Development may be coming to a site near you!

Have your say in creating a sustainable future for Upton-upon-Severn

Your local knowledge will help to meet the community strategy objectives for a future Upton-upon-Severn

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 (September 2008) stage which has highlighted some potential areas for development. In respect of Malvern Hills District, 4,900 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 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.
This information gathering exercise is seeking to examine all sites within Upton-upon-Severn 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 Upton-upon-Severn.

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.

This is just an information gathering exercise to enable informed decisions to take place in the future...Locations identified are only proposals

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 Upton-upon-Severn we can reduce the numbers of houses to the larger edge of town locations.
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.

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 Upton-upon-Severn 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 Upton-upon-Severn of the future or indeed your small corner of it.

We are anxious not to duplicate policies already covered at a National or Regional level, or in the Joint Core Strategy.

Creating places where people want to live
— Sustainable Communities

Image above: Old Street, Upton-upon-Severn
Protection and provision of green space

At present there are green areas in Upton-upon-Severn 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 South Worcestershire 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 South Worcestershire and we need to ensure that the right locations are protected. (N.B. Flood policy is dealt with at the Joint Core Strategy level).

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 vibrant town centres

Important to all in Malvern Hills, 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

Upton upon Severn
Memorial Hall, Old Street, Upton upon Severn
Friday 23 October
10am – 7.30pm
Saturday 24 October
10.30am – 3.30pm

Malvern
Malvern Priory Lodge Hall, Avenue Road, Malvern
Friday 6 November
10am – 7.30pm
Saturday 7 November
10.30am – 3.30pm

Tenbury Wells
Community Rooms, Teme Street, Tenbury Wells
Friday 27 November
10am – 7.30pm
Saturday 28 November
10.30am – 3.30pm

Fill in a questionnaire

These are available from:

- The Customer Services Centre, The Library, School Lane, Upton-upon-Severn WR8 0LE
- The 4 Malvern Libraries, in Malvern, Martley, Tenbury Wells, and Upton-upon-Severn.

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 Upton-upon-Severn. 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.

What do you need to do?

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Look at the website

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