should be taken to avoid the overlooking of adjoining or nearby properties. The use of roof lights in unobtrusive locations may be acceptable. Roof lights will not normally be permitted on front or side elevations where they can be particularly conspicuous. Care should be taken in selecting the right location, style of roof light and minimising the impact on nearby properties. Windows on side elevations may be permitted in appropriate circumstances.
- 7.17. The building of chimneys should be encouraged as this is a design feature of the Parishes. (Chimneys can be designed to give greater strength to the roof structure and provide additional options for the means of heating the house.)
- 7.18. The style and pitch of a roof are essential ingredients in the character of an individual property and ensure new buildings fit in with the more traditional buildings in the parishes. Design and detail of eaves, verges, hips, gables, fascias and parapets are of equal importance. Whatever

the age of the house and adjoining new properties, extreme care should be taken to match the original or predominant design and detail. Similarly, the profile, colour and materials used for original roof tiles, together with the method of hanging, should be reproduced.

- 7.19. The pitch of roof on extensions should reflect the pitch of the main property. Original tiles can often be re-laid and will usually give the best finish to new building work, although new tiles that blend with the existing in general colour, shading and size, will often make a suitable alternative as a means of ensuring continuity. New properties should also consider the use of reclaimed materials to ensure they fit in.
- 7.20. The original gutters and drainpipes throughout the Parishes were constructed from a variety of materials, principally cast iron and more recently uPVC. If replacement or new gutters and drainpipes are required, these should match the originals in colour and materials, although authentic replicas using substitute materials are available and can be appropriate in certain circumstances. It is desirable to retain ornamental pipes and retain hopper heads, particularly those with dates or distinguishing features. The use of unsightly external plumbing stacks with multiple branches should be avoided. Ideally additional soil and waste pipes should be located internally to avoid clutter on the outside of the building. Alternatively they could be located on elevations which cannot be seen from the street or public places. Facias and soffits should be of a dark colour so as not to appear prominent on skyline.

Landscaping and External Spaces

- 7.21. Properties in the villages have mainly mature gardens any new buildings should have large shrub and tree planting so that they fit in as soon as practicable after completion of the development. A feature of the villages is the enclosure of the front gardens by hedges and low garden walls. These are just as important as the trees and open spaces in contributing to the rural charm of the area and should be provided in new dwellings. In front gardens new fences and walls should be in keeping with those already existing in the same road and should not normally exceed 1 metre (3'3") in height.
- 7.22. Some groups of houses were designed with open garden frontages and, even though not normally within planning control, these should be retained to preserve the existing street scene. Proposals for enclosures that disrupt this design will be discouraged. Rear walling and fencing materials should also match in colour and texture those already existing in the area and should not normally exceed 2 metres (6'6") in height.
- 7.23. Leylandii are a popular form of hedging perhaps because they are inexpensive and extremely fast growing. However, they can quickly disrupt the streetscene and the amenity of neighbours and consequently alternative hedging material should be considered where possible, preferably using native species.
- 7.24. The use of artificial lighting in domestic situations does not normally come within planning control despite the fact that it can have a dramatic effect on the character of individual buildings and the street at night. To maintain the character of the parishes garden lights and lights designed to illuminate a building subtly to display a feature should be installed in a manner which is not obtrusive (during the day or night) and does not detract from the amenity of other residents. Security lighting presents a different problem as the intensity of light is often much stronger and directed onto specific areas. Care should be taken over the choice of the lighting unit so that it does not detract from the appearance of the building on which it is

situated or shine directly into neighbouring properties. Any lighting required should be directed downwards and provide the minimum illumination to achieve its security purpose.

- 7.25. The highways in both Broadwas and Cotheridge are typically narrow and adequate parking within each site is always to be preferred along with safe access to and from the nearest highway. The storage of refuse bins can be an unfortunate addition to the appearance of otherwise rural site frontages and care in providing suitable screening is always to be preferred. These two matters can also be of concern in non-domestic developments.
- 7.26. The Broadwas and Cotheridge Design Guidance and Codes provide relevant design rules and principles for external boundary treatments and landscaping, set out in Table 13.

Table 13 – Design Codes for Streetscape

PR 1.1 Proposed boundary treatments should reflect locally distinctive forms and materials, such as low brick, open timber fencing and agricultural style gates or well- defined green boundaries, such as hedges;
PR 1.2 Tall, impermeable boundaries that create a sterile and monotonous street scene must be avoided;
PR 1.3 Original boundary treatments of traditional building plots should be left intact and not chopped through or significantly reduced for access;
PR 1.4 All boundary walls on the main frontage should remain under 1.5m in height to retain visual connections. Boundary treatment could be used to screen parking and could combine walls with soft (green) landscaping to achieve this;
PR 1.5 Native plants, trees and hedgerows should not be replaced by ornamental planting, as doing so would diminish the area’s character;
PR 1.6 Development should refer to the boundary treatment examples, which outlines positive examples found within the Parish;
PR 1.7 Front gardens should be enclosed by an appropriate boundary treatment when there is appropriate space for it; front garden should provide security and privacy to the private property;
PR 1.8 Front gardens could vary in size, however, all dwellings should have a clear separation between private and public realm purposely designed;
PR 1.9 Front gardens should not be dominated by car parking, cycle parking, storage, refuse and recycling storage;
PR 1.10 Careful consideration should be given to purposely designed refuse storage and cycling parking when allocated to the front of the building. These should be mindful of the street scene and avoid creating clutter and dominating the streetscene;
PR 1.11 Green boundaries must be well- defined and should avoid being too high so as to not infringe onto the public realm and disrupt safe and active travel.

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

Non-residential Development

- 7.27. The basic principles of good design apply in equal measure to non-residential development. With commercial development the scale of both the enterprise and buildings will typically be significantly larger, but the impact on landscape and amenities of residents of nearby dwellings still need to be managed in accordance with Objectives 1 and 5 in Section 4 above. The SWDP policies apply with equal measure to non-residential developments as does the South Worcestershire Design Guide Supplementary Planning Document adopted by the authorities in March 2018. The design approach to use and the non-statutory policies set out in the latter document are especially important in regard to commercial development in the Open

Countryside where, whilst rural enterprise is to be encouraged, its impact on the landscape and local amenities needs to be taken into account for sound Sustainability reasons. Worcestershire County Council has also published a Worcestershire Farmstead Assessment Framework to assist with the design process where historic farmsteads are involved.

- 7.28. The Broadwas and Cotheridge Design Guidance and Codes provide design rules and principles for the development of agricultural and commercial buildings, set out Table 14.

Table 14 – Design Codes for Commercial Development and Agricultural Conversions

SI 1.1 Landscape buffer zones should be provided between industrial areas and residential character areas to soften the visual impact of new developments (see figure 43);
SI 1.2 New development should be attractively designed, using high quality and sustainable building forms and materials;
SI 1.3 A common material palette should be adopted and used throughout the area to provide a unified image of the industrial area.
SI 1.4 Developments should explore how building form might be used to better capture green, renewable energy, potentially through installation of roof-based solar panels;
SI 1.5 Parking should not dominate the area and should be screened by vegetation and mature trees and, where possible, be located to the rear of the buildings;
SI 1.6 Blank façades should not be visible from the street, in order to maintain an active street frontage. Continuous areas of façades should be broken up with fenestration or with architectural details;
SI 1.7 Metal railings may be acceptable in this area if they positively contribute to the streetscape and these must be visually permeable;
SI 1.8 Boundary treatments such as barbed wire security fencing must be avoided. Instead, natural treatments such as hedgerows and planting should be used where possible; and
Agricultural conversions
BF 4.8 External additions must be subordinate in scale to the original or primary form of the building;
BF 4.9 Extensions should be designed either to match the existing façade material of the structure, or to display a contrast between original and new using complementary materials;
BF 4.10 Modifications must retain evidence of a structure’s previous use where possible;
BF 4.11 Modifications must respect or enhance the appearance of the original building and the wider scene;
BF 4.12 Street facing façade should be free of domestic add-ons such as satellite dishes, external lighting and hanging baskets; and
BF 4.13 Extensions should have a minimal impact on the surrounding landscape by using natural screening where possible.

