Development may be coming to a site near you!

Have your say in creating a sustainable future for Pershore

Your local knowledge will help to meet the community strategy objectives for a future Pershore.

Communities that are safe and feel safe

A better environment for today and tomorrow

Economic success that is shared by all

Meeting the needs of the whole community

This leaflet explains how we are gathering information for The South Worcestershire Joint Site Allocations and Policies Development Plan Document.
Those who have been following the South Worcestershire planning process over the last three years will be aware of the amount of development proposed for South Worcestershire as a whole. However, we realise that there will be many of you reading this leaflet who are hearing about it for the first time. So to set the scene...

We are part of the West Midlands Region, and the Regional Assembly have prepared a strategy indicating where future growth should go. This is called the Regional Spatial Strategy. This proposes 24,500 dwellings together with associated development to South Worcestershire.

The three local authorities of Malvern Hills, Worcester City and Wychavon have informally joined together to plan where this growth should go. This is called the South Worcestershire Joint Core Strategy (SWJCS).

The SWJCS has reached a Preferred Options stage (September 2008) which has highlighted some potential areas for development. In respect of Wychavon District, 9,100 new dwellings together with associated infrastructure e.g. roads, drainage, community facilities and open space, are required up to 2026.

There is also a requirement to work jointly with Worcester City and Malvern Hills Councils to provide for an additional 7,300 dwellings within the Regional Spatial Strategy (Review) that cannot be accommodated within the Worcester city boundary.

The SWJCS also provides some major policies to ensure that any development is sustainable e.g. protects the environment, encourages use of renewable energy and the use of public transport rather than the car. It will also ensure that the major infrastructure is provided to serve the development.
This information gathering exercise is seeking to examine all sites within Pershore itself to accommodate new homes and associated facilities such as employment, shopping, health, education, community and open space.

It will also be important to ensure we have in place good planning policies to ensure that the requirements of the Joint Core Strategy vision are realised for Pershore.

In order to do this we need your views...whether you are resident (of any age), employer or employee, organisation, resident association or tourist. Your comments are valuable as we seek to plan the future of our town together.

Earlier consultations have focused on `strategic' larger locations for housing, jobs, and community facilities as part of the Joint Core Strategy. This time round we are concentrating on `smaller' sites for these uses to feed into the Allocation Plan.

Possible Sites for Housing
We have indicated on the map in the centre of this leaflet some of the sites which have been put forward by owners/developers/others through the Strategic Housing Land Availability Assessment for consideration. You can comment on any of these, and/or you can suggest others. By identifying `brownfield' i.e land previously developed and other sites in Pershore we can reduce the numbers of houses to the larger edge of town locations.
We are anxious not to duplicate policies already covered at a National or Regional level, or in the Joint Core Strategy.

The policies need to ensure that the new developments will be designed as places where people want to live.

People and families living in the new homes will need to be near to jobs, shops, parks, schools, centres for health, culture and leisure. Decisions will also need to be made about space for allotments, gardens etc. In addition, the use of renewable energy technology and good public transport and/or walking or cycling routes will need to be made available to reduce our reliance on the car.

We need your views because you live, work, and play in Pershore and know more about local issues. In order to help you we have outlined what we believe are some key policy areas that are NOT covered elsewhere. Do you agree? Are there any others that you are aware of? This is your opportunity to share your concerns, joys and aspirations for the Pershore of the future or indeed your small corner of it.

Planning Policy provides guidance to development that affects us all! So let’s work together to create policies that enhance the quality of our neighbourhoods.
Protection and provision of green space

At present there are green areas in Wychavon which are protected from development. We need to clarify which of these areas are important for wildlife and the wider environment.

Standards for open space and recreation

We need to give clear guidance to developers as to what needs to be provided for the local community.

Protecting buildings of local interest

These are listed buildings that are protected by national policy but there are also buildings that are important to our local heritage.

Protection and promotion of shopping areas

Shopping areas can take the form of the town centre shop frontages, and other local centres. We need to work with you to determine which areas should be protected for retail use.

Vibrant tourist centres

The visitor economy is important to Wychavon so we need to establish areas for visitor accommodation and caravan sites, and cultural activities.

Protection and promotion of land for jobs

The land allocated for offices, light industry, manufacturing and distribution are coming under considerable pressure from developers to be used for more profitable purposes. Please work with us to determine which areas should be safeguarded to provide local jobs.

Marinas, moorings and boating facilities

Boating plays an important part in Wychavon and we need to ensure that the right locations are protected.

Education, health, sports and leisure

Locations for schools, community and leisure facilities including allotments and cemeteries need to be identified if new communities are to be sustainable.

Creation of a vibrant town centres

Important to all in Wychavon, we need to establish the boundaries of the town centres and regeneration opportunities. We must also consider policies to establish the night-time economy and 24 hour living.

Land for Gypsies and Travellers

General locations for sites will be identified in the Joint Core Strategy, in line with Government policies but we now need to establish exactly where the sites will be located.

Local infrastructure

Larger infrastructure will be provided through the Joint Core Strategy but there are local issues that will need to be resolved.

Are there any other policy areas which you think are needed in order to create places where people want to live?
What do you need to do?

It is important that you get involved. This is about where you live, shop, play, go to school, work, travel, walk ... it will change but together we can ensure it is for the better.

Visit the exhibitions
Pershore
Pershore Town Hall
High Street, Pershore
Monday 16 November
10am – 8pm
Saturday 21 November
10am – 4pm

Droitwich Spa
St Andrew’s Church and
Parish Centre, Droitwich Spa
Saturday 31 October
10am – 4pm
Wednesday 18 November
10am – 8pm

Evesham
Evesham Town Hall
Market Square, Evesham
Wednesday 11 November
10am – 8pm
Saturday 12 December
10am – 4pm

Look at the website
www.swjcs.org
where you will find, information on the process and a questionnaire.

Fill in a questionnaire
These are available from:
• Civic Centre, Queen Elizabeth Drive, Pershore, WR10 1PT.
• The 4 Wychavon Libraries
• The website
Or you can request a copy by telephoning 01905 722233 or email contact@swjcs.org

Contact
The South Worcestershire Joint Core Strategy, Orchard House, Farrier Street, Worcester WR1 3BB
Tel 01905 722233
contact@swjcs.org

Elsewhere in South Worcestershire
This leaflet relates only to towns in Wychavon. These are the first of a series of information gathering exercises which will be ongoing until Spring 2010. This will include a series of exhibitions and associated leaflets in:

Worcester
Malvern
Droitwich Spa
Evesham
Tenbury Wells
Upton upon Severn
Pershore
Key villages in South Worcestershire

Further information will be advertised.