

SOUTH WORCESTERSHIRE Development Plan

September 2011



Public Consultation Document



The Preferred Options are open to Public Consultation
from 26 September to 18 November 2011

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The South Worcestershire Development Plan Team**

The South Worcestershire Development Plan (SWDP) is a planning framework, which aims to ensure that development has a positive impact on the area. It is being jointly prepared by the three local authorities and communities of Malvern Hills, Wychavon and Worcester City.

It considers the long term vision and objectives for South Worcestershire and will contain the policies for delivering these objectives in a planned and cohesive manner.

We welcome views from everyone as they are critical to the future plans of the area.

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A New Plan for South Worcestershire

The coalition Government has given local communities the freedom to establish their own local growth requirements for employment, housing and other land uses through the plan making process. The South Worcestershire Authorities have seized this opportunity to bring forward a long term development plan for South Worcestershire which is not based on regional housing requirements.

Whilst we must work within the current legislation which requires local authorities to prepare a Core Strategy and related Development Plan Documents, we very much see the new South Worcestershire Development Plan as returning to the spirit of planning at the local level with a 'Local Plan' which brings together both strategic and detailed planning policies into one overall document. By doing this local people and business interests can see what we aim to achieve over the next 20 years and also what is specifically proposed for your local area.

Taking the time to fundamentally reconsider our planning strategy for South Worcestershire has meant a delay in producing a plan for your area, but we feel it has been worth it. In particular we wanted to make sure that a locally developed plan ensures that:

- Economic prosperity leads our planning strategy with greater emphasis on creating the right conditions for job creation;
- Future housing development is set at a level which supports our economic objectives, meets established local housing needs and aspirations and yet reflects the capacity of the area to accommodate growth;
- Future development is infrastructure led not just infrastructure dependent.

Understandably local communities and visitors value and wish to protect the environmental qualities of the area which have led many to move or bring their businesses here over the years. We recognise this but equally see that there is a continuing need to allow business to develop and grow, promote inward investment, to address some of our most pressing affordable housing problems and to improve South Worcestershire's infrastructure.

We believe that the strategy now set out in this Preferred Options document gives appropriate weight to these varying interests and reflects other local pressures such as an ageing population and inward migration.

There are likely to be as many views on the Preferred Options as there are readers of the document, but we feel that our work has achieved a number of important changes to the emerging plan for South Worcestershire which we invite you to consider when reading the document.

- The Preferred Strategy is no longer led by targets set by the West Midlands Regional Spatial Strategy.
- Greater emphasis is placed on delivering economic prosperity for the benefit of South Worcestershire as a whole.

- We are proposing an overall reduction of some 20% against the regional housing requirements for South Worcestershire.
- Through proposing a longer plan period (i.e. up to 2030) we are reducing the annual building rate needed by 30%
- Already 40% (around 8,000 dwellings) of the 20,361 dwellings recommended by this document for South Worcestershire up to 2030 have either been built since 2006, are under construction or have the benefit of planning permission or a previous Local Plan allocation for development.
- We have reduced the size and number of urban extensions on Greenfield sites, with the two largest potential urban extensions at Worcester being reduced.
- Detailed assessments suggest that over 1000 additional dwellings can be provided within Worcester city which means that over 4000 dwellings will be provided within the city by 2030 reducing significantly the need for housing beyond the city boundary.
- Recommended allocations for housing and other uses are based upon an assessment of the appropriate capacity for development and not the imposition of a target or quota for a particular location, settlement, village or site.
- We have at all times sought to make sure that the Preferred Options document reflects the available evidence on topics such as employment, flooding, retailing and housing need alongside your earlier consultation responses.
- Most importantly it provides South Worcestershire with a stronger voice on planning and infrastructure issues and establishes consistency on planning policy issues.
- It helps to streamline the consultation processes for local residents and community groups who are interested in issues in each of the three districts.
- It provides significant efficiencies through sharing resources and costs which ultimately benefits the local communities.

The review process has convinced us, more than ever, that the need to tackle cross boundary issues in the interests of South Worcestershire as a whole and the ability to give the area a single and stronger voice on planning matters. This means that joint working on the South Worcestershire Development Plan is essential and the right thing to do for this area.

There is a significant risk that without a published Development Plan the three councils will be subject to development proposals which could be granted planning permission by the Planning Inspectorate on appeal.

This report is at the Preferred Options stage and we welcome your views and suggestions about its content. It is not however, the final plan and we would encourage you to take the opportunity to influence the outcome and contribute to delivering a long term Plan for South Worcestershire.

South Worcestershire Planning Portfolio Holders (left to right) Cllr David Hughes Malvern Hills District Council, Cllr Marc Bayliss Worcester City Council and Cllr Judith Pearce Wychavon District Council



What is the Preferred Options Document?

1.1 This is your opportunity to comment on the preferred Strategy for long term development up until 2030 within South Worcestershire. This document puts forward Preferred Options for future development with a discussion of alternatives that have been considered alongside the Sustainability Appraisal. It brings together the strategic and local policies required to guide development in a sustainable way and allocates sites for development to meet the needs of the area. Putting strategic and more local aspects of development together makes it possible for you to view the emerging Development Plan as a whole and may make it easier for you to comment on.

1.2 The purpose of this Development Plan Document is as follows:

- to provide a Vision for what South Worcestershire will be like in 2030;
- to set out a Development Strategy and planning policies, including the allocation of land for employment, housing and other land uses, and to guide infrastructure and service provision. This will help to deliver the aims of the area's Sustainable Community Strategies and promote economic prosperity across South Worcestershire.

1.3 The Preferred Options have been prepared taking into account the views of a wide section of the community including Parish Councils and local businesses, detailed examination of the local evidence base and consistency with national planning policy.

1.4 This Preferred Options Document should be read as a whole. The Reasoned Justifications are also a material consideration in the determination of planning applications.

1.5 The planning system is complicated and we have tried to minimise the use of jargon, however we have also included a glossary in Appendix 3 to assist the reading of the document. All words that are defined in the glossary are underlined in the text the first time they appear.

Timetable

1.6 The overall timetable for this Development Plan along with other Local Development Documents can be found in the Local Development Scheme at www.swdevelopmentplan.org and hard copies can be viewed at our Customer Service Centres. However, the important dates are set out below for your information:

- Preferred Options Consultation (this report) – September/November 2011
- Pre- Submission (publication version) Consultation – May 2012
- Submission to Secretary of State – September 2012
- Public Examination by the Planning Inspectorate – December 2012 - January 2013
- Adoption and publication – May 2013

1 What is the Preferred Options document?

How to comment

- The consultation period will be from 26th September 2011 to 18th November 2011
- Details of the dates, times and locations of the consultation events in the above period can be found at your local Customer Service Centre, Library, from our website at www.swdevelopmentplan.org or in your local paper. Please come along to find out more and to have your say.
- You can comment online at www.swdevelopmentplan.org or copies of response forms can be found at any of our Customer Service Centres.
- You can find further information on the consultation arrangements or discuss the Preferred Options through contacting us on 01905 722233 or email contact@swdevelopmentplan.org

Next Stages

1.7 Comments made to the preferred options will be taken into account in the production of the Pre-Submission document to be published in May 2012. Objections and supporting comments on that document have to focus on the Planning Inspectorate's "Tests of Soundness." Put simply representations made at the Pre-Submission publication stage will need to focus on the following tests:

- Is the plan **justified** – is it founded on a robust and credible evidence base?
- Is the plan **effective** – policies and site allocations should be deliverable within the plan period. The plan should be flexible and able to handle uncertainty. It must have clear arrangements in place for monitoring its effectiveness.
- Is the plan **consistent** with national planning policy? If not what are the distinct local circumstances to justify this?

Georgian Pershore signpost



Background and Context

2.1 South Worcestershire is the area covered by the districts of Malvern Hills and Wychavon together with Worcester city. It is not a formal sub-region or administrative area but the three Councils consider that whilst each area has a distinct character there are strong functional, economic, infrastructure, policy and cross boundary relationships which means working together on development plan preparation makes good economic and planning sense.

Changes to the Planning System

2.2 The Decentralisation and Localism Bill is currently being debated within the House of Lords and is expected to receive Royal Assent at the end of the year. This clearly indicates the Government's intention to abolish Regional Spatial Strategies, including the one for the West Midlands. Therefore by the time the South Worcestershire Development Plan is submitted to the Secretary of State in 2012, the West Midlands Regional Spatial Strategy will no longer be a consideration. The Decentralisation and Localism Bill strongly advocates a greater emphasis on bottom up planning. The feedback we received from local communities on the South Worcestershire Joint Core Strategy clearly indicated dissatisfaction with the levels of housing growth that were set out in the emerging West Midlands Regional Spatial Strategy Phase 2 Partial Review.

2.3 The Government's proposed changes to the planning system has provided the opportunity for the three Councils to closely re-examine the local evidence base and establish their own local development requirements for employment, housing and other land uses through the plan making process. The principal concerns expressed by the South Worcestershire authorities in the West Midlands Regional Spatial Strategy Examination in Public 2009 were:

- The total amount of housing proposed and specifically the level of migration directed to South Worcestershire.

Bluebells flowering along woodland path, Malvern Hills



2 Background and Context

- The uncertainty that development will be accompanied by funded and deliverable infrastructure.
- The impact of discounting windfall allowances from the housing land supply (first 10 years) and the implications for compensatory allocations.

2.4 The Court of Appeal has recently provided important clarification regarding the Government's intention to revoke Regional Strategies. In the latest in a series of legal judgements arising from R (CALA Homes South Limited) v Secretary of State for Communities and Local Government, the Court of Appeal has concluded that the Government's intention to abolish Regional Strategies through primary legislation could be a material consideration in making development control decisions, but not in plan-making decisions. This clarifies that the intention to abolish Regional Strategies is not a material consideration at all in plan making. Clearly the national position post the CALA Homes decision is fast moving and likely to develop over time. However, the South Worcestershire Councils consider that it is appropriate to proceed with publication of this Preferred Options Paper based upon the following:

- For the purposes of Development Plan preparation the West Midlands Regional Spatial Strategy remains part of the Local Development Framework and should be taken into account.
- The emerging West Midlands Regional Spatial Strategy Phase 2 Partial Review reached examination stage but no further. The Panel's recommendations were not formally considered by the Secretary of State and there was therefore no opportunity for the South Worcestershire Councils to object to the proposed levels of growth. At a practical level there is no reasonable prospect of the Phase 2 Partial Review being progressed any further during the period in which the South Worcestershire Development Plan is being prepared. Therefore, it can be given no particular weight.
- Regard is given to the evidence used to underpin the emerging West Midlands Regional Spatial Strategy Phase 2 Partial Review in so far as it is relevant to the preparation of the South Worcestershire Development Plan and where it has not been superseded by more recent evidence.
- With respect to future housing requirements, Policy CF3 of the adopted West Midlands Regional Spatial Strategy (2004) only addresses housing requirements up to 2021 and with a very specific phasing arrangement for Worcestershire between 2011 and 2021. It is therefore appropriate for the South Worcestershire Development Plan to reconsider these requirements, whilst having regard to the available evidence base, in order to establish appropriate housing requirements up to 2030.

The Benefits of a Joint Development Plan

2.5 Working together will enable the South Worcestershire authorities to jointly tackle complex issues and will give us a stronger voice both within the region and nationally. Extensive consultation with both stakeholders and the general public coupled with a comprehensive review of the local evidence base have identified a number of critical cross boundary issues which together provide a very strong case for a South Worcestershire-wide Development Plan. These are:

- The Local Enterprise Partnership (Worcestershire Works) has prioritised the over-riding need to identify a strategic portfolio of employment sites. Decisions regarding investment usually take place at a more strategic level rather than individual local authority areas.
- Economic Prosperity: South Worcestershire needs to maximise its potential to improve economic prosperity through high technology and high value industries, particularly at Worcester, Malvern and Droitwich Spa.
- Jobs: The demand and supply for/of jobs generates significantly high commuting flows between Worcester, Malvern and Droitwich Spa (See context map). Important elements of the road and rail network cross internal district boundaries and intersect at Worcester and have a very important bearing on the area's competitiveness and attractiveness. This needs to be fully considered within a strategic planning context to maximise future provision and enhancement of the area's transport network.
- The South Worcestershire Technology Investment Priority Area: this was an economic development policy set out in the West Midlands Regional Spatial Strategy. The evidence which underpinned it remains valid and it is recognised that South Worcestershire as a whole needs to maximise its potential.
- Infrastructure: Major infrastructure planning and investment decisions can be made on a strategic and comprehensive basis at the sub-regional level. This is particularly relevant to road and rail infrastructure. Growth across South Worcestershire as a whole will place demands upon facilities which serve a wide catchment area, such as the Worcestershire Royal Hospital and secondary/higher and further education institutions. In terms of leisure, sport and cultural venues the following venues serve the wider community, Sixways (Worcester Warriors Rugby Football Ground), New Road (Worcestershire County Cricket Club), Worcester Race Course, The Swan Theatre, University of Worcester, Worcester College of Technology, various Sixth Form Colleges and the public schools in Malvern and Worcester as well as the Malvern Theatres and Three Counties Showground
- Housing: Housing Market Areas cross administrative boundaries within South Worcestershire. The Worcester Housing Market Area covers large parts of Malvern Hills and Wychavon districts. Worcester cannot meet its long term employment and housing needs within the city boundary. The South Worcestershire authorities have agreed to work together to determine the most appropriate way to deliver the city's future development needs.
- Shopping: Worcester is a sub-regional retail centre and serves a significant proportion of Malvern Hills/Wychavon residents' shopping, in particular non-food needs. Our other towns have an influence on the surrounding rural areas and are similarly influenced by retail locations outside of South Worcestershire.
- Flood Risk: There are a number of significant watercourses within the area including the River Severn, River Avon, River Teme, River Salwarpe and Barbourne Brook. Some of these flow between the three authority areas. In order to avoid increasing peak flood levels downstream and compromising areas

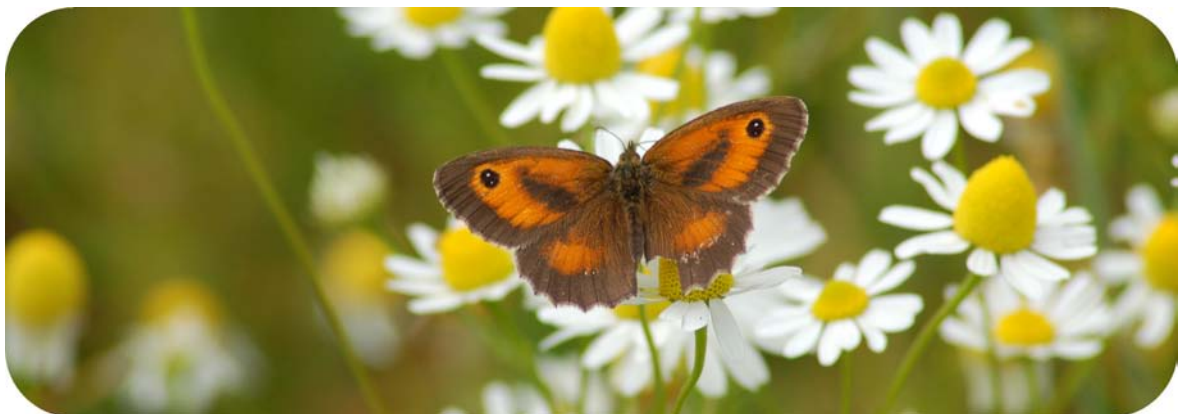
2 Background and Context

- of land most vulnerable to flooding, development shall be planned across the whole area
- **Landscape and Green Infrastructure:** The character of the natural landscape of South Worcestershire as a whole is to be protected and enhanced. However, important features such as the Malvern Hills and Cotswolds Areas of Outstanding Natural Beauty, the Rivers Severn, Teme, Avon and the Worcester to Birmingham and Droitwich Spa Canals have important cross boundary influences and are major components of the area's tourist attraction.

Characteristics of South Worcestershire

2.6 South Worcestershire covers approximately 1,300 square kilometres (500 square miles) of the County and forms the southern limit of the West Midlands. It comprises the largely rural districts of Malvern Hills and Wychavon along with the city of Worcester which is the largest urban area. Beyond the city there are the three main towns of Droitwich Spa, Evesham and Malvern and the towns of Pershore, Tenbury Wells and Upton upon Severn. In addition there are over 200 villages of varying size, character and level of service provision. The total population of South Worcestershire is approximately 286,400 (2009 Mid-Term Population Estimates).

A Gatekeeper Butterfly on a Daisy in Broadwas



2.7 The landscape is of high quality, the countryside is distinguished by the upland areas of the Cotswolds (including Bredon Hill) and Malvern Hills Areas of Outstanding Natural Beauty and by the river valleys of the Avon, Severn and Teme. Human influence on the landscape can be traced to the prehistoric times and is reflected in a large range of prominent features most notably Listed Buildings (5,600); Scheduled Ancient Monuments (150); Historic Parks (13) and Conservation Areas (105) and numerous protected trees and woodlands. All these environmental attributes, mean that South Worcestershire attracts a significant number of tourists/visitors which account for approximately 11% of local expenditure.

2.8 South Worcestershire is easily accessible, by rail and road, from the West Midlands conurbation and to a lesser extent from London. However, the capacity of key elements of the communications network to deal with current demands and future requirements is a concern. Similarly rural accessibility is an important issue as

reductions in public transport and increases in transportation costs will increase demand for flexible transport and safer routes for pedestrians and cyclists where possible to support rural communities and the rural economy.

2.9 Good accessibility and the high quality built and natural environment has led to the area being subject to relatively high levels of inward migration which has helped to keep market housing prices relatively high. Housing affordability within both the urban and rural areas is a major issue and is likely to remain so through the plan period.

2.10 The West Midlands Green Belt has been an effective planning tool in ensuring that the main settlements, in particular Droitwich Spa and Worcester remain clearly separated and distinctive.

2.11 South Worcestershire provides some 127,000 employee jobs, 65% of which are at Worcester and the main towns. Unemployment is nearly half that for the West Midlands and the last decade has seen employment growth trends higher than the regional average. Average wages are lower than those in the West Midlands/England whereas average incomes are higher reflecting the relatively high proportion of retired people with investments. Commuting beyond South Worcestershire is a necessity for those residents wishing to access higher salaries particularly in London and the M42 corridor. Most commuting however takes place within South Worcestershire with the strongest commuting flows between Malvern/Droitwich Spa and Worcester.

2.12 The context map (Figure 1) sets out the main features of the South Worcestershire area including transport (main routes and other infrastructure), neighbouring Local Planning Authorities, Areas of Outstanding Natural Beauty, Green Belt and the more sustainable settlements.

2.13 More information about the main characteristics of the area can be found in Appendix 1.

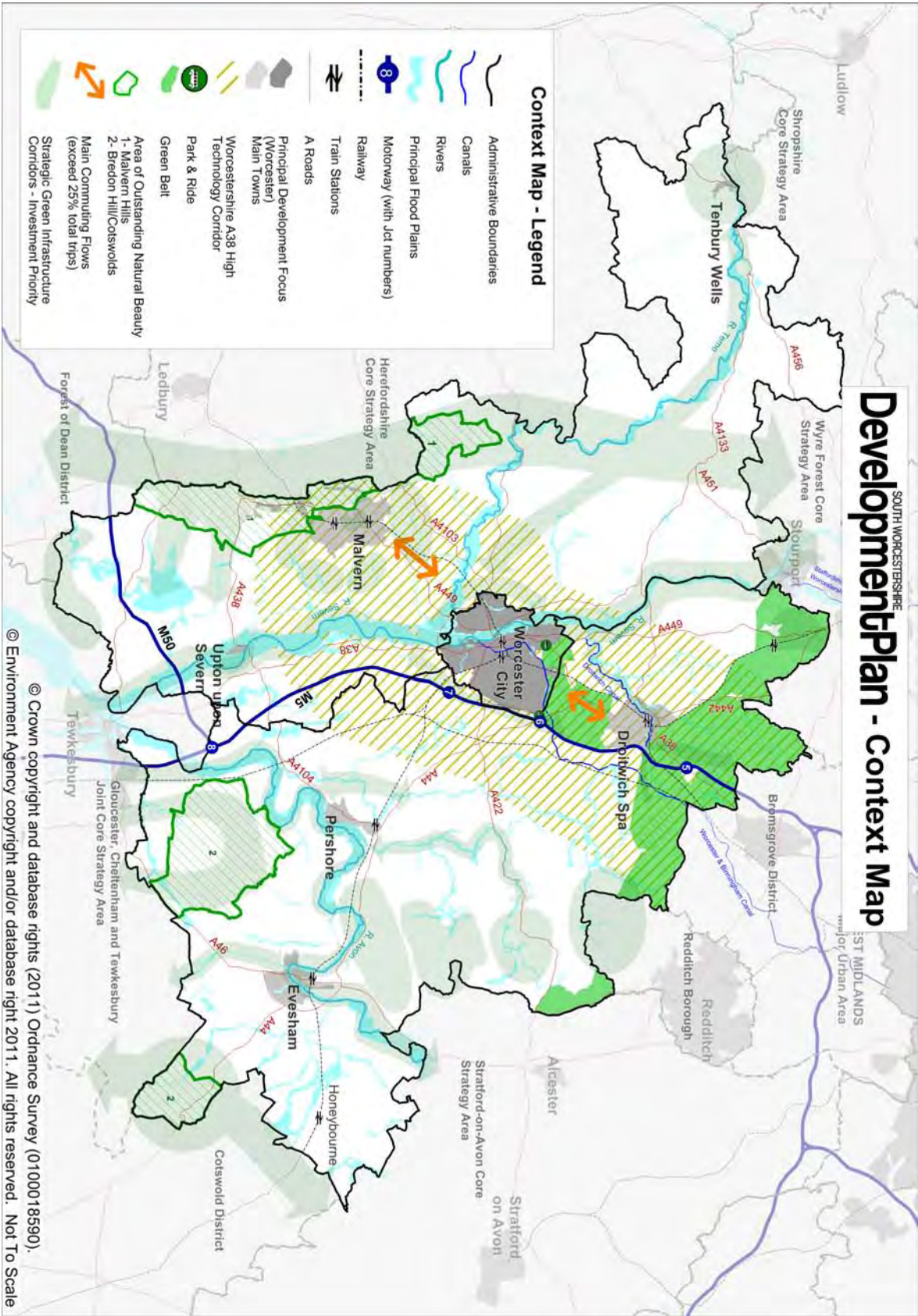
Priory at Little Malvern



2 Background and Context

2.1 Figure 1 - Context Map

Figure 1 - Context Map



2.2 Key Issues and Challenges

Key Issues and Challenges

2.14 The table below sets out those key messages that have been identified through assessment of the technical evidence base that has been developed to inform the Development Plan.

Table 1 Key issues affecting land use in South Worcestershire

Key Issues	Requirements Identified by the Evidence
Population and Housing	<p>Several evidence bases ⁽¹⁾ have been used to assess future South Worcestershire population and housing requirements.</p> <p>The Worcestershire Demographic Report 2011 indicates that latest Department of Communities and Local Government evidence predicts South Worcestershire will need an estimated 21,600 new households over the period 2008 to 2030. This is an increase of almost 18% on current households ⁽²⁾.</p> <p>The majority of the household increase will be due to the increase in one-person households, which are projected to rise by 15,600, representing over 70% of the total projected household increase. The largest proportion is amongst persons aged 75-plus, which has a projected increase of 9,600, representing over 60% of the rise in total one-person households.</p> <p>The South Housing Market Area report Update (2009/2010) predicts an annual requirement for subsidised affordable housing across South Worcestershire of 846 dwellings per annum.</p>
Employment & Jobs	<p>The Employment Land Review concludes that despite the apparent current need for new land being low, there remains market demand to provide new land. From a market perspective there is demand to provide more land than the West Midlands Regional Spatial Strategy put forward. This type of demand is largely footloose and attracted to areas</p>

1 Worcestershire Demographic Report 2011, Strategic Housing Market Assessment, Local Housing Needs Report for South Worcestershire, Affordable Housing Development Viability Study, Strategic Housing Land Availability Assessment, Focused Sub-Regional Review of RSS Evidence Base Demographics and Housing Need/Demand and the South Housing Market Area Monitoring report 2009/10.

2 This compares against previous household projections of 28,000 (CLG, 2004), 26,000 (CLG, 2006), 25,600 (2006, CCHPR) and 27,600 (2008, NHPAU) from 2006 to 2026.

2 Background and Context

Key Issues	Requirements Identified by the Evidence
	<p>where sites and land are made available for development. A wide portfolio of land and buildings is therefore required to attract such investment to support the growth in jobs.</p> <p>There are no specific employment land or job targets in the Employment Land Review however previous targets in the West Midlands Regional Spatial Strategy were largely based on a pre-recession period of high past take-up of land and a degree of public funding support. For this reason protecting existing businesses and their sites is now even more important given that attracting new businesses to South Worcestershire, with public sector support is no longer a viable model;</p> <p>The Worcestershire Local Enterprise Partnership is promoting a particular, but not exclusive, focus on high technology, knowledge based research and development business. For example, the early delivery of the Worcester Technology Park, phase 1 potentially to be occupied by Worcester Bosch, and building on the existing companies (for example QinetiQ in Malvern).</p>
Retail	<p>The differences between the 2007 South Worcestershire Retail Study and the 2010 Update relating to the need for additional convenience goods floorspace are relatively small. It will still be possible to accommodate the increases indicated without a need for specific allocated provision in the development plan.</p> <p>The need for additional comparison (non-food) floorspace over the plan period has reduced significantly in all towns. This is a direct consequence of the reduction in forecast expenditure growth brought about by a lower estimated population.</p> <p>Although the figures now suggest that there is no need for substantial retail development in Worcester, the Retail Study indicates there is still a need to identify a suitable site for a major town centre expansion so that the city centre is in a position to benefit from economic recovery, and remain competitive.</p>

Key Issues	Requirements Identified by the Evidence
	<p>Qualitative improvements in both the retail offer and the environment of all South Worcestershire retail centres will be important in enabling the centres to keep up with residents' expectations and help retain their market share.</p>
<p>Tourism</p>	<p>The South Worcestershire Hotel Study highlights there is an under-supply of hotel accommodation in South Worcestershire – primarily focused on Worcester itself, with some lesser demand in other key towns within the sub-region.</p> <p>Worcester City: The study identifies a lack of branded hotel stock in Worcester City and it highlights a need and demand for new hotel development opportunities in Worcester. The study indicates there is an immediate market opportunity and need for approximately 80 additional branded budget hotel rooms, rising to 230 by 2026. Post 2013 the study forecasts there will be market opportunity and need for a modern, full service, branded, upper three-star hotel (100+ bedrooms) to serve the city.</p> <p>Malvern Hills: In the immediate to medium term the study identifies an opportunity for 40-80 new branded budget/limited service hotel rooms. The study did not identify any market potential for new full-service hotel investment.</p> <p>Wychavon: The study highlights there is an immediate/short-term requirement for about 36 additional branded budget/limited service bedrooms, with a further 25 by 2019 and a further 30 bedrooms in Evesham by 2026. There is insufficient forecast demand to support a new a full-service hotel. In contrast Droitwich Spa is over-bedded and is unlikely to support additional hotel stock, certainly in the short to medium term.</p>
<p>Green Space & Sport Facilities</p>	<p>This has land-use implications since additional public open space would be needed for an increasing population.</p> <p>The South Worcestershire Interim Green Infrastructure Study highlights the environmental constraints to development in some areas, but also the opportunities to improve Green infrastructure provision through growth opportunities. The report shows how Green Infrastructure is an integral part of the consideration of development growth and location in the</p>

2 Background and Context

Key Issues	Requirements Identified by the Evidence
	<p>plan area, covering aspects such as the historic environment and archaeology, landscape, open space and biodiversity issues.</p> <p>Open Space standards are informed by earlier <u>Planning Policy Guidance 17</u> audits of existing open space and future requirements in each district.</p>

2.15 This Plan has had regard to a wide range of related aims, objectives and policies developed both nationally and locally. These are identified and explained more fully throughout the Plan and Background Documents. However, the South Worcestershire authorities are committed to achieving the following as priority outcomes:

- Economic Prosperity across South Worcestershire through the creation of jobs, improving the competitiveness of the sub-region and our main urban centres and ensuring a balanced portfolio of available land for employment development and employment generating uses. This also includes retaining and enhancing business and other commercial uses in the more rural areas.
- Delivering housing which first supports economic prosperity, reflects local housing aspirations and addresses pressing local affordable housing needs.
- Development accompanied by essential physical and community infrastructure
- Sustainable development which respects the environmental qualities and capacity of South Worcestershire.