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, March 2026)

POLICY 3 – DESIGN OF DEVELOPMENT

Part A: Residential Development: To be supported residential development proposals must comply with the following design principles and relevant Design Codes from the Broadwas and Cotheridge Design Guidance and Codes:

- a) The existing development within the NDP area has a very diverse style that has evolved over many years. New development should be sympathetic and complimentary to the surrounding residential properties.
- b) Extensions and alterations to existing buildings should follow a consistent design approach in the use of materials, fenestration and the roofline to the building. Materials should be chosen to complement the design of a development and add to the quality or character of the surrounding environment.
- c) Red brick and plain clay tiles or other materials commonly used in existing surrounding development should be used.
- d) Proposals should not significantly adversely impact on local residential amenity and give careful consideration to noise, odour and light spillage beyond site boundaries.
- e) Provision should be made for safe access and development should not result in additional on-road parking.
- f) Any hard-surfaced areas must be drained to prevent rainwater run-off from the site as developed.
- g) The site should be landscaped using native species wherever appropriate and avoid expanses of high fences and walls especially to the site frontage.
- h) Provision should be included for integrated or well screened bin storage or recycling facilities.

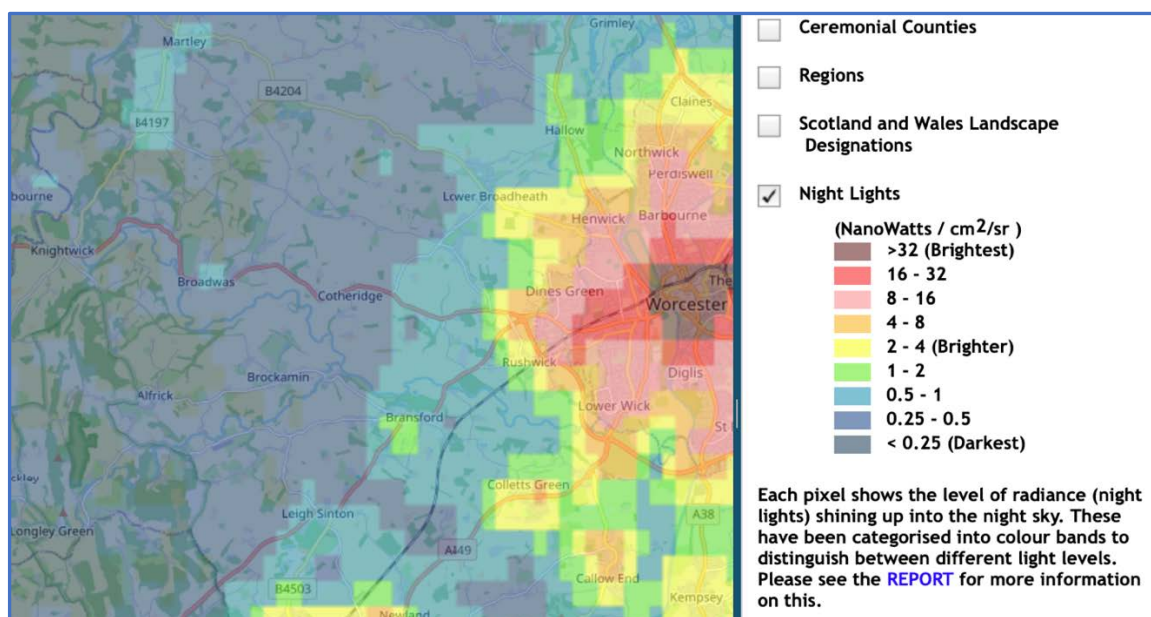
Part B: Non-residential Development: To be supported non-residential development proposals must comply with the design principles in Part A of the Policy and:

- a) Not significantly adversely affect the landscape qualities of the locality as a result of the siting, bulk and height of new buildings.
- b) May use a wider palette of materials taking into account both the nature of the development and its setting.
- c) Not adversely impact on the amenity of any nearby residential properties arising from noise, odour and light pollution.
- d) Provide safe access and not result in additional on-road parking.
- e) Use SuDS to prevent on-site and off-site flooding.
- f) Landscaping should use native species wherever appropriate and avoid expanses of high fences and walls especially to the site frontage, and
- g) Provision is made for waste storage avoiding where practicable open storage of commercial or industrial waste.

Lighting Design and Dark Skies

- 7.29. Broadwas and Cotheridge Parishes form the eastern extent of an area of dark skies to the west of Worcester, north of Malvern and east of Bromyard within the northern part of northern part of the Malvern Hills District. As shown on Figure 10, almost the whole of the parish lies within an area of dark skies (in the range 0.25-0.5 Nanowatts/cm²/sr). Broadwas and Cotheridge villages do not experience widespread light pollution.
- 7.30. Given the positive benefits to residents and for tourism from dark skies, and benefits to nature conservation and biodiversity along the River Teme and its adjacent floodplain habitats, a clear objective of the NDP Review is to ensure that new development of all kinds complement existing character and preserves dark skies.

Figure 10 – Dark Skies Map



Source: CPRE Interactive Dark Skies Map (January 2026)

- 7.31. The NDP Review aims to secure good practice in lighting new development in Broadwas and Cotheridge Parishes and to ensure that development is then operated over time consistent with this. Lighting from new development should not undermine existing dark skies by introducing unnecessary light pollution.
- 7.32. The Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, May 2025) sets out clear rules to follow in development design and construction. These are set out in Table 15.

Table 15 – Design Codes for Lighting in new development

SD 5. New development must provide adequate lighting within new streets and spaces.
SD 5.1 Providing an aesthetically pleasing appearance during the day and night and enhancing local character by identifying local landmarks and highlighting heritage; and
SD 5.2 External lighting and road lighting should be low lying and only be considered for new development where it is necessary for security and safety and to illuminate commercial and community spaces. If external lighting is essential, it must not be located high up on buildings or on poles. There should not be any road lighting;

SD 5.3 Ensure that lighting schemes do not cause unacceptable levels of light pollution, particularly in intrinsically dark areas. These could include residential areas located close to the countryside, or areas where dark skies are valued.

SD 5.4 Foot/cycle path lighting should be introduced sensitively within the landscape. Fittings such as solar cat’s-eye lighting, reflective paint and ground-based lighting could be introduced. Full-height lighting should be avoided.

SI 2.1 Consider lighting schemes that could be turned off when not needed (‘part-night lighting’) to reduce any potential adverse effects; i.e. when a business is closed. Impact on sensitive wildlife receptors throughout the year, or at particular times (e.g. on migration routes), could be mitigated by the design of the lighting or by turning it off or down at sensitive times;

SI 2.2 External lighting with an output of more than 500 lumens should be pointed downwards and fully shielded. Warm light sources of between 2700K and 3000K on the Kelvin scale must only be used;

SI 2.3 External lighting should be kept minimal, at low level and at low intensity, with hoods and baffles used to direct the light to where it is required to ensure that no light is emitted upward;

SI 2.4 Glare should be avoided for safety reasons. This is the uncomfortable brightness of a light source due to the excessive contrast between bright and dark areas in the field of view;

Source: Broadwas and Cotheridge Design Guidance and Codes (Draft, AECOM, May 2025)

- 7.33. Para 191 of the NPPF says that planning policies and decisions should ensure that new development is appropriate for its location and in part (c) says that they should limited the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.

