

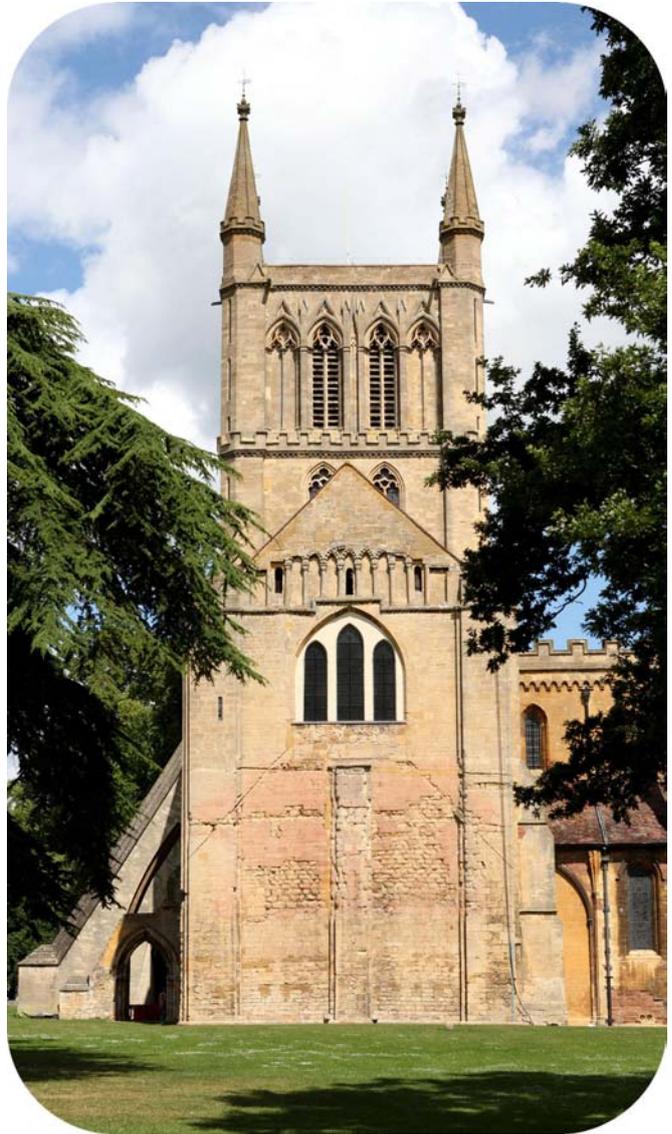
Introduction

9.1 The historic town of Pershore lies on the River Avon and has a population of 7,000 (2009 Mid-Term Population Estimates). The main areas of the town are centred on the Abbey, the bustling Georgian High Street (the focus for the Conservation Area) and important open spaces providing a high quality town environment. These attributes are greatly valued by residents and the local rural communities that use the town for shopping, leisure, recreation and education as well as other key services. These include the retail market, No8 Community Arts Centre, leisure centre, High School, and new community hospital. Significant local employment opportunities are also provided in the many businesses located in the town, as well as the industrial estate to the north.

9.2 Approximately 34% of Pershore residents work outside the district, the most popular being Worcester (11%) and Malvern Hills (5%). This is a relatively high out-commuting figure compared with Droitwich Spa and Evesham and is a reflection of the town's size. Pershore provides employment opportunities for approximately 3,350 people from other settlements, the most popular being Worcester (11%). The long established centre for horticultural training at Pershore College reflects the locally distinctive characteristics of horticulture and farming in the Vale of Evesham.

9.3 The functional flood plain of the 'meadow' land between the River Avon and rear of the High Street provide both a resource for nature, as well as a valued area for passive and active recreation, such as walking and sport. In the last decade significant flooding events have reinforced the importance of keeping this area free of development. In a wider context, the town and the surrounding villages have been dramatically affected by flooding from both the River Avon catchment and surface run-off. Consequently, local communities have been cut-off from other centres and services and it is important that this Development Plan recognises this issue.

