Development may be coming to a site near you!

Have your say in creating a sustainable future for rural South Worcestershire

Your local knowledge will help to meet the community strategy objectives for a future rural South Worcestershire.

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 Joint Core Strategy planning process over the last three years will be aware of the amount of housing and employment development, indicated by the emerging Regional Spatial Strategy, for South Worcestershire up to 2026. 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 development 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 highlighted some potential areas for development. In respect of Wychavon District 9,100 new dwellings together with associated employment, infrastructure e.g. roads, drainage, community facilities and open space, are required for the period 2006 to 2026.

In Malvern Hills, 4,900 houses are required, with associated jobs, services and infrastructure

There is also a requirement to work jointly with Malvern Hills, Worcester City and Wychavon 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.

Whilst the majority of development is envisaged in and adjacent to the main towns, some is needed in villages to help meet local housing need and retain services e.g. schools, shops etc.
This information gathering process is seeking to examine all sites mainly within the more sustainable villages across South Worcestershire to accommodate new homes and associated facilities such as employment, shopping, health, education, community and open space. A number of villages have been identified on the basis of the level of existing services. The hierarchy of villages, set out in the Joint Core Strategy, could mean that some of those settlements with a range of local services e.g. shops, community facilities, bus services etc. might accommodate some modest housing and employment growth up to 2026.

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

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 villages 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 Site Allocations and Policies Plan.

At this stage we are still considering the total number of new homes that will be built within the rural areas. It is likely that for various planning reasons, e.g. site availability, access, services, previous levels of development and settlement capacity/size that the number of new homes will vary between villages within the same category. However, the following provides a possible range of houses that may be appropriate, with the `health warning’ that the numbers may change:

Category 1 Villages - 70-100 houses; Category 2 Villages - 30-50; and village clusters (i.e. a group of lower category villages which between them provide a range of services) 30-40 houses.

This is just an information gathering exercise to enable informed decisions to take place in the future...Any locations shown at the events are only suggestions for comment.

Possible Sites for Housing and Jobs

A series of events will be held between January and April 2010 at which an exhibition will set out ‘possible’ sites and policies. There will be opportunity to discuss these, and put forward alternatives with Planning Officers from the SWJCS team.

Comments can be made in writing, or online by 30th April 2010.
**Events**

In order to make the events manageable we have grouped the villages into ‘clusters’. You will be able to look at the various sites, and make comments relating to the village where you live. Please attend the event nearest to where you live. There will be an opportunity to discuss the wider issues relating to living and working in the countryside with the Planning Officers.

**Wychavon District Events**

- **Beckford**
  - Beckford Village Hall
  - (Incl. Ashton - under - Hill, Bredon, Kemerton, Beckford and Eckington areas)

- **Bredon**
  - Bredon Village Hall
  - (Incl. Bredon, Kemerton, Beckford and Eckington areas)

- **Bretforton**
  - Bretforton Village Hall
  - (Incl. Bretforton and Badsey areas)

- **Broadway**
  - Lilford Memorial Hall
  - (Incl. Broadway and Wickhambold areas)

- **Drakes Broughton**
  - Village Hall
  - (Incl. Drakes Broughton, Pirvin, Upton Snodsbury, Crowle and Whittington areas)

- **Fernhill Heath**
  - War Memorial Hall
  - (Incl. Fernhill Heath area)

- **Hartlebury**
  - Parish Hall
  - (Incl. Hartlebury, Ombersley and Wychbold areas)

- **Harvington**
  - Harvington Village Hall
  - (Incl. Harvington, Offenham and Cleeve Prior areas)

- **Inkberrow**
  - Community Hall
  - (Incl. Inkberrow and Flyford Flavell areas)

- **South Littleton**
  - The Scout Hut
  - (Incl. South Littleton and Honeybourne areas)

- **Wychbold**
  - Wychbold Village Hall
  - (Incl. Wychbold area)

**Malvern Hills Events**

- **Abberley**
  - Village Hall
  - (Incl. Abberley, Great Witney, Clows Top, Shawley, Eardiston and Dunley areas)

- **Callow End**
  - Village Hall
  - (Incl. Callow End, Powick and Rushwick areas)

- **Hallow**
  - Parish Hall
  - (Incl. Hallow, Holt Heath and Grimley area)

- **Hanley Swan**
  - Village Hall
  - (Incl. Hanley Swan, Hanley Castle, Guarlford and Welland areas)

- **Kempsey**
  - Village Hall
  - (Incl. Kempsey, Norton Juxta Kempsey and Severn Stoke areas)

- **Leigh & Bransford**
  - Leigh and Bransford Memorial Hall
  - (Incl. Leigh Sinton, Alfrick, Suckley and Broadwas areas)

- **Lower Broadheath**
  - Village Hall
  - (Lower Broadheath area)

- **Martley**
  - Martley Memorial Hall
  - (Incl. Martley and Clifton upon Teme areas)

*See final page for full address and opening times of events.*

Village categorisations are subject to periodic review because rural services change over time. Further exhibitions for certain villages may therefore be needed during the consultation period. Please look out for details in the New Year.