POLICY 4 – LIGHTING DESIGN

Where relevant, applications for development will be supported if details of proposed lighting are provided in accordance with good practice guidance to ensure that impacts on amenity, on settlement character and dark skies will be avoided and that approved details will be secured via a suitably worded planning condition. Development should be designed to conserve and enhance the quality of dark night skies and prevent glare. In particular:

- a) External lighting should be avoided where possible.**
- b) Where lighting is considered necessary, its design should minimise its impact, both on the amenity of the occupants of neighbouring properties, and in terms of light spillage and glare.**
- c) Light sources should be fully shielded and pointed downwards, so that light is not emitted above the horizontal.**
- d) Movement sensitive and timed PIR lights, downlighters or ‘wall washers’ are examples of lighting schemes that generally have less adverse impact whilst providing appropriate illumination.**

8. Green Spaces and Key Views

8.1. Broadwas and Cotheridge Parishes are rural in nature and settlements are small. Publicly accessible, dedicated provision of green space is lacking and reliance is placed on access to the surrounding countryside for recreation purposes. It is important to protect green space provision where it exists and ensure the continued amenity of the countryside to users. Making sure that key views of the wider landscape from specific points in the parishes is important in this regard.

Local Green Space Designations

- 8.2. NPPF paragraphs 106-108 set policy for the designation of Local Green Space. The effect of designation is to apply green belt policies to Local Green Space sites, which means that no inappropriate development should take place unless there are Very Special Circumstances.
- 8.3. Made NDP policy P3 designated five Local Green Space sites in Broadwas and Cotheridge with candidate sites assessed in a Background Paper (No.2). The NDP Working Group has reviewed the background paper that supported their designation and confirms that the designations made through policy P3 should be sustained in the NDP Review through POLICY 5. The sites' continued designation as Local Green Space meet NPPF principles and criteria which remain unchanged since they were first designated. The sites are shown on Figure 11 and Figure 12.

Figure 11 – Local Green Spaces in Broadwas



Source: Landstack

Figure 12 – Local Green Space in Broad Green



Source: Landstack

POLICY 5 – LOCAL GREEN SPACES

The following areas shown on Figure 11 and Figure 12 are designated as Local Green Spaces where development proposals should be consistent with national policy for Green Belts. No development will be permitted within them that would harm their green character and reason for designation:

- a) Bank on the north side of the A44 opposite Broadwas School;**
- b) Land adjacent to Taberness Close;**
- c) Land between Berryfields Close and Church Lane;**
- d) Amenity land within Highcroft Close development; and**
- e) Broad Green SSSI and Village Green**

Recreational Green Space Provision

- 8.4. SWDPR Policy 45 (Provision of Green Space and Outdoor Community Uses in New Development) sets open space quantity and accessibility standards of provision (Table 9 of the policy). These are expressed as standards for provision within walking distance.
- 8.5. Table 16 shows local green space provision and the site area of provision within Broadwas and Cotheridge. On this basis, the whole population of Broadwas and Cotheridge is served primarily pitch and play space provision at the Recreation Ground in Broadwas at the standard expected but this is not accessible on foot to people outside Broadwas village. There is a deficit of green space provision in Cotheridge of around 0.65ha of green space.

- 8.6. Outlying settlements do not have direct provision and are not accessible to provision in Broadwas on foot within the time indicated. For safety reasons, residents of Cotheridge are not recommended to walk along the A44 to access provision in Broadwas.

Table 16 – Open Spaces

Typology	Open Space Quantity Standards (ha/1,000 population)	Access Standards	Provision in Broadwas (pop 400)	Provision in Cotheridge (pop 250)
Allotments	0.3	720 metres or 15 minutes' walk time	No provision	No provision
Amenity Green Space (sites > 0.15ha)	0.7	600 metres or 12-13 minutes' walk time	No provision	No provision
Parks and Recreation Grounds (public and private)	0.5	600 metres or 12-13 minutes' walk time	(See playing pitches)	No provision
Play Space (Children)	0.05	600 metres or 12-13 minutes' walk time	0.05ha at rec ground	No provision
Play Space (Youth)	0.05	720 metres or 15 minutes' walk time	No provision	No provision
Natural Green Space	1.0	920 metres or 20 minutes' walk time	No provision	No provision
Playing Pitches	No prescribed quantity and accessibility standards	Refer to SDWPR 46 Playing Fields	Rec ground - 0.8ha of pitch space <i>within</i> 1.2 ha green area plus 0.8 ha car park. (2ha total) Stoney Ley Sports Ground (Broadwas Croquet Club) – 1.2ha, located in open countryside about 1km from Broadwas Village	No provision
Total Provision	2.6ha/1,000 population		Total 1.25 ha within walking distance (1.04ha required)	Total 0 (0ha/1,000 population) – deficit of 0.65ha

- 8.7. SWDPR Policy 45 requires residential developments of 10 dwellings or more to make provision for green space and outdoor community uses. The policy says that the amount of green space/outdoor community use provision will be informed by Neighbourhood Development Plans. Enhancing accessibility to open spaces, for example through the public rights of way networks also strongly encouraged.

- 8.8. Table 16 demonstrates that within the Neighbourhood Area, there is a slight deficit in provision of green space provision because of the concentration of provision in Broadwas and the lack of walking access to it from outside the village, particularly from Cotheridge. Provision of a small amount of green space in Cotheridge would address this requirement. Additionally, improvements to public rights of way away from the A44 which connect the two villages would support delivery of emerging local plan policy. Stoney Ley Sports Ground is 1km from the village centre.

Recreational Green Spaces/Playing Pitches

- 8.9. Recreational Green Spaces which also function as sports pitches are an important component of green space provision in Broadwas and Cotheridge. Berryfield Recreation Ground and Stoney Ley Sports Ground provide the only pitches and recreational green spaces in the Parish. These spaces and facilities are also identified as important community facilities.

Berryfield

- 8.10. SWDPR studies (The Malvern Hills District Council Playing Pitch & Outdoor Sports Strategy (Dec 2021) assessed the quality of the playing pitch at Berryfield Recreation Ground as poor and discounted the contribution of capacity it provides towards match equivalent sessions on this basis. Use of the recreation ground is for multiple purposes with a lower use for active team sports in recent years. Its location, shown on Figure 13, is accessible to residents of Broadwas for informal recreation, walking, children’s play and exercise and is the only open space resource that is not public rights of way in the countryside.

Figure 13 – Berryfields



Source: Landstack

Stoney Ley (Broadwas Sports Club)

- 8.11. The same study examined the facility at Stoney Ley which it noted previously accommodated a six-wicket grass square which was actively maintained until circa 2018. The site was the historical home to Broadwas Cricket Club. More recently it has been used by Broadwas Croquet Club which maintains five lawns of standard quality on what was the outfield. The site is owned and maintained by the Club. The lawns have a problem with undulation and to improve the lawns they need to be levelled out, but this is costly.
- 8.12. There is a pavilion with kitchen area and a changing/storage area. Subject to finances, there are hopes to redevelop the old cricket pavilion with new and better changing facilities. Broadwas Croquet Club currently has 75 members which is broadly the limit for a facility with five lawns. More lawns would need to be developed in order for the club to grow.
- 8.13. The Croquet Club at Broadwas is one of only two venues in the SWDPR area and further improvements are needed to accommodate growing demand.
- 8.14. The facility is located a short distance outside Broadwas (see Figure 14).

Figure 14 – Stoney Ley Sports Ground



Source: Landstack

Planning Policy Considerations

- 8.15. Made plan policy P4 set a policy requirement in line with the adopted local plan (2016). The Emerging Local Plan Policy SWDPR 45 and SWDPR 46 provides a more detailed framework for green space provision. The NDP Review can inform how these policies should be applied.
- 8.16. In Broadwas and Cotheridge, there is provision of green space on two sites only, with Berryfields fulfilling a range of green space functions whilst remaining a playing pitch. The quality of pitch provision is assessed as poor. There is evident need for improvement in facilities and for additional provision to meet requirements in Cotheridge. Better walking access is needed to ensure existing provision is useable. There is support in emerging local plan policies for contributions towards new provision and enhancements to existing provision. POLICY 6 indicates priorities in Broadwas and Cotheridge.