Pershore Abbey



9.4 Pershore is on the main bus route between Worcester and Evesham and there are also services to Cheltenham. Most villages within close proximity also have regular bus services to the town. However, it is also important that this Development Plan helps to improve the accessibility of the town from the surrounding countryside, for example by improving public transport facilities and services and by locating new development that minimises the need to travel by private car.

9.1 Pershore Urban Capacity

Reasoned Justification

9.5 Pershore is identified as an Other Town within the Settlement Hierarchy (Policy SWDP 1) means that it is an appropriate location to accommodate a proportion of the South Worcestershire's employment and housing growth over the next two decades.

9.6 In seeking to accommodate further growth there is an aspiration to build on developments of quality that exist in the town. Further growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area without detrimental impact on protected areas of open space and Pershore's Conservation Area.

Shoppers in Pershore High Street



9.7 Evidence derived from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a focus of housing growth in the main towns. Feedback also confirmed strong support for the following:

- support the distribution of a proportion of the housing requirement to towns such as Pershore;
- safeguarding existing employment sites and encouraging rural regeneration were also given strong support;
- maintaining the vitality and viability of the existing shopping centre with its independent traders and ensuring that tourism opportunities are linked to the main settlements.

9.8 In identifying appropriate levels of growth for Pershore the following constraints and evidence have been taken into account:

- Protecting views to and from the town;
- The historic settlement pattern and features within the Conservation Area, and important views to and from The Abbey;
- The River Avon and its functional flood plain;
- Infrastructure improvements at Pinvin crossroads, public transport enhancements and support for the link road between Wyre Road and the A44 By - pass;
- The Strategic Housing Land Availability Assessment.

9.1.1 SWDP 18: Pershore Allocations

SWDP 18: Pershore Allocations

Initially phased development will be on 'Brownfield' land within the Development Boundary. Housing proposals will deliver a range of housing sizes and tenures to ensure housing needs are available to both existing and new population of Pershore.

Support will be given for the provision of a new cemetery, within or beyond the Development Boundary, if required by the Town Council.

Opportunities will be supported for Town Centre regeneration, where appropriate.

Infill development will be designed to reflect the historic character of the Town, protect views to and from Pershore Abbey. New development will respect the Conservation Area in terms of height, scale and position. Pershore has significant areas of Public Open Space which should be protected and enhanced, and local green network improvements identified, where appropriate. Development will be restricted along the back drop of Allesborough Hill to protect views in and out of the town.

All proposals and allocations will need to contribute in full via S106 Developer Contributions or Community Infrastructure Levy towards the range of infrastructure required in order to achieve sustainable development. This will include the following:

- Encourage/enhance public transport links between Worcester, Evesham, and Cheltenham;
- Maintain the railway station, provide enhanced parking and improve connectivity to the town;
- Alleviate the bottleneck at A44/B4082 Pinvin crossroads;
- Support the provision of a link road between Wyre Road and the A44 By pass;
- Protecting important views in and out of the town, particularly from Bredon Hill and the back-drop of Allesborough Hill;
- Provide new open space to the north of the town;
- Support the development of Pershore College and High School;
- Encourage and support the development of the town as a centre for cultural and tourism related activities;
- Maintain and enhance the town’s shops and services;
- Infill development will respect the historic form and character of the town, with high design standards and protection of urban greenspace;
- Extend the Pershore High Street Regeneration Scheme to Head Street.

Within Pershore, as shown on the proposals map the following sites are allocated for residential development.

Table 15 Pershore sites

Policy Reference	Residential Allocations within the Development Boundary	Indicative Number of dwellings
SWDP18/1	Garage, High Street	20
SWDP18/2	Former Health Centre, Priest Lane	20
SWDP18/3	Garage Court, St. Andrews Road	10

Policy Reference	Residential Allocations within the Development Boundary	Indicative Number of dwellings
SWDP18/4	Garage Court, Abbots Road	13
SWDP18/5	Garage Court, Mill Lane	14
SWDP18/6	High Street, Pershore	22
Pershore Allocations Total		99
Policy Reference	Greenfield Allocations beyond the Development Boundary	Indicative Number of Dwellings
SWDP18/7	Land adj. Conningsbury Drive	26
Pershore Total (excludes urban extensions)		125

Links to Objectives

9.9 The Preferred Option policy for Pershore supports the following objectives:

- Economic Success that is Shared By All objectives 1, 2 and 4;
- Stronger Communities objectives 1, 2, 3 and 4;
- A Better Environment for Today and Tomorrow objectives 1, 2 and 4;
- Improving Health and Wellbeing objectives 1 and 2; and
- Communities that are Safe and Feel Safe objective 1 and 2.

