Development may be coming to a site near you!

Have your say in creating a sustainable future for Worcester.

Worcester. A First Rank Cathedral and University City.

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

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 was called the Regional Spatial Strategy. This allocated 24500 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 which has highlighted some potential areas for development. In respect of the Worcester area, 10500 new dwellings together with associated infrastructure e.g. roads, drainage, community facilities and open space, are required up to 2026.

The strategy suggests approximately 3000 dwellings could go to the south, 3500 to the west, 300 to the east and 500 to the north as well as a minimum of 3200 dwellings within the city boundary. See diagram opposite.

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 Worcester 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 Worcester.

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 city together.

This is just an information gathering excercise to enable informed decisions to take place in the future.

Possible Sites
We have indicated on the map in the centre of this leaflet some of the larger 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. To assist you with this we have included some brief information about each site. However, if you are able to log on to www.SWJCS.org you will find a podcast about each of the sites. These have been prepared to start the debate, so please feel free to introduce further sites as we would emphasise that no decisions have been taken.
We are anxious not to duplicate policies already covered at a National or Regional level, or in the Joint Core Strategy.

If there are detailed issues, that relate to South Worcestershire, we can state how we will deal with them through a Supplementary Planning Document.

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, play in Worcester 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 Worcester of the future or indeed your small corner of it.

Planning Policy provides guidance to developers so let’s work together to create policies that enhance the quality of our neighbourhoods.
Protection and provision of green space

At present there is a green network in Worcester which is 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

There 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 City Centre shop frontages, district and local centres. We need to work with you to determine which areas should be protected for retail use.

A vibrant tourist centre

The visitor economy is important to South Worcestershire so we need to establish areas for visitor accommodation and caravan sites.

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 South Worcestershire and we need to ensure that the right locations are protected.

Education, health, sports and leisure

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

Creation of a vibrant city centre

Important to all in Worcester, we need to establish the boundaries of the centre 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 Core Strategy but we now need to establish exactly where the sites will be located.

Local Infrastructure

Larger infrastructure will be provided through the 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 exhibition
(based at the shop unit opposite Café Vienna on the junction of Friary Walk and Broad Street Mall, Crowngate).

This will be open between 10.00am and 5.00 pm on:
Tuesday 13 October,
Thursday 15 October,
Saturday 17 October.

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

Fill in a questionnaire
These are available from:
🌟 The Customer Service Centre, Orchard House, Farrier St, Worcester.
🌟 The 3 City 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 Worcester City. It is 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:

- Malvern
- Droitwich Spa
- Evesham
- Tenbury Wells
- Upton upon severn
- Pershore
- Key villages in South Worcestershire

Further information will be advertised.