POLICY 6 – RECREATIONAL GREEN SPACES

The following sites shown on Figure 13 and Figure 14 are designated as Recreational Green Spaces that provide important open space, sport and recreation opportunities in Broadwas.

- a) Berryfield Sports Ground and Children’s Play Area.**
- b) Stoney Ley Sports Ground (Croquet Club).**

Proposals that would provide or contribute financially to the provision of new or enhanced existing recreational green spaces will be supported, particularly in Cotheridge.

Proposals that would lead to reduced recreational value of these facilities will only be supported if it is clearly demonstrated the reduction of facility is surplus to requirements or that alternative equivalent facilities are secured in an equally accessible location for users.

Key Views

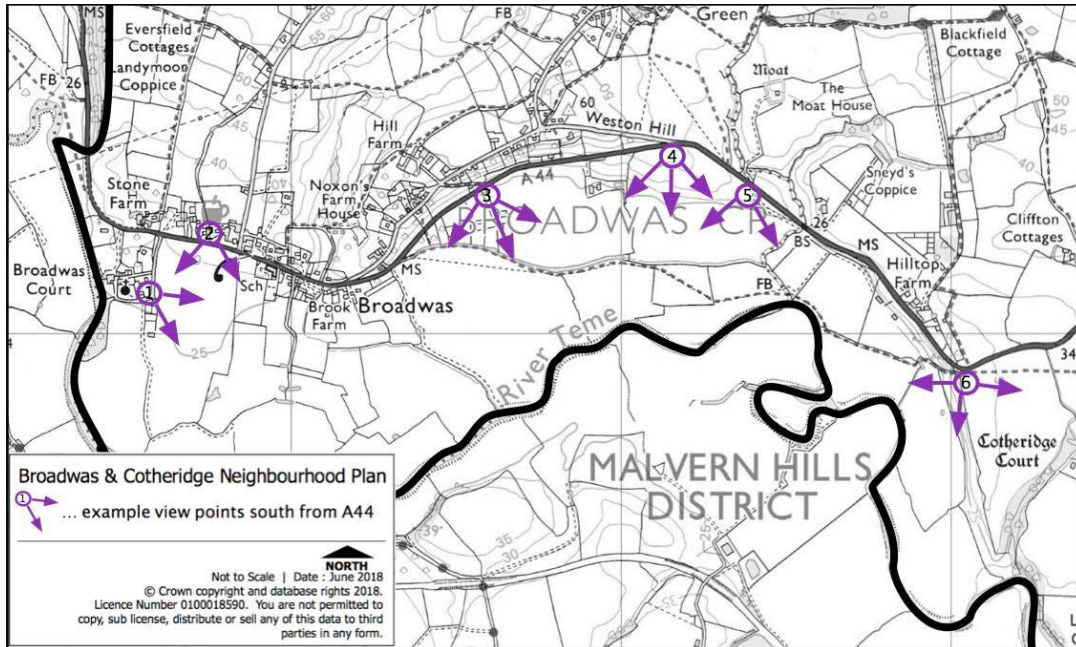
- 8.17. Made Plan Policy P5 identified a number of key views in the area which should be taken into account in the formulation of development proposals to avoid substantial harm to them (see Figure 15 and Figure 16). The views identified were of important open landscape features which help to define the local character of the area’s villages. A supporting document (Background Paper No.4) identified and discussed the key views in support of the policy. The NDP Working Group has reviewed the basis for the identification of the Key Views in the Made Plan and has confirmed that they should be retained through the NDP Review. POLICY 7 carries forward key views from the Made Plan on this basis.

Views from the A44

- 8.18. There are many viewpoints along the A44 looking southwards across the Teme Valley. Within Broadwas, this includes views from the village centre towards the historic development around St Mary Magdalene Church and the River Teme and from the southern end of Church Lane back towards the village centre. These views and the relationship of the village to the surrounding landscape, connected by the views, are an important characteristic of Broadwas.

- 8.19. There are extensive views across the Teme valley and to the Malvern Hills from the A44 between Broadwas and Cotheridge and these too are an important feature of local landscape character.
- 8.20. The key management objective is to maintain the openness of views and ensure that development is located and designed in ways that preserves them.

Figure 15 - Key Views from A44 and Broadwas Village

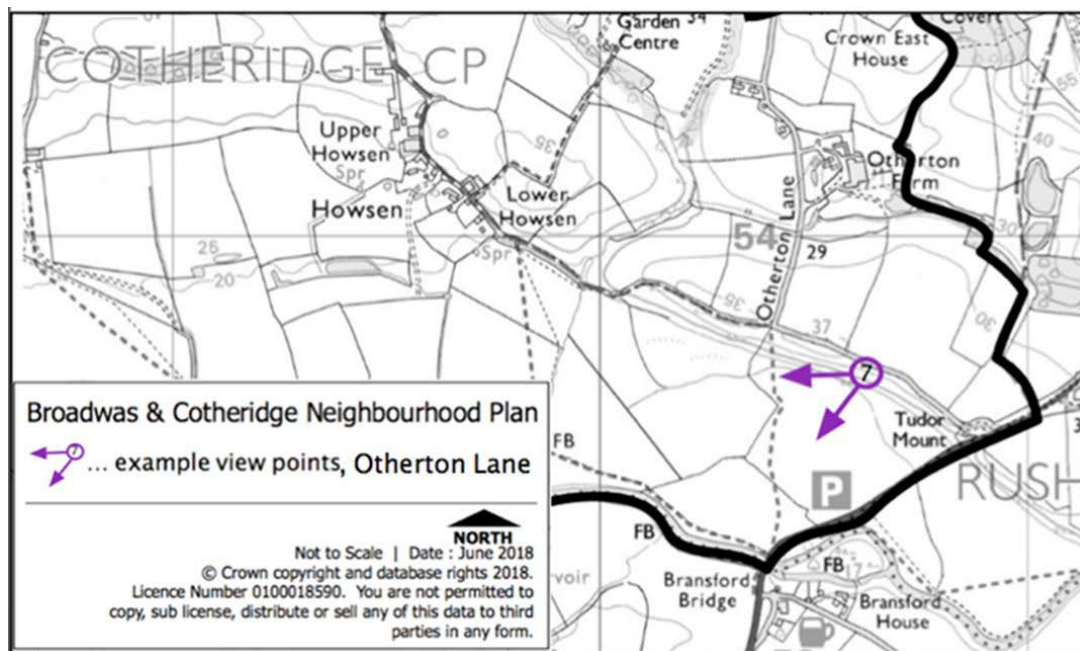


Source: Background paper No.4 – Key Views

Otherton Lane Escarpment

- 8.21. The escarpment adjacent to Otherton Lane, Cotheridge offers similar clear views of the Malvern Hills and are an important local viewpoint. The policy below addresses the potential for development in and near this site which could have a detrimental effect on its qualities.