9.2 Pershore Urban Extensions

9.2.1 SWDP 19: Pershore Urban Extensions

Reasoned Justification

9.10 In order to meet the housing and employment needs of the town given Pershore's position in the Settlement Hierarchy (SWDP1) it is necessary to allocate growth to the town. As table 4 shows, there is very limited urban capacity so two urban extensions to the north and north east of the town are proposed:

- North – residential comprising 600 dwellings at Station Road/Wyre Road;
- North east – employment 5ha at Keytec 7, Wyre Road;

9.11 In directing development to the north of the town it is important that infrastructure improvements are in place (Issue 11, Option). Specifically the link from the A44/Wyre Piddle By-pass roundabout to Keytec 7 Business Park (identified in the Wychavon Local Plan (2006) Policy SR6 refers), is a highly desirable project to be delivered and has strong local support. This will also help to alleviate the congestion hotspot at the Pinvin/A44 junction.

9.12 In the interests of sustainable development previously developed land should be the initial priority for development.

Land to the North of Pershore

9.13 In considering the appropriate direction of growth of Pershore a number of important factors were taken into account including:

- Topography (in particular Allesborough Hill);
- The River Avon flood plain;
- The historic settlement pattern and the views of the Strategic Housing Land Availability Assessment Panel.

Policy SWDP 19: Pershore Urban Extensions

As shown on the Proposals Map a sustainable, well designed development will be delivered in accordance with a detailed masterplan and include the following:

SWDP 19/1 Land to the North of Pershore

On land to the West of Station Road and South of Wyre Road, as identified on the Proposals Map, a phased delivery of 600 new homes will deliver the following:

- A range of house sizes, tenures and types;
- A network of Public Open Space to include equipped play space and allotments;
- Contributions towards infrastructure including education, formal sport, the Strategic Green Infrastructure Network and capacity enhancement of the Pinvin Road junction including support a new link road between Wyre Road and the A44;
- Standard Community Infrastructure Levy payments.

SWDP19/2 Land to the North East of Pershore

On land to the North of Wyre Road, as identified on the Proposals Map, a delivery of 5 hectares of employment land will deliver the following:

- A range of well designed, high environmental performance buildings for B1, B2 and B8 uses;

- Contributions towards the Infrastructure including the Strategic Green Infrastructure Network and transport infrastructure including capacity enhancement of the Pinvin Road/A44 junction and the Western Link (Wyre Road - A44);
- Standard Community Infrastructure Levy payments.

Links to the Objectives

9.14 The Preferred Options the policies for Pershore urban extensions supports or the following objectives:

- Economic Success that is Shared By All objectives 1, 2, 3 and 4;
- Stronger Communities objectives 1, 2, 4 and 5;
- A Better Environment for Today and Tomorrow objectives 2, 3, 4 and 5;
- Improving Health and Wellbeing objectives 1, 2 and 3; and
- Communities that are Safe and Feel Safe objectives 1 and 2.

9.3 Alternatives Considered

Alternative Options Considered

9.15 Other Urban Extension. Given the physical constraints to the town, in particular the functional flood plain to the south and east and the exposed slopes to the west, there are no other urban extension options that have planning merit.

9.16 Identify locations for a limited proportion of residential development in Pershore and disperse the remainder to adjacent Category 1, Category 2 and Category 3 villages. This option would be contrary to evidence from service providers and from the Issues and Options consultation. This shows that a dispersed pattern of development would be a less sustainable option.

9.17 Identify locations for a limited proportion of residential development in Pershore and locate the remainder at an enlarged settlement based on Worcestershire Parkway/Norton area. Given the uncertainty of delivering Worcestershire Parkway before the end of the Plan period i.e. 2030 it is not considered a deliverable option at this stage.