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Subject: Neighbourhood Development Plan

Dear councillors & NDP working committee

I wanted to write to you to give you my vision and bigger picture of the benefits of developing Old Kennels Farm LO2. After all its a 20 year plan

1. Development of the Old Kennels LO2 could include the route for the northern bypass if one comes to fruition. I remember people saying the southern one wouldn't happen when it was proposed!, A roundabout could be constructed easily on the Bromyard road at the wellington heath junction passing through LO3 encircling the development, giving access points to streets and cul-de-sacs. Encompassing the top of Knapp lane and joining the Worcester road. The property/owners enjoy a right of way for all purposes along this route, over the tunnel and two further entrances from Bromyard road. The bypass would relieve the town and Bromyard road congestion (all be it a 20 minute delay, all leaving work at the same time one in a car, mostly living in Ledbury) the road is relatively quiet all day and night, this also includes the Knapp lane rat-run, This in turn would satisfy residents and reduce accidents on the narrow road and unsafe junctions.
2. Potential car park and recreational / picnic area and access to Frith wood. Opening up miles of hard surfaced all weather footpaths with stunning views for disabled/ less mobile people and push chairs. Plus possible extension to Ledbury's very short cycling route.
3. The proposed site is supported with great connectivity to the town and country using the existing footpath network, URBAN L 19 and URBAN L15. and with the rail and bus network so close. It would be lower at its highest point than Upperfields , Homend crescent and Homend estate if the by-pass were included with the same wooded backdrop. From an aerial prospective it is in keeping with the layout of the town. The land does not flood and the gentle slopes lends itself to interesting layouts with pleasing views and surroundings thus forming pleasant living conditions and quality of life .After all Ledbury is supposed to be the best place in the midlands to live. The whole proposed development of LO2 and LO3 is within easy and healthy walking distance of the town centre and schools we should know 4 generations of my family have done it since coming to ledbury in 1953
4. A development with sensitive planning could continue the Ledbury townscape along the existing Bromyard paved road which is street lit and within the town 30mph zone. Mains water is already on the site as the main trunk main for ledbury comes from the resevoir at bradlow down the edge of the property. Ledburys recently upgraded main electricity depot is opposite the land on bromyard road. Surface water can take its natural corse via culverts

on Bromyard road down to the leadon and sewerage is also downhill to the plant . Not pumped uphill for eternity.

5. If you were to view Ledbury from a distance, for example the Hereford road, traveling at 55mph the passengers get a 5 second view of the landscape dominated by European aviation's white building (originally red brick) with 8 foot high red signs likened to the type at an airport and the other industrial buildings and giant silos growing by the month showing good employment. So as far as I'm concerned the landscape is already corrupted, from the Bromyard road the site is only visible for a few seconds coming down from Staplow, most of the remaining journey gets views of poly tunnels which are here to stay I'm afraid! Lastly before hitting industry a magnificent view of the viaduct which may be lost forever by irresponsible development on grade 1 agricultural land, Currently boasting a healthy crop of potatoes (FOOD)! We can't call those fields anything else now can we as the experts say it's not a flood plane!(I know what I have seen!) Regardless the flat land that is hidden behind the existing industry is suitable for large buildings and associated yards should be kept for industry in line with the original Herefordshire plan with a by pass from the Bromyard road onto the Hereford road under the road bridge at the end of Rea Lane a simple one lane traffic light system would fix that. Who Knows what the future holds for British industry, Gailbreaker wanted to build there recently, and any company may want to set up shop here and there will not be suitable land available.
6. Network Rail has expressed an interest along with John Goldrick – Ledbury Stationmaster as I like to call him, For access across the corner of land for a secondary car park development on the north side of the train station. This would alleviate dangerous parking on the highway outside the station and the continuing sagas for residents and also eliminate issues with pedestrians crossing the railway lines. Plus the station / portal to the town may get tidied up. Network rail should be ashamed of the state of the north side. Provisions could be made for bus parking spaces for visitors to the town and possibly a café/visitor centre and cycle hire shop. Opening up the northern side of the railway line would give provision for a properly suited ticket office and waiting room similar to Malvern link. Having witnessed as a child beechings destruction I for one would like to see some kind of resurrection.
7. As people will be aware this ground falls within the Malvern Hills AONB. We have been told that it is very low grade AONB. There is evidence available online, for example <https://www.nationaltrust.org.uk/documents/national-trust-areas-of-outstanding-natural-beauty-and-development.pdf> Where AONB land has been released for development. The need for housing For Human quality of life and all pockets outweighs the small landscape loss of which Herefordshire as a whole is very rich.

Please feel free to contact me to discuss further, if you wish. I expect horses and carriages to be driven through these proposals and my comments .

Kind Regard

Brian Wilce
The Old Kennels Farm
Ledbury