Figure 16 – Key View from Otherton Lane Escarpment



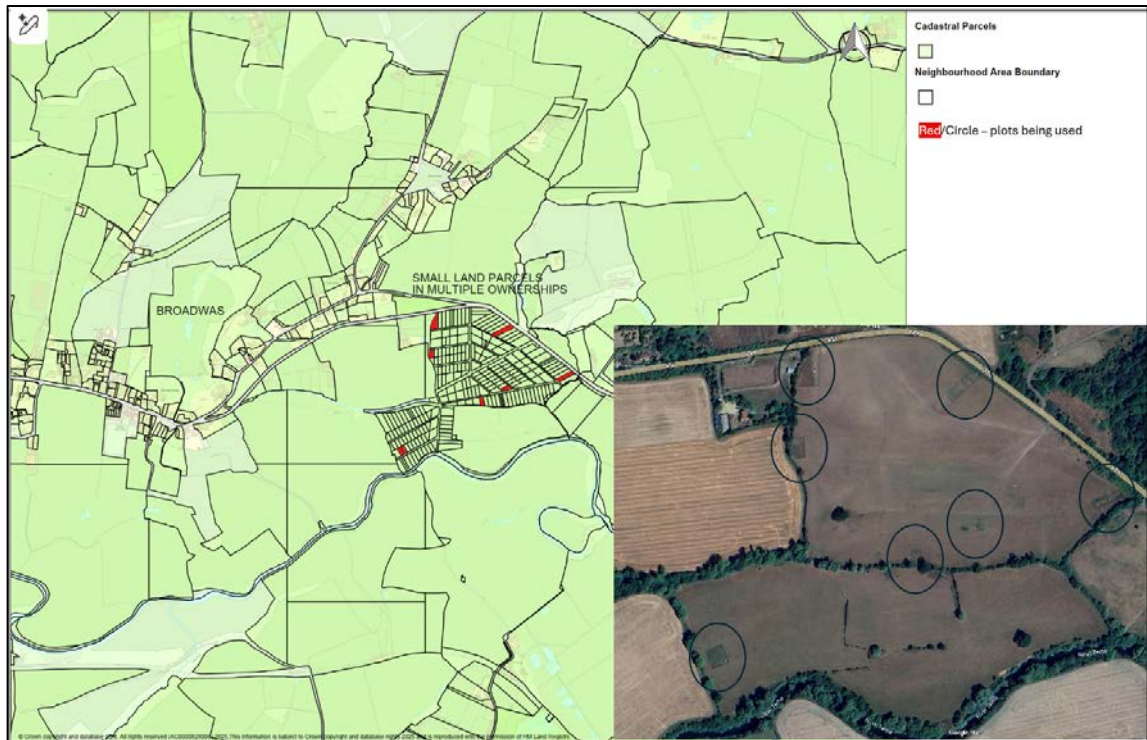
Source: Background paper No.4 – Key Views

Threats to key views and rural character

- 8.22. Two Key Views located on the A44 between Broadwas and Cotheridge are important in providing a visual link from the area to surrounding hills and in defining the rural landscape character of the area to the west of the Worcester urban area. In recent years, agricultural land to the south these viewpoints has been bought up and is in the process of being sold off in small parcels to purchasers. The parcels are sold as pasture land. Without planning permission, the permissible uses of the plots are limited.
- 8.23. Owners have marked out their plots and in some cases fences and hedges have been erected. Some plots appear to be used for occasional camping. If left unmanaged, these areas will develop naturally into scrub. Otherwise different plot-management approaches may be adopted, with some areas domesticated. Whilst it is not known how many of the over 200 plots on the site have been sold to buyers, the Parish Council has identified plots where some change is evident (see Figure 17).
- 8.24. Changes to landscape quality and character resulting from 200-plus small plots each in different ownerships and with different management could be significant. There is potential for much of this to occur without the need for planning permission. Equally, if gardens are created on individual plots, this would represent a material change of use from agricultural land and would require planning permission.
- 8.25. Site access to the fields is direct from the A44 (at the national speed limit) through a field gate access which is not designed to accommodate significant traffic. There is no parking at the site that would accommodate visitors. The level of traffic that could be associated with greater use of plots by owners is of concern in highway safety terms.

- 8.26. The plots are not serviced by agricultural buildings and so there is no ability to manage waste arising from use of the site. There is concern about the potential degradation of the site caused by waste and litter left on site.
- 8.27. Careful monitoring of the situation, a clear understanding of site activities that constitute development and a clear approach to planning control and enforcement are required. [list activities that are permitted and those requiring planning permission]

Figure 17 – Small Plots on Agricultural Land



Source: HM Land Registry Cadastral Parcels and Google Maps (Nov 2025)

Planning Policy Considerations

- 8.28. The NPPF addresses the concept of community landscape value and it is suggested that key views are a legitimate local expression of this. A variety of references are found within the NPPF to support the retention of Key Views in the NDP Review, including Para 8c, 29, 135, 187a, 188 and PPG.
- 8.29. The NDP Review reviews local evidence on identified key views which contribute to local distinctiveness, to confirm their continued value. Views of the landscape remain important to local residents.
- 8.30. Applicants have scope to demonstrate a positive design response in their proposals to preserve visual corridors, avoid blocking, obscuring, or intruding upon the foreground or key elements of the view. Design proposals can use sensitive siting, scale, and massing to minimise visual disruption. They should retain existing hedgerows, treelines, and topography that contribute to the view. Proposals can incorporate open space or green infrastructure in locations that maintain view corridors. It is also suggested that engagement with the community and the Parish Council prior to finalisation of design proposals would be positive.

POLICY 7 - KEY VIEWS

Key Views are designated from the following locations shown on Figure 15 and Figure 16.

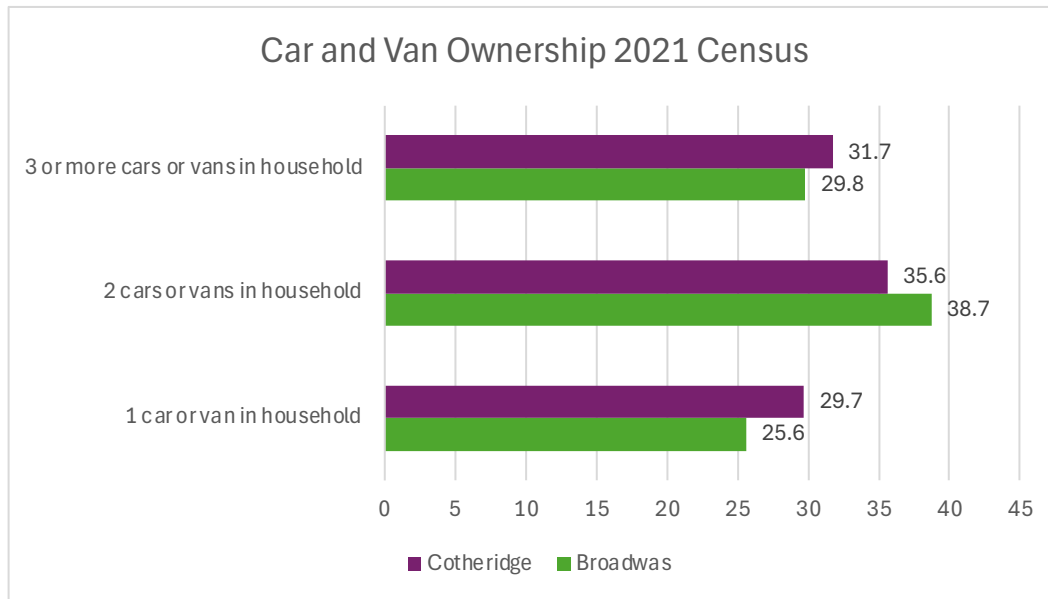
- a) Land on the south side of the A44 throughout the NDP area giving public views south towards the River Teme and the Malvern Hills including views across the River Teme corridor.**
- b) Otherton Lane escarpment.**

Where appropriate, proposals should give careful consideration to the siting and appearance of development to ensure that adverse impacts to key management objectives are avoided or mitigated, including in relation to location, scale, landscaping and materials.

