

Thursday 5th December 2019
David Armitage (AONB Officer)
Malvern Hills Area of Outstanding Natural Beauty

The AONB aims 'To conserve and enhance the natural beauty of the area'. Beauty can be subjective – to some oilseed rape is too yellow, while others may like it (below)! The AONB works with many stakeholders to maintain the distinct habitats and cultural features of the Malvern Hills area.

David gave us a fascinating view of their wide-ranging work. Much of it involves joint projects, and how diverse they are - conserving geological sites with the Earth Heritage Trust, poetry days with the Ledbury Poetry Society, restoring the waterspouts on the hills, setting up a literary trail with Malvern College, maintaining traditional orchards, electric bikes with Transition Malvern – to name just a few! Their role is also advisory, such as giving building guidance on acceptable structures and colours that will not mar the beautiful views from the hills.

To conclude, David showed us how this area has linked to literary, cultural and spiritual influences. We are certainly fortunate to have bodies like the AONB to help to conserve it for future generations.

