

Eileen Marshall

---

From: Eileen Marshall  
Sent: 12 February 2024 17:14  
To: Gillian McDermott  
Subject: RE: Orchard Farm, Defford Road, Pershore - Additional Landscape Officer comments

Gillian,

I acknowledge the Landscape File Note submitted in response to my comments of 27 November 2023 and subsequent Teams meeting on 7 December, and welcome the additional LVIA Winter Viewpoint Photographs provided.

Winter photographs represent the 'worst case scenario' in terms of openness of views, when trees are not in leaf. In views from VP17 and VP18 within the cemetery grounds, as I anticipated in my previous comments views would be largely contained by existing development on Dowling Drive. VP 19 and 20 are on Bredon Hill and visual impacts between winter and summer are not distinguishably different at that distance. I do, however, refer you back to my previous comments relating to views from Bredon Hill. VP21 is on Defford Road adjacent to the site – the winter photograph illustrates that even when denuded, the hedge does provide a fair amount of screening in views towards the site. However, much of this established vegetation would be removed to create a new access with associated highway visibility splays – removing an established landscape feature and opening the site up to view from the road (although this adverse effect could reduce over time with a suitable landscape scheme, as new planting on site matures).

Turning to the Landscape File Note dated 12 January 2024, you will note that the comments in relation to the winter photographs are not dissimilar to my own above. In relation to cumulative effects, I acknowledge the quotations from the Guidelines for Landscape and Visual Impact Assessment: Third Edition (GLVIA3) and note the approach that has been taken by Pegasus to assessing cumulative effects. There is not one 'correct' approach – the Guidelines are just that. Pegasus regard the existing neighbouring residential development to be part of the landscape and visual baseline, and not a consideration for assessment of cumulative effects – but that other proposed residential development (live and extant planning applications) should be considered as part of an assessment of cumulative effects. I do understand that *'The Pegasus LVIA has taken into consideration the impacts of the 'built out scheme plus the proposed scheme', so any cumulative effects are inherent in those conclusions.'* As I say, there is no 'correct' approach and I do not have an issue with the approach that Pegasus have taken whereby the existing residential development forms part of the baseline – I understand the approach and it is a reasonable one.

That said, taking that approach whereby the existing residential development of Dowling Drive/Desjardins Way forms part of the baseline for the LVIA, I do believe that it still needs to be acknowledged how that recent development has already expanded Pershore out into open countryside in recent years. To my mind it is common sense to consider the recent expansion that has already taken place, alongside what is proposed – however that might be badged (baseline, cumulative, combination ...) - and how the proposed development represents a further expansion creeping westwards from the urban core of Pershore further out into open countryside. I remain of the opinion that this further proposed expansion to the western edge of Pershore would have an adverse impact both on the landscape character of the Wooded Estatelands LT which is identified as a wooded agricultural landscape, and with respect to visual effects with the expansion of Pershore yet further away from its urban core into open countryside and onto higher contours, also affecting the visual setting of Tiddesley Wood as a key landscape feature including in more distant views.

My concluding paragraph in my comments of 27 November 2023 remains relevant – although I would be content to remove the word ‘cumulatively’ in light of the submissions.

Thank you.

Eileen Marshall (Mrs) BSc (Sp Hons), DipLA, MA, MCIHort  
Landscape Officer (Mon, Tues & Thurs all until approx. 2.30pm)

Wychavon District Council  
Civic Centre, Queen Elizabeth Drive, Pershore, Worcs., WR10 1PT  
Tel: 01386 565309  
[www.wychavon.gov.uk](http://www.wychavon.gov.uk)