9. Travel and Transport

- 9.1. It is a fact of life in Broadwas and Cotheridge Parishes that almost all people living in the area use a private car to access the services they need. Figure 18 shows that around 95% of households own at least one car or van, with the majority having ownership of two or three vehicles.
- 9.2. Local residents tend to use services in a range of locations including Worcester, Bromyard, Malvern and Martley. There is a bus service from Worcester to Bromyard through the area, but this is not a frequent service and does not stop conveniently in Cotheridge.

Figure 18 – Car and Van Ownership



Source: ONS, Census 2021

Improving the A44 Transport Corridor

- 9.3. The A44 is a main trunk road running through Broadwas and Cotheridge parishes connecting Wales and the borders with Worcester and the national motorway network. It passes through the middle of Broadwas village and provides the main access point to Cotheridge. Narrow lanes and entrances that provide access to homes, businesses and farms connect directly onto the A44.
- 9.4. The A44 carries a significant volume of heavy good vehicles including HGVs carrying aggregates from mid-Wales quarries to service the widespread housing developments in the county. It also carries seasonal holiday traffic including caravans, and in the summer carries a high volume of weekend motor bikers. The A44 is also a main route for commuter traffic into Worcester and via the motorway network to other destinations. In addition, as can be expected in a rural setting, the road carries agricultural traffic.
- 9.5. How the A44 strategic route operates in terms of traffic volume and speed through Broadwas and Cotheridge has a significant influence on the residents’ perceptions of quality of life. Community concern over traffic speeds on the A44 was raised as a core issue in the development of the Made NDP in 2017.

- 9.6. As the NDP is reviewed, traffic volumes and speeds on the A44 remain a key concern and a large factor in how people move about the villages to access local services. Measures to reduce speeds through physical measures are needed to make lower speed limits more of a reality. Safe crossings and walking routes for pedestrians are needed within the villages.

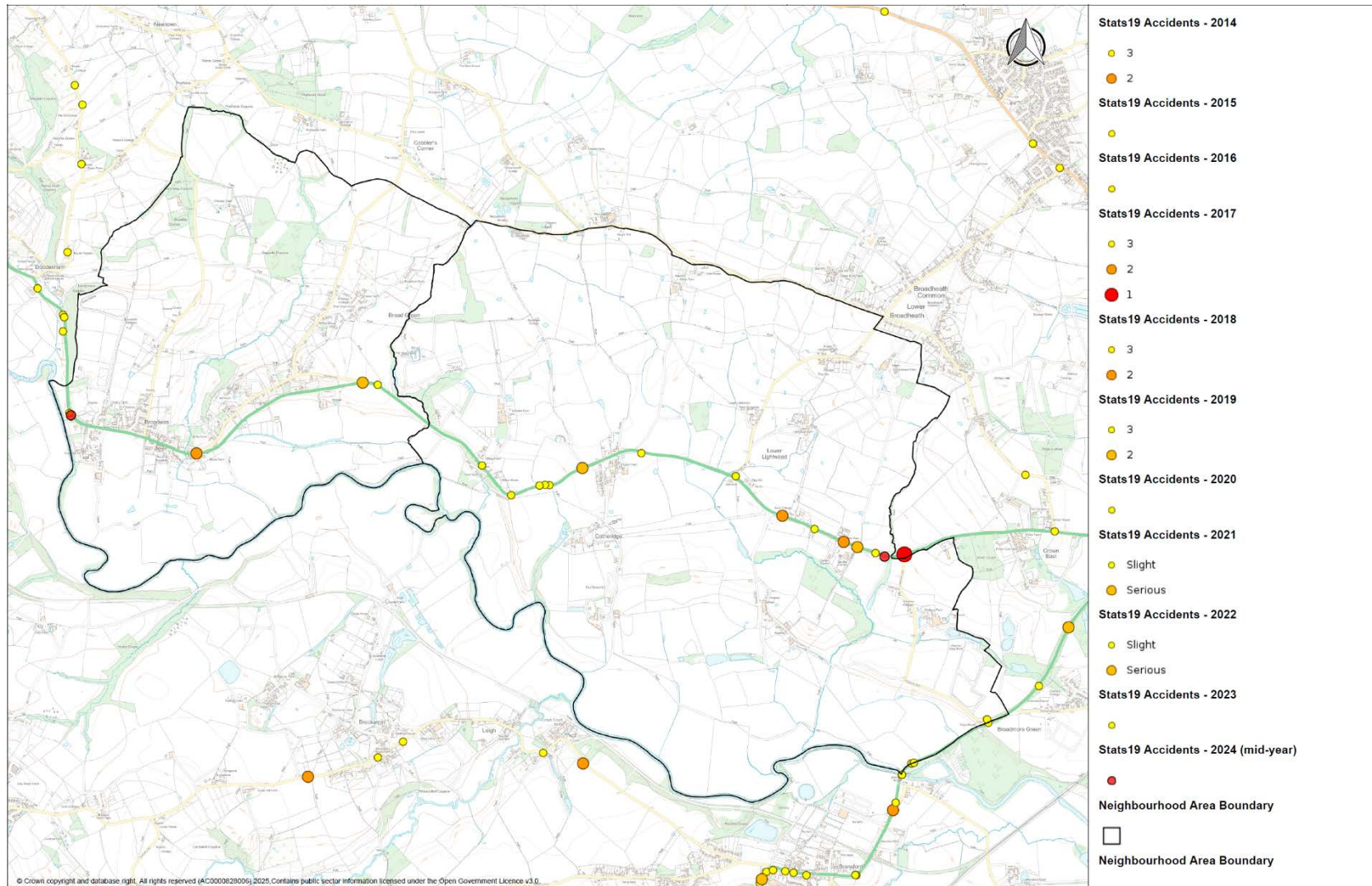
Speed Limits

- 9.7. For the majority of the stretch running through the parishes, the national speed limit applies, which is reduced to 30mph in Broadwas village (with a school-timed 20 mph outside of the school). Advisory reduced speeds are in place on a number of bends.
- 9.8. Traffic Management of speeds on the A44 in this area is undertaken solely through the speed limit signs. The road design facilitates higher speeds and speeding vehicles are often observed on the A44 in the villages. The Parish Council operates 3 VAS in Broadwas. Currently West Mercia Police have prioritised Broadwas for enforcement activity, as a result there is a significant body of data available.