Now is the chance to begin to have your say about the future character of rural South Worcestershire.
We are anxious not to duplicate policies already set out 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 within the rural communities of South Worcestershire and know more about the 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 South Worcestershire of the future, and in particular your area.
Protection and provision of green space

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

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 or promoted to provide local jobs.

Local Infrastructure

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

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.

Settlement boundaries

Are the settlement boundaries still appropriate? Do they need to be reviewed?

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.

Marinas, moorings and boating facilities

Boating plays an important part in South Worcestershire’s economy 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.

Protection and promotion of shopping areas

Maintaining rural shops in villages is important. We need to work with you to determine which areas should be protected for retail use.

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.

Vibrant tourist centres

The visitor economy is important to South Worcestershire so we need to establish areas for visitor accommodation and caravan sites, and cultural activities.
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 in 2010

Malvern Hills District

Abberley
Village Hall
WR6 6DR
Tuesday 12 January
3.30pm - 7.00pm

Callow End
Village Hall
Upton Road
Callow End, WR2 4TE
Friday 15 January 2010
3.30pm - 7.00pm

Kempsey
Village Hall
Main Road
Kempsey, WR5 3JF
Monday 18 January
10.30am - 6.30pm

Martley
Martley Memorial Hall
Martley, WR6 6PQ
Wednesday 20 January
10.30am - 6.00pm

Hanley Swan
Village Hall
Upton Road
Hanley Swan, WR8 OEQ
Monday 25 January
3.45pm - 7.00pm

Hallow
Parish Hall, Hallow,
WR2 6LD
Thursday 4 February
10.30am - 7.00pm

Leigh & Bransford
Leigh and Bransford
Memorial Hall,
Sherridge Road, Leigh
Tuesday 2 March
3.30 - 7.00

Lower Broadheath
Village Hall
Church Lane
Lower Broadheath
WR2 6QY
Thursday 11 March
3.30pm - 7.00pm
Saturday 13 March
10.30am - 1.30pm

Wychavon District

Drakes Broughton
Village Hall
Walcott Lane
Drakes Broughton
WR10 2AJ
Thursday 21 January
2:00pm - 7.30pm

Broadway
Lifford Memorial Hall
Lower Green, Broadway
WR12 7DZ
Saturday 30 January
10:00am - 2.00pm

Harvington
Harvington Village Hall
Village Street, Harvington
WR11 8NQ
Monday 15 February
1:00pm - 7.30pm

Bretforton
Bretforton Village Hall
Main Street, Bretforton
WR11 7JH
Tuesday 16 February
1:00pm - 7.30pm

South Littleton
The Scout Hut
Long Hyde Road
South Littleton
Friday 19 February
1:00pm - 7.30pm

Harborne
Parish Hall
Waresley Court Road
Harborne DY11 7TG
Thursday 25 February
1:00pm - 7.30pm

Bredon
Bredon Village Hall
Main Road
Bredon GL20 7QN
Friday 5 March
1:00pm - 7.30pm

Inkberrow
Community Hall
Sands Lane
Inkberrow
Saturday 20 March
10:00am - 2.00pm

Beckford
Beckford Village Hall
Main Street
Beckford
Tuesday 23 March
1:00pm - 7.30pm

Wychbold
Wychbold Village Hall
School Road
Wychbold WR9 7PU
Saturday 27 March
10:00am - 2.00pm

Fernhill Heath
War Memorial Hall
Droitwich Road
Fernhill Heath
WR3 8RJ
Saturday 13 February
10:00am - 2.00pm

Fill in a questionnaire

These are available from:

Wychavon District Council
• Civic Centre, Queen Elizabeth Drive, Pershore WR10 1PT.
• Evesham Community Contact Centre, Abbey Road, Evesham WR11 4SB.
• Droitwich Community Contact Centre, 44 High Street, Droitwich Spa WR9 8ES.
• The 4 Wychavon Libraries

Malvern Hills District Council
• The Customer Services Centre, Graham Road Malvern WR14 2HU.
• The 4 Malvern Libraries, in Malvern, Martley, Tenbury Wells, and Upton - upon - Severn.

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

Look at the website
www.swjcs.org
where you will find information on the process and a questionnaire. It is also possible to complete the questionnaire online.