Influences on the Plan

2.16 The South Worcestershire Development Plan Preferred Options has taken into account Government planning policy set out in Planning Policy Statements and Planning Policy Guidance; 'Saved Policies' of the Worcestershire County Structure Plan and Local Plans; and the various themes and priority outcomes of the Sustainable Community Strategy⁽³⁾ covering South Worcestershire.

2.17 The strategy and policies also been based on technical evidence including feedback from infrastructure/service providers and specific technical reports (listed at Appendix 2) including the required Sustainability Appraisal. A Sustainability

³ The Countywide Local Strategic Partnership are in the process of consulting on a consolidated Sustainable Community Strategy bringing together the multiple strategies that have covered the area to date.

Appraisal is an independent report that assesses the social, environmental and economic effects of a development plan throughout its preparation. The outcomes of the Appraisal have directly influenced the policies and proposals in this document.

2.18 An important consideration of the proposed strategy is the substantial feedback we received from the various public consultation events associated with the former South Worcestershire Joint Core Strategy including Issues and Options (November 2007), Preferred Options (September 2008), potential Strategic Sites consultation (January – March 2009), informal consultation on the former Site Allocations and Policies Development Plan Document (October 2009 - April 2010) and Parish and Town Council Visioning workshops (October 2010).

2.19 The Preferred Options has had regard to policies and relationships beyond the combined administrative areas. This includes existing and emerging policies related to Worcestershire as a whole together with consultation and co-ordination with neighbouring Local Authority areas within the West Midlands and South West Regions. There is no strategic case for development allocations to meet needs arising beyond the administrative boundaries of South Worcestershire.

The Decentralisation and Localism Bill

2.20 This clearly indicates that the West Midlands Regional Spatial Strategy will no longer be part of the Development Plan by the time the South Worcestershire Development Plan is published adopted. The Decentralisation and Localism Bill also strongly advocates a greater emphasis on 'bottom-up' planning and the feedback from local communities clearly indicates significant dissatisfaction with the levels of housing growth which were set out in the emerging West Midlands Regional Spatial Strategy.

Demographics

2.21 The levels of development set out in the West Midlands Regional Spatial Strategy were partly based upon the 2006 Department for Communities and Local Government Household Projections. Since then, the 2008 Household Projections show over a 20% drop in household demand with the ongoing economic downturn being the main factor behind the change.

Worcestershire Local Enterprise Partnership

2.22 The Worcestershire Local Enterprise Partnership is drafting its priorities. Its overriding aim is to secure sustainable economic growth with investment in infrastructure and skills being the essential delivery mechanism.

Infrastructure Delivery

2.23 Due to the downturn in the economy there is less private and public funding to deliver infrastructure. A potentially significant funding gap (£43m approx) was highlighted by the three South Worcestershire Councils and Worcestershire County Council at the West Midlands Regional Spatial Strategy Examination in Public in

2 Background and Context

2009 and updating of this work is ongoing. The first Worcestershire Local Investment Plan has been submitted to the Homes and Communities Agency and provides the framework for investment in affordable housing for Worcestershire. However, it does not at this time address all longer term infrastructure requirements in any detail or provide any clear indications of likely funding opportunities to support strategic infrastructure provision. The public provision of funding has reduced resulting in an increased reliance on the private sector and other available funding systems.

Train at Malvern Link Train Station



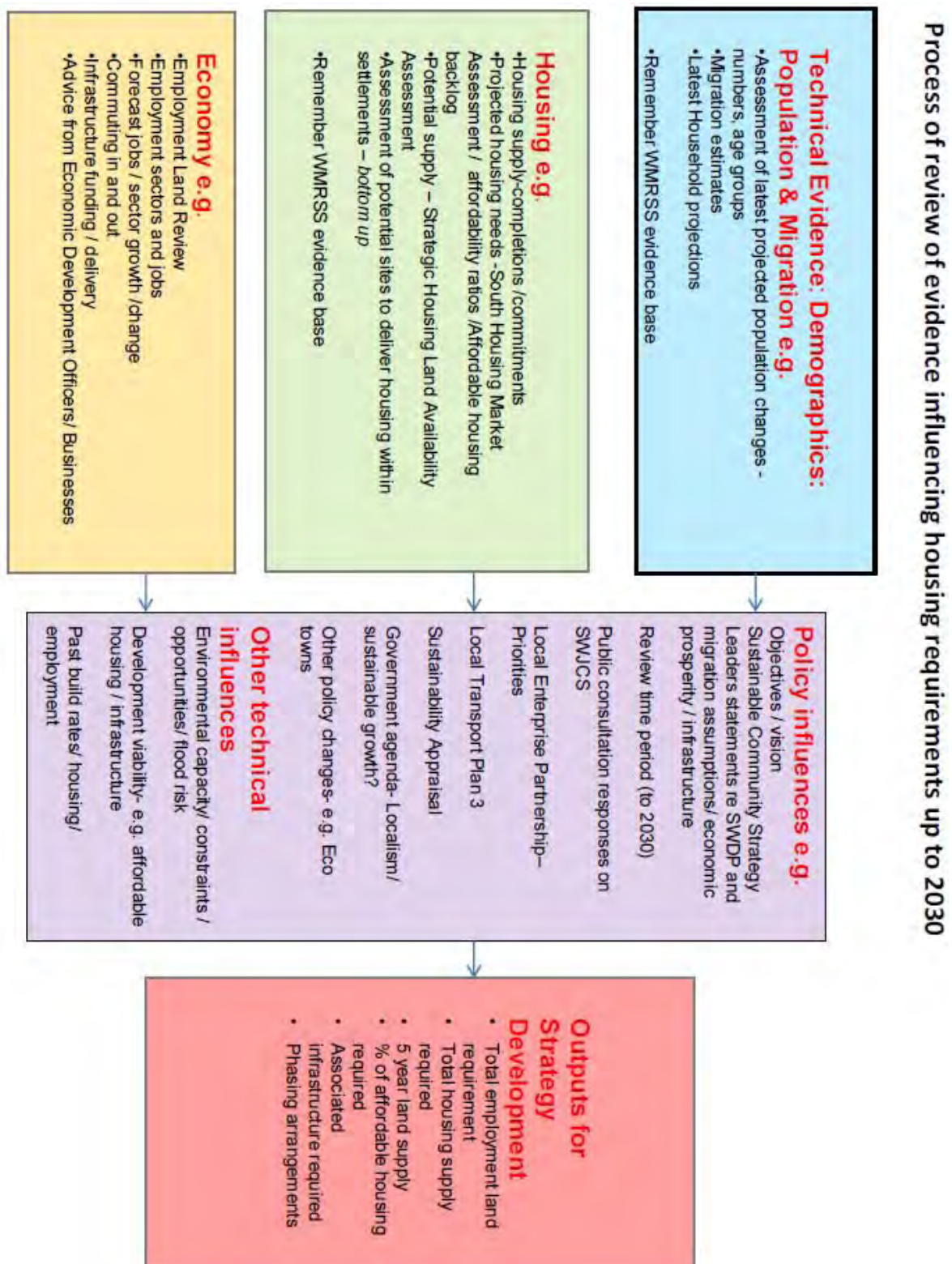
2.24 The South Worcestershire Development Plan Development Strategy will be delivered principally through the following strategic policies:

- SWDP 1 Development Strategy and Settlement Hierarchy;
- SWDP 2 Employment, Housing and Retail Supply;
- SWDP 3 Overarching Sustainable Development Requirements;
- SWDP 4 Moving Around South Worcestershire;
- SWDP 5 Strategic Green Infrastructure;

2.25 The key elements of the Development Strategy are shown on the Key Diagram (Figure 3).

2.3 Figure 2 - Process of review of evidence

Figure 2 - Process of review of evidence



3 Vision and Objectives

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



3 Vision and Objectives

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

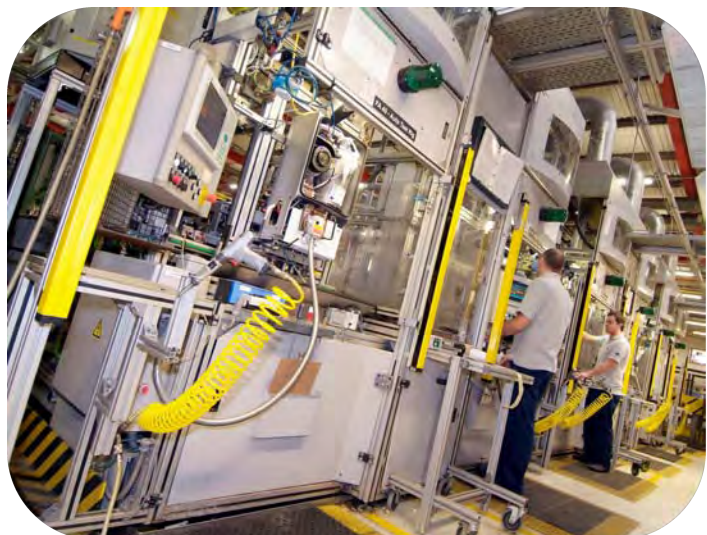
3.5 In September 2010 the Worcestershire Partnership approved proposals for a single Sustainable Community Strategy for Worcestershire. This set out a single strategic vision for the future of the County which will allowed those organisations delivering services to prioritise delivery in the context 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.

Boiler testing - Worcester Bosch



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.

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.

3 Vision and Objectives

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



4.1 SWDP 1: Development Strategy and Settlement Hierarchy

Reasoned Justification

4.1 The Development Strategy is based upon the vision and brings together land use, development and transport considerations and reflects the various environmental, economic and social characteristics of the area.

The Hive under construction in Worcester. (Library and History Centre)



4.2 The following principles establish a Development Strategy for South Worcestershire up to 2030.

1. Ensure that there is balanced portfolio of employment sites and job creating opportunities available to provide a continual supply of employment opportunities to meet the varying requirements of existing businesses and inward investment.
2. Direct development to locations which help to reduce the need to travel and maximise opportunities for journeys to be made by public transport and other sustainable transport modes.
3. Focus development at settlements where maximum use can be made of existing infrastructure services and facilities or enhancement of existing infrastructure can be achieved during the plan period and development will support the retention or provision of services and facilities.
4. Development will be infrastructure led where new development is infrastructure dependent.
5. Development, with respect to its scale and type, will always be commensurate with, and appropriate to, the size and characteristics of the host settlement and its capacity to assimilate change in accordance with the settlement hierarchy.

4 Development Strategy

6. Where appropriate capacity exists, priority will be given to the use of brownfield land within and adjacent to existing settlements in advance of the release of greenfield land.
7. Worcester city will act as the sub-regional focus for housing and employment development needs in the longer term and the principal settlement with respect to meeting retailing, leisure and commercial needs.
8. Development beyond Worcester, the main and other towns will be limited to that necessary to meet local needs associated with the rural areas.
9. The open countryside will be protected from sporadic and inappropriate development.
10. The Green Belt will be maintained and protected through the Plan period. In other locations a 'Significant Gap' policy will prevent coalescence or the loss of the special pattern and character of free standing settlements. The introduction of Significant Gaps does not guarantee long term i.e. beyond 2030 protection from future development.
11. The release of sites will be subject to the phasing plan to ensure the pace of land releases is consistent with changing circumstances and the provision of essential infrastructure.
12. All development will be required to be located and designed so as to reduce the impact of climate change, particularly flooding, on the development itself, existing communities and the infrastructure upon which it is dependent.

Houses under construction at Malvern Vale



4.3 Figure 2 outlines the process of the review of evidence influencing housing requirements up to 2030. However, the above principles will be applied to the identification and release of sufficient land to enable the construction and completion of around 20,000 dwellings and around 309 hectares of employment land in the period up to 2030, which are set out as follows:

Table 2 Requirement for dwellings and employment land to be provided between 2006 and 2030

	Requirement for dwellings to be provided between 2006 and 2030	Requirement for employment land to be provided between 2006 and 2030
Worcester City	8,402 Dwellings	124 hectares
Wychavon District	7,803 Dwellings	146 hectares
Malvern Hills District	4,156 Dwellings	39 hectares
Total for South Worcestershire	20,361 dwellings	309 hectares

4.4 In order to deliver the Development Strategy specific additional allocations will be made to meet needs associated with retailing, office development and other specific land uses. These requirements are detailed in specific policies.

4.5 Policy SWDP 1 focuses the largest allocations for employment and housing at Worcester as the sub-regional focus for development. It also focuses development towards the other urban areas, which is supportive of the accompanying Sustainability Appraisal. Some development is directed to those rural settlements (Category 1, 2 and 3 villages) which have a reasonable range of local services and where available land has sufficient planning merit as drawn from the Strategic Housing Land Availability Assessment process.

4.6 The villages and hamlets across South Worcestershire are characterised by close knit communities that in many places retain links with the traditional rural economy as well as providing varying ranges of services to their local communities. The specific role of each settlement in the settlement hierarchy is based on a detailed assessment (Village Facilities and Rural Transport Study) of the services and facilities that are available.

4 Development Strategy

4.7 Keeping the individual identity and integrity of settlements is important. This is achieved to the north and north east of Worcester, within Wychavon District, by the West Midlands Green Belt designation. Green Belt policy, as set out in Planning Policy Guidance note 2:Green Belts, serves a number of purposes. These include the prevention of urban sprawl and the coalescence of settlements as well as preserving their existing character. Green Belt also encourages the regeneration of urban areas. Locally the West Midlands Green Belt continues to serve all the purposes of national policy and the boundaries are considered strong and enduring. Where the Green Belt is narrow, between Fernhill Heath and Worcester it is particularly important to ensure that the land remains open as otherwise its ability to function as Green Belt would be compromised

4.8 There are a number of Significant Gaps shown on the Proposals Map. The purpose of these is to provide additional protection to open land which either serves as a buffer/visual break between rural settlements and adjacent urban areas or protects the character of settlements. These areas are subject to development pressures and it is important to maintain a clear separation between settlements and urban areas to retain their individual identity. Acceptable development proposals may include the re-use of rural buildings, agricultural and forestry related development, home based businesses, playing fields, other open land uses and minor extensions to existing dwellings.

4.9 The implementation of Policy SWDP 1 is essential to achieving Sustainable Development and the delivery of economic prosperity.

Factory Floor, Wychavon District



SWDP 1: Development Strategy and Settlement Hierarchy

New development proposals will be assessed in accordance with the settlement hierarchy as set out below.

Table 3 South Worcestershire Settlement hierarchy

Category	Retail Hierarchy Position /Role(Planning Policy Statement 4 definition)	Settlements Included	Role	Implications for the South Worcestershire Development Plan
City	First (City Centre)	Worcester	The administrative centre for the County of Worcestershire, it provides the greatest range of services. Worcester is the main destination for employment for Malvern Hills and Wychavon. Its role is a sub regional focus for strategic employment, housing and retail development. The city's success will benefit South Worcestershire as a whole.	In the interests of Sustainable Development, both for Worcester and South Worcestershire, it is crucial that investment in strategic infrastructure is made, in particular education, hospital services, sewerage treatment and transportation is a pre-requisite of the full quantum of development proposed. The Infrastructure Delivery Plan sets out the infrastructure requirements (see Policy SWDP 50).

4 Development Strategy

Category	Retail Hierarchy Position /Role(Planning Policy Statement 4 definition)	Settlements Included	Role	Implications for the South Worcestershire Development Plan
Main Towns	Second (Town Centre)	Droitwich Spa, Evesham, Malvern	These settlements provide a comprehensive range of local services for their residents and also serve the surrounding rural areas. They offer numerous employment opportunities. Malvern and Droitwich Spa also lie within the Worcestershire A38 High Technology Corridor along with Worcester. To underpin these roles and reflecting their Sustainability Appraisal credentials, a number of the larger allocations for employment and housing are proposed.	The urban extensions will need to secure a range of local infrastructure as set out in Policies SWDP 10, 12, 14, 15 and 17 in order for them to continue to be the focus of balanced growth in Malvern Hills and Wychavon Districts.
Other Towns	Third (Town Centre)	Pershore, Tenbury Wells, Upton upon Severn	Smaller than the Main Towns with fewer high level services. They do still provide a range of services and employment opportunities for their rural hinterlands and act as local service centres.	Due to the extent of the floodplains surrounding Tenbury Wells and Upton Upon Severn, an urban extension is only proposed for Pershore. The necessary local infrastructure requirements are set out in Policy SWDP 50.

Category	Retail Hierarchy Position /Role(Planning Policy Statement 4 definition)	Settlements Included	Role	Implications for the South Worcestershire Development Plan
Rural Areas (1)	Fourth (District Centre, Neighbourhood Centre)	Category 1, 2 and 3 villages, village clusters	These villages provide varying ranges of local services. However, the larger settlements generally tend to provide the greatest range of services and facilities. They are therefore suited to accommodate market and affordable housing needs alongside limited employment to meet local needs.	To be supportive of the Sustainability Appraisal. The scale of development is significantly less than that proposed for the urban areas. It is predominately aimed at meeting locally identified housing and employment needs and supporting local services and infrastructure. Non-allocated 100% affordable exception sites are encouraged on suitable land in accordance with Policy SWDP 32.
Rural Areas (2)	Fifth (Not defined)	Lower category villages	These villages tend to be very small and at best offer one or two local services. Their role in providing additional future development is relatively limited (within their development boundaries).	This Development Plan does not allocate any development for these settlements as this would not be supportive of the Sustainability Appraisal. However, affordable exception sites may be acceptable in accordance with Policy SWDP 32.

4 Development Strategy

With regard to non-allocated development proposals the scale must be proportionate to the needs and size of the settlement and the availability of the community and service infrastructure to accommodate it in a sustainable manner. The scale of development proposals must also be in keeping with the local landscape character.

The open countryside is defined as land beyond any Development Boundary (as shown on the Proposals Map). In these areas development will be strictly controlled and normally limited to small scale employment, house extensions, replacement buildings and renewable energy projects which satisfy the Overarching Sustainable Development Requirements set out in Policy SWDP3.

Significant Gaps, as identified on the Proposals Map, must maintain the openness of the land. Any development proposals should ensure the retention of their open character. They serve several important functions such as preventing the coalescence of built development, protect the setting of settlements, protect an important characteristic of the townscape.

The Green Belt as identified on the Proposals Map will be safeguarded and only appropriate development as defined in Planning Policy Guidance Note 2 will be permitted unless 'very special circumstances' can be fully demonstrated.

Within Development Boundaries preference is given to the re-development of Brownfield sites before bringing forward Greenfield Land. Beyond Development Boundaries the preference will also be to re-develop Brownfield sites in the first instance although their accessibility to local services will be an important consideration.

Links To The Objectives

4.10 The Preferred Option policy for the development strategy and settlement hierarchy policy supports the following objectives:

- Economic success that is shared by all objectives 1, 2, 3 and 4;
- Stronger communities objectives 1 and 4;
- A better environment for today and tomorrow objective 1, 2, 3, 4 and 5;
- Improving health and well being objective 1 and 3.

Alternative Options Considered

4.11 Do not base policy on settlement hierarchy. The settlement hierarchy is a clear way of assessing the relative sustainability of settlements. Without the hierarchy, a consistent approach to dealing with the location of development in terms of clear evidence of sustainable locations would be more difficult.

4.12 Only cater for Worcester's housing and employment needs within Worcester city's boundary. This would result in 'town cramming' in Worcester to meet the amount of housing and jobs, jeopardising the open space, character and setting of the city and the ability to offer a range of dwellings at different densities. It would also increase air pollution and congestion for existing residents.

4.13 Spread Worcester's growth throughout South Worcestershire. This would not be meeting housing needs where they arise, and would not address the opportunity for more sustainable extensions to the city, with the benefits of using public transport, shorter commuting to job opportunities, and supporting the city centre economy.

4.14 Put more development in an Eco Town beyond Worcester city's boundary. The option at Middle Quinton has not been supported by the Government, and it is not considered that an Eco Town option will make the best use of existing infrastructure, and produce the most sustainable option.

4.15 Extensions of the Green Belt to the South and West of Worcester. These have previously been considered by the Planning Inspectorate and most recently by the Panel Report on the West Midlands Regional Spatial Strategy Examination in Public. The conclusion of these previous reviews was that there was insufficient planning justification for extending the Green Belt and that it is also the conclusion of the Nicholas Pearson Associates Green Belt Review (2010).

4 Development Strategy

4.2 SWDP 2: Employment, Housing and Retail Supply

View of Malvern Vale under construction



Reasoned Justification

4.16 The proposed levels of development are based upon technical evidence and other relevant factors. The recent lengthy recession and subsequent slow pace of economic growth has resulted in a significant reduction in the availability of public funding and a lack of capacity in the building industry to deliver previous levels of housing supply. The struggling economy is also reflected in the 2008 Household Projections which shows a 20% drop in the demand for housing both locally and between the regions. In order to achieve sustainable development a wide range of infrastructure needs to be delivered. The ongoing uncertainty in funding infrastructure is reflected in the level of housing supply proposed and it's phasing.

Delivering Development

4.17 The main focus of this Development Plan is to provide development which first supports the area's economic prosperity. The Plan seeks to promote a sustainable development pattern for the future which will maximise foreseeable Brownfield capacity within the urban areas to aid the regeneration of the the city and town centres and minimise the requirement for Greenfield releases.

4.18 In order to implement Policy SWDP 1 the South Worcestershire Authorities need to develop a strategy for the long term growth of Worcester, as it cannot meet its long term employment and housing needs within its own administrative boundary. Additional work on urban capacity for the city has demonstrated that the number of dwellings to be accommodated within the city boundary can be increased to approximately 4,200 homes. This has consequently significantly reduced the scale of Worcester's residential development to be met from urban extensions to 4,025 in order to address the revised requirement for 8,400 dwellings between 2006-2030.

4.19 To meet the development needs of Wychavon and Malvern Hills Districts, the majority of development is to be focused within the towns of Droitwich Spa, Evesham, Malvern and Pershore. The Strategic Housing Land Availability Assessment process has identified a number of urban capacity sites within these towns. However Brownfield urban capacity is relatively limited and therefore to meet the proposed levels of development a number of urban extensions are necessary for Droitwich Spa, Evesham, Pershore and Malvern. The remaining development will be accommodated through smaller site allocations within the development boundaries of the towns as set out in the Site Allocations - Urban Areas chapters.

4.20 For the rural areas the Strategic Housing Land Availability Assessment identifies sufficient capacity in the category 1, 2, 3 villages to meet the development levels set out in this policy. These housing sites are identified in the Site Allocations - Rural Areas chapters.

Employment – creating job opportunities

4.21 A comprehensive portfolio of employment land, is vital in securing economic prosperity. New employment provision (land and commercial premises) will be primarily located within or adjacent to the main urban areas. In order to meet the needs, further job opportunities will be provided in the urban extensions which will help to reduce commuting distances and ensure new work places are accessible by a range of travel modes.

Morgan Factory in Malvern Link. Copyright Rob Rait



4.22 Employment development at WorcesterTechnologyPark Phase 2 will help to maximise the potential job generation provided by Phase 1 (Worcester Bosch), which represents a significant sub-regional employment site within the area.

4 Development Strategy

SWDP 2: Employment, Housing and Retail Supply

This Development Plan will deliver the following levels of employment and residential development for the period to 2030. Worcester urban extensions are to be delivered on land abutting the administrative boundary and not elsewhere within Malvern Hills or Wychavon.

The employment land contained within the table provides a 5 year rolling supply of employment land and is phased accordingly within Policy SWDP 50 Implementation and phasing Plan.

Table 4 Employment, Housing and Retail Supply (01/04/2006 to 31/03/2030)

	Employment (hectares)	Homes	Retail (Square metres)	
Worcester			Food	Non-Food
Completions ⁽¹⁾	9	1,563	2,600	
Commitments ⁽²⁾	47	1,434	10,000	6,000
Windfall Allowance ⁽³⁾	N/A	204	N/A	
Urban capacity allocations ⁽⁴⁾	43	1,176	0	10,000
Urban Extensions ⁽⁵⁾	25	4,025	See footnote 5	
Total Supply	124	8,402	28,600	
Five year rolling employment land supply	26	N/A	N/A	
Malvern Hills				
Completions	9.5	1,097	1,248	536

1 Total number/amount of homes/employment space completed for the period 1 April 2006 to 31 March 2010.

2 Total number/amount of homes/employment space either with planning permission or carried forward from the Local Plans. A discount of 2% for planning permissions not being implemented has been applied.

3 Windfall is unallocated housing development. An allowance for Windfall is not included in the first 10 years of the proposed housing supply. There is also no Windfall allowance for the final year of the Plan. The annual Windfall allowances for Malvern Hills, Worcester and Wychavon are 60, 34 and 87.5 respectively.

4 These allocations are all within the defined Development Boundary and are set out in the Site Allocations - Urban Areas chapter This includes Technology Park.

5 These allocations are beyond the current Local Plan Development Boundary. If allocated, the Development Boundary will be adjusted to include the allocation. The Urban Extensions are set out in the Site Allocations.

	Employment (hectares)	Homes	Retail (Square metres)	
Commitments	10.9	792	400	0
Windfall Allowance	N/A	360	N/A	
Urban capacity allocations	9	505	1,011	3,724
Urban Extensions	10	700		
Village Allocations ⁽⁶⁾	N/A	622	0	
Tenbury Wells	N/A	30	18	302
Upton-upon-Severn	N/A	50	17	214
Total Supply	39.4	4,156	7,470	
Five year rolling employment land supply	8	N/A	N/A	
Wychavon				
Completions	38.5	877	7,142	
Commitments ⁽⁷⁾	89.2	2,566	4,200	
Windfall Allowance	N/A	525	N/A	
Urban capacity allocations	N/A	517	500	750
Urban Extensions	18.5	2,140	0	
Village Allocations	N/A	1,178	0	
Total Supply	146.2	7,803	12,592	
Five year rolling employment land supply	30.5	N/A	N/A	
South Worcestershire				
Total Supply	309.6	20,361	48,662	

6 Village allocations are set out in the Site Allocations - Rural Areas chapter.

7 In order to meet the 5 year housing land supply, Wychavon District Council has granted planning permission for 3 major housing proposals which are departures from the adopted Wychavon District Local Plan. These housing schemes are Offenham Road, Evesham (508); Cheltenham Road, Evesham (158); and Three Springs Road, Pershore (135).