Accidents

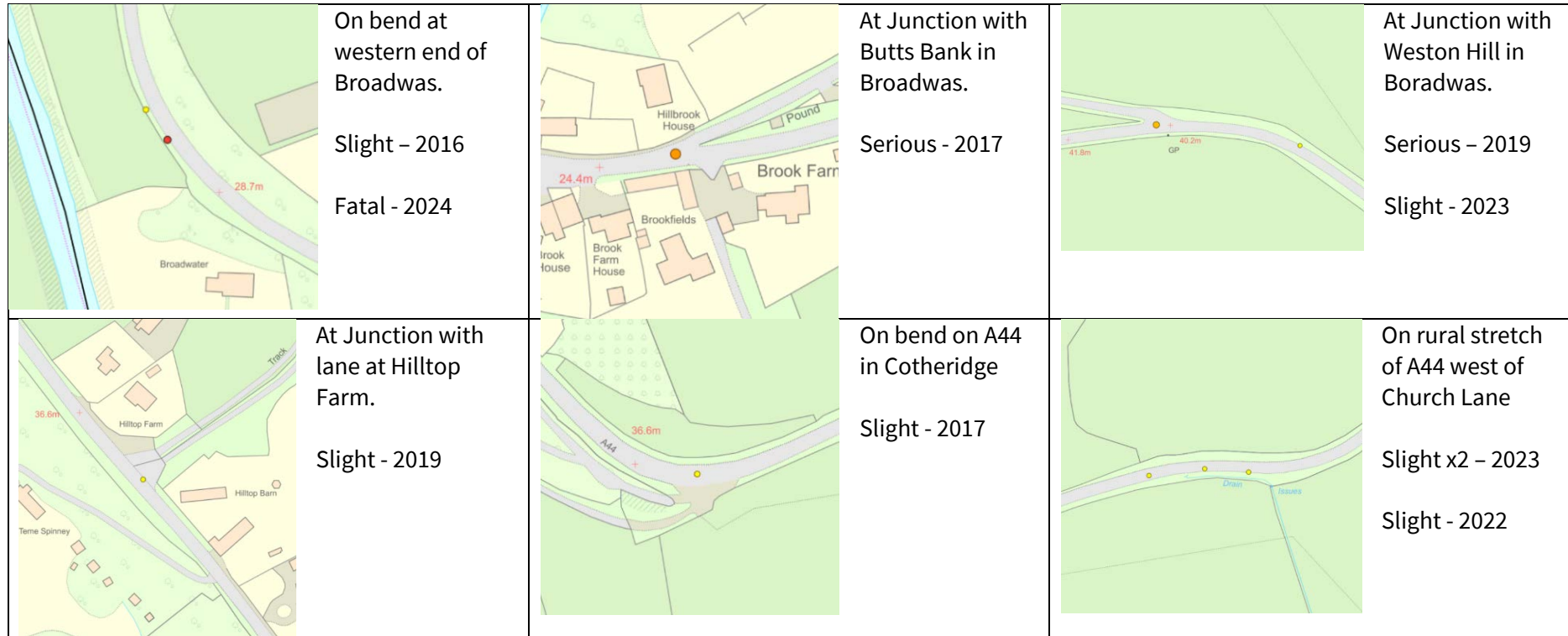
- 9.9. There has been one fatality in an accident on the A44 near Cotheridge since mid-2024 and another significant accident with injuries in Broadwas. Local monitoring has recorded at least 8 incidents of vehicles leaving the road between Hill Top Bend and Church Lane Cotheridge over the same period. Figure 19 below shows the location of traffic accidents using Department for Transport accident statistics for the years 2014 to mid-2024. Figure 20 provides further information.
- 9.10. Accident terminology has changed over the period but the yellow dots indicate slight accidents, orange dots indicate serious accidents involving injuries and red dots indicate one or more fatalities occurred.

Figure 19 - Accident Locations in Broadwas and Cotheridge 2014-mid-2024



Source: Department of Transport Stats19 Accident Statistics

Figure 20 – Specific Location of Accidents in Broadwas and Cotheridge on A44 and A4103 between 2014-mid 2024



	<p>At Junction with lane access to Clifton Cottages in Cotheridge.</p> <p>Serious - 2022</p>		<p>East of Church Farm in Cotheridge.</p> <p>Slight - 2014</p>		<p>At Junction with Lightwood Lane.</p> <p>Slight - 2023</p>	
	<p>At junctions of access lanes to Howsens Farm.</p> <p>Serious - 2018</p>		<p>On the A44 at the eastern end of Cotheridge:</p> <p>Slight – 2022 Serious – 2017 Outside Nursery on A44 Serious – 2019 Outside Nursery on A44 Slight – 2016 Between the Nursery and Otherton Lane Fatal – 2024 at Junction access of West Worcester Youth FC (Outside parish – Fatal accident at junction of Otherton Lane)</p>			<p>In Cotheridge at Junction of Otherton Lane and A4103</p> <p>Slight x2 - 2017</p>

	<p>In Cotheridge on A4103 (on boundary)</p> <p>Slight 2022 Slight 2021 Slight 2020 Slight 2015</p>		
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Source: Department of Transport Stats19 Accident Statistics

Pedestrian Infrastructure

- 9.11. There is limited pavement provision for pedestrians in Broadwas and no pavements in Cotheridge. Access to parts of the footpaths network requires walkers to walk on the A44.
- 9.12. Pedestrian access to Broadwas Primary School requires many pupils to cross the A44 from housing areas to the north. There are no pedestrian crossings, some stretches of the route have no pavement and some pavements are narrow.
- 9.13. Whilst speed limits through the village are reduced to 30mph, as already noted there are no design-measures to encourage lower speeds. Figure 21 shows how the road the approach from the west to the school is long, straight and potentially fast. There is brow to the east which reduces visibility. This makes for a difficult environment for children crossing the road to school given the need to judge the distance and speed of oncoming traffic or react to the sudden appearance of fast-moving vehicles.
- 9.14. There are no safe crossing facilities across the A44 available to provide access to community facilities in the village.

Figure 21 - Approaches to the Primary School on the A44



- 9.15. In Cotheridge, the village is located mostly away from the A44 but access to the village is from this route. The junction into the village to the south at Church Lane along with an access into Lightfoot Lane to the north of the A44 are shown in Figure 22.

Figure 22 - Accesses to the A44 in Cotheridge



Worcestershire LTP4

- 9.16. The Local Transport Plan 4 (LTP4) identifies the A44 as a strategic inter-urban route that requires speed management reviews in rural sections, accident monitoring and analysis to identify high-risk areas and potential engineering interventions (e.g. signage, junction improvements, visibility enhancements). The need for measures in Broadwas and Cotheridge are assessed through these mechanisms.
- 9.17. Worcestershire County Council undertook speed monitoring in 2024. Speed data collected at Broadwas and Cotheridge showed average speeds below the national limit (40–44 mph). The council concluded that the road geometry and rural character do not justify a lower posted speed limit. However, accident monitoring is ongoing, and any patterns identified may lead to casualty reduction schemes.

Potential Solutions

- 9.18. The Parish Council wants the Highways Authority to consider a reduction in speed limits on additional stretches of the A44 through Cotheridge. The need to moderate speeds on parts of the route is already accepted with the application of reduced speed limits within Broadwas. Adding further stretches of reduced speeds through Cotheridge would accord with this principle. It also reflects ameliorate the effects of new development to the west of Worcester giving rising to additional traffic on the A44.
- 9.19. Physical measures are needed to influence driver behaviour to observe speed limits through the villages on what is a fast road in design terms. These should include village entrances and address hazards arising from popular destinations (such as Broadwas Primary School, Worcester Youth FC facility and Laylocks Garden Centre). Improved signage is needed to reinforce the traffic speed limits and warn of hazards on the route.

- 9.20. Safe crossing places are needed to reflect the needs of vulnerable road users to cross the road through the villages in order to access key services. Improved pavements are required to ensure pedestrian safety.

Planning Policy Considerations

- 9.21. Paragraph 29 of the NPPF says that non-strategic policies can be used by communities to set out more detailed policies for the provision of infrastructure and community facilities at a local level, including establishing design principles (which can incorporate road safety features such as traffic calming, pedestrian crossings, and cycle lanes).
- 9.22. NPPF paragraph 109 says that planning policies and decisions should consider patterns of movement, streets and other transport considerations. These are integral to making (and retaining existing) high quality places. They should identify and pursue opportunities to promote walking, cycling and public transport use and should take into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.
- 9.23. From the community’s perspective in Broadwas and Cotheridge, traffic volumes along the A44 are only going to go up over time as development to the west of Worcester comes forward along with development in other areas which rely on this route. Strategic consideration of impacts on existing communities is required and specific measures taken to address them.
- 9.24. Where development occurs within Broadwas and Cotheridge, opportunities for contributions to improve road safety for pedestrians within the villages will be explored.

