

Introduction

3.1 The original vision for South Worcestershire was developed as a result of extensive consultation with stakeholders and the public. Given that this was undertaken from 2007, the following vision has been developed taking account of what the original aspirations were and where the emphasis has changed more recently. These are summarised as being:

- Delivering economic prosperity with Worcester at the heart;
- Locally justified housing;
- Protecting and enhancing the natural and historic environment;
- Infrastructure led development

3.2 As indicated in the previous section this Development Plan faces a number of economic, environmental, social and infrastructure challenges which will need to be met if the following vision for South Worcestershire is to be realised.

3.3 Comments were received during previous consultations, as set out in paragraph 2.18, and these have been used to help shape this revised Vision. Stakeholders are assured that the key themes and aims of the previous draft Vision still remain. The new Vision places emphasis on economic prosperity, housing delivery to reflect local aspirations and a stronger link between growth and infrastructure.

3.4 A Vision is set out describing how South Worcestershire will be in 2030. The South Worcestershire Development Plan will strive to achieve the Vision through the implementation of planning policies.

Evesham Bell Tower



Vision

In 2030 South Worcestershire remains a highly desirable place in which to live and work. It is a competitive location with a buoyant local economy which has attracted significant inward investment and an increase in job opportunities particularly from high value businesses locating in the Worcestershire A38 High Technology Corridor. Businesses have access to a locally skilled workforce through the high quality educational and training provision available in the area.

Residents and businesses have better accessibility through major improvements to the A4440 at Worcester and the construction of Worcestershire Parkway.

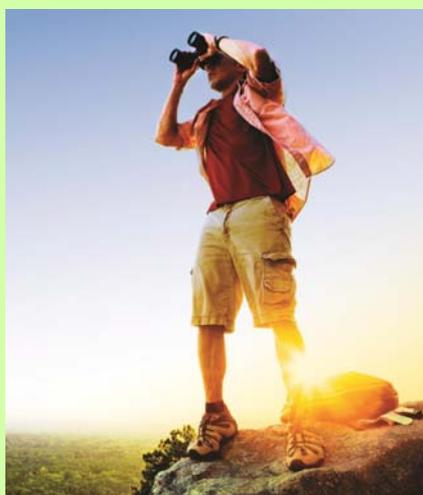
Small scale businesses have developed in the rural areas through home based and farm diversification opportunities, which has enabled farming and horticulture to continue to play an important role in the local economy.

Employment and housing growth coupled with continued investment in retail and office space enables Worcester to successfully compete with the larger centres within and beyond the West Midlands region. Worcester also provides high class and wide ranging leisure and service facilities.

The main towns of Droitwich Spa, Evesham and Malvern are vibrant, offering a range of employment, shopping and community facilities to their residents and beyond. The towns of Pershore, Tenbury Wells and Upton upon Severn also continue to offer local services and remain at the heart of the area's rural economy. All the towns have benefited from public realm and local transport improvements.

South Worcestershire residents have access to a range of all affordable housing types that meet the needs of young families, the elderly and single households. High quality development has incorporated innovative, environmentally friendly solutions that have helped to reduce resource consumption, achieve sustainable communities and mitigate against climatic variations, particularly flooding.

A growing tourism market is based on the high quality natural and built environments such as Worcester Cathedral and the Cotswolds (including Bredon Hill) and Malvern Hills Areas of Outstanding Natural Beauty. More residents enjoy an active life through accessing a comprehensive network



*of open spaces, which have improved **biodiversity**. These focus on both the upland landscape and valleys of the Rivers Severn, Avon, and Teme and urban greenspace.*

The Objectives

3.5 In September 2010 the Worcestershire Partnership approved proposals for a single Sustainable Community Strategy for Worcestershire. This set out a single strategic vision for the future of the County which will allowed those organisations delivering services to prioritise delivery in the context of reduced resources. The responses to consultation, on a draft document, in the spring of 2011 have informed the final Countywide Sustainable Community Strategy that was published over the summer of 2011. The new priorities were not available to inform the Preferred Options content, but they will be taken on board when preparing the pre-submission Development Plan.

3.6 In order to deliver the vision, a series of objectives have been developed. These are grouped around the common themes of the multiple Sustainable Community Strategies for South Worcestershire and are also based on public and stakeholder inputs into the Plan.

Economic Success That Is Shared By All

1. Development that focuses on improving the area's economic prosperity, delivering new jobs, retaining key employers and maximising high value employment opportunities through the right employment sites.

2. To work with partners, in particular the Worcestershire Local Enterprise Partnership, to strengthen the urban and rural economies by enabling local businesses, including farms, to start, grow, adapt and diversify.

3. To promote the sub-regional role of Worcester as the major leisure, retail, tourist and university centre and support the sustainable growth of the city.

4. To prioritise the re-development, including mixed uses, of brownfield land within the urban areas in order to aid the regeneration of the city/town centres.

Boiler testing - Worcester Bosch



Stronger Communities

1. To deliver sufficient new homes needed by local communities and which will help support economic growth.
2. To provide a balanced mix of house tenures and types, including extra care provision, to satisfy the full range of housing needs and help create active / inclusive / sustainable communities.
3. To maximise opportunities to deliver affordable housing.
4. To allocate most development in locations where there is good access to local services and where transport choice is maximised.
5. Providing a basis for Neighbourhood Plans.

Housing and Mooring Facilities at Diglis, Worcester



A Better Environment for Today and Tomorrow

1. To ensure that the scale and type of new development does not compromise landscape character or South Worcestershire's built heritage.
2. To ensure development is designed to the highest possible environmental standards in order to minimise carbon emissions resource consumption, pollution, flood risk and increase the proportion of renewable energy.
3. To maintain open landscape and prevent the merging of settlements in both Green Belt and non-Green Belt locations.

4. To protect the Green Infrastructure Network and take every opportunity to increase its coverage and quality.
5. To enhance biodiversity, geodiversity, landscape quality, water quality and protect the highest quality agricultural land.

Improving Health and Well-being

1. To ensure that new development supports the delivery of healthcare provision and accessibility.
2. To ensure that new development sets out high quality formal/informal recreational opportunities and contributes to enhanced sporting facilities in order to encourage healthy lifestyles.
3. To promote opportunities and access to a range of skills/vocational training and levels of education for all generations.

Communities that are Safe and feel Safe

1. All new development to employ 'Secured by Design' principles.
2. All new development to contribute in full to the provision of accessible community infrastructure in order to increase 'footfall'/pedestrian movements in public places.

A group of happy children