4 Development Strategy

Links To The Objectives

4.23 The Preferred Option policy for the Employment, Housing and Retail policy supports the following objectives:

- Economic success that is shared by all objectives 1, 2, 3 and 4;
- Stronger communities objectives 1, 4 and 5;
- A better environment for today and tomorrow objective 1;
- Improving health and well-being objective 1.

Alternative Options Considered

4.24 Additional growth at Worcester. This would be in conformity with regional planning policy but given the significant constraints, particularly in relation to transportation, further major investment in infrastructure would be required. In addition, the increased rate of growth required over the period after which strategic infrastructure could reasonably be expected to be provided (2016-2026) would make the new communities difficult to integrate with the city as a whole.

4.25 Additional growth in the main towns/other towns. To be supportive of strategic planning policy, the amount of development would have to be much less than for Worcester. Notwithstanding this the spatial strategies in this document identify significant barriers to effectively deliver additional sustainable development. Further housing units could be delivered at Droitwich Spa and Evesham although this would require significant new transport infrastructure for which there are viability and deliverability issues.

4.26 Additional growth in Category 1 and 2 villages. This would not be supportive of strategic planning policy and if implemented would result in a significant increase in car trips given the relative lack of services. Only by increasing development by several hundred in any one settlement could a new service e.g. shop become viable. Such growth would clearly not be in keeping with the scale/character/function of the villages.

4.27 Growth at Mitton. This land, immediately to the north of Tewkesbury but within Wychavon District, is being promoted by a consortium of landowner(s)/agent within the reviews of the Regional Spatial Strategies for the West Midlands and the South West. At this stage the Examination in Public Panel for the South West Regional Spatial Strategy have rejected the need for cross boundary development. The process has not been concluded and the Department of Communities and Local Government may decide that there is a need. Whilst the site has some planning merit being accessible to Tewkesbury and outside areas of medium/high flood risk, it is not clear how much of the 1,000 unit capacity would actually be meeting the needs of the South Housing Market Area.

4.28 A freestanding settlement. This is not supported in the policies of the Regional Spatial Strategy or through the Issues and Options consultation. This is not considered to be a sustainable option and would not bring any benefit to other communities. It would take time to establish and would inevitably be a commuter village with little hope of being a sustainable community.

Forklift and Distribution, Wychavon District



4 Development Strategy

4.3 SWDP 3: Overarching Sustainable Development Requirements

Reasoned Justification

4.29 Sustainable Development remains at the core of national planning policy. Developments which are badly designed will not only impact on the amenity of local residents but will also severely compromise the potential to help reduce local carbon emissions. All development proposals must satisfy policy SWDP3 below. This will help to ensure that development remains sustainable and is constructed to high quality.

4.30 The policy emphasises the need for high environmental standards in order to reduce the impact of Climate Change modelling; to reduce the impact of development on the amenity of local communities and ensure highway safety and to safeguard and enhance South Worcestershire's unique historic environment and landscape character.

View of Worcestershire County Cricket Club from the Cathedral



4.31 Policies SWDP 4, 5, 26 and 30 provide further details on specific requirements relating to Green Infrastructure provision, accessibility, design and housing mix requirements. This policy should be read in conjunction with these for further information:

Policy SWDP 3: Overarching Sustainable Development Principles

All development proposals must:

1. Deliver buildings to the highest possible sustainable design standard, incorporating energy saving, renewable energy, water and waste management measures to reduce the risks arising from climate change. Specifically:

- Residential development from 2011 to be built to a minimum Code for Sustainable Homes Level 3 (Level 5 with respect to water use) increasing to Level 6 by 2016;
- Non residential development from 2011 be constructed to British Research Establishment Environmental Assessment Method (BREEAM) 'very good' standard, increasing to 'excellent' by 2016;

- Meet 'Building for Life' Silver Standard (minimum 14 points) for major residential development proposals or achieve a minimum score of 14 points for minor developments of less than 5 units;
- All developments on Greenfield land will be required to maintain current surface water run-off rates. For Brownfield land a minimum 20% improvement is required;
- Ensuring that development includes the use and maintenance of sustainable drainage systems.

2. Incorporate flexible designs for buildings and their settings, including access to amenity space, enabling them to be adapted to future needs and to take into account the needs of all users;

3. Have a satisfactory means of access and provide for parking, servicing and manoeuvring of private and public vehicles in accordance with the adopted local standards;

4. Ensure both the strategic and local road network will be capable of safely, without undue environmental consequences, accommodating the type and volume of traffic likely to be generated;

5. Ensure appropriate utilities and community infrastructure are provided in accordance with the Implementation Plan.

6. Safeguard and enhance the landscape character and conservation characteristics specifically:

- Create a strong sense of place by strengthening the distinctive historic and cultural qualities and townscape of the towns and villages through its design, landscaping and use of public art;
- Safeguard and enhance features of landscape, ecological, geological, heritage, archaeological and amenity value as set out in the Historic Landscape Characteristics report⁽⁸⁾;
- Protect designated assets and nationally, regionally and locally important historic buildings, structures, monuments, landscapes and sites of archaeological significance;
- Respect the setting and views from Areas of Outstanding Natural Beauty, historic parks and gardens, significant historic or buildings/structures and public places and ensure development does not obstruct or detract from the important views of these features;

4 Development Strategy

- Protect and enhance overall landscape character taking into account key characteristics, distinctiveness and sensitivity of the landscape setting of settlements⁽⁹⁾;
- Ensure that development does not have an adverse effect on skylines and prominent views of hill features.

7. Reduce the impact of the development on local communities by:

- Ensuring that the location and nature of the proposed development, including its relationship to, and impact on, its immediate setting, the locality and local communities is appropriate;
- Not resulting in unacceptable adverse impact on the amenities of neighbouring properties or the wider area, by reason of noise, vibration, smell, light and/or air pollution, loss of daylight or overlooking;
- Not adversely impacting on an identified Air Quality Management Area;
- For residential developments exceeding 10 units comprehensive consultation on the draft design proposals with the local community and interested parties in accordance with the adopted Statement of Community Involvement.

Links to the Objectives

4.32 The preferred option policy for the overarching sustainable development principles supports the following Objectives:

- Stronger Communities objective 1;
- A Better Environment for Today and Tomorrow objectives 1, 2, 4 and 5;
- Improving Health and Well Being objective 2.

Alternative Options Considered

4.33 Do not include sustainable development requirements for new development. This would not be in accordance with national planning policy and the presumption in favour of sustainable development. It would also run contrary to the Sustainability Appraisal Framework.

4.34 Include more stringent requirements for new development. The Development Plan must focus on delivering new development and needs to be mindful of development viability issues. It is considered that the Preferred Options are mindful of the realistic delivery of high quality development and offers some opportunity for flexibility in appropriate circumstances.

9 As informed by Worcestershire County Council Landscape Character Assessment.

4.4 SWDP 4: Moving Around South Worcestershire

Reasoned Justification

4.35 Worcester city centre is the largest destination in terms of the number of vehicle trips in South Worcestershire and this is reflected in levels of traffic congestion both within and around the city. Its location is supported by a wider strategic transport infrastructure and access to the national motorway network. The River Severn constrains east/west movements through South Worcestershire and is a significant contributor to congestion on the A4440 Southern Link Road around Worcester, which is one of only two vehicle crossing points within the vicinity of the city. If the travel needs of the area's existing residents, businesses together with Worcester's planned growth are to be addressed, the city will require investment in an integrated rapid transit network for bus and rail and improvements to the strategic road network. This Development Plan provides the main opportunity for the District Councils to contribute to the implementation of these improvements.

4.36 The rural nature of most of South Worcestershire means that travel is highly diverse in terms of the origin and destination of trips, although most commuting takes place within South Worcestershire itself. Rural residents are more reliant on the use of cars than those in the urban areas and the needs of the ageing population in the rural areas will be increasingly difficult to meet as the numbers of residents without access to personal transport rises. More demand responsive forms of public and community based transport such as community buses will be required if the needs of these residents are to be met. This Development Plan should aim to improve transport choice to enhance rural accessibility in the area.

4.37 Worcestershire has a mature economy with well established transport networks and connectivity between economic centres already in place. Worcestershire's Local Transport Plan 3 suggests that investment should be focused on enhancing the performance of existing transport networks, particularly where journey times are increasing. There are some areas in South Worcestershire where investment in transport infrastructure and services has been insufficient to deal with rising demand and unless addressed this will have an even greater impact on the area's future growth and competitiveness.

4.38 There are a number of major roads where congestion is particularly bad, resulting in journey time unreliability and delay:

- Droitwich – Ombersley – Tenbury Wells (A443);
- Evesham – Pershore – Worcester (A44);
- Malvern – Worcester (A449/A4440);
- Worcester – Droitwich Spa (A38).

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Sustainable travel

4.39 Traffic congestion is a major cost to the local economy and negatively affects air quality within urban areas. A significant change in travel patterns and travel behaviour is therefore necessary in order to meet the required reduction in carbon emissions as set out in the Climate Change Act 2008 and the World Health Organisation Air Quality Standards. This will not be achieved unless new homes are accompanied by increased investment in local services, employment opportunities and improvements to walking, cycling and public transport facilities.

4.40 There is a growing need to adopt policies that ensure the closer integration of land use and transportation planning to manage demand on the local transport network. This will help to minimise the impacts of new development and make full use of existing transport infrastructure and services. The Plan's overarching development strategy seeks to focus new development largely within the urban areas and in villages and settlements that have good access to local services, or where services can be enhanced through development (See Policy SWDP1), in order to minimise transport movements.

4.41 Worcestershire County Council has developed Requirements for Transport Assessment Guidelines ⁽¹⁰⁾ which major development proposals should take full account of. Developers will be required to submit a technical note alongside their application to set out how the Assessment Guidelines have been considered.

4.42 Travel Plans will be required for all major developments and should set out targets and monitoring arrangements to ensure sustainable travel patterns are maintained. Travel plans should be seen as an integral part of the wider implementation of an areas sustainable transport strategy. Plans must be robust and enforceable to ensure that development is delivered sustainably in transport terms. All Travel Plans must involve the development of agreed explicit outcomes linked to

Great Malvern Train Station



10 <http://www.worcestershire.gov.uk/cms/transport-and-streets/transport/local-transport-plan/transport-guidance.aspx>

an appropriate package of measures. As set out in the Local Transport Plan 3, Worcestershire County Council will commit to using bonds to enforce the delivery of effective Travel Plans for residential, commercial and industrial development sites.

Worcestershire Local Transport Plan 3

4.43 This provides the policy and strategy context for major transport projects to enable Worcestershire County Council to bid for additional Government funding. It also provides the context to guide developer contributions.

4.44 Detailed plans for the implementation of transport infrastructure will come forward during the lifetime of the Local Transport Plan 3 and these will be developed so that the proposals taken forward have strong business cases and thereby represent value for money.⁽¹¹⁾

4.45 The Worcester Transport Strategy provides the Local Transport Plan 3 with the short, medium and long term Transport Strategy for the city. Without increased transport capacity across all modes of transport, Worcester's ability to grow and remain a key economic centre for the sub-region is significantly constrained. The full package of schemes within the Worcester Transport Strategy has been split into phases to ensure that an appropriate Major Scheme Bid submission can be prepared, which is compatible in types of schemes, timescales for delivery and funding requirements of the Department for Transport.

4.46 The first phase of the Worcester Transport Strategy, a proportion of which is subject to a Major Scheme Business Case, addresses Worcester's existing transport problems and comprises of the following:

- Junction capacity enhancements on the A4440, Southern Link Road
- Junction capacity enhancements along five key corridors in Worcester.
- Upgrades to Worcester Foregate Street and Malvern Link stations.
- Improvements to walk, cycle and passenger transport infrastructure along five key corridors in Worcester.
- Implementation of an Intelligent Transport System Scheme.
- Additional Park and Ride sites.
- Smarter choices measures.

4.47 Phase 1 package of measures will not, on their own be sufficient to deliver the levels of developments set out in this plan. However, its implementation is essential for the further investment in transport infrastructure and services needed

¹¹ The LTP3 Scheme Appraisal Framework (SAF) will guide Worcestershire County Council's capital spending which includes Section 106 funding and grant allocations to optimise value for money

4 Development Strategy

to accommodate the increased travel demand associated with future development levels. Subsequent phases of the Transport Strategy will include further significant investment in:

- The strategic highway network, including the A4440, A38 and A449 and the North West Link Road;
- The local highway network as part of the key approach corridor;
- Walk, cycle and passenger transport infrastructure and services along additional key corridors;
- Additional smarter choices measures;
- Further enhancements to City Centre public realm;
- Worcestershire Parkway Station;
- Shrub Hill station enhancements.

4.48 Worcestershire Parkway is considered to be a Strategic Transport Scheme with benefits that extend well beyond the South Worcestershire area. The poor quality rail service between Worcestershire stations and locations served by the Birmingham - Cheltenham - Gloucester - Bristol and Cardiff main lines is exacerbated by the lack of direct access to cross country services. The proposed Worcestershire Parkway would help to address this issue and improve access to the national rail services, significantly improving local economic competitiveness.

4.49 The Local Transport Plan 3 South Worcestershire Rural package covers the key inter-urban links across all modes of transport. The key corridors include:

- A44 (Oxfordshire) - Evesham - Pershore - Worcester - Herefordshire
- A443/A4133 Tenbury Wells - Worcester (M5 Junctions 5 and 6)
- A449/A4440 Herefordshire - Malvern - Worcester (M5 Junction 7)
- A38 Wychbold (M5 Junction 5) - Droitwich Spa - Worcester - Gloucestershire
- A422 Worcester - Alcester - Warwickshire

4.50 It will also set out urban transport packages for the main towns in Worcestershire - Malvern, Tenbury Wells, Upton-Upon-Severn, Evesham, Pershore and Droitwich Spa, which will be defined in more detail during 2012.

4.51 New developments are expected to contribute a significant amount towards the funding of the Worcester Transport Strategy, which is considered essential to deliver sustainable growth.

Delivering Major Transport Schemes across South Worcestershire

The Worcestershire Local Enterprise Partnership has identified the following transport related priorities:

- To deliver the largest sites and related transport infrastructure needed to secure economic growth and a low carbon economy;
- To deliver the right infrastructure for business – improving access from the M5 to the Malvern Hills Science Park and QinetiQ and creating better access for our strategic businesses and their supply chains.

4.52 The Worcestershire Local Investment Plan has specified that where resources for infrastructure are scarce, then priority will be given to schemes and investment which support the area's economic prosperity. In addition to the Local Transport Plan 3 schemes set out above, regard will also be had to transport priorities which may emerge through the plan period.

Bus collecting passengers



4.53 The County and District Councils will need to continue to work in partnership with organisations such as the Highways Agency, Network Rail, Department for Transport and Train Operating Companies to promote and develop schemes such as Worcestershire Parkway and secure improvements to M5 Junctions 5, 6 and 7.

4.54 The provision of transport infrastructure schemes and improvements associated with new development proposals will need to demonstrate that they have fully considered the risks associated with environmental impact, for example flooding and climate change in accordance with Environmental Impact Assessment requirements. They will also need to demonstrate that they have minimised disruption to the existing strategic transport network and the impact on the area's economy and local communities. However, it is the South Worcestershire Authorities' aspiration

4 Development Strategy

that the majority of strategic infrastructure identified within Local Transport Plan 3 Major Scheme Bids linked to the proposed development of strategic sites should be committed to prior to agreeing a final phasing plan for development.

Parking policy

4.55 Traffic and parking management measures can significantly improve the efficiency of transport networks. Worcestershire LTP3 places an emphasis on working with partners to ensure that parking in city and town centres is biased towards short stay use to encourage high turnover of shoppers which will boost economic activity. Long stay car parking, mainly associated with commuting will be reallocated to Park and Ride sites and peripheral locations wherever practicable.

4.56 Within the rural areas where communities are more reliant upon the private car due to a lack of transport choice, consideration will be given to the more flexible application of parking standards based on site assessment and location.

4.57 The South Worcestershire Authorities will work with Worcestershire County Council to develop locally specific parking standards through the Local Transport Plan 3 and Supplementary Planning Documents. Standards will be based on capacity and pricing reviews which must also carefully consider the impact on the regeneration of Worcester city and the main/other towns as specified in Policy SWDP 1.

4.58 Prior to the adoption of Supplementary Planning Documents, parking standards for new development should be provided in accordance with national guidance as set out in Planning Policy Guidance 13: Transport. Parking standards within new developments should take account of the requirements outlined in the Design Guide Supplementary Planning Document and should make the most efficient use of the site's developable land.

4.59 The appropriate number of car parking spaces required will depend on a number of factors including location, accessibility to non-car transport infrastructure, local on-street car parking capacity and highway safety along with the need to make the best use of land.

Phasing and Implementation of Transport Infrastructure

4.60 The funding to deliver transport infrastructure is likely to come from a variety of sources during the Development Plan period. It is anticipated that a funding gap will be identified for transport infrastructure. It is clear that without substantial funding contributions from alternative sources, including the private sector, many of the strategic transport schemes that are required to underpin new development in the area will not be deliverable.

4.61 The Implementation Plan considers the funding mechanisms to determine how transport infrastructure will be prioritised, phased and implemented. Potential funding sources include:

- Community Infrastructure Levy (CIL);

- Other Developer Contributions;
- New Homes Bonus Scheme;
- Sustainable Transport Fund;
- Local Transport Capital Settlement.

4.62 Local Transport Plan 3 sets out the County Council's position as the Local Transport Authority, which justifies the appropriate levels of financial contributions towards transport infrastructure and services which will be sought from developers.

4.63 Developers will be required to demonstrate that they have given appropriate consideration to the potential impacts of development on the strategic highways network, which is managed by the Highways Agency. In particular, the impact on the safe and efficient operation of Junctions 5, 6 and 7 of the M5 Motorway will require detailed consideration.

4.64 The phasing of major highways or sustainable transport improvement schemes have been considered and integrated within the delivery programme as set out in the Implementation Plan. It is acknowledged that it will not be possible to provide all infrastructure prior to new development taking place, due to the limited availability of large scale funding. However, it is the South Worcestershire Authorities' aspiration that the majority of strategic infrastructure identified within Worcestershire Local Transport Plan 3 Major Scheme bids linked to the proposed development of large sites should be committed to prior to agreeing a final phasing plan for development.

SWDP 4: Moving around South Worcestershire

Managing Travel Demand

Proposals must demonstrate that the location for development will minimise demand for travel, offer genuine sustainable travel choices, improve road safety and support the delivery of Local Transport Plan Objectives.

Travel Plans will be required for all sites of 10 or more units⁽¹²⁾. These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport through agreed targets and monitoring arrangements.

New developments should accord with the design criteria and principles set out in Manual for Streets, Worcestershire County Council's Highways Design Guide for new developments and the Design Guide Supplementary Planning Document.

¹² For residential uses major is defined as 10 units or more. For all non-residential major is defined as exceeding 1,000 square metres (net). The agreed targets within a Travel Plan will reflect the potential of the end use to offer realistic travel choices.

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Providing alternative modes of travel

Priority will be given to improving public and community transport provision, walking and cycling infrastructure during the plan period. All new developments will be expected to contribute to the provision of sustainable transport infrastructure either through direct investment in facilities or by financial contributions.

In order to promote more transport choice in rural areas, community transport and innovative transport projects including those which promote the use of new vehicle technology will be encouraged in conjunction with new development proposals.

All town centre development will need to show that the needs of alternative powered vehicle users have been considered.

Delivering transport infrastructure to support economic prosperity

The following major transport schemes as identified within the Worcestershire Local Transport Plan 3 will be prioritised:

- Worcester Transport Strategy Phase 1
- Worcestershire Parkway
- Evesham Abbey Bridge
- Urban transport packages for the towns of Malvern, Tenbury Wells, Upton-upon-Severn, Pershore, Evesham and Droitwich Spa.

Development proposals which are likely to prejudice the future development of these strategic transport schemes; or have an adverse impact on existing or proposed public transport facilities and the implementation of identified highway improvements or traffic management schemes such as those along the A4440 (Southern Link) at Worcester, will not be permitted.

With respect to growth at Worcester the highway authority has indicated that the Worcester Transport Strategy Phase 1 only addresses existing transportation needs at 2010 along with projected background growth on traffic demand. The implementation of 8400 dwellings and 124 hectares of employment land up to 2030 will therefore be dependant upon the development and satisfactory implementation of Worcester Transport Strategy Phase 2 under the Worcestershire Local Transport Plan.

Transport Assessment

When considering development proposals and associated improvements to the local transportation network, a full risk assessment will be required to minimise environmental impact and any resulting disruption to the strategic transport network.

Car parking standards

Locally determined car parking standards will apply to all development proposals, which will be set out in Supplementary Planning Documents.

Implementation

Financial contributions towards strategic transport infrastructure will be secured through the Community Infrastructure Levy charging schedule. New development will need to be incorporated into a co-ordinated infrastructure and service delivery programme agreed with the South Worcestershire authorities and Worcestershire County Council. Where appropriate site-specific transport improvements may be sought through Section 106, Section 278 and Section 38 Agreements in accordance with Worcestershire County Council's Design Guidance.

Links To The Objectives

4.65 The Preferred Option policy for the moving around South Worcestershire meets the following Objectives:

- Economic Success that is Shared By All objectives 1 and 3;
- Stronger Communities objective 4;
- Improving Health and Well Being objectives 3;
- Communities that are Safe and Feel Safe objective 2.

Alternative Options Considered

4.66 **Seek to provide for the unrestrained growth in travel that will arise as a result of increasing prosperity and level of development.** This approach would increase demand for travel by private car and would increase carbon dioxide emissions, congestion on local transport networks and makes the provision of and accessibility to local services more difficult.

4.67 **Rely on increasing levels of congestion to limit travel demand.** This would have unacceptable consequences for economic development, carbon dioxide emissions and increase social exclusion. This is a highly unsustainable option.

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4.5 SWDP 5: Strategic Green Infrastructure

Reasoned Justification

4.68 Green Infrastructure is a network of green spaces and related environmental features that intersperse and connect cities, towns and villages. It incorporates open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats, street trees, natural heritage, historic environment and open countryside. Green Infrastructure can deliver an integrated infrastructure and provide multiple benefits for the economy, environment and people.

4.69 Provision of Green Infrastructure is essential to delivering a high quality of life for local communities. It is also an important part of the life support system of an area. Functions and eco-systems services which Green Infrastructure can provide to a community include employment, recreation, physical health and mental well being, social interaction, contact with nature and food production, drainage and flood management, biomass and wood fuel, climate change adaptation and pollution control. Furthermore, it can safeguard and enhance local distinctiveness, help to create a high quality built environment and improve the quality of the built environment and public realm assets.

Bridge over River Avon, Wychavon District



Context

4.70 Biodiversity, geodiversity, open spaces, landscapes and the historic environment together create and underpin the unique character of South Worcestershire. Distinctive features of environmental importance in South Worcestershire include the Severn, Avon and Teme Valleys. Other areas whose special qualities are recognised by statutory designation include the Cotswolds (Including Bredon Hill) and Malvern Hills Areas of Outstanding Natural Beauty and the Abberley and Malvern Hills Geopark. The Green Belt is not of the highest landscape quality as its primary purpose is to prevent settlement coalescence and encroachment into the wider countryside. However because the Green Belt will be kept open it will continue to perform a valuable Green Infrastructure function.

4.71 There are numerous heritage assets of architectural, archaeological and cultural interest in South Worcestershire which contribute significantly to its distinctive character and settlements. The rich diversity in the historic environment reflects human interaction with the landscape from the earliest prehistoric settlements to the present day. The valued identity of city/town centres, suburbs, villages, hamlets and farmsteads has developed as these settlements have grown and evolved. The historic environment setting for these settlements has evolved into distinctive landscapes; the essence of which has been captured by the Historic Environment Assessment for South Worcestershire.

4.72 It is now widely recognised that Green Infrastructure has a major role to play in providing flood mitigation and adaptation measures, together with protecting enhancing and creating biodiversity. This is seen as particularly important in the South Worcestershire area in the light of recent severe flooding events both fluvial and pluvial.

4.73 In order to meet sustainability requirements and conserve valued components of South Worcestershire's Green Infrastructure Network the physical and visual aspects of new development should be planned to be comprehensive and sustainable from the outset. They should be integrated into the existing landscape and valuable features and settings protected and enhanced.

4.74 The Worcestershire Green Infrastructure Framework forms the basis for the development of the emerging Worcestershire Green Infrastructure Strategy which will set out a series of actions required to deliver Green Infrastructure improvements.

Malvern Hills an Area of Outstanding Natural Beauty



4.75 The Green Infrastructure requirements of new development will be informed by the Framework which provides an analysis and interpretation of the environmental assets of the area. The analysis identifies broad character areas based on an assessment of Green Infrastructure quality and vulnerability to change. The most important Strategic Green Infrastructure is shown both on the Context Map and the Proposals Map. The priority areas for Green Infrastructure investment are shown on the Key Diagram and the Proposals Map. It is accompanied by an assessment

4 Development Strategy

of the appropriate strategic approach to be adopted i.e. Very High Quality Green Infrastructure it will be to protected and enhanced; for Low Quality Green Infrastructure the approach will be an equal emphasis on creation and enhancement.⁽¹³⁾

4.76 In considering development proposals all parties should also refer to local evidence documents that include the following e.g:

- Worcestershire County Landscape Character Assessment;
- South Worcestershire Historic Environment Assessment;
- Worcestershire Historic Landscape Characterisation Assessment;
- National and local Heritage at Risk surveys;
- County Historic Farmsteads Study;
- Worcestershire Habitat Inventory;
- Worcestershire Biodiversity Action Plan;
- Conservation Areas, Designation Reports and Appraisals;
- Historic Environments Records;
- Archaeology Strategy for Worcester city;
- Areas of Outstanding Natural Beauty Management Plans;
- Supplementary Planning Documents;
- West Midlands Regional Forest Framework;
- Worcestershire County Council Local Transport Plan 3;
- Access and Informal Recreation Strategy;
- Geodiversity Action Plan for Worcestershire;
- Local lists compiled by the South Worcestershire Authorities.

13 The Worcestershire Green Infrastructure Framework includes an Environmental Character Areas map. The map identified areas of strategic intervention and a series of objectives for each given area. The Environmental Character Areas have been weighted in a range from Very High to Low quality Green Infrastructure with differing levels of provision and quality that will require discrete levels of intervention. For example Environmental Character Area 1 (Hallow and Laugharne Brook) is of high quality therefore the strategic intervention is to protect and enhance. Alternatively Environmental Character Area 14 (Kempsey Plateau) is of low quality and therefore requires an equal approach on both site protection and creation. However, there are qualifications to the scope and application of the Green Infrastructure Character Area map, which includes recognising that the boundaries shown on the map are intended to be soft-edged and indicative.

4.77 Policy and associated standards for the provision of open space with a sport, recreation or amenity value, and the protection and enhancement of existing areas, are set out elsewhere in this document (see Policy SWDP 43, 44 and 45).

Worcester riverside - green infrastructure corridor



SWDP 5: Strategic Green Infrastructure

Development proposals will be required to protect and enhance existing Green Infrastructure, and create further provision, in line with the strategic aims and objectives of the Worcestershire Green Infrastructure Framework and emerging strategy. New provision will be required to deliver multifunctional benefits which promote recreation and tourism, public access, education, and protect and enhance biodiversity, geodiversity, the historic environment, landscape character and contribute to climate change adaptation and mitigation objectives.

New provision should be well connected with existing Green Infrastructure, be appropriate to the size of the site to be developed, reduce the fragmentation of habitats and strengthen landscape character.

The Worcestershire Sub Regional Green Infrastructure Framework and emerging Strategy will help to inform priorities, such as contributions from funding sources, to the achievement of Worcestershire Biodiversity Action Plan targets, Area of Outstanding Natural Beauty Management Plans, the Rights of Way Improvement Plan, or to adopted local strategies for the historic environment and landscape or biodiversity. Development proposals must set out how on-site Green Infrastructure will be maintained. They will also be required to contribute to Strategic Green Infrastructure.

4 Development Strategy

Links to the objectives

4.78 The preferred option for the Strategic Green Infrastructure policy supports the following objectives:

- A better environment for today and tomorrow objectives 1, 3, 4 and 5.
- Improving health and well-being objective 2.

Alternative Options Considered

4.79 Development Management decisions could be based upon national planning policy e.g. **Planning Policy Statement 9** and **Planning Policy Guidance note 17**. This would result in an absence of local planning directions to complement strategies by other organisations e.g. Environment Agency and Natural England.

4.80 This situation could worsen when detailed national planning policies are replaced by the National Planning Policy Framework.

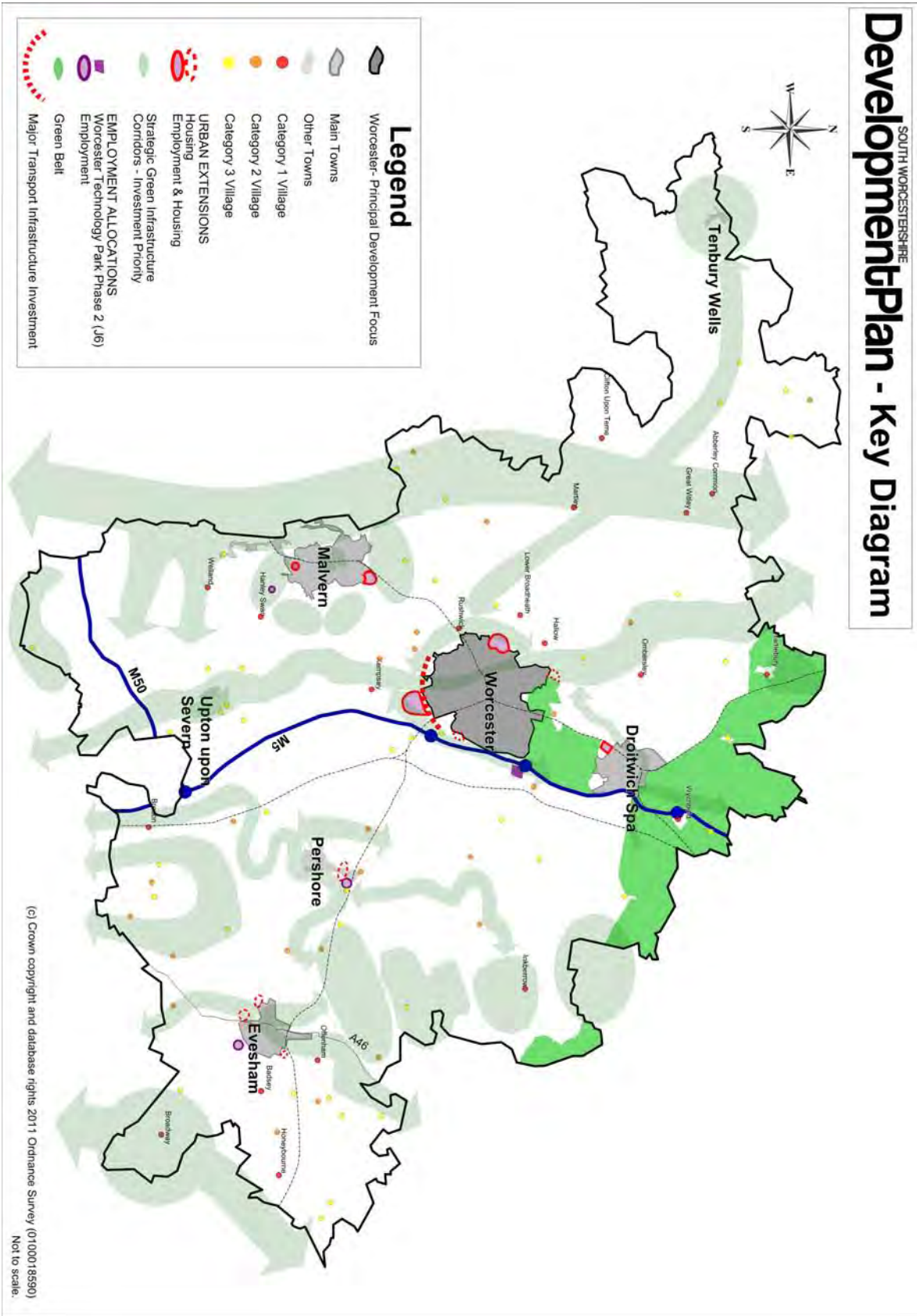
4.81 The Key Diagram illustrates the development strategy. This strategy has evolved over a significant amount of time and much of it has already been subject to extensive consultation. It should be looked at in conjunction with the Context Map (figure 1) and identifies the following:

- Worcester as the focus for development;
- The Main Towns, Other Towns, Category 1 (named), 2 and 3 villages;
- Major allocations at Worcester and the main towns;
- The principal transport network and infrastructure requirements including proposed Park and Ride sites and Worcestershire Parkway;
- The main commuting patterns;
- The Worcestershire A38 High Technology Corridor;
- Strategic Retail Development at Worcester;
- Strategic Green Infrastructure Network Improvements.

4 Development Strategy

4.6 Figure 3 - Key Diagram

Figure 3 - Key Diagram



Introduction

5.1 Worcester City is the county town and administrative centre for South Worcestershire and beyond with a population of 94,700 (2009 Mid-Term Population Estimates). It is a historic centre based on the cathedral that dominates the skyline. Despite the major expansion at Warndon Villages and St Peter the Great, the city still maintains the image of being a city within a rural setting that is distinctive to South Worcestershire. This distinctive setting, in part is provided by many villages within the countryside beyond the city boundary, on whom the city has a major influence.

View of Worcester from the Cathedral



5.2 The South Worcestershire Development Plan Strategy recognises that Worcester is a city with a dynamic local economy with high levels of economic success, knowledge based industries, connectivity and communications, with an active university benefiting the area and businesses through its research activities. Worcester's success in attracting and holding employers and attracting major shopping chains will have a direct impact on the economic success of South Worcestershire as a whole being the dominant employment, shopping and tourist centre.

5.1 Worcester Urban Capacity

5.1.1 SWDP 6: Worcester City Allocations

Reasoned Justification

5.3 The evidence gathered through the Retail Study, Employment Land Review and Housing Needs Study together with the results of the Issues and Options and Preferred Options consultation show support for Worcester to maintain and enhance its role at the top of the settlement hierarchy as the county town and city centre.

5 Worcester

5.4 The intention for Worcester over the plan period is that of sustained investment in economic development, aligned with successful advances in sustainable travel, leading to a vibrant and diverse city. It is:

- Driven by a high skill, high value-added knowledge economy;
- Home to a growing and academically excellent university that makes a strong contribution to the local economy;
- A prestige tourist destination, offering a range of experiences to shoppers, day trippers, holiday makers and business visitors;
- Famous for its historic and well managed city centre;
- Served by integrated and high quality transport infrastructure;
- Play a part in delivering housing growth in South Worcestershire in a sustainable and environmentally sensible way; and
- Provides a range of services, facilities and employment opportunities which meet sub-regional needs and support the economic growth of South Worcestershire as a whole.

High Street and Market, Worcester



5.5 As such the city and its environs are the focus of future development and the preferred location for any national or regionally significant developments in South Worcestershire. It is the centre of the Development Strategy for South Worcestershire and its prosperity will be reflected across the area. However, it is recognised that the delivery of key infrastructure (see Implementation Phasing and Monitoring chapter) is vital if the overall strategy is to be achieved.

5.6 The Development Strategy (Policy SWDP 1) allocates approximately 8400 dwellings, about 124 hectares of employment land including approximately 55,000 sq m of offices in the city centre and a minimum of 10,000 sq m of non-food retail development. There is an identified need to deliver affordable housing to satisfy outstanding and projected demand and this will need to be addressed as part of the development of the 8,400 dwellings. This figure has been derived from the reductions

in Office for National Statistics household and migration projections; the limited brownfield capacity of the City and wider area and that jobs and appropriate infrastructure will also need to be provided to support such housing growth for which there is a significant cost and deliverability implication.

5.7 Evidence demonstrates that there is insufficient suitable land within the city boundary to deliver its development needs and therefore some expansion will be necessary immediately outside the city boundary.

5.8 An important first step is to assess the present urban capacity of the city.

5.9 At 31st March 2010 the Housing Land Monitor reveals the following:

Table 5 Dwelling completions and commitments

Completions since 2006	1563
Commitments i.e. sites with Planning permission	1463
Total	3026

5.10 Based on past trends there needs to be a 2% discount on the commitments figure to allow for unimplemented permissions. Therefore, there is a need for provision of approximately 5,400 dwellings within the Worcester area phased over the period 1st April 2010 to 31st March 2030 in order to meet the overall requirement of around 8,400 dwellings.

5.11 The allocated sites (5 dwellings or over) identified within the city boundary should deliver approximately 1,176 units. This would mean approximately 4,200 dwellings should be accommodated within the city boundary through past completions (since 2006), present commitments and proposed allocations.

5.12 A windfall allowance is only allowed for the last seven years of the plan period, and it is estimated that this may deliver approximately 34 dwellings per year up to 2030.

5.13 On this basis approximately 4,025 dwellings would still need to be provided outside the city boundary. This has taken account of evidence relating to the Green Belt, Local Green Network, existing employment sites and the need for sports, health, education and other community facilities - not to mention the aspirations of creating a dynamic, successful, attractive and vibrant city centre - essential to create a sustainable balanced city.

Water fountain and St Andrew's Spire



5 Worcester

5.14 In addition, sites for around 27 hectares of new employment land have been identified. An assessment of all sites including those put forward through the Strategic Housing Land Availability Assessment can be found in the background paper – 'Worcester Site Allocations'.

SWDP 6: Worcester City Allocations

Within Worcester City the following sites are allocated for the following uses, and shown on the Proposals Map. They should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary contributions towards the provision of recreation, education and other community.

A. Housing.

Table 6 Sites for housing

Policy Reference	Site	Indicative no. of dwellings
SWDP6/1	Land south of Lyppard Hill	100
SWDP6/2	Gregory's Bank Industrial Estate	140
SWDP6/3	Masonic Hall Site	50
SWDP6/4	Cedar Avenue Depot	45
SWDP6/5	Rear of 2-32 Ribble Close and Gas Holder Site	40
SWDP6/6	Old Northwick Farm	40
SWDP6/7	Wyvern Service Station	6
SWDP6/8	Moor Street Clinic	20
SWDP6/9	Post office Sorting office Westbury Street	20
SWDP6/10	Land at Albert Road	20
SWDP6/11	Sansome Walk Swimming Pool	40

B. Mixed Uses.

Table 7 Sites for mixed use development

Policy Ref.	Site	Indicative	
		No. of dwellings	Employment (Hectares)
SWDP6/12	Claines Recreation Ground and adjacent Land (Housing, British Legion Club House, sports facilities and Super Play Area)	15	
SWDP6/13	Former Ronkswood Hospital (Care Home, Care Village, and residential)	200	
SWDP6/14	Worcester Woods Business Park, Newtown Road (B1, B2 employment, Care Home, Hotel, Car/motor bike showroom, hospital expansion)		11
SWDP6/15	Government Buildings, Whittington Road. (B1 office and residential)	120	4
SWDP6/16	Church Farm Claines (Park and Ride and Cemetery)		
SWDP6/17	Grove Farm. (Medical Centre, Business Innovation Centre, Research and Development, University Campus)		11

C. Employment.

Table 8 Sites for employment

Policy Ref.	Site	Employment (Hectares)
SWDP6/18	Midland Road	1

D. Other uses.

Table 9 Sites for other development

Policy Ref.	Site	Indicative	
		Dwellings	Employment (Hectares)
SWDP6/19	Perdiswell (Leisure uses)		
SWDP6/20	School of Art and Design, Barbourne (Care Home)		
SWDP6/21	Former Hallow Road Tip (Open space/Leisure/Super play area)		
SWDP6/22	Warehouse, Portland Street (Community Uses)		
SWDP6/23	Offerton Lane Gypsy and Traveller site (Redevelopment to increase by 10 pitches)	10(pitches)	

All development will need to contribute as appropriate (N.B. Section 106 Developers contributions or Community Infrastructure Levy) to the range of Infrastructure required in order to make growth sustainable.

5.1.2 SWDP 7: Worcester City Centre

Reasoned Justification

5.15 The City Centre forms a vital element as its economic performance is intrinsically linked with the wider success of the City, and South Worcestershire. Worcester Alliance, with Worcester City Council and Worcestershire County Council are pursuing a Master Plan (to be developed through the City Centre Supplementary Planning Document) for the central area which will provide a framework for development, regeneration and investment up to 2030. Stage one was establishing a Vision for the central area and David Lock Associates undertook this work. This work identified several locations where development and intervention can occur in order to bring about regeneration and improvement (see City Centre Diagram). The Document will develop ideas about design, land use, transport and access, and public realm.

Masterplan image of Cathedral Plaza



5.16 The issues and Options and Preferred Options consultations supported the approach of directing major retail development to the city centre which is consistent with evidence from the retail study.

5.17 All options to promote the city centre have been supported at the consultation exercises particularly recognising its strategic significance in South Worcestershire and beyond. However, the protection of existing leisure, office, education and retail uses also received significant support.

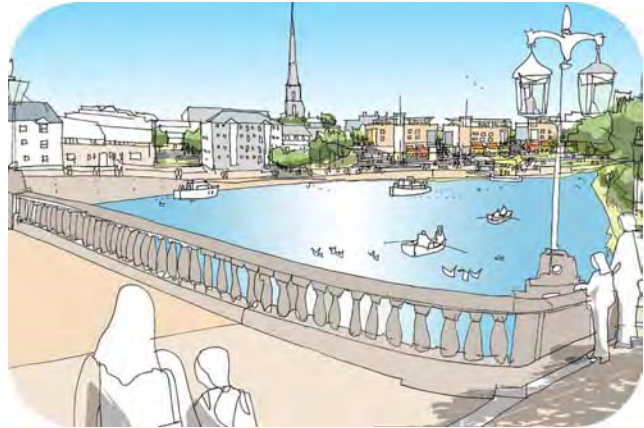
5.18 The City Centre Masterplan Vision document highlights several locations within or close to the city centre where development and intervention can occur in order to bring about regeneration and improvement .These are

- **Shrub Hill.**(Shrub Hill Station, Cromwell Street, Padmore Street, Tolladine Road, Shrub Hill Road and Lowesmoor Wharf). Commercial office space and a limited amount of housing could be developed, exploiting the opportunity of the canal side location and proximity of the station. The redevelopment should embrace the historic and Listed Buildings, but should also retain some of the less 'attractive' businesses which survive in part due to lower rents. These business should not be lost as they are vital to the economy of the city. If they cannot remain in this area they should be re-located, possibly to Midland Road. The redevelopment of Cromwell Street could provide a mix of uses enabling the opportunity to connect Lowesmoor, the canal and the station together. Sandwiched between Rainbow Hill and Tolladine Road is an area of low density uses which is an important gateway into the city from the railway line. A mixed use development focussed around a new canal basin would create a new active quarter for the city. It is estimated that, although not residential led that an element will be included to deliver approximately 200 dwellings.
- **Riverside.** Significant improvements are already being made to the riverside, but opportunities could be taken for locating a hotel and creative industries as well as enhancing the riverside space at Quay Head. Improving links and connections will need to be created particularly across Deansway.

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- Retail Core.** The retail study indicates that it would be appropriate for Worcester to expand its city centre shopping floorspace, to accommodate the needs of the catchment population and to retain its position in the regional hierarchy. Several key sites, including Crown Gate (re-configuration and expansion onto adjacent land e.g. fire station site, The Butts and Angel place); Cathedral Plaza (re-configuration of the existing floorspace) and the former Co-op building and adjacent land (re-development) that have potential with the aim of delivering an improved retail offer in the city centre.
- Blockhouse/Carden Street.** This gives the opportunity for a network of intimate shared surface streets which can provide access to a mix of good quality city centre housing (approximately 120 dwellings), and smaller business premises.
- Cathedral Quarter and Sidbury.** The opportunity exists to improve the point of arrival at Sidbury, with the development of a hotel on the former Royal Worcester Porcelain Site and involving the re-development of King Street car park. An area to encourage creative industries to cluster together around the Royal Worcester Porcelain museum would be beneficial.

Worcester riverside masterplan



SWDP 7: Worcester City Centre

A. The following sites are allocated for retail development (as shown on the Proposals Map):

Table 10 Sites allocated for retail development

Policy Reference	Sites
SWDP7/1	Cathedral Plaza to allow for re-development, refurbishment, expansion of the existing shopping centre and to provide greater connectivity with the Cathedral.
SWDP7/2	Fire Station/Crown Gate/Angel Place/The Butts to allow for re-development, refurbishment, expansion of the existing shopping centre and to provide greater connectivity with the riverside and the University Campus.

Policy Reference	Sites
SWDP7/3	Former Co-op building/Cornmarket to allow for re-development for retail purposes and the creation an important open space giving improved connections to the Lowesmoor Development and Shrub Hill Station.

B. In addition the following Opportunity Zones shown on the Proposals Map have been identified as follows:

Table 11 Opportunity Zones

Policy Reference	Opportunity Zones
SWDP7/4	Shrub Hill (approx 200 dwellings)
SWDP7/5	Blockhouse/Carden Street (includes approx 120 dwellings)
SWDP7/6	Sidbury

Re-development proposals for the listed Opportunity Zones will be supported providing they:

- Incorporate a genuine mix of land uses.
- Make a contribution to achieving the development strategy objective for new B1 office space in Worcester City Centre;
- Are not predominantly residential in nature;
- Offer genuine sustainable travel choices;
- Do not result in new retail or leisure destinations as retail and leisure elements should be clearly ancillary to other land uses within the zone;
- Enhance views over the historic city centre;
- Secure the refurbishment and future of Listed Buildings and structures within the zone;
- Encourage existing businesses to remain or provide suitably re-located opportunities.

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Proposals for single uses will be evaluated for their contribution and effect on the overall mix of uses in the area. All new development will be expected to contribute to the enhancement of infrastructure, Travel Plans, public realm, streets and open spaces, and Community Infrastructure Levy in respect of strategic infrastructure

Further detail on appropriate uses for Opportunity Zones and other specific sites will be provided through the City Centre Supplementary Planning Document:

Links to the Objectives

5.19 The Preferred option policies for Worcester City meet the following objectives:

- Economic Success That is Shared By All objectives 1, 2, 3 and 4;
- Stronger Communities objectives 1, 2, 3, 4 and 5;
- A Better Environment objectives 1, 2, 3, 4 and 5;
- Improving Health and Well Being objectives 1, 2 and 3;
- Communities that are Safe and Feel Safe objectives 1 and 2.

Machinery Operation at Mazac, Worcester



Alternative Options Considered

5.20 Dispersed Worcester – a pattern of dispersed growth and continued heavy reliance on the motor car to access jobs and services around the city's periphery, to the detriment of the health and vitality of the city centre.

5.21 Dormitory Worcester – Jobless growth, with new housing focussed on existing employment sites and the periphery, but residents dependent on jobs and services in other locations, and therefore commuting greater distances. This would favour the well off, and reduce the need for a growing service industry within the city centre, leading to even fewer jobs and city centre decline.

5.22 Urban Worcester – building on the green open spaces particularly around the edge of the city would be detrimental to the character of the city and the healthy living environment of its residents.

5.23 In regard to specific allocations the following alternatives were considered:

- **Swimming Pool – Re-developing on the same site.** This would be the most sustainable in relation to the city centre, but the narrowness of the site would make design difficult, and economic viability would be questionable. The city would also be without a pool during the construction period.
- **No Provision.** The Sports and Leisure evidence (Nortoft Report) indicates that a 25m pool together with diving and teaching facilities are required.
- **Stadium.** This has proved to be non-deliverable without an unacceptable amount of enabling development in the green network and M5 Protection Corridor.

5.2 Worcester Urban Extensions

5.2.1 SWDP 8: Directions for growth outside the City boundary

Reasoned Justification

5.24 Once the urban capacity of the city is taken into account, it is estimated that approximately 43 hectares of employment land and approximately 4,025 dwellings would need to be provided around the urban edge of the city within the districts of Malvern Hills and Wychavon.

5.25 The emerging evidence regarding the direction of growth for Worcester is proving to be contradictory. The Highways Agency is concerned that the M5 junctions 6 and 7 cannot cope with the additional journeys likely to occur if development is focused to the east of the city. However, the economic business community, wishing to utilise the motorway, have a preference for the east. The overall consultation response marginally favoured east of the city, with west of the city, north outside the Green Belt and south of the city all gaining relatively equal support. To the north, within the Green Belt, had little support. The Strategic Housing Land Availability Assessment indicates that there are potential sites within all the possible directions for growth.

5.26 Employment development principally being located at Worcester was favoured by stakeholders and consultees. This supports the evidence emerging from the employment land reviews and consultations with the business community. Advantage West Midlands supported the provision of a Technology Park associated with the approved Bosch development. All of the emerging evidence from stakeholders, consultees and employment land reviews concurs with the need to protect our existing employment sites if local employment is to be available and meet the sustainable principles in Policy SWDP 3.

5.27 In determining the most suitable locations for development the evidence gathering exercises, consultations, and studies undertaken indicated four issues that should play a significant role in defining how and where Worcester should grow to meet its economic and housing growth requirements. These are:

Accessibility

5.28 Providing access to jobs and essential services is a key part of delivering sustainable, economic led, and inclusive communities. Developing at locations where these can be accessed by means other than the private car reduces carbon emissions. It can also improve the local environment, quality of life and promote social inclusion. A safe, efficient and integrated transport system is important to supporting a strong and prosperous economy in Worcester. Worcestershire County Council has assessed:

- the highway capacity of the city network as a whole;
- the potential development locations, and
- the likely impact on the existing road system and the environment.

5.29 The County Council's transport assessment looked at all aspects of transport including public transport, cycling and walking which gained substantial support in the Issues and Options consultation. All these had also featured options considered including the dualling of the Southern Link Road and completing the North West Link Road both receiving substantial support

5.30 It will be vital that areas of growth link into this sustainable transport network and this can be achieved through the principles of sustainable development identified in Policy SWDP 3. This would bring benefits in terms of accessibility, economy, environment, air quality, health and overall quality of life. However, every component is essential to make the whole strategy work. The Highway Agency has looked at the capacity of junctions 6 and 7 on the M5 motorway. These assessments involved detailed computer modelling, and indicated that significant improvements would be needed to Junction 6 to accommodate any major development to north or east.

Preserving the Historic Character and Setting of Worcester

5.31 Evidence from the the Green Belt review suggests that regardless of the extent to which the city may have to identify further land to meet its development requirements and needs, there would be areas of land outside the built up areas of the city that should be retained as open land. This will be important in avoiding the coalescence of villages whose individual identity and separation contribute to the distinctive rural setting of the city. The boundaries of the Green Belt are robust and defensible. Planning Policy Guidance Note 2 states that one purpose of the Green Belt should be to preserve the setting and special character of historic towns. It is therefore important to recognise Worcester as being a county town within a rural setting, which is locally distinctive. Protecting important views and defining local character were considered to be very important. In this respect much of its distinctive historic character is maintained through the conservation areas and listed buildings within the city, the Local Green Network protecting the urban open spaces, and significant strategic views that will be protected.

Nature Conservation

5.32 The protection of areas with nature conservation value is viewed as a key element in ensuring sustainable development. Planning Policy Statement 9 on biodiversity states that plans should seek to promote sustainable development by ensuring that biological and geological diversity are conserved as an integral part of social, environmental and economic development. Worcester's Green Network is well established and valued, and the Green Infrastructure study, which has been carried out, supports this approach, and promotes a similar approach in the development areas. Planning Policy Guidance Note 17 'Assessing Needs and Opportunities' also highlighted the importance of natural and semi-natural open space so vital to improving biodiversity, protecting and enhancing habitats and protect, enhance and conserve local distinctiveness. All these had overwhelming support in the consultations.

Flooding

5.33 To reduce further damage to property and infrastructure and to maximise public safety, areas liable to flood were ruled out of any locational search for future development sites. These sites were identified through the use of the most up to date maps provided by the Environment Agency. The South Worcestershire authorities have published a Strategic Flood Risk Assessment to help ensure that future development does not increase the potential for buildings to flood.

The Preferred Development Strategy

5.34 The analysis of the evidence indicates that the best prospect for achieving a sustainable pattern of development is by creating four new urban extensions. This will enable high quality design concepts to be pursued via future Masterplans. These would include, extension of the existing Green Network, together with open space, sporting and recreational facilities, educational provision, community facilities, including primary health care, housing of mixed size and tenure, and targeted local employment opportunities. The city successfully accommodated growth at Warndon Villages in the 1990s and the objective is to use the best examples of that area, together with the advancements of design and Green Infrastructure that have emerged, to create high quality places to live and work. By allocating development in a number of strategic locations around the city rather than in a single location the potential to enhance public transport services to and from the surrounding villages is maximised. New or improved bus services will be provided to service the new housing areas and link to the existing settlements beyond the city. Similarly by linking the local green network extensions with walking and cycling routes opportunities for walking and cycling will be spread into the wider Worcester area.

5.35 The four locations are:

- South of Worcester (Broomhall Community and Norton Barracks Community)
- West of Worcester (Temple Laughern)

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- East of Worcester (Kilbury Drive)
- North of Worcester (Gwilliams Farm)

5.36 The only two areas which could reasonably accommodate major development are located to the south of the city and to the west. Both will deliver (at different scales) economic benefits through the provision of new employment opportunities in line with market demand; provide a balance of new housing; support the need to improve links from east to west and particularly to the M5 motorway, and both are linked into the City through the provision of improved pedestrian and public transport links. The Background Paper, Assessment of broad locations for development growth and Site Allocations gives the analysis undertaken between the two areas.

5.37 The greater proportion of development will go to the south (20h of employment development and approximately 2,450 dwellings) and the lesser amount (5h of employment and approximately 975 dwellings) to the west.

Broomhall Community and Norton Barracks Community (Policy SWDP8/1)

5.38 In assessing the development to the south there were some important objectives that would need to be fulfilled as part of the master plan. These are:

- The Broomhall development must be physically and visually separated from the Norton Barracks community by a linear park (minimum width 100m) acting as a biodiversity corridor and recreational space which allows direct pedestrian and cycle movements between the two communities but not car borne journeys;
- To create an environment to attract business investment, including high technology, manufacturing, and knowledge based services;
- To create a sustainable, balanced mix of uses and distinctive new community at Broomhall which is self-sufficient in its local needs;
- To ensure that the most important views across the area of the Malvern Hills from the east are not impeded by the new development
- To enable appropriate improvements to the A4440 (Crookbarrow Way, Broomhall Way and Teme Way) together with associated junction improvements by 2016 which will include two pedestrian cycle bridges (east and west);
- Reducing car dependency by enabling efficient public transport, walking and cycling movements within the development whilst providing two way opportunities for access to services within the existing city as well as out to the countryside.

5.39 Although further detailed design work needs to be carried out an initial assessment would indicate that the development can be achieved utilising the following boundaries. The western boundary of the development will be the River Severn. Close to this boundary is the A38, the major north – south route which will give access to the city centre for a rapid transit bus route into the city.

5.40 The northern boundary will be Broomhall Way and Crookbarrow Way (as far east as the railway). Particular thought will need to be given to grade separated pedestrian/ cycle links into and out of the city across this busy road both from Broomhall and Norton barracks. Allowance for possible dualling of the carriageway will need to be made on its southern side.

5.41 The eastern boundary is physically defined by the Worcester – Oxford railway line and the M5 motorway. The latter should retain a Significant Gap adjacent to it to retain the rural setting of any development.

5.42 The southern development boundary would be Broomhall Lane, within a well wooded corridor (minimum width 50m) to the north so that the lanes rural aspect remains, and no development visually noticeable from Kempsey village. This will form a Significant Gap (See Policy SWDP 1) in between Broomhall Lane and the northern limit of Kempsey village to ensure physical separation.

Temple Laughern (Policy SWDP 8/2)

5.43 The smaller development to the west would relate closely to the existing city, but certain critical objectives would need to be achieved. These are:

- Provision for modern high technology and knowledge based services, including links with the University of Worcester and the opportunity to provide business start-up units;
- To create a sustainable, balanced mix of uses which will be an extension to the existing city area;
- There will be a Significant Gap which physically and visually separates the development from the surrounding villages of Crown East and Lower Broadheath so that they retain their unique characters and the setting of the city;
- To ensure that the existing views across the area of the skyline of the city are not impeded by the new development;
- Reducing car dependency by enabling efficient public transport, walking and cycling movements within the development whilst providing two way opportunities for access to services within the existing city as well as out to the countryside;
- To create a cohesive place which relates to the existing city but recognising the landscape setting to provide an attractive living environment for a wide range of household types. Managing the transition between urban and rural will be essential in enabling the countryside to flow naturally into the development area from north and west.

5.44 It will be important to ensure there is a smooth transition from the open countryside into the urban area so there can be no compromise on ensuring that the green corridors are sufficiently wide (minimum 40m) to allow the countryside to flow into the area. Where possible development is defined by natural physical boundaries, but in places, particularly the western boundary has been guided by landscape and topographical evidence.

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5.45 The eastern edge of the development will be the city boundary with the Laughern brook valley being a particular feature down to Oldbury Road. From this point south the designed edge will need to recognise and blend with the existing development within the city, and the proposed development at Earls Court Farm. Particular thought will need to be given to pedestrian/ cycle links into and out of the city so that existing facilities can be easily accessed e.g. the University of Worcester (Henwick and City Centre campuses), and the Dines Green Neighbourhood Centre and primary School.

5.46 The southern boundary, with the exception of a portion of Grove Farm, is physically defined by the A44/Bromyard Road which will serve as the major vehicle access to the city centre, as well as access to Malvern, M5 and the east via the western and southern link roads. The Bromyard Road is being significantly improved to provide a rapid transit bus route into the city from the park and ride site. The primary road network through the development will extend the A4440 up to the Oldbury Road but should allow for the construction of a North West Link Road in the longer term.

5.47 The northern development boundary would be north of Oldbury Road but there will need to be an area to allow for appropriate landscape management to ensure that there is not a hard urban edge at this point and to mitigate the views across the area from Hallow in particular.

5.48 A similar situation is evident on the western boundary where areas of land outside the built area require to be included within the area. This would allow the appropriate landscape management to ensure that the rural nature of the area is maintained and allowed to flow into the built up area via the green corridors.

5.49 The two smaller extensions are referred to as Kilbury (to the east) and Gwilliams Farm (to the north). Both sites consist of approximately 300 dwellings each.

5.50 Kilbury (Policy SWDP 8/3) is located to the east of the city on land sandwiched between Kilbury Drive and Swinesherd Way. It is well linked to the city and has good access to local facilities. However, the development of this site would need to meet the following objectives:

- The creation of a sustainable and distinctive extension to the urban area providing an attractive living environment for a variety of household types.
- The sensitive higher ground to the north will be a bio-diverse open space including recreational space serving the development.
- Reducing car dependency by enabling efficient public transport, walking and cycling movements within the development whilst providing opportunities for access to local shops, employment areas, local schools and other services within the existing city as well as out to the countryside;
- Ensure appropriate visual, physical and noise attenuation measures to the boundary with Swinesherd way.

5.51 The boundaries of this small urban extension to the city are well defined being Swineherd Way to the east, Walkers Lane to the South and the rear boundaries of properties in Kilbury Drive to the west and properties at the end of Staplow Road and Spetchley Road, and Spetchley road itself to the north.

5.52 Gwillams Farm (Policy SWDP 8/4) lies immediately to the north of the city boundary, west of the green belt. It is more sustainable than sites in Fernhill Heath and relates well to the city. However, being close to the Bevere conservation area does make it sensitive and certain objectives would need to be met. These are:

- the creation of a sustainable and distinctive extension to the urban area providing an attractive living environment for a variety of household types;
- the sensitive area to the west and north close to the Bevere Conservation Area will be a managed woodland planting open space and recreational space serving the development;
- reducing car dependency by enabling efficient public transport, walking and cycling movements within the development whilst providing opportunities for access to local shops, employment areas, local schools and other services within the existing city as well as out to the countryside.

5.53 The boundaries of this small urban extension to the city are well defined being Green Lane to the south, the A449 (Ombersley Road) to the east, Bevere Lane to the north and Northwick Road to the west.

Worcester Technology Park (Policy SWDP 8/5)

5.54 Although provision has been made for local employment opportunities within the city and the urban extensions there is evidence to support a sub regional employment site close to the M5 motorway. This has been supported by Advantage West Midlands and the Local Enterprise Partnership. Part of the site (46h) has been granted planning permission for Bosch Thermo-technology for distribution and production buildings, offices, research and development facility, and subject to a successful bid from the Growth fund to enable it to proceed. This would leave 16h to be developed as a technology park which would consist of new environmental technologies complementing Worcester Bosch.

5.55 The site will be designed and landscaped as one total business park. Main vehicular access to the Bosch development will be via Pershore Lane whilst the Technology Park will be accessed from Newtown Road. Public transport will service the site, and an independent network of pedestrian and cycle routes will be developed taking advantage of the Trotshill motorway bridge to access Warndon Villages and the city centre.

5.56 The treatment of the site boundaries will also be key to assimilating the development into its countryside location being sympathetically designed using natural features where possible and bolstered by new planting, particularly acting as a buffer to the M5 motorway. The Barbourne Brook will create a strong environmental connection between the proposals on site and existing natural environment.

SWDP 8: Development Around Worcester

Within the areas defined on the Proposals Map four sustainable, well designed developments in accordance with individual master plans and a well designed Technology park. These are:

SWDP8/1 Broomhall Community and Norton Barracks Community (Worcester South urban extension).

- Following improvements to the A4440 (southern Link Road) phased delivery of approximately 20 hectares of employment land and around 2450 dwellings of which 40% will be affordable.
- The provision of a park and ride facility on the A38.
- The inclusion of 10 pitches for Gypsies and Travellers.
- Neighbourhood Centre incorporating local shops
- Social and physical infrastructure (including the provision of a new primary school and secondary school, together with children's centre and youth facilities).
- The provision of a local Green Infrastructure network
- An open space 'buffer' to maintain separation between Broomhall community and Norton Barracks community, and substantial buffer adjacent to the A4440 to mitigate noise but also provide separation from St Peter the Great to the north.
- A substantial wooded buffer immediately to the North of Broomhall Lane.
- The enhancement of the sports and social facilities at Norton barracks.
- Improvements to the A4440 shall include measures to improve accessibility by non- car modes to Worcester city centre including at least two grade separated pedestrian/cycle crossings.
- Safeguard land on the Souther side of A4440 for dualling of the road.

SWDP8/2 Temple Laughern (Worcester West urban extension).

- Phased delivery of approximately 5 hectares of employment land.
- Phased delivery of around 975 dwellings, of which 40% will be affordable.
- The inclusion of 10 pitches for Gypsies and Travellers.

- Small local shops with a contribution to enhance Dines Green Neighbourhood Centre.
- A network of open space including play facilities, sporting and informal recreational facilities including allotments.
- The development of local Green Infrastructure network.
- Measures to maintain separation from Crown East and Lower Broadheath.
- Contributions to Transportation, Education, sporting and recreational facilities.
- Measures to improve accessibility by non- car modes to Worcester city centre including a Park and Ride facility close to the A4440.

SWDP8/3 Kilbury (Worcester East urban extension)

- Delivery of around 300 dwellings, of which 40% will be affordable.
- Contribute to enhanced local shopping provision at Baynham Drive.
- Measures to maintain a physical and visual separation from Swineherd Way, apart from access to the pedestrian crossing.
- A network of open space including play facilities, informal open space and allotments.
- Measures to improve accessibility by non-car modes to Worcester city centre, local employment areas, schools, Sixth Form College, sports centre, hospital and Worcester Woods country Park.
- Contributions to transport, education, sporting and recreational facilities.
- A traffic calmed central spine road linking Spetchley Road to Whittington Road with appropriate public transport movements and facilities.

SWDP8/4 Gwillam's Farm (Worcester North urban extension).

- Phased Delivery of approximately 300 dwellings of which 40% will be affordable.
- Enhanced local shopping provision based on the existing farm shop.
- Measures to maintain a physical and visual separation from Bevere, apart from pedestrian/cycle access to the River Severn.

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- A network of open space including play facilities, informal open space and allotments.
- Contributions to transport, education, sporting and recreational facilities.
- Measures to improve accessibility by non-car modes to Worcester city centre, local employment areas, schools, leisure centre, and Claines Park and Ride site.

SWDP8/5 Worcester Technology Park.

A sustainable, well designed Technology Park (Phase 2, Worcester Technology Park) will be delivered for environmental and new technologies or associated businesses.

Links to the Objectives

5.57 The Preferred Option policies for Worcester growth support the following objectives:

- Economic Success that is Shared By All objectives 1, 2 and 3;
- Stronger Communities objectives 1, 2 and 3;
- A Better Environment for Today and Tomorrow objectives 1, 2, 4 and 5;
- Improving Health and Wellbeing objectives 1, 2 and 3;
- Communities that are Safe and Feel Safe objectives 1 and 2.

5.2.2 Alternative options considered

Alternative Options Considered

Christmas market in Worcester

More Housing in the City

5.58 This would result in 'town cramming' involving high rise development jeopardising the character and setting of the city and the ability to offer a range of different dwellings at different densities. It would also increase air pollution and congestion for existing residents.

5.59 The Green Belt review completed in 2010 has confirmed that the existing boundaries are robust and defensible. It is considered that there are no exceptional circumstances to justify any building within the Green Belt area. Furthermore, the City's Green Network has been in place since 1998, and has provided a wide range of environmental benefits, including flood storage, sustainable drainage, urban cooling and access to shady outdoor space. It also provides habitats for wildlife, and through the creation of 'green corridors' aids the natural migration of more species responding to the changing climate.

5.60 Open space, whether part of the green network or not serves as a vital focal point for community activities – bringing together members of communities and providing opportunities for social interaction. It plays a vital role in promoting healthy living and in the social development of children through play, sporting activities and interaction with others. The M5 Protection policy has been successfully protecting the edge of the city since 1988, and allowing a transition from development to countryside. This approach is proposed to be extended to the south outside the city boundary. Finally, 96% of respondents to the information gathering exercise were supporting the protection of the local green network. The review has revealed two areas that have potential for development, but no further greenfield areas should be developed without detriment to the landscape character, biodiversity and healthy living environment of the residents. It is possible that when details are drawn up of the city centre development sites further dwellings may be achieved but a significant increase would be to the detriment of establishing a balanced and sustainable community.



Location of majority of development in an urban extension to the West of Worcester

5.61 This would represent a large scale, self contained community, with good links via alternative modes of travel to the City Centre. However, detailed analysis and consideration of the alternatives alongside the Sustainability Appraisal have demonstrated that landscape character constraints are a key issue in relation to the scale of development required under this alternative and more likely to bring about coalescence with peripheral settlements. In addition, the emerging strategy has the central aim of contributing towards economic prosperity. Initial assessment suggests that this location is less suited to meeting strategic employment needs than growth to the South of the City and therefore it is less likely to deliver balanced growth at this scale. In addition infrastructure provision and links to the wider road network are key constraints to the desirability of this location for employment. It is therefore considered that concentrating more development to the South of Worcester will provide development that helps to bolster economic prosperity and increased ability to deliver strategic infrastructure.

Location of the majority of Development in an Urban extension to the South of Worcester

5.62 This would require a larger area of land to be considered for development, where the current boundaries shown on the proposals map are considered to be robust and enduring. This larger allocation would encroach more upon the communities of Norton Barracks and Kempsey and would not allow any significant 'buffers' or Significant Gaps to be developed to allow them to maintain individual identity, which was an important local and political issue during the evidence gathering process.

Concentration of Development to the East Crossing the M5

5.63 Although those who responded to the questionnaire favoured this, and an employment site has been allocated subject to significant landscaping and links back into the Warndon Villages housing area, it is evident that the addition of housing would be a very unsustainable community with direct access to the M5. It would be difficult to link effectively back into the city and therefore any residential development in this location would effectively be a separate settlement. This would require significant infrastructure investment that could be more effectively invested in the identified growth areas. Junction 5, 6 and 7 would be unable to cope with the additional traffic that would be generated. More importantly the character and setting of the city would be dramatically changed in a detrimental way. One of the valued elements of distinctiveness would be lost forever.

Concentration to the North

5.64 Similar reasons apply to development in this direction with the added constraint of the Green Belt which is particularly narrow between the city and Fernhill Heath. This was also the least favoured with only 20% of respondents supporting it. Furthermore, the introduction of a sports village would double the size of Fernhill Heath and the village community would be lost.

Community Sports Village at Hindlip

5.65 This is being supported by several national sporting bodies including Sport England, for a new concept of a 'community sports hub' on the northern edge of Worcester in the Hindlip area. Various elements of the scheme are of local, sub regional, regional and even of national significance and important in the delivery and implementation of educational and skills training through sport. The site is predominantly within the Green Belt, and the requirement for 2000 dwellings in this location in order to deliver the facility is not acceptable. It would also prejudice the development of facilities at Perdiswell which is a more sustainable location.

Specialist Criminal Justice Park at West Mercia Police Headquarters at Hindlip

5.66 The site is within the Green Belt, and there are more sustainable sites which could accommodate this use within the city.

Sub Regional Employment Site Adjacent to Junction 7

5.67 The lack of the Worcestershire Parkway, and the approval of Bosch Thermo-technology expansion at junction 6 as an anchor tenant made this option unsustainable.

A Freestanding Settlement

5.68 This is not considered to be a sustainable option and would not bring any benefit to other communities within the city. It would take time to establish and would inevitably be a commuter village with little hope of being a sustainable community. The significant infrastructure cost required for this option makes it undeliverable in the present plan period.

Development in the Worcestershire Parkway Area

5.69 The three South Worcestershire authorities are fully supportive of the principle of a Worcestershire Parkway development at Norton but it remains uncertain as to when the development would be brought forward due to circumstances outside the control of the authorities. It will not be in the early phases of the plan period and may be further delayed. In such circumstances it is inappropriate to rely on such speculative development at this stage, especially as it would effectively become a freestanding location that would be unacceptable for the same reasons as identified in para. 5.61.

Reduced Employment Land Allocations

5.70 Once allocations in the adopted Local Plan, completions and commitments since 2006 have been taken into account, the Employment Land Review and Advantage West Midlands advocate additional supply and this is addressed through this strategy. An alternative however would be to reduce the amount of employment land. The implications of this approach would be to put at risk the economic prosperity led principles on which the strategy is based by providing insufficient land to provide the variety of employment opportunities need to attract the businesses into the area or allow existing businesses to expand.

Reasoned Justification

6.1 Droitwich Spa is identified in the settlement hierarchy (Policy SWDP1) as a main town being the largest settlement in Wychavon District with an estimated population of 23,600 (2009 Mid-Term Population Estimates). It has the highest natural increase in population and the greatest housing needs within the District.

Droitwich High Street



6.2 The town's origins can be traced back to at least the Roman period and its industrial heritage has been dominated by salt production, which only ceased during the first half of the 20th century. From the mid 19th century the town developed as a 'Spa' town with visitors taking to the brine baths. This continued well into the 20th century and the baths remained open in the town until 2008. The legacy of the 'Spa' culture has led to a town centre with spacious and pleasant parks and open-air leisure opportunities much valued by the local community.

6.3 Since the 1960s the town has undergone considerable growth with concentric phases of housing development predominately to the south of the town centre. This along with the established central shopping area, adjacent employment sites and industrial estates to the north west has led to a multilayered town providing a focus for town residents and local villages alike.

6.4 The range of services includes education, health, leisure and retail facilities. Employment is concentrated to the north west within three sizeable industrial estates, whilst shopping is centrally located, with some provision in larger units along the Kidderminster Road and other local shops serving residential areas. Approximately 46% of residents work outside the town, with more popular destinations being Worcester (14%), Birmingham (8%) and Bromsgrove (14%) with the remainder further afield within the West Midlands or south west.

6 Droitwich Spa

6.5 Given these patterns of commuting this Development Plan needs to balance the provisions of both local employment opportunities and fulfil the town's role within the Worcestershire A38 High Technology Corridor, whilst avoiding increasing the travel to work journeys to and from the West Midlands conurbation. Droitwich Spa also provides employment opportunities for approximately 5,000 people from within and outside the town, the majority travelling from Worcester (22%), Wyre Forest (15%) and Bromsgrove (13%) areas.

6.6 With regard to accessibility Droitwich Spa is served by the M5 (Junctions 5 and 6), A38, rail (with two routes into Birmingham) and regular bus services to neighbouring towns. The recently completed Droitwich Canal project, completing the 'ring' linking to the Worcester and Birmingham Canal and River Severn, will also bring more visitors into the town centre.

6.7 Droitwich Spa has an extensive Conservation Area focused on the town centre and important areas of nearby public open space at Vines Park and Lido Park which offer high quality leisure facilities including the recently refurbished open-air Lido complex. The town lies between two high points, to the north Dodderhill and to the south of Yew Tree Hill and is therefore not particularly prominent within the wider landscape, although from these vantage points long distant views of the Malvern, Woodbury and Clent Hills are provided.

6.1 Droitwich Urban Capacity

6.8 In seeking to accommodate further growth there is an aspiration to build on the developments of quality that exist in the town. Further growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area without impinging upon recognised areas of sensitivity adjacent to the town.

6.9 Evidence obtained from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a focus of housing growth on the main towns. Feedback also confirmed strong support for the following:

- Safeguarding employment sites;
- Urban focus for tourism opportunities;
- Maintaining the viability and vitality of town centres.

6.10 In identifying appropriate levels of growth for Droitwich Spa the following constraints have been taken into account:

- Natural barriers including River Salwarpe, Elmbridge Brook, steep slopes and landscape impact;

- Man-made barriers including the M5 motorway, A38 (Roman Way), railway, canal and Green Belt to the north and south of the town;
- Historic settlement pattern and features including listed buildings, historic gardens and parkland, i.e. Westwood House.

6.11 Feedback from previous consultations, alongside evidence from the 2010 Green Belt Review, Strategic Housing Land Availability Assessment, and various open space and habitat studies point to new growth post 2013 being predominantly located outside the current Development Boundary.

Raven Hotel, Droitwich



6.12 Sites for 410 homes are identified on the Proposals Map. Given the identified constraints significant growth has to be either north or south, with the land in both directions subject to Green Belt designation. A review of the Green Belt has been carried out and concluded that there are no suitable locations that could deliver the level of development without undermining the Green Belt designation. Therefore it is proposed the Green Belt boundary remains unaltered around the town.

6 Droitwich Spa

6.13 With regard to future retail development where there is evidence to show further need, this will be supported through the relevant policies within the Sustainable and Prosperous Communities section.

6.14 The broad locations for development to provide for the requirements of Droitwich Spa have been identified as:

- Town centre – residential for 410 homes.

6.15 No further retail or employment allocations are identified within the town supported by evidence from the Retail Study and Employment Land Review.

6.16 Through the Strategic Housing Land Availability Assessment it has only been possible to identify a limited number of 'Brownfield' sites within the town.

6.17 These are set out in Policy SWDP 9 with the two main sites delivering 200 homes on existing employment sites off Vines Lane and Salwarpe Road. The location and existing infrastructure on the sites (one has been cleared) raise the issue of ongoing viability for employment use and the close proximity to the town centre provides an opportunity to deliver high quality housing in a sustainable location. The Scheduled Ancient Monument that forms part of the Vines Lane site will be safeguarded.

6.18 The remaining sites are smaller but provide opportunities for limited infill as well as delivering opportunities to enhance existing community facilities elsewhere lost through any redevelopment, e.g. Boxing Club and Girl Guides Hall.

6.1.1 SWDP 9: Droitwich Spa Allocations

SWDP 9: Droitwich Spa

Initially, phased development identified on the Proposals Map will be on 'Brownfield' land within the Development Boundary. Housing growth will deliver a range of housing sizes and tenures to ensure housing needs are met and that a wider choice of homes are available to both the existing and new population of Droitwich Spa.

Opportunities will be supported for the regeneration of Westlands, focusing on the neighbourhood centre, improvements to the public realm and layout.

Opportunities for the regeneration and redevelopment of sites for employment uses at Berry Hill Industrial Estate will also be considered favourably.

Infill development will respect the historic form and character of the centre of Droitwich Spa displaying high design standards and provision of public and private open space. Existing open space will be protected, enhanced and where appropriate new accessible urban greenspaces identified to reflect the town's

‘Spa’ status. Development will be limited adjacent to the M5 motorway to preserve residential amenity and provide an environmental buffer to the residential areas to the south of the town.

All development will need to contribute in full via S106 Developer Contributions or Community Infrastructure Levy towards the range of infrastructure required in order to make overall growth sustainable. This will include the following:

- Improved public transport links to Birmingham and Worcester;
- Droitwich Spa ‘Green Necklace’ and cycle/walking networks;
- Increased parking capacity at Droitwich Spa railway station;
- Increased school capacity for Droitwich High School;
- New infrastructure for West Mercia Constabulary; and
- Support the regeneration of the Netherwich Basin area for a mixed use scheme comprising residential, office, retail and leisure elements.

Within Droitwich Spa the following sites as shown on the proposals map, are allocated for residential use.

Table 12 Sites in Droitwich Spa

Policy Reference	Site	Indicative Number of Dwellings
SWDP9/1	Land off Vines Lane	100
SWDP9/2	Lane east of Salwarpe Road	100
SWDP9/3	Boxing Club, Kidderminster Road	10
SWDP9/4	Oakham Place	6
SWDP9/5	Acre Lane	20
SWDP9/6	Willow Court, Westwood Road	24
SWDP9/7	Canal Basin (Netherwich)	80
SWDP9/8	Land Rover Garage, Hanbury Road	70
	Droitwich Spa Allocations Total	410

6 Droitwich Spa

6.2 Droitwich Spa Urban Extension

Reasoned Justification

6.19 The land referred to as Copcut Lane is reserved for future development needs being designated as an Area of Development Restraint in the Wychavon Local Plan. It will be allocated for housing delivering a mixed use sustainable urban extension. This will comprise 740 homes of an appropriate mix, size and tenure, along with a local service centre that will include a police post. In accordance with the town's location in the South Worcestershire Technology Focus Priority Area, it will ensure a supply of sites that will strengthen the local economy, and balance the employment locations to the north of the town. The urban extension will include 3.5ha of high quality B1 and B2 employment land.

6.20 Features of the scheme will include enhanced open spaces, continued management of the community woodland, retention of the allotments and securing of a link in the 'Green Necklace' around the town. Links to the open countryside beyond via the existing public footpath network will also be secured. Any development will be required to respect the setting of the Salwarpe Conservation Area and the location on the rural/urban fringe of the town.

6.21 Access will be off the A38 and no vehicular access (other than for emergency purposes) will be off Copcut Lane. Pedestrian and cycle access to the town will be provided via Chawson Lane and a regular bus service will link to locations to the town centre.

6.2.1 SWDP 10: Copcut Lane

SWDP 10: Copcut Lane

The Proposals Map identifies a location for a sustainable, well designed urban extension to the south of the town in accordance with a more detailed Masterplan brief.

It is expected that the development will deliver:

- Phased delivery of approximately 740 new homes reflecting a range of housing sizes and tenures to reflect and accommodate the needs of both the existing and new population of Droitwich Spa.
- Phased delivery of 3.5 hectares of B1 and B2 employment uses.
- The provision of a local neighbourhood centre incorporating local shops, community facility and Police Post.
- Access will be provided off the A38 Roman Way, with enhanced public transport, cycle and pedestrian connections to Chawson and the town centre via Chawson Lane.

- New public open space as appropriate, to incorporate and enhance the existing Green Infrastructure and community woodland and develop the 'Green Necklace'.
- A landscaping strategy for the southern edge of the site, adjacent to Copcut Lane, should seek to minimise the impact of the development on the countryside beyond.
- A landscaping 'buffer' will be included as part of any future Masterplan along the edge of the railway line.

Links to the Objectives

6.22 The Preferred options policies for Droitwich Spa supports the following objectives :

- Economic Success that is Shared By All objectives 1, 2, 3 and 4;
- Stronger Communities objectives 1, 2, 4 and 5;
- A Better Environment for Today and Tomorrow objectives 1, 2, 3, 4 and 5;
- Improving Health and Wellbeing objectives 1, 2 and 3;
- Communities that are Safe and Feel Safe objective 1 and 2.

Alternative Options Considered

6.23 East of the M5, north into the Green Belt and west within the vicinity of Westwood House. Given the range of environmental constraints already identified in this location, and the evidence within the Strategic Housing Land Availability Assessment, these factors severely limit development potential elsewhere for the town. Developing east of the M5 and in close proximity to Westwood House and its associated parkland (Grade I listed and designated historic parkland) has not been supported.

6.24 Tagwell Road. It is considered inappropriate to develop this site which is designated in the Wychavon Local Plan as an Area of Development Constraint on environmental grounds, principally with its location immediately adjacent to the M5 motorway. The site is largely 'at grade' with the motorway and the acoustic impact of the M5 upon this site is considered to be a major constraint.

6.25 Development further south of the town. Through the previous consultation on the South Worcestershire Joint Core Strategy Issues and Options and Preferred Options the strength of feeling relating to the continued expansion of the town southwards into the open countryside were recorded. Concerns were expressed at the trend of residential areas becoming separated from the town centre and encroachment upon the neighbouring Green Belt and settlements of Martin Hussingtree and Fernhill Heath are acknowledged.

6 Droitwich Spa

6.26 Development North of the town. However, growth to the north of the town would likewise encroach into the Green Belt that presents a significant barrier in terms of national planning policy. In addition, any development in this location, as with the Preferred Option site at Copcut Lane, would be separated from the town by the A38.

6.27 Finally, evidence in the Strategic Housing Land Availability Assessment shows that there is not a large enough site to the north of the town, taking into account landscape and topography, that has the potential to deliver enough houses to meet that required over the plan period. There would also be a continued need for a site to the south of the town to make up the shortfall.

6.28 Yew Tree Hill. The housing numbers proposed in this plan only require a single urban extension at Droitwich Spa and the preferred option is at Copcut Lane. Through the South Worcestershire Joint Core Strategy Preferred Options consultation in 2008 the site referred to as Yew Tree Hill was put forward as an urban extension. However, the site is not being considered as an option as its location and access constraints do not support an employment element, in addition to landscape character impacts and the setting of the rural character to the south of the town. Furthermore, through the previous consultation there has been significant public objection to the identification and level of development proposed in this location.

6.29 Direct more growth to the villages and direct growth to a new settlement. Directing more growth to the villages is not an environmentally sustainable option given the lack of services and public transport viability. As with directing growth to a new settlement this option is not supportive of the Regional Spatial Strategy, which clearly prioritises urban development. Both options were not well supported in the Issues and Options consultation.

View to Dodderhill Church from Droitwich



Reasoned Justification

7.1 Evesham is situated within the Vale of Evesham and has an estimated population of 22,800 (2009 Mid-Term Population Estimates). As a main town it provides a wide range of services including education, health (including a hospital), leisure and retail. The majority of employment opportunities are concentrated to the south of the town at Vale Park. Retail provision is focused in the town centre with some provision to the north west (Worcester Road) and the south (Four Pools). Most (54%) of Evesham residents who travel to work do so in the town itself, which demonstrates that Evesham is a relatively self contained settlement. Approximately 30% of residents work outside of the district, with the most popular destinations being Stratford-upon-Avon, the Cotswolds, Tewkesbury and Worcester. Evesham also provides employment opportunities for approximately 4,700 people from outside the town, most of these (approx 60%) are from within Wychavon district.

7.2 Evesham is highly accessible, being located on the A46 Trunk Road. It is served by frequent buses from Cheltenham and Worcester. Having a station on the Hereford to London line it offers leisure and work opportunities to Oxford, London and the South East. The River Avon is very popular for recreational activities.

7.3 It has a historic battle site, to the north of the town, it has an extensive Conservation Area centred on the High Street. The town has recently secured a new leisure centre and football stadium. The historic town is low-lying, hence its recent vulnerability to flooding, particularly in Bengeworth, and is very prominent in the landscape particularly from the Cotswold Area of Outstanding Natural Beauty which lies to the south.

7.4 Due to it's size, Evesham has a relatively high natural increase in population and housing needs.

Bell Tower, Evesham



7 Evesham

7.1 Evesham Urban Capacity

7.5 Evesham's identification as a main Town within the Settlement Hierarchy (Policy SWDP1) means that it is an appropriate location to accommodate a reasonable proportion of the South Worcestershire's housing growth to 2030.

7.6 In seeking to accommodate further growth there is an aspiration to build on the developments of quality that exist in the town. Further growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area without compromising the landscape or townscape.

7.7 The Strategic Housing Land Availability Assessment identifies a number of potential housing sites within the Development Boundary as set out in SWDP 11 below. Table 3 also includes land currently allocated in the Wychavon District Local Plan.

7.8 Evidence obtained from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a focus of housing growth in the main towns and also identified the following issues that needed to be taken into account:

- Natural barriers: The Rivers Avon and Isbourne and their floodplains
- Man made barriers: A46 (T)
- Historic settlement patterns, Conservation Areas/Listed Buildings/Scheduled Ancient Monuments etc.
- Accessibility to services

Market Place, Evesham



7.9 Feedback from the South Worcestershire Joint Core Strategy Preferred Options consultation, alongside evidence from the Strategic Housing Land Availability Assessment and various open space and habitat studies, point to new growth post 2013 being predominantly located outside the current development boundary.

7.10 Locations are provided for approximately 300 homes as shown on the proposals map. With regard to future retail development, where there is evidence to show further need, this will be supported through the relevant policies within the Sustainable and Prosperous Communities section.

7.1.1 SWDP 11: Evesham Sites

SWDP 11: Evesham

Initially allocated development will be on Brownfield land within the Development Boundary. Housing growth will deliver a range of housing sizes and tenures to ensure needs are met and wider choice of homes are available to both the new and existing population of the Evesham Housing Market Area.

Opportunities will be supported for the ongoing regeneration of Port Street and the High Street, with a focus on enhancing the historic character of these areas and retaining retail uses at ground floor level.

Opportunities for the regeneration and redevelopment of sites for employment uses at Four Pools Industrial Estate will also be considered favourably.

Infill development will respect the historic form and character of the centre of Evesham, promoting high standards of design and provision of public and private open space. Existing open space will be protected enhanced and where appropriate new accessible urban greenspaces identified. No development is allocated, nor will be supported in areas of high flood risk. In addition, the historic battlefield area to the north of Greenhill will be protected.

All developments will need to contribute in full via S106 Developer Contributions or Community Infrastructure Levy towards the range of infrastructure required in order to make overall growth sustainable. This will include the following:

- Improved parking provision at Evesham Railway Station
- New public open space/ recreational facilities
- New pedestrian /cycle bridge connecting Hampton with Evesham Town Centre
- Enhanced hospital provision
- Extension to West Mercia Constabulary's Section Station and two new neighbourhood Police Posts
- Extension to Evesham High Street Regeneration Project

7 Evesham

Within Evesham, as shown on the proposals map the following sites are allocated for residential use.

Table 13 Urban Capacity sites in Evesham

Policy Reference	Residential Allocations within the Town	Indicative Number of dwellings
SWDP11/1	Land at the bottom of Peewit Road	63
SWDP11/2	Land adjacent Offenham Road & A46	57
SWDP11/3	Land off Cheltenham Road	36
SWDP11/4	Employment site, top of Kings Road	76
SWDP11/5	Nursery at Bewdley Lane/Blind Lane	40
SWDP11/6	AbbeyGardens	23
	Evesham Urban Capacity Total	295

7.2 Evesham Urban Extensions

Reasoned Justification

7.11 In order to meet Evesham's employment and housing needs as a main town which has insufficient development capacity within the Development Boundary it is considered necessary to allocate two residential urban extensions (West of Cheltenham Road and South of Pershore Road, Hampton) as well as a further extension of Vale Park to the south of the A46(T).

7.12 The Cheltenham Road and Pershore Road urban extensions were previously considered during the preparation of the Wychavon District Local Plan. The principal reason for not being allocated then was that the housing supply target did not warrant their inclusion.

7.2.1 SWDP 12: Cheltenham Road

SWDP 12: Evesham Urban Extensions

SWDP 12/1 Cheltenham Road

Within the area identified on the Proposals Map, a sustainable, well designed urban extension will be delivered which will include:

- Phased delivery of around 400 homes.
- Protection of the Chemtura employment site.
- Measures to improve accessibility through pedestrian and cycle links to Evesham town centre and Hampton, local employment areas, schools, sports, health and community facilities.
- Protect and enhance the Local Green Network including alongside the River Isbourne.
- Set out high quality Public Open Space including equipped playspace.
- Contribute in full to community infrastructure needs including formal sporting facilities, health facilities, schools, allotments and transport.

SWDP12/2 South of Pershore Road, Hampton

Within the area identified on the Proposals Map, a sustainable, well designed urban extension will be delivered which will include:

- Phased delivery of around 400 homes.
- The provision of new pedestrian/cycle bridge across the River Avon from Hampton to the town centre.
- Measures to improve accessibility by pedestrian and cycle to Evesham town centre, local employment areas, schools, sports, health and community facilities.
- Set out high quality Public Open Space including equipped playspace.
- Contribute in full to community infrastructure needs including formal sporting facilities, health facilities, schools, allotments and transport.

SWDP12/3 Vale Industrial Park, Evesham

Within the area identified on the Proposals Map to the east of Evesham, a sustainable, well designed extension to Vale Park will be delivered which will include:

- Phased delivery of approximately 10 hectares of B1, B2 and B8 employment land.

7 Evesham

- Measures to improve accessibility through walking, cycling and public transport to the town centre, including a pedestrian/cycle crossing at the A46 trunk road.
- Appropriate landscaping, screening the development from the A46 and protecting views from Longdon Hill.

Evesham Town Centre



Links to the Objectives

7.13 The Preferred Option policies for Evesham supports the following objectives derived from the Sustainable Community Strategies:

- Economic Success that is Shared By All objectives 1, 2, 3 and 4;
- Stronger Communities objectives 1, 2, 4 and 5;
- Meeting the Needs of All Generations objectives 4, 5 and 6;
- A Better Environment for Today and Tomorrow objectives 3, 4 and 5;
- Improving Health and Wellbeing objectives 1, 2 and 3;
- Communities that are Safe and Feel Safe objectives 1 and 2.

Alternative Options Considered

7.14 Developing the historic battlefield site, the River Avon flood plain and to the east of the A46 (T). Given the range of environmental and physical constraints identified in paragraph 7.3 and the assessment of the Strategic Housing Land Availability Assessment that these constraints severely restrict development opportunities.

7.15 It is clear that other urban extensions of the town have insufficient planning merit. Therefore developing the historic battlefield site, the River Avon flood plain and to the east of the A46 (T) have not been supported.

7.16 Direct more growth to the villages and direct growth to a new settlement. Directing more growth to the villages is not an environmentally sustainable option given the relative lack of services and public transport viability. As with directing

growth to a new settlement this option is not supportive of the Regional Spatial Strategy, which clearly prioritises urban development. Both options were not well supported in the Issues and Options consultation.

Great Malvern Priory from Foley Terrace



Reasoned Justification

8.1 Malvern's urban area is formed from the settlements of Great Malvern, Malvern Link, Barnards Green, West Malvern, and Malvern Wells. The urban area contains a population of over 33,600 (2009 Mid-Term Population Estimates).

8.2 The key characteristic of the Malvern urban area is its dramatic setting on the slopes of the Malvern Hills. The setting and historic importance is reflected in the conservation area status of the larger part of Great Malvern. The Malvern Hills themselves are designated as an Area of Outstanding Beauty. The town is characterised by a high percentage of greenspace, which is important to the character of the town and its surroundings and as such will be protected. The town also contains large areas of common land, both within the built up area, and on its fringes, giving a green setting and opportunities for green corridors for recreation and wildlife. Beyond the urban area, Malvern is surrounded by open farm land, smaller villages and more isolated farm settlements. Thus Malvern has a role as a service centre for a wider rural area.

8.3 Malvern is a centre of employment for a large part of the district, centred on the Enigma Business Park, the industrial estate at Spring Lane, and the high technology enterprises at the former defence establishment, now QinetiQ, and associated / similar businesses at the Malvern Hills Science Park. Its location in Malvern is an important anchor within the Worcestershire A38 High Technology Corridor.

8.4 Great Malvern is the main "town centre" retail centre in the district, complimented by district centres at Malvern Link and Barnards Green. Other main retail facilities are at the out-of-centre retail park at Townsend Way. Malvern is served by two railway stations at Great Malvern and Malvern Link, connecting the town to Worcester and Hereford on a frequent service. The A449 links the town directly to Worcester,

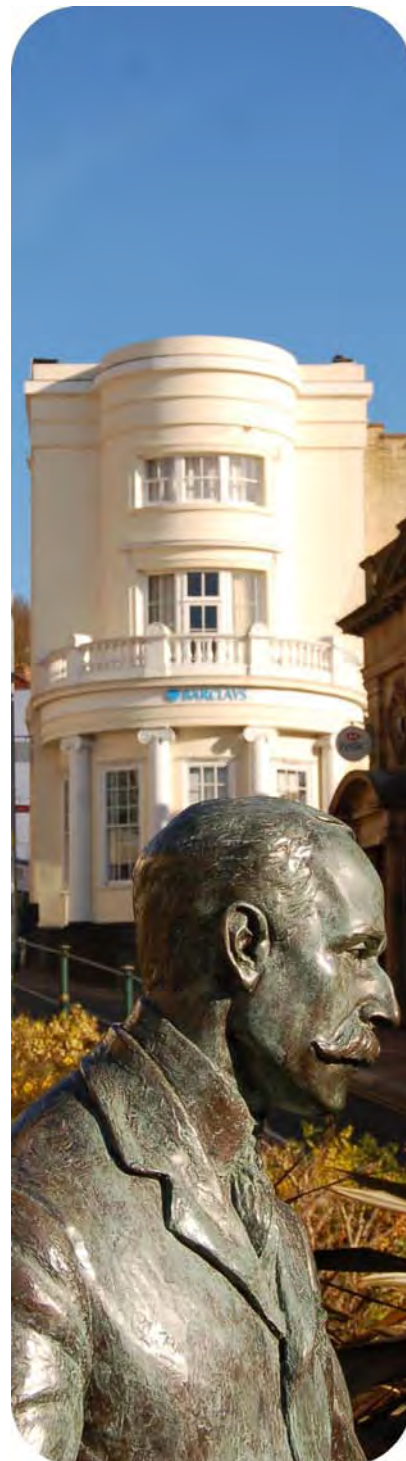
some 8 miles away, with regular bus services. Road links to the M5 on the eastern side of the district, provide access to junctions 7 (Worcester) and 8 (Strensham, via the M50 junction 1). There are important functional links with Worcester, as the County town, providing opportunities for employment, further education at the University of Worcester and Worcester College of Technology and sub-regional health services.

8.5 Great Malvern's character is based on its more recent history as a spa town and tourist centre and its role as the administrative centre for Malvern Hills District. It also contains the main local services for health, education and retail uses. There has been considerable investment in replacement health centres with three of the five G.P surgeries in new premises with capacity to accommodate planned growth and a recent larger replacement for Malvern Community Hospital. Malvern contains two main state secondary schools and South Worcestershire College of Further Education and a number of private schools.

8.6 Malvern is an important arts and 'traditional' cultural centre but also has a range of bars and restaurants. The Malvern Theatres are recognised as being one of the country's leading regional venues, and includes a cinema. Other leisure facilities include the Malvern Splash leisure complex, tenpin bowling and various public sports facilities. Events at the Three Counties Showground have expanded beyond its original agricultural based activities and now accommodates a range of recreational and commercial activities and events making it a major attraction and facility.

8.7 In terms of population, Malvern has a higher number of elderly people than average, and a lower natural increase in population. This brings its own challenges and could lead to increased demands on the health service and the housing stock. Housing demand, and house price growth, are both stronger in South Worcestershire than in the rest of the sub-region, which offers little prospect of any improvement in affordability. Further pressure on housing stock is generated by younger people moving away, and being replaced by established families moving into the area, better equipped to compete in the market place and outbid newly forming or expanding local households. However, further housing provision will provide the opportunity to re-balance the population structure.

Elgar Statue, Great Malvern



8 Malvern

Directions for growth outside the town boundary at Malvern

8.8 Assessment has demonstrated that there are not sufficient urban brownfield sites to accommodate all of the required development to meet Malvern's needs. Malvern's urban capacity has been established at approximately 4.5 ha of employment land and 174 dwellings on smaller sites, with the additional potential of 250 dwellings and 4.5ha of employment land on the QinetiQ site. In order to meet the quantum of development set out in the Development Strategy, 10ha of employment land and 700 dwellings will need to be developed outside of the existing town boundary together with associated infrastructure.

8.1 Malvern Urban Capacity

8.9 A detailed site assessment has been undertaken to inform the capacity of Malvern to accommodate the level of employment and housing development in accordance with the Development Strategy. The Malvern Hills Local Plan met housing and employment allocations only on previously developed land. However, such opportunities are now limited and consequently a detailed assessment has been undertaken of other potential sites. Policy SWDP 13 sets out those sites within the urban area which will be brought forward for development. These are either existing Brownfield sites, or Greenfield sites that are not considered to be essential to maintain for public open space or other green infrastructure requirements that are not protected by the Malvern Urban Green Space Strategy.

Belle Vue Terrace, Great Malvern



8.1.1 SWDP 13: Malvern Sites

SWDP 13 - Malvern and Allocated Sites

As the principal urban area and main town centre in the District, Malvern will be the focus for new development within the Malvern Hills District in accordance with Policy SWDP1. New development at Malvern will enhance the economic prosperity of the town and its hinterland, particularly building on the higher technology businesses based at QinetiQ, as part of the Worcestershire A38 Technology Corridor.

Within Malvern new development will be balanced to enable new homes to be provided alongside existing and new employment opportunities.

The following sites are allocated on the Proposals Map to accommodate future development during the Plan Period. These will be delivered in accordance with the Implementation Plan.

Table 14 Malvern sites

Policy reference	Site	Residential
SWDP13/1	Walsh's Yard, Poolbrook Common Road	5
SWDP13/2	BMX Track off Mayfield Road	59
SWDP13/3	Land off Welland Road, Upper Welland	24
SWDP13/4	Former playing fields, Green Lane, Malvern Wells	35
SWDP13/5	Former Recreation Field- Poolbrook Close	12
SWDP13/6	Homestead, Halfkey	6
SWDP13/7	Portland House	15
SWDP13/8	Land to rear of 12 priory Road	6
SWDP13/9	Land off Mayfield road	12
SWDP13/10	Lower Howsell Road	6
SWDP13/11	Landsdowne Crescent (hospital site)	15
SWDP13/12	QinetiQ S7T, St Andrews Road	30

8 Malvern

Policy reference	Site	Residential
SWDP13/13	Barrack Store, Court Road	30
	Total	255

Links to the Objectives

8.10 The Preferred Option policy for Malvern supports the following objectives:

- Economic success that is shared by all objectives 1, 2 and 3;
- Stronger communities objectives 1, 2, 3 and 4;
- A better environment for today and tomorrow objectives 1 and 4;
- Improving health and well being objective 1;
- Communities that are safe and feel safe objectives 1 and 2.

8.2 QinetiQ

Reasoned Justification

8.11 Land at the Malvern Hills Technology Park (QinetiQ) is due to be released for further high technology related development in the future. The QinetiQ site is underutilised in part, due to out-of-date premises which are low density. It is considered that these could yield greater job density to deliver greater economic prosperity on a smaller area of land, releasing part of the current site for additional employment uses and housing. The site owners have been pursuing a master plan in order to rationalise the site.

View of QinetiQ from the Hills



8.12 The site is limited to B1(b) new development uses and it is anticipated that it will accommodate “grow on” space for business coming out of the adjacent Malvern Hills Science Park, or new investment into the area from High technology businesses

that compliment the work of QinetiQ or the Science Park. It is crucial therefore that future development at the site continues to promote inward investment as the research and development focus for South Worcestershire.

8.13 The QinetiQ site will deliver a new sustainable community within the existing built up area of Malvern. The development will deliver the following through the redevelopment of part of the existing QinetiQ employment site, based on more recent analysis of the site capacity and the suggestion that it can deliver a wider mixed use whilst still retaining its prime employment purpose:

- Approximately 250 dwellings, based on a mix of housing types.
- 4.5 ha of B1(b) employment land, (existing allocation carried forward).
- Provision of public transport and walking/cycling infrastructure.
- Public Open Space.

Objectives

1. To provide additional employment mainly based on the high technology industry associated with the existing QinetiQ site and the nearby Malvern Hills Science Park in order to promote economic prosperity and bolster Malvern's location within the Worcestershire A38 High Technology Corridor.
2. To provide a Brownfield site that is highly sustainable, allowing the more efficient use of the existing QinetiQ site and providing a mixed use development for people to live near local services and community facilities in Barnards Green and Great Malvern Town Centre.
3. To provide for sustainable transport choices for walking and cycling to access nearby local facilities such as schools, health facilities and shops. Public transport to and from the site serves Great Malvern and Malvern Link Station as well as the surrounding urban area. A network of footpaths from the site which allows access to the existing built up part of Malvern.
4. To provide a development that is constructed to a high design and energy efficiency standard.

8.2.1 SWDP 14: QinetiQ

Policy SWDP 14 – Malvern QinetiQ

The site at QinetiQ is critical in terms of anchoring high technology industry at Malvern, as part of the A38 High technology Corridor which runs through South Worcestershire.

8 Malvern

Therefore, within the area identified on the proposals map, a sustainable mixed use development will be provided including:

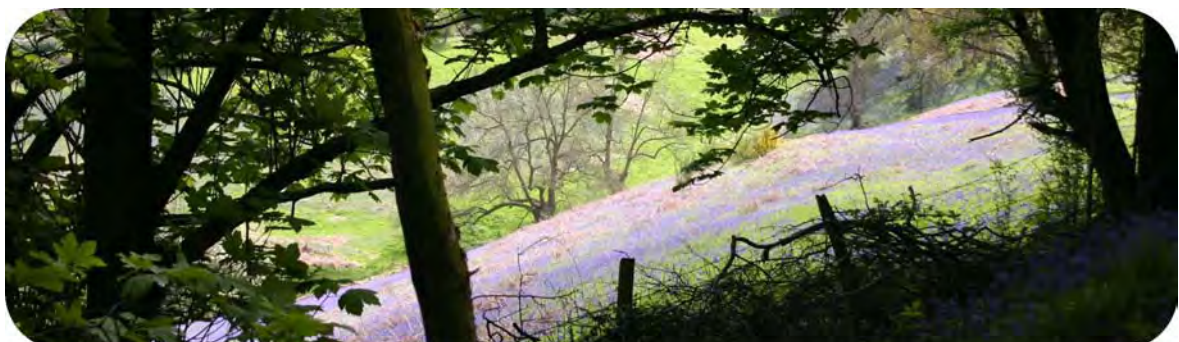
- At least 4.5 hectares of B1(b) employment land (carried forward from the adopted Local Plan).
- Approximately 250 dwellings.
- Open space and recreational facilities including children's play facilities, informal open space, linking to green corridors, such as the common land to the south.
- Provision of facilities to promote improved public transport to the site and new footpath and cycle routes to link to the existing built up area.
- The development of this site will be subject to a master plan which addresses vehicular access to the site through existing residential areas, existing congestion in the vicinity of the current site entrances, segregation of employment and housing land uses; public open space and other provision on site.

Links to the Objectives

8.14 The Preferred Option policy for QinetiQ supports the following objectives:

- Economic success that is shared by all objectives 1, 2 and 4;
- Stronger communities objectives 1, 2, 3 and 4;
- A better environment for today and tomorrow objectives 1, 2, 4 and 5;
- Improving health and well being objectives 1, 2 and 3;
- Communities that are safe and feel safe objectives 1 and 2.

Malvern Hills in the Spring



Alternative Options Considered

8.15 Allocate for Housing Only. The proposed allocation relating to the QinetiQ site demonstrates the need to deliver economic prosperity led regeneration on this site and to ensure that the focus remains on delivering high technology led development. Focusing on redevelopment for purely residential purposes, which would not have been consistent with the plan's central aim of delivering economic prosperity.

8.16 Allocating for Employment only. Similarly, the site could have been allocated solely for employment uses, however this may not represent a deliverable option due to the need to rationalise and the current economic climate.

8.3 Blackmore Park

Blackmore Park

Reasoned Justification

8.17 There are a number of important employment sites within Malvern, with a particular concentration on technology and research at the Malvern Hills Science Park and the Technology Park which incorporates QinetiQ. The Employment Land Review identified the need for further employment land allocation within Malvern to facilitate the area's economic prosperity and job creation throughout the plan period.

8.18 Blackmore Park is an existing employment site , and currently has permission for expansion of employment uses. It is a Brownfield site located within 1.5 miles of Malvern Town Centre and the landowners continue to promote and improve it for employment uses. It is proposed through the South Worcestershire Development Plan that the site is extended on to land adjacent, that is part residual Brownfield land and part Greenfield land.

8.19 Access to the site and its infrastructure has been substantially improved in recent years. Planning Permission has also been granted for 275,000 sq ft of mixed use business space and a 6,000 sq ft hi-tech workspace unit has now been completed. The permission includes a large Combined Heat & Power facility for the site and on going discussions with the landowners have confirmed that the role of the park as an exemplar for green technology would generally be supported.

8.20 The Employment Land Review undertaken earlier this year includes the requirement for an additional 4.5 hectares of employment land at Blackmore Park. The area to the west of the current site which includes some of the existing (Brownfield) elements of Blackmore Park forms the substantial element of this additional allocation.

8 Malvern

8.21 It is considered that allocating further land for employment uses at this location will help to boost Malvern's employment offer through providing space for local companies with links to the agricultural sector such as environmental technologies and low carbon businesses, food and drink uses. The Site's proximity to the Three Counties Showground would particularly benefit such companies.

8.22 The site is located near to the Malvern Hills Area of Outstanding Natural Beauty and therefore landscape issues will be of particular importance. In particular the edge of any new development will be controlled, to maintain the gap between Blackmore Park and the Three Counties Showground and protect Langdale Wood to the south, an important ecological site.

8.3.1 SWDP 15: Blackmore Park

SWDP 15 : Blackmore Park

As shown on the Proposals Map, an additional 4.5 hectares of land at Blackmore Park will be allocated for B1, B2 & B8 employment uses. In particular, development proposals for quality workspace that promotes the use of green technology will be encouraged.

A Master Plan for the site will be developed with the landowners. This should take full account of landscape issues and maximise the existing woodland to the South.

Links to Objectives

- Economic success that is shared by all objectives 1 and 2;
- Stronger communities objective 4;
- A better environment for today and tomorrow objectives 1, 2, 4 and 5;
- Improving health and well being objective 3;
- Communities that are safe and feel safe objectives 1 and 2.

Alternative Options Considered

Allocate for housing. A number of responses to the Preferred Options document (Sept 2008), suggested that Blackmore Park would be a good locations for housing to serve Malvern. This was based on the premise that the site is well located for Malvern, and is a derelict or under-used brownfield site. However, the site is not adjacent to the Malvern settlement boundary and would not serve as an urban extension. It is also located off a minor road, and not well located for the major highway network for Malvern. Furthermore, Blackmore Park is not a derelict site and it has extant planning permission for expansion for employment uses. It is therefore considered to be more sustainable for employment expansion.

8.4 Three Counties Showground

Introduction

8.23 The Three Counties Showground is a large events venue on the outskirts of Malvern, home to the Three Counties Agricultural Society. It hosts exhibitions and leisure events throughout the year, related generally to agriculture, horticulture and equestrianism and other countryside pursuits. It is an important tourism venue for Worcestershire as a whole, and a significant contributor to the local economy. Under the Adopted Local Plan it is allocated for continuation of its role as a rural showground. It is considered that the allocation should continue, to enhance the tourism and economic role of the showground, whilst allowing careful consideration of its development in the context of its important landscape setting, within the Malvern Hills Area of Outstanding Natural Beauty.

Three Counties Showground



Reasoned Justification

8.24 The Three Counties Showground is of great economic importance to Malvern Hills District, being a prime tourism venue within Worcestershire. It has managed to remain in operation despite other similar county venues declining, and the South Worcestershire Authorities wish to support its role. However this must be balanced with consideration for the highly visible Area of Outstanding Natural Beauty landscape in which it is situated. Malvern Hills District Council has worked closely with the Three Counties Agricultural Society in terms of working towards a master plan and vision for the site that will allow its continued success whilst having regard for its impact on the landscape, local residential amenity, infrastructure and services. It is recognised that some of the buildings / structures on the site can be improved, to the benefit of the Agricultural Society, and the visual impact of the site, in its setting at the foot of

the Malvern Hills. Opportunities for enhancement of the Green Infrastructure of the site and associated landholding will be important, and will be considered in the context of the Green infrastructure policy SWDP 5.

8.25 The objectives for any further development on the Three Counties Showground site will be to wherever possible rationalise existing and suitable buildings and structures, reduce as far as possible the overall impact of new buildings and structures and seek to consolidate built development within the eastern boundary of the allocated site.

8.4.1 SWDP 16: Three Counties Showground

SWDP 16: Three Counties Showground

As shown on the Proposals Map, land is allocated at the Three Counties Showground for agriculture, horticulture, equestrianism and other countryside related uses. A master Plan for the site will be developed with the landowners. In particular account will be taken of the location of the showground within the important landscape setting of the Malvern Hills Area of Outstanding Natural Beauty.

The development and redevelopment of facilities and infrastructure directly related to the operation of the Three Counties Showground will be permitted where:

1. The use would not be more appropriately related in town centre locations, as outlined in Policy SWDP 28 and 29;
2. The scale, form, design and location of any buildings and infrastructure will not harm the natural beauty of the landscape; and
3. Proposals can be accommodated on the existing road structure and will include measures to increase access to the site by sustainable forms of transport such as public transport, cycling, walking and links to Park and Ride facilities.

Proposals for development beyond the area identified on the proposals map will be considered in accordance with other policies in the plan that seek to control development in the open countryside, and respect the sensitive landscape. In general any additional small scale development should demonstrate that it cannot be located within the existing allocated site.

Link to objectives

8.26 The Preferred Option policy for the Three Counties Showground supports the following objectives:

- Economic success that is shared by all objectives 1 and 2;

- Stronger communities objective 4;
- A better environment for today and tomorrow objectives 1, 2, 4 and 5;
- Improving health and well-being objectives 2 and 3;
- Communities that are safe and feel safe objectives 1 and 2.

Alternative Options considered

8.27 An alternative considered was not to bring forward an allocation for the Three Counties Showground, and instead rely on current planning agreements and draft masterplans for the site, and that any changes could be dealt with generally through the development management process. However, the site is important to the economy of Malvern area, and its location in terms of the sensitive landscape of the Area of Outstanding Natural Beauty means there are many interests affected by its development. It was considered that allocation allowed for wider consideration of its role and development potential.

Great Malvern Priory



8.5 Newland

Development to the North East of Malvern

Reasoned Justification

8.28 Development to the North East of Malvern area will form an urban extension adjoining the built up area of the town. There will be access to existing facilities and services within Malvern but there will also be specific requirements on the site itself for the following:

- Provision of approximately 10 hectares of employment land.
- Approximately 700 dwellings.
- Primary school, community centre, cemetery land and a police post.

8 Malvern

- A network of green spaces including playing fields, children's play facilities, allotments and green corridors.
- Enabling efficient public transport, cycling and walking with appropriate links to local shops, secondary and further education facilities and other services within Malvern as well as out to the countryside.

Objectives:

1. To create a new community in the form of a highly sustainable development designed to compliment the important landscape setting of the area and enhance its location as a gateway to Malvern, allowing long distance views of the Malvern Hills for residents and passers by.
2. To incorporate 10 hectares of employment land and buildings in a location that is attractive to business interests – retaining local businesses and attracting new investment into the area. This will offer employment opportunities for local residents.
3. To provide open space including play and kickabout areas, allotments and natural grassland and woodland to create an informal environment for local people to relax in, as well as corridors for the movement of wildlife.
4. To maintain historic villages and character of Newland and Madresfield as independent communities.
5. Residents will be able to easily access education and employment opportunities, shopping and community facilities in Malvern through a choice of transport modes. They can travel further afield through the provision of regular bus services to Malvern and Worcester on the A449, or access the Park and Ride facility available from Malvern Link Station.

8.5.1 SWDP 17: Newland

Site Description

8.29 The site is approximately 51 hectares. Fields and gardens backing on to Stocks Lane form the boundary to the north and east, and the A449 just meets the site boundaries in the south east. This allows space for a large landscape buffer zone to the north and east to protect the setting of Newland village and the existing Conservation Area. To the north west the railway forms a strong, physical and visual boundary.

8.30 To the south, the boundary is the Council Depot and recycling plant. To allow consideration of sufficient space for vehicular and cycle access to the site, direct access to the A449 here will provide the principal vehicular access to the site. Future consideration should also be given to the enhancement of this area as a key gateway into the town, through rationalisation of adjacent land uses.

8.31 The South West boundary site to the south of the former allotment site off Lower Howsell Road itself, excluding existing properties on the road frontage, which provides a strong and visual site boundary. Consideration will be given to the inclusion of the former allotment site in the context of the larger development site.

POLICY SWDP 17 – Development at Newland

Within the area of North East Malvern as identified on the Proposals Map, approximately 51 hectares of land are allocated for a sustainable, mixed use urban extension.

Development within this area will incorporate the following elements:

- 10 hectares of employment generating uses.
- 700 dwellings to be phased in accordance with the Implementation plan.
- Community infrastructure including a primary school and a community hall, a cemetery and police post.
- Measures such as a green buffer to maintain a visual and physical separation of the site from the settlement of Newland.
- Facilities to promote sustainable transport use for public transport, and facilities for safe pedestrian and cycle routes linking to local shops, employment areas, health care, education and Malvern Link Station.
- Public open space facilities including play areas, playing fields, informal open space and allotments.
- Neighbourhood shopping facilities.

A comprehensive master plan will be required for the site and will need to address the following:

- The potential to enhance the area as a gateway entrance into Malvern, by allowing access from Townsend Way roundabout along the site's boundary with the A449.

- That the layout and access arrangements associated with the proposed development should not prejudice the north of the railway line and connection to the B4503 (Leigh Sinton Road).
- The clear separation of new development from the nearby settlement of Newland.
- The impact on the adjacent Madresfield Conservation Area.
- The retention of long distance views to and from the Malvern Hills in parts of the site.

Links to the Objectives

8.32 The Preferred Option policy for development at Newland supports the following objectives:

- Economic success that is shared by all objectives 1;
- Stronger communities objectives 1, 2, 3 and 4;
- A better environment for today and tomorrow objective 1, 2, 3 and 4;
- Improving health and well being objective 2;
- Communities that are safe and feel safe objective 1 and 2.

8.6 Alternatives Considered

Alternatives Considered

8.33 The background paper on Strategic Site Allocations outlines the reasoning behind the selection of the Preferred Option for site selection to accommodate this level of development in more detail. However, to summarise during previous consultation stages a number of broad locations for development were suggested at:

- North East Malvern in the vicinity of Newland – 1,100 dwellings and 10 hectares of employment land
- Land to the South of Townsend Way, east of Mayfield Road, for 500 dwellings and 7ha of employment land

8.34 Alternative sites were also suggested at

- Land to the North West of the railway to the north of Malvern for up to 900 dwellings
- Land to the east of Moat Crescent, to the east of Malvern for up to 500 dwellings

8.35 Land to the South of Townsend Way, East of Mayfield Road. Detailed analysis relating to green infrastructure, landscape impact and public/stakeholder consultation feedback has identified that there are a number of concerns relating to landscape sensitivity; access and localised flooding issues.

8.36 Land to the East of Moat Crescent. The landscape is considered to be particularly sensitive, and there are no clear topographical or physical boundaries that would delineate any new urban extension adjacent to this part of the town. Therefore the visual impact on the surrounding countryside would be more prominent. In particular it is considered that it would be more difficult to accommodate employment uses here without considerable detriment to the landscape and the setting of the town.

8.37 The site north west of the railway. This site is wholly located within the existing Significant Gap, and there are concerns over reducing the gap with Leigh Sinton to the north. It was originally thought that this area might be accessed over the railway, and linked to the Newland area, as the capacity of the road network on this side of Malvern is limited. However, no scheme for linking the two areas has emerged, and no costings or landscape/ ecology works carried out, but it is likely to be costly to bridge the railway. Also, in landscape terms, this area is closer to the Area of Outstanding Natural Beauty, and in a more sensitive area for landscape and ecology.

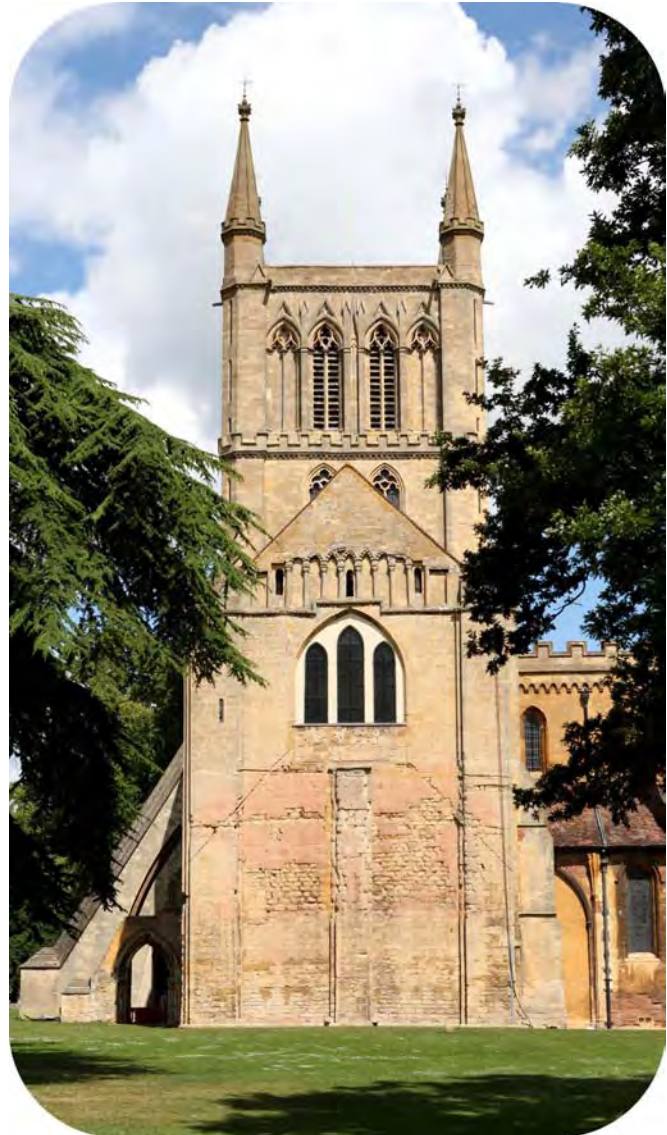
8.38 Direct more growth to the villages. There were some suggestions emerging from the public consultation on the South Worcestershire Joint Core Strategy Preferred Options report (2008) that more development could be spread around the villages and that there was no need for a larger amount of development in Malvern, outside of the existing boundary. However, subsequent evaluation of sites and general capacity in the villages has shown that it would not be as sustainable, or preferable in terms of village characteristics to significantly increase development outside of the main towns and larger villages.

9 Pershore

Introduction

Pershore Abbey

9.1 The historic town of Pershore lies on the River Avon and has a population of 7,000 (2009 Mid-Term Population Estimates). The main areas of the town are centred on the Abbey, the bustling Georgian High Street (the focus for the Conservation Area) and important open spaces providing a high quality town environment. These attributes are greatly valued by residents and the local rural communities that use the town for shopping, leisure, recreation and education as well as other key services. These include the retail market, No8 Community Arts Centre, leisure centre, High School, and new community hospital. Significant local employment opportunities are also provided in the many businesses located in the town, as well as the industrial estate to the north.



9.2 Approximately 34% of Pershore residents work outside the district, the most popular being Worcester (11%) and Malvern Hills (5%). This is a relatively high out-commuting figure compared with Droitwich Spa and Evesham and is a reflection of the town's size. Pershore provides employment opportunities for approximately 3,350 people from other settlements, the most popular being Worcester (11%). The long established centre for horticultural training at Pershore College reflects the locally distinctive characteristics of horticulture and farming in the Vale of Evesham.

9.3 The functional flood plain of the 'meadow' land between the River Avon and rear of the High Street provide both a resource for nature, as well as a valued area for passive and active recreation, such as walking and sport. In the last decade significant flooding events have reinforced the importance of keeping this area free of development. In a wider context, the town and the surrounding villages have been dramatically affected by flooding from both the River Avon catchment and surface run-off. Consequently, local communities have been cut-off from other centres and services and it is important that this Development Plan recognises this issue.

9.4 Persnore is on the main bus route between Worcester and Evesham and there are also services to Cheltenham. Most villages within close proximity also have regular bus services to the town. However, it is also important that this Development Plan helps to improve the accessibility of the town from the surrounding countryside, for example by improving public transport facilities and services and by locating new development that minimises the need to travel by private car.

9.1 Persnore Urban Capacity

Reasoned Justification

9.5 Persnore is identified as an Other Town within the Settlement Hierarchy (Policy SWDP 1) means that it is an appropriate location to accommodate a proportion of the South Worcestershire's employment and housing growth over the next two decades.

9.6 In seeking to accommodate further growth there is an aspiration to build on developments of quality that exist in the town. Further growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area without detrimental impact on protected areas of open space and Persnore's Conservation Area.

Shoppers in Persnore High Street



9.7 Evidence derived from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a focus of housing growth in the main towns. Feedback also confirmed strong support for the following:

9 Pershore

- support the distribution of a proportion of the housing requirement to towns such as Pershore;
- safeguarding existing employment sites and encouraging rural regeneration were also given strong support;
- maintaining the vitality and viability of the existing shopping centre with its independent traders and ensuring that tourism opportunities are linked to the main settlements.

9.8 In identifying appropriate levels of growth for Pershore the following constraints and evidence have been taken into account:

- Protecting views to and from the town;
- The historic settlement pattern and features within the Conservation Area, and important views to and from The Abbey;
- The River Avon and its functional flood plain;
- Infrastructure improvements at Pinvin crossroads, public transport enhancements and support for the link road between Wyre Road and the A44 By - pass;
- The Strategic Housing Land Availability Assessment.

9.1.1 SWDP 18: Pershore Allocations

SWDP 18: Pershore Allocations

Initially phased development will be on 'Brownfield' land within the Development Boundary. Housing proposals will deliver a range of housing sizes and tenures to ensure housing needs are available to both existing and new population of Pershore.

Support will be given for the provision of a new cemetery, within or beyond the Development Boundary, if required by the Town Council.

Opportunities will be supported for Town Centre regeneration, where appropriate.

Infill development will be designed to reflect the historic character of the Town, protect views to and from Pershore Abbey. New development will respect the Conservation Area in terms of height, scale and position. Pershore has significant areas of Public Open Space which should be protected and enhanced, and local green network improvements identified, where appropriate. Development will be restricted along the back drop of Allesborough Hill to protect views in and out of the town.

All proposals and allocations will need to contribute in full via S106 Developer Contributions or Community Infrastructure Levy towards the range of infrastructure required in order to achieve sustainable development. This will include the following:

- Encourage/enhance public transport links between Worcester, Evesham, and Cheltenham;
- Maintain the railway station, provide enhanced parking and improve connectivity to the town;
- Alleviate the bottleneck at A44/B4082 Pinvin crossroads;
- Support the provision of a link road between Wyre Road and the A44 By pass;
- Protecting important views in and out of the town, particularly from Bredon Hill and the back-drop of Allesborough Hill;
- Provide new open space to the north of the town;
- Support the development of Persore College and High School;
- Encourage and support the development of the town as a centre for cultural and tourism related activities;
- Maintain and enhance the town's shops and services;
- Infill development will respect the historic form and character of the town, with high design standards and protection of urban greenspace;
- Extend the Persore High Street Regeneration Scheme to Head Street.

Within Persore, as shown on the proposals map the following sites are allocated for residential development.

Table 15 Persore sites

Policy Reference	Residential Allocations within the Development Boundary	Indicative Number of dwellings
SWDP18/1	Garage, High Street	20
SWDP18/2	Former Health Centre, Priest Lane	20
SWDP18/3	Garage Court, St. Andrews Road	10

9 Pershore

Policy Reference	Residential Allocations within the Development Boundary	Indicative Number of dwellings
SWDP18/4	Garage Court, Abbots Road	13
SWDP18/5	Garage Court, Mill Lane	14
SWDP18/6	High Street, Pershore	22
Pershore Allocations Total		99
Policy Reference	Greenfield Allocations beyond the Development Boundary	Indicative Number of Dwellings
SWDP18/7	Land adj. Conningsbury Drive	26
Pershore Total (excludes urban extensions)		125

Links to Objectives

9.9 The Preferred Option policy for Pershore supports the following objectives:

- Economic Success that is Shared By All objectives 1, 2 and 4;
- Stronger Communities objectives 1, 2, 3 and 4;
- A Better Environment for Today and Tomorrow objectives 1, 2 and 4;
- Improving Health and Wellbeing objectives 1 and 2; and
- Communities that are Safe and Feel Safe objective 1 and 2.

9.2 Pershore Urban Extensions

9.2.1 SWDP 19: Pershore Urban Extensions

Reasoned Justification

9.10 In order to meet the housing and employment needs of the town given Pershore's position in the Settlement Hierarchy (SWDP1) it is necessary to allocate growth to the town. As table 4 shows, there is very limited urban capacity so two urban extensions to the north and north east of the town are proposed:

- North – residential comprising 600 dwellings at Station Road/Wyre Road;
- North east – employment 5ha at Keytec 7, Wyre Road;

9.11 In directing development to the north of the town it is important that infrastructure improvements are in place (Issue 11, Option). Specifically the link from the A44/Wyre Piddle By-pass roundabout to Keytec 7 Business Park (identified in the Wychavon Local Plan (2006) Policy SR6 refers), is a highly desirable project to be delivered and has strong local support. This will also help to alleviate the congestion hotspot at the Pinvin/A44 junction.

9.12 In the interests of sustainable development previously developed land should be the initial priority for development.

Land to the North of Pershore

9.13 In considering the appropriate direction of growth of Pershore a number of important factors were taken into account including:

- Topography (in particular Allesborough Hill);
- The River Avon flood plain;
- The historic settlement pattern and the views of the Strategic Housing Land Availability Assessment Panel.

Policy SWDP 19: Pershore Urban Extensions

As shown on the Proposals Map a sustainable, well designed development will be delivered in accordance with a detailed masterplan and include the following:

SWDP 19/1 Land to the North of Pershore

On land to the West of Station Road and South of Wyre Road, as identified on the Proposals Map, a phased delivery of 600 new homes will deliver the following:

- A range of house sizes, tenures and types;
- A network of Public Open Space to include equipped play space and allotments;
- Contributions towards infrastructure including education, formal sport, the Strategic Green Infrastructure Network and capacity enhancement of the Pinvin Road junction including support a new link road between Wyre Road and the A44;
- Standard Community Infrastructure Levy payments.

SWDP19/2 Land to the North East of Pershore

On land to the North of Wyre Road, as identified on the Proposals Map, a delivery of 5 hectares of employment land will deliver the following:

- A range of well designed, high environmental performance buildings for B1, B2 and B8 uses;

9 Pershore

- Contributions towards the Infrastructure including the Strategic Green Infrastructure Network and transport infrastructure including capacity enhancement of the Pinvin Road/A44 junction and the Western Link (Wyre Road - A44);
- Standard Community Infrastructure Levy payments.

Links to the Objectives

9.14 The Preferred Options the policies for Pershore urban extensions supports or the following objectives:

- Economic Success that is Shared By All objectives 1, 2, 3 and 4;
- Stronger Communities objectives 1, 2, 4 and 5;
- A Better Environment for Today and Tomorrow objectives 2, 3, 4 and 5;
- Improving Health and Wellbeing objectives 1, 2 and 3; and
- Communities that are Safe and Feel Safe objectives 1 and 2.

9.3 Alternatives Considered

Alternative Options Considered

9.15 Other Urban Extension. Given the physical constraints to the town, in particular the functional flood plain to the south and east and the exposed slopes to the west, there are no other urban extension options that have planning merit.

9.16 Identify locations for a limited proportion of residential development in Pershore and disperse the remainder to adjacent Category 1, Category 2 and Category 3 villages. This option would be contrary to evidence from service providers and from the Issues and Options consultation. This shows that a dispersed pattern of development would be a less sustainable option.

9.17 Identify locations for a limited proportion of residential development in Pershore and locate the remainder at an enlarged settlement based on Worcestershire Parkway/Norton area. Given the uncertainty of delivering Worcestershire Parkway before the end of the Plan period i.e. 2030 it is not considered a deliverable option at this stage.

Introduction

10.1 Tenbury Wells is a small town in the north west of Malvern Hills District, situated on the River Teme, which defines the district and county boundary with Shropshire. It has a strong physical and functional relationship with Burford which is situated on the north side of the Teme, in Shropshire. The two settlements are linked by the Teme River Bridge, at the junction of the A456 and the A4112. It has a population of 2,300 (2009 Mid-Term Population Estimates).

Reasoned Justification

10.2 Tenbury is surrounded by a mainly rural hinterland, with open countryside and small settlements and farmsteads, meaning that the town provides an important service function for the wider rural area.

10.3 The key characteristics of the town are its historic setting, on the River Teme, its commercial heart with many historic buildings which are reflected in the Conservation Area status of the town centre, and its landscape setting, rising from the flood plain of the river, and climbing upwards to the south of the town. This higher land gives long distance views northwards to the Shropshire and Cleve Hills.

10.4 The town's location within the flood plain has meant that it has been subject to serious flooding over the centuries, with the most recent severe floods in the summer of 2007, causing considerable damage to properties, especially in the town centre.

10.5 The town contains shopping and commercial outlets, centred on Teme Street and Market Street, consisting of mainly independent stores and offices. It also has a primary school, and a secondary school that serves the wider area. The community hospital is in Burford, as is the main industrial area, north of the Teme bridge, although Tenbury Business Centre is located in the south east of the Town. The town has a sports centre and swimming pool, and is an important tourist centre within the Teme Valley. It is renowned for its Christmas mistletoe market. The main livestock market

Tenbury Pump Rooms



10 Tenbury Wells

is closed and currently vacant, creating an open site near the river bridge and main centre that would benefit from redevelopment, although a major constraint is its location within the floodplain.

10.6 Tenbury Wells has strong links with Worcester in terms of post 16 years education at the University of Worcester and employment. Outside of Worcestershire Tenbury looks towards Shropshire and Herefordshire for employment opportunities and services, to places such as Ludlow, Leominster and Bromyard.

Teme Street, Tenbury Wells



10.7 Under the West Midlands Regional Spatial Strategy, the area was part of the much wider Rural Regeneration Zone, with potential additional funding and advice to help rural employment opportunities. This policy will no longer be relevant with the eventual demise of the West Midlands Regional Spatial Strategy and the Regional Economic Strategy. The Worcestershire Local Enterprise Partnership will take over the economic role in Worcestershire and will address rural regeneration issues.

10.8 Tenbury Wells, like many parts of rural Worcestershire has an ageing population, with 31.5% of the population of 60 or over, compared to 21.7% for Worcestershire (2001 census). Thus this brings particular challenges for specialist housing and healthcare. Nevertheless the town still needs to retain its importance as an employment and service centre, and maintain the population for the schools, and some housing growth and town centre regeneration is therefore considered important. There is also a need for more affordable housing for those who cannot afford to buy or rent properties on the open market.

10.9 Because of the low lying nature of the main area of the town within the River Teme floodplain, the urban capacity of the main centre to deliver new housing is limited. Sites outside of the floodplain have therefore been assessed, but these are often constrained by topography and access.

Town Centre Regeneration Allocation

10.10 The former Cattle Market site at the northern end of the town, adjacent to the Teme, is vacant. It is partly within the Conservation Area, and within the main shopping street, and its redevelopment would support the regeneration of this part of the town. The use as a cattle market has gone and alternatives uses are therefore

considered appropriate. Because the site is entirely within the floodplain, it would not be appropriate for residential use, but could support commercial premises, such as retail, offices or recreational, community and leisure uses. The site also provides the opportunity to upgrade the riverside frontage to provide better public access here.

10.11 Key issues will therefore be

- Resolution of any flood risk issues including a Flood Risk Assessment to the meet the requirements of the Environment Agency
- The design of any development in relation to the Conservation area and listed buildings in the vicinity, and in particular attention to the quality and scale of development on the Teme Street frontage,
- Opportunities to enhance pedestrian and /or cycle access to the river front and links through the site to the town centre

10.1 Tenbury Wells Urban Capacity

10.12 A detailed site assessment has been undertaken to inform the capacity of Tenbury Wells to accommodate the housing growth in accordance with the Development Strategy. Policy SWDP 20 sets out the sites which will be brought forward for development.

10.1.1 SWDP 20: Tenbury Wells Sites

Policy SWDP 20: Tenbury Wells and Allocations

As the main urban settlement in the north west part of Malvern Hills District, Tenbury Wells will be the focus for some new housing and commercial growth, in accordance with policy SWDP1. New development will enhance the economic role of the town, and contribute in part to affordable housing needs and services. Regeneration of the town centre will help support the retail and tourist economy, and provide employment opportunities.

Development at Tenbury Wells is likely to be limited due to floodplain, landscape and access issues. The former cattle market site, Teme Street will be considered for regeneration, for uses that will complement and enhance the economic viability of the town centre including retail vitality. Any development must be appropriate in scale to the location and the town centre. Residential development will not be acceptable because of flood risk constraints. Opportunities should be taken to enhance public access along the river frontage.

The following sites are allocated on the Proposals Map to accommodate future development during the plan period.

10 Tenbury Wells

Table 16 Tenbury Wells Allocations

Policy Reference	Site	Employment / Commercial	Indicative Number of Dwellings
SWDP20/1	Land opposite Morningside		30
SWDP20/2	Former Cattle Market Site, Teme Street	0.88ha	

Employment development at Tenbury Wells will be limited to meeting local needs and no specific allocations are put forward, although the continued implementation of the Tenbury Business Park is supported. Redevelopment or alternative use of site SWDP20/2 will focus on retail, commercial, recreation, leisure and community uses, either singly or as mixed use proposals.