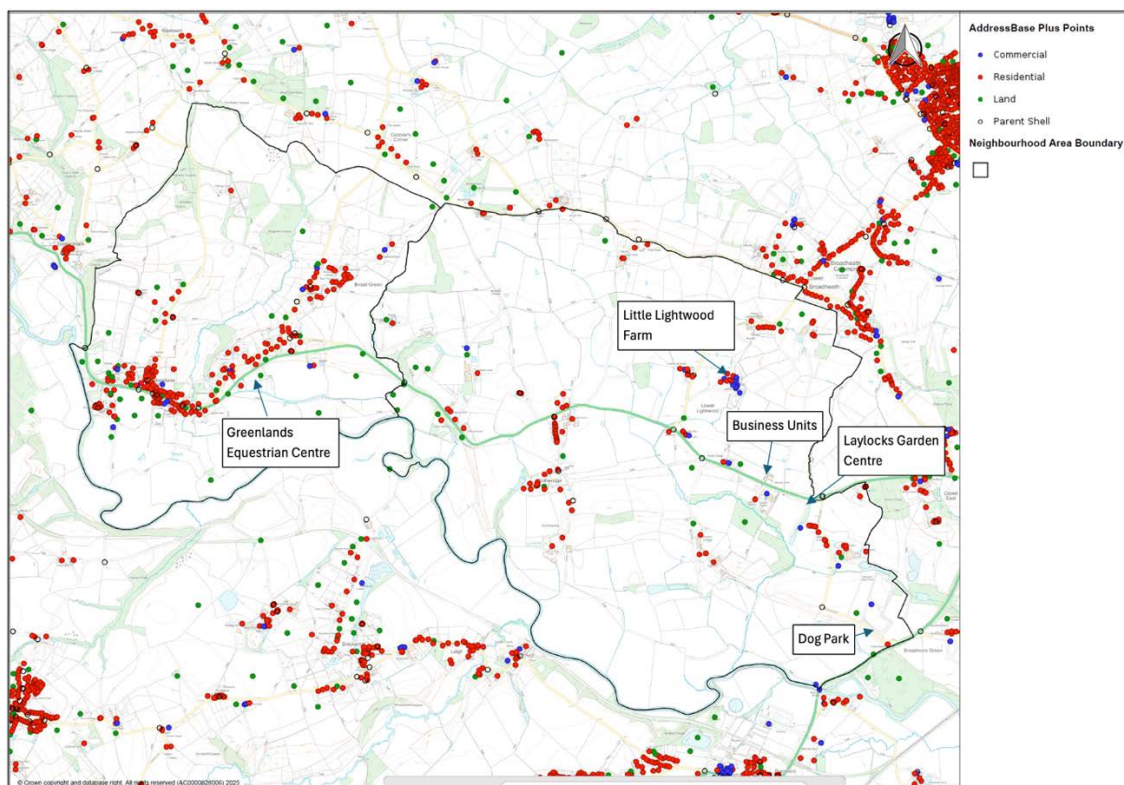
POLICY 5 – IMPROVING PEDESTRIAN SAFETY

Where appropriate and viable, the Highways Authority should positively consider opportunities to require applications for development to make direct or financial provision or financial for new pavements, crossings, signs and other measures designed to improve road safety for all users within and between Broadwas and Cotheridge Parish, in line with community priorities.

10. Employment and Economy

- 10.1. Many of the businesses that exist within Broadwas and Cotheridge operate from home addresses. In addition, there are a number of farm businesses and other independent businesses located in the area. Through this, employment is provided in Broadwas and Cotheridge and it is important that, as much as possible, this is sustained.
- 10.2. Figure 23 shows the location of dedicated commercial postal addresses in Broadwas and Cotheridge. Little Lightwood Farm provides the main employment site in the area, along with Laylocks Garden Centre. Other commercial addresses are few in number and are dispersed. Home based businesses are not shown.

Figure 23 – Location of Residential and Commercial Addresses



Supporting business development

- 10.3. In order to support the local economy, existing employment sites should be able to operate effectively and where appropriate expand their commercial activities to encourage business growth. The NDP Review provides a clear framework for local policy support for development and operations at local employment sites.
- 10.4. **Extent of operational areas** – Where commercial enterprises need to expand in order to meet their business requirements, it is important that the local community supports this where possible and so it is very important that appropriate permissions are secured to approve expansion and to ensure that extended operations avoid causing amenity and other impacts on neighbours or on the local environment.

- 10.5. **Well Designed and Sustainable Buildings** –New development or redevelopment at existing employment sites should be guided by cohesive design principles that maintain/enhance development quality over time. Opportunities to improve the sustainability of buildings/operations through design and the installation of renewable energy technologies on buildings and within the site should be explored. Reference should be made to design codes for Broadwas and Cotheridge, SI3.1 to SI3.4.
- 10.6. **Landscaping** – Where appropriate, employment sites should be designed to provide an attractive access and suitable landscaping to provide a high quality setting.
- 10.7. **Traffic Movements** – New development for employment uses on new sites or through additional activity or change of use should carefully consider the traffic impacts which may arise from this in terms of traffic generation or amenity impacts on neighbours based on operational working hours.
- 10.8. **Lighting** – New lighting schemes on employment sites should be designed to minimise light pollution in accordance with POLICY 4 of this NDP Review.
- 10.9. **Hours of Operation** – To safeguard the amenity of residents near to employment sites, operations involving external working or which generate noise should be restricted to normal working hours, Monday to Saturday.

POLICY 9 – COMMERCIAL DEVELOPMENT

Proposals for new commercial development and operations will be supported subject to clear development and operational limits set out in planning applications and defined in planning conditions. These should secure the following where appropriate:

- a) **Clearly defined development areas and operational areas.**
- b) **Agreed days and hours of operation to ensure neighbour amenity.**
- c) **Identified and assessed activities which have the potential to create noise, dust or odours. Impacts should be mitigated.**
- d) **Clearly defined limits on traffic movements where a high volume of movements is proposed.**
- e) **Well-designed buildings and sites with lighting proposals designed to minimise light pollution.**
- f) **Appropriate landscape treatments to ensure neighbour-amenity and to maintain landscape character quality.**

11. Monitoring, Delivery and Review

11.1. The NDP Review seeks to achieve a number of outcomes which will require further actions, active monitoring and periodic review to determine whether objectives and policies are being achieved and observed. Key requirements are identified in Table 17.

Table 17 – Policy Implementation

Policy	Action Required to Deliver and Monitor policy implementation
1 – COMMUNITY FACILITIES	<ul style="list-style-type: none"> ▪ Maintain annual overview of the status of local community facilities. ▪ Comment on planning applications. ▪ Monitor development outcomes.
2 – HOUSING TYPE AND SIZE	<ul style="list-style-type: none"> ▪ Repeat Housing Needs Survey 3 years post adoption. ▪ Comment on planning applications. ▪ Monitor local housing completions by type and size.
3 – DESIGN OF DEVELOPMENT	<ul style="list-style-type: none"> ▪ Use Design Codes to comment on planning applications. ▪ Design-review developments post completion.
4 – LIGHTING DESIGN	<ul style="list-style-type: none"> ▪ Monitor planning submissions, planning conditions and adherence to them. ▪ Report light pollution incidents, seek enforcement where appropriate.
5 – LOCAL GREEN SPACES	<ul style="list-style-type: none"> ▪ Monitor development to ensure policy compliance
6 – RECREATIONAL GREEN SPACES	<ul style="list-style-type: none"> ▪ Improve access to available spaces and improve quality of spaces. ▪ Monitor use to support retention and improvement.
7 – KEY VIEWS	<ul style="list-style-type: none"> ▪ Maintain overview of key view attributes to support policy use. ▪ Comment on planning applications. ▪ Monitor decisions and outcomes.
8 – IMPROVING PEDESTRIAN SAFETY	<ul style="list-style-type: none"> ▪ Wider community effort to secure improvements along the A44. ▪ Use planning application submissions as an opportunity for localised improvements where possible. ▪ Monitor accidents and near misses as appropriate.

9 – COMMERCIAL DEVELOPMENT	<ul style="list-style-type: none">▪ Maintain liaison arrangements with established local employment sites to encourage good relationships.▪ Comment on planning applications with consistent approach to controlling impact through reasonable limits and requirements.▪ Monitor permissions and conditions, and compliance.
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