Links to the Objectives

10.13 The Preferred Option policy for Tenbury Wells supports the following objectives:

- Economic success that is shared by all objectives 1, 2 and 4;
- Stronger communities objectives 1, 2, 3, 4 and 5;
- A better environment for today and tomorrow objectives 1, 2, 3 and 5;
- Improving health and well-being objective 2;
- Communities that are safe and feel safe objectives 1 and 2.

Alternative Options Considered

10.14 No housing allocation and rely on Windfall. Because of the severe flood constraints in the town, it was considered that this would bring forward very little housing to meet the needs of the town over the next 20 years. Housing needs surveys have shown a requirement for additional housing in the short term, especially for affordable housing. The town is also one of the most sustainable settlements in the District because of its wide range of shopping, education and community facilities, and its closeness to health and employment services in Burford. Therefore to support housing need and existing facilities some growth is required. The Town Council is also supportive of some housing growth for Tenbury Wells. A housing exception site for 34 affordable dwellings has recently been approved on land adjacent to the

settlement boundary at Oldwood Road, which if implemented will go towards meeting the affordable housing needs, but it is considered that further market housing is also required.

10.15 Any housing growth will be accommodated across the River Teme, to the north in Burford. Cross boundary discussions have taken place, and it is considered that some housing will be likely to be developed in Burford. Furthermore possible housing at Burford will have an undeniable relationship with the Tenbury Housing Market Area which is distinct from the Kidderminster and Worcester Housing Market Areas to the east and south. However it is felt opportunities still need to be considered to the south of the river in Malvern Hills District, where the main part of the population reside, and where the schools and main shopping and leisure services are located.

River Teme, Tenbury Wells



10.16 Employment land allocations. Suitable sites are difficult to find, because of the flood constraints, and the fairly narrow roads within the town. The Tenbury Business Park has some capacity consequently and is reconfirmed for employment uses on the Proposals Map. However the bulk of the available employment land is in Burford, so no specific employment allocations are suggested in or adjacent to Tenbury Wells itself. However, the current Local Plan allocation for the redevelopment of the cattle market site is retained as it is considered this will help regenerate the town centre, with subsequent improvements to the town's economy and the creation of jobs.

10.17 The bridge over the River Teme to the north of the town. Its continued operation and suitability for vehicular traffic, including commercial vehicles is imperative to the future of the Town.

11 Upton upon Severn

Introduction

11.1 Upton-upon-Severn is a small town of some 2,700 people (2009 Mid-Term Population Estimates), mainly situated on the southern bank of the River Severn between Worcester and Tewkesbury. Its one road bridge links the main part of the town to the marina, on the north bank, and to the villages of Holly Green and Ryall to the east and Tunnel Hill to the west. It is some 7 miles south east of Malvern.

11.2 There are no rail connections, the nearest mainline stations being at Ashchurch, near Tewkesbury, and Great Malvern. However, the town is within easy reach of the M50 and M5 motorways, (some 2.5 and 3.5 miles) and is thus on a main route linking Malvern and surrounding villages to the motorway system.

11.3 The main characteristics of the town are its historic core and riverside - reflecting its past importance as a riverside port, and as a market and service centre for the surrounding rural area, and a tourist destination. Travel to work data (2001 census) shows that the majority of people who live in the parishes of Upton-upon-Severn and Hanley Castle tend to work within the immediate area, in the rest of Malvern Hills District, particularly the Malvern and Welland areas, and at Ledbury. There are also strong travel to work links with Worcester, Pershore and Tewkesbury.

The Pepperpot at Upton upon Severn



Reasoned Justification

11.4 The town grew up around the river and its economy is based mainly on agriculture and river-based trade. Today the town acts as a service centre and market town for the surrounding rural areas, and as a tourist centre, based on its historic character and the riverside- with a large marina located on the north bank. The town is renowned for its music and water-based festivals. There are many pubs, hotels and restaurants and a range of mainly independent retailers in High Street and Old Street. There are also a considerable number of services for its size, including a library, secondary school (at Hanley Castle) and a new health centre (at Tunnel Hill).

11.5 The flooding problems associated with the town (almost the entire town is surrounded by the floodplain up to the boundary) have resulted in the fragmented nature of the town and its services. Flooding also provides a considerable constraint to any future development growth, particularly for housing, and thus site allocations have been considered in Tunnel Hill and Holly Green and Ryall, as the nearest settlements beyond the floodplain.

11.6 However, to support the existing population, services such as the schools, and the commercial and retail trades, it is considered that some additional housing is geographically located to meet Upton upon Severns' needs. This is particularly the case for affordable housing, to support those people who cannot afford to buy or rent properties on the open market.

11.7 No new employment allocations are put forward, but account has been taken of the future expansion of the marina, that has permission and is likely to support local employment. The flood constraints make it difficult to find other suitable sites for employment within the town.

11.1 Upton upon Severn Area Capacity

Upton-upon-Severn Urban Capacity

11.8 There are no urban capacity sites suitable for future housing development within or immediately adjacent to the town because the whole town is surrounded by the floodplain. Although Tunnel Hill, Holly Green and Ryall are Category 3 settlements, they have strong links with Upton upon Severn, and therefore is considered that it would be appropriate for them to take some local housing needs associated with the town.

11.9 Currently no site allocations are suggested for employment uses as it is considered that support for the existing commercial and retail economy, and scope for further expansion of the marina (in line with current permissions) and associated tourism will help the local jobs market. Policies SWDP 28 and SWDP 29 support the town centre retail and commercial uses.

11.1.1 SWDP 21: Upton upon Severn Allocations

Policy SWDP 21: Upton-upon-Severn and Allocations

Development at Upton-upon-Severn is likely to be limited due to floodplain, landscape and access issues. The settlements of Holly Green and Tunnel Hill will be the focus for housing and commercial development to serve the needs of these settlements and Upton-upon-Severn, in accordance with policy SWDP1. New development will help provide a mix of housing sizes and tenures to meet local housing needs, including the need for affordable housing.

The following sites are allocated on the Proposals Map to support future development for housing during the plan period.

11 Upton upon Severn

Table 17 Upton-Upon-Severn Allocations

Policy Reference	Site	Employment/ commercial	Indicative number of Dwellings
SWDP21/1	Land at Sunny Bank Meadow, Holly Green	0	50

Commercial development at Upton Marina for boating and recreational uses associated with tourism are encouraged.

Links to the Objectives

11.10 The Preferred Option policy for Upton Upon Severn supports the following objectives:

- Economic success that is shared by all objectives 1 and 2;
- Stronger communities objectives 1, 2, 3 and 4;
- A better environment for today and tomorrow objectives 1, 2, 3 and 5;
- Improving Health and wellbeing objective 2;
- Communities that are safe and that feel safe objectives 1 and 2.

Alternative Options Considered

11.11 No new development should be allocated for housing in the vicinity of the town because of the severe flooding constraints. However, Upton-upon-Severn is one of the most sustainable settlements in Malvern Hills district, accommodating a large population with associated community, education and community services, and supporting a large marina and tourist trade. Furthermore, larger scale flood mitigation measures have recently been approved for the town and these are likely to be implemented within the next two years, helping to support the town's economy, and easing the strain on the population. The Town Council wish to see some additional housing in Upton upon Severn, to support the population, with a particular need for affordable housing. The Town Council recognises that most of any growth would have to be outside of the settlement itself, and originally suggested a search for up to 50 dwellings in Tunnel Hill, outside the Severn floodplain. Analysis of sites put forward through the Strategic Housing Land Availability Assessment has shown limited availability of appropriate sites in Tunnel Hill, but some scope in Holly Green on the north east side of the river.

Introduction

12.1 South Worcestershire is predominantly rural and the retention of this characteristic is a key objective of the strategy. The state and future of rural areas across South Worcestershire is a significant consideration. The rural area contains a network of thriving villages and rural settlements with their own distinct characters and identities. It is vital that these features are preserved and enhanced into the future. Providing an element of balanced growth to address local needs in these areas is crucial to their viability.

Cotswold village, Broadway



12.2 The development strategy for rural areas seeks to direct development to those rural settlements which contain a variety of services and community facilities and where reasonable public transport services exist. In order to achieve this, the sustainability of settlements has been assessed via the Village Facilities and Rural Transport Survey, which assessed the availability of services and facilities and level of public transport provision.

12.3 The results of village service surveys illustrated those rural settlements that have a range of services and facilities and are accessible by public transport. Those settlements with a broader range of services are considered by this Plan to be a more appropriate location for rural housing growth. These are to be known as Category 1, Category 2 and Category 3 settlements, with Category 1 being considered the most sustainable rural settlement.

12.4 The South Worcestershire Development Plan has adopted a flexible criteria based approach to rural employment and retail land supply across its rural areas. Employment development within or adjacent to rural settlement boundaries will be considered in accordance with SWDP 27. However, in general employment development will be directed to Category 1 and Category 2 settlements.

12 Site Allocations - Rural Areas

Rural Housing Land Requirements

12.5 In line with policy SWDP2, provision should be made for the development of 1,805 dwellings in rural areas by 2030. Development to meet local needs arising from within the rural areas will be directed to the settlements identified by Policy SWDP1 and in accordance with the hierarchy established by those and other policies in the this Development Plan.

12.6 The hierarchy established by SWDP1 reflects the sustainability credentials of South Worcestershire's rural settlements and, notwithstanding local housing needs for affordable housing, new development will be directed to Category 1, then Category 2 and finally Category 3 settlements.

View of Old Hollow, West Malvern



12.7 The supply of housing land identified to meet the requirements will need to be maintained on a rolling basis and the progress of committed sites will be monitored in case any action needs to be taken to increase housing supply.

12.8 The implementation of the housing sites allocated for development is phased in policy SWDP 50. It also illustrates that housing requirements for South Worcestershire will be comfortably met by the allocated housing sites.

12.9 Sites allocated for housing have a capacity of 5 or more dwellings and have been identified through the Strategic Housing Land Availability Assessment process, together with consultations with local parish councils. The following policies include an indicative number of dwellings although the actual number that might be achieved on each site could vary from that indicated. This depends upon the character and detail of the actual scheme submitted for planning permission.

13.1 SWDP 22: Rural Employment

Reasoned Justification

13.1 Rural employment within South Worcestershire is characterised by small employers who work from home or operate from a commercial property near to home. Due to the relative inaccessibility of existing rural employment sites to the larger urban areas, they should continue to be supported only as low intensity employment uses.

13.2 The Employment Land Review (2011) demonstrates that the rural employment market across South Worcestershire is characterised by bespoke individual property requirements. Small local businesses are likely to require freehold property which is difficult to deliver speculatively in advance. The provision for new rural employment sites should be considered favourably during the plan period provided they are not harmful to the integrity of the settlement or landscape character. It is important that such developments are offered on flexible terms. In addition, sites should continue to be actively marketed to avoid turn over to an alternative use such as residential and the loss of an important local employment facility.

13.3 There is a need for a positive approach to farm diversification, however development should not jeopardise future agricultural production.

Orchard in Blossom



Rural Employment Opportunities

13.4 South Worcestershire's economy is also characterised by the location of a number of employment sites and small businesses, including home working arrangements dispersed throughout the rural areas. Within Wychavon, agriculture, food processing and distribution remain a very important part of the local economy,

13 Rural Regeneration

particularly in the Vale of Evesham. Improving the economic prospects for those living in the rural north and west of the Malvern Hills District is an important focus for the Strategy.

SWDP 22: Rural Employment

Protection of Existing Employment Sites

To help promote rural regeneration across South Worcestershire, existing employment sites within the rural area will be safeguarded for employment generating uses during the plan period. Any proposals for a change of use to residential would need to demonstrate that the site has been actively marketed for employment purposes (for a period of 2 years) and that it is no longer viable as an employment site.

Promoting Employment Opportunities

Small scale proposals for employment purposes within or adjacent to Category 1, 2 and 3 settlements will generally be permitted, provided that they maintain the integrity of the associated settlement and accord with the following criteria:

- The proposed development is of a scale and form in keeping with the size and character of the settlement and its setting;
- The scale of development can be clearly related to the employment needs of the local economy and workforce;
- Proposals will not generate trips by Heavy Goods Vehicles using unsuitable rural roads; and
- Proposals that are located adjacent to the settlement's boundary should be closely related to the settlement; demonstrate that there are no other suitable sites available within the boundary and make use of previously developed land and buildings wherever possible.

Farm Diversification

Proposals to diversify farm businesses will be permitted in accordance with the following criteria:

- The proposed new use does not detract from or prejudice the existing agricultural operation or its future operation;
- The scale of activities associated with the proposed development is appropriate to the rural character of the area;

- Wherever possible existing buildings are used to reduce the need for new built development; and
- Open storage of goods, containers and equipment is kept to a minimum and is appropriately located to reduce impact on landscape character.

Re-use of Rural Buildings

Priority will be given to the re-use and conversion of rural buildings for employment, tourism or recreational purposes whenever appropriate. This should be undertaken in accordance with the following criteria:

- The scale and type(s) of use proposed is suitable for the building and its location;
- The building is of a permanent and substantial construction and capable of accommodating the proposed use without excessive rebuilding, extension or alteration;
- The form, bulk and general design of the building is in keeping with its surroundings;
- The proposals do not harm the character, appearance and landscape quality of the area or the setting of the building; and
- The scale and type of development does not generate traffic levels unacceptable to the location. Where the proposal is for a tourism or recreational purpose, the site should be reasonably accessible by a choice of transport modes.

Live/Work Units

The provision of rural based workspace and live/work units will be permitted providing the proposals are small scale and that they are appropriate to the character of the area. In all cases the preference will be for conversion of existing buildings. However, proposals for new development should be located in accordance with the settlement hierarchy as set out in SWDP 1 and should have reasonable access to services and facilities.

All proposals for employment related development within the rural areas will need to demonstrate that they have taken full account of the relevant criteria as set out in Policy SWDP3.

13 Rural Regeneration

Links to the Objectives

13.5 The Preferred Option policy for Rural Employment supports the following objectives:

- Economic Success that is shared by all objectives 1 and 2;
- A Better Environment for Today and Tomorrow objectives 1 and 2.

Alternative Options Considered

13.6 To allocate new employment sites within the rural areas. The Employment Land Review confirmed that within the rural areas - employment opportunities are often entrepreneurial and require a more flexible planning approach to be considered on a case by case basis on their merits.

13.7 To assume that Category 3 Villages have no specific role in meeting local employment needs and therefore do not make provision for the consideration of small scale employment proposals within or adjacent to Category 3 Villages. It is considered that this would not provide a flexible and enduring policy approach to 2030, particularly given the Plan's focus on creating economic prosperity.

Factory workers preparing spring onions



14.1 SWDP 23: Category 1 Village Sites

Policy SWDP 23: Category 1 Village Sites

Category 1 villages are considered the most sustainable rural locations in South Worcestershire. They will be the focus for the level of development which is genuinely required to meet the needs of the rural area throughout the development plan period.

In addition to the allocations, new housing within Category 1 Settlements will be restricted to:

- Infill housing within gaps in established built frontages and inside the Development Boundaries as shown on the Proposals Map (As listed in annexe);
- Residential conversions of existing buildings of distinct local character;
- Replacement of individual buildings of little or no such interest or character, provided that the building in question does not constitute an essential community facility not duplicated or replaceable elsewhere in the settlement;
- Redevelopment of sites containing uses or buildings of adverse effect on the immediate local environment;
- Affordable housing on Rural Exception Sites (in accordance with Policy SWDP 32) either within or adjacent to the Development Boundaries.

The following sites, as shown on the Proposals Map, are allocated for housing and should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary contributions towards the provision of recreation, education and other community and cultural facilities. They will be developed at a density compatible with the character and amenity of the surrounding area.

The sites allocated are as follows:

Table 18 Category 1 village sites

Policy Reference	Category 1 Village	Location	Indicative number of dwellings
Malvern Hills Villages			

14 Category 1 Villages

SWDP23/1	Abberley Common	The Orchard, Abberley Common	6
SWDP23/2	Abberley Common	Land west of Apostle Oak cottage, Abberley Common	27
SWDP23/3	Clifton upon Teme	Land at Hope Lane	50
SWDP23/4	Great Witley	Land adj to the Surgery	35
SWDP23/5	Hanley Swan	Land between School and Westmere	20
SWDP23/6	Hanley Swan	Land at Yew Tree Farm	20
SWDP23/7	Kempsey	Land South of the Lawns	12
SWDP23/8	Kempsey	Land to rear of Florence Close	7
SWDP23/9	Kempsey	Land to the West of the Lawns	114
SWDP23/10	Lower Broadheath	Land North of Bell Lane	55
SWDP23/11	Lower Broadheath	Peachley Court Farm	6
SWDP23/12	Lower Broadheath	Stand Cottages, Peachley Lane	6
SWDP23/13	Martley	Land adj to the Crown (south)	17
SWDP23/14	Martley	Land adj to the Crown (west)	45
SWDP23/15	Rushwick	Land at Claphill Lane	23
SWDP23/16	Rushwick	Land at Old Bransford Road	20

SWDP23/17	Rushwick	Land adj Upper Wick Lane	15
Malvern Hills Category 1 Villages Total			478
Wychavon Villages			
SWDP23/18	Badsey	Land off Banks Road	30
SWDP23/19	Bredon	Land to the rear of Oak Lane & 12-15: Land east of Bredon Fruit Farm, Oak Lane	24
SWDP23/20	Broadway	Land to the south of Bibsworth House	15
SWDP23/21	Broadway	Garages, south east of Sheldon Av.	5
SWDP23/22	Broadway	Land to the east of Kingsdale Road	12
SWDP23/23	Broadway	Land west of Leamington Road	59
SWDP23/24	Broadway	Land adjacent Station Road	40
SWDP23/25	Hartlebury	Land west of Worcester Road	100
SWDP23/26	Honeybourne	Land between High Street and Weston Road	50
SWDP23/27	Honeybourne	Land behind the High Street	25
SWDP23/28	Inkberrow	Land off Stonepit Lane	25
SWDP23/29	Inkberrow	Land east of Withybed Lane	65
SWDP23/30	Offenham	Land off Main Street	30
SWDP23/31	Offenham	Land off Gibbs Lane	30

14 Category 1 Villages

SWDP23/32	Offenham	**Laurels Avenue	19
SWDP23/33	Ombersley	The Racks (east)	14
SWDP23/34	Ombersley	Land north of Woodhall Lane	25
SWDP23/35	Wychbold	Land to the west of Worcester Road	10
SWDP23/36	Wychbold	Land to the north of Chequers Lane	10
SWDP23/37	Wychbold	**British Legion Club	5
Wychavon Category 1 Villages total			593

** These sites are subject to Highway Authority comments and further site appraisal.

15.1 SWDP 24: Category 2 Village Sites

Policy SWDP 24: Category 2 Village Sites

Category 2 villages are considered to be moderately sustainable rural locations in South Worcestershire. In addition to the allocations listed below, new housing within Category 2 Settlements (as listed in the Annex - page 256) will be restricted to:

- Infill housing within gaps in established frontages and inside the settlement boundary as shown on the Proposals Map;
- Residential conversions of existing buildings of distinct local character;
- Replacement of individual buildings of little or no such interest or character, provided that the building in question does not constitute an essential community facility not duplicated or replaceable elsewhere in the settlement;
- Redevelopment of sites containing uses or buildings of adverse effect on the immediate local environment;
- Affordable housing on rural exceptions sites (in accordance with Policy SWDP 32) either within or adjacent to the Development Boundary, in the absence of alternative deliverable sites in a Category 1 Settlement within the same parish.

The following sites, as shown on the Proposals Map, are allocated for housing and should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary contributions towards the provision of recreation, education and other community and cultural facilities. They will be developed at a density compatible with the character and amenity of the surrounding area.

Table 19 Category 2 village sites

Policy Reference	Category 2 Village	Location	Indicative number of dwellings
Malvern Hills Villages			
SWDP24/1	Bayton	Land adjoining Severne Green	14
SWDP24/2	Broadwas	Land adj. school	10
SWDP24/3	Callow End	Wheatfield Court	5

15 Category 2 Villages

SWDP24/5	Powick and Collett's Green	Off Bowling Green Road	50
SWDP24/6	Powick and Collett's Green	Former allotments, Winsmore	30
Malvern Hills Category 2 Villages Total			109
Wychavon Villages			
SWDP24/7	Ashton under Hill	Station Road	6
SWDP24/8	Bretforton	Land north of Station Road	27
SWDP24/9	Bretforton	Littlebrook Nurseries	20
SWDP24/10	Crophorne	** Land at Field Barn Lane	7
SWDP24/11	Drakes Broughton	Site behind Hawthorne Close, off Stonebow Rd	10
SWDP24/12	Drakes Broughton	Site off Stonebow Road (Thornleigh Nursery)	14
SWDP24/13	Drakes Broughton	Lane east of Stonebow Rd, south of railway line	37
SWDP24/14	Eckington	** Land to the north of Russell Drive, Pershore Rd	20
SWDP24/15	Fernhill Heath	Dilmore Lane	60
SWDP24/16	Fernhill Heath	Dilmore Lane / Station Road	60
SWDP24/17	Fladbury	** Land off Broadway Lane, adj. Grey Lyn	7

SWDP24/18	Flyford Flavell	Land east of Boot Inn on Radford Rd (& 39-07)	20
SWDP24/19	Harvington	Land adjacent to Crest Hill	5
SWDP24/20	Overbury	** Site adjacent Wine Acres	8
SWDP24/21	Pinvin	Land rear of Green End, Pinvin	13
SWDP24/22	Pinvin	Land adj. The workshop & Uplands	14
SWDP24/23	Pinvin	Land north of The Green	27
SWDP24/24	South Littleton	Land between Long Hyde Road & Station Rd	30
SWDP24/25	Tibberton	Land adjacent to Bridge Inn, Foredraught Lane	5
SWDP24/26	Tibberton	** 83-09: Land to the rear of Hawthorn Rise	15
SWDP24/27	Upton Snodsbury	84-02: Land between College Road and School Lane	16
Wychavon Category 2 Villages total			421

** These sites are subject to Highway Authority comments and further site appraisal.

16 Category 3 Villages

16.1 SWDP 25: Category 3 Villages Sites

SWDP 25: Category 3 Village Sites

Category 3 villages are locations where limited development to address local housing needs are acceptable. The settlements have a small range of local services and facilities and as well as a reduced level of public transport provision. Excluding those sites allocated in Category 3 settlements, New housing within Category 3 Settlements (as listed in the Annex- page 256) will be restricted to:

Residential conversions of existing buildings of distinct local character;

Replacement of individual buildings of little or no such interest or character, provided that the building in question does not constitute an essential community facility not duplicated or replaceable elsewhere in the settlement;

Affordable housing on Rural Exceptions Sites (in accordance with Policy SWDP 32) either within or adjacent to the settlement, where it can be demonstrated that local housing needs cannot be met within Category 1 or 2 Settlements.

Infill housing within gaps in established built frontages and inside the Development Boundaries as shown on the Proposals Map;

The following sites, as shown on the Proposals Map, are allocated for housing and should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary contributions towards the provision of recreation, education and other community and cultural facilities. They will be developed at a density compatible with the character and amenity of the surrounding area.

Table 20 Category 3 village sites

Policy Reference	Category 3 Village	Location	Indicative number of dwellings
Malvern Hills Villages			
SWDP25/1	Alfrick	South of Swan Orchard	15
SWDP25/2	Clows Top	Land adjacent to Highbrae	25
Malvern Hills Category 3 Villages Total			40
Wychavon Villages			

Category 3 Villages 16

SWDP25/3	Cleeve Prior	Land east of Froglands	8
SWDP25/4	Crowle	Land opposite village hall off Church Road	20
SWDP25/5	Defford	Land rear of Railway Inn, Main Street	5
SWDP25/6	Defford	Adjacent to Defford First School, Church Lane	5
SWDP25/7	Hanbury	Site between Pavement Cottage & Nightingales on B4090	11
SWDP25/8	Himbleton	Harrow Lane	6
SWDP25/9	Kemerton	Land at Parks Farm, Jobs Lane	9
SWDP25/10	Lower Moor	** Land south of Blacksmith Lane	10
SWDP25/11	North & Middle Littleton	Land adjacent Blakes Hill	8
SWDP25/12	North & Middle Littleton	Land to the South of Arrow Lane	10
SWDP25/13	Pebworth	Bank Farm	15
SWDP25/14	Pebworth	Land to the rear of Elm View/Chapel View	15
SWDP25/15	Pebworth	** Broad Marston Road	17
SWDP25/16	Pebworth	** Chapel Road	10
SWDP25/17	Whittington	Land at Walkers Lane	15
Wychavon Category 3 Villages total			164

** These sites are subject to Highway Authority comments and further site appraisal.

16 Category 3 Villages

Links to the Objectives

- The Preferred Option policies for the Villages support the following objectives:
- Economic Success That Is Shared By All objectives 1 and 2
- Stronger Communities objectives 1, 2 , 3 and 4
- A Better Environment for Today and Tomorrow objective 1 and 3
- Improving Health and Well Being objectives 1 and 2
- Communities That Are Safe And Feel Safe objectives 1 and 2

Alternative Options Considered

16.1 Direct a higher proportion of new development to the main urban areas and market towns. However these locations are not capable of taking additional growth without significant investment in new infrastructure, the delivery of which can not be guaranteed.

16.2 Direct new development only to Category 1 settlements. This would prejudice limited growth to Category 2 and 3 settlements to support services and deliver housing for which there is a clear identifiable need. Furthermore this could compound rural isolation in areas of high deprivation.

16.3 Only Category 1 and 2 settlements will be defined by reference to detailed settlement boundaries. This reflects the position that Category 3 settlements, due to their limited range of facilities and public transport access, will have a much reduced role in meeting local housing needs (primarily affordable housing provision only in the form of exception sites).

Church and cottages, Cleeve Prior



Design

Listed Building in the Broadway Conservation Area



Reasoned Justification

17.1 Design quality is critical to good planning as excellence in design can enhance the quality of people's lives, create a sense of place, improve the attractiveness of a location and create safer places to live and work. Poor design on the other hand has the potential to detract from people's day to day lives through poor building relationships, car dominated layouts and sub-standard public realm which add little to a sense of place, and have a negative impact on land values and property prices. Consequently the policy criteria are applicable to all aspects of design, for all types of development, including development of the public realm⁽¹⁾

17.2 Good design is also a crucial element in supporting economic prosperity. Ensuring the highest quality of design for employment and retail locations, along with the enhancement through quality design of South Worcestershire's urban areas towns and villages is an important factor in attracting inward investment and promoting a vibrant tourist economy.

17.3 This policy should be read in conjunction with Policies SWDP 3 and 5, policies in the Better Environment section. It will be expected to incorporate and reflect design guidance set out in the South Worcestershire Design Guide Supplementary Planning

¹ For some employment development proposals, notwithstanding the need for energy efficient designs, the aesthetics may be less important with respect to established industrial estates. Further advice on design for employment buildings is provided in the South Worcestershire Design Guide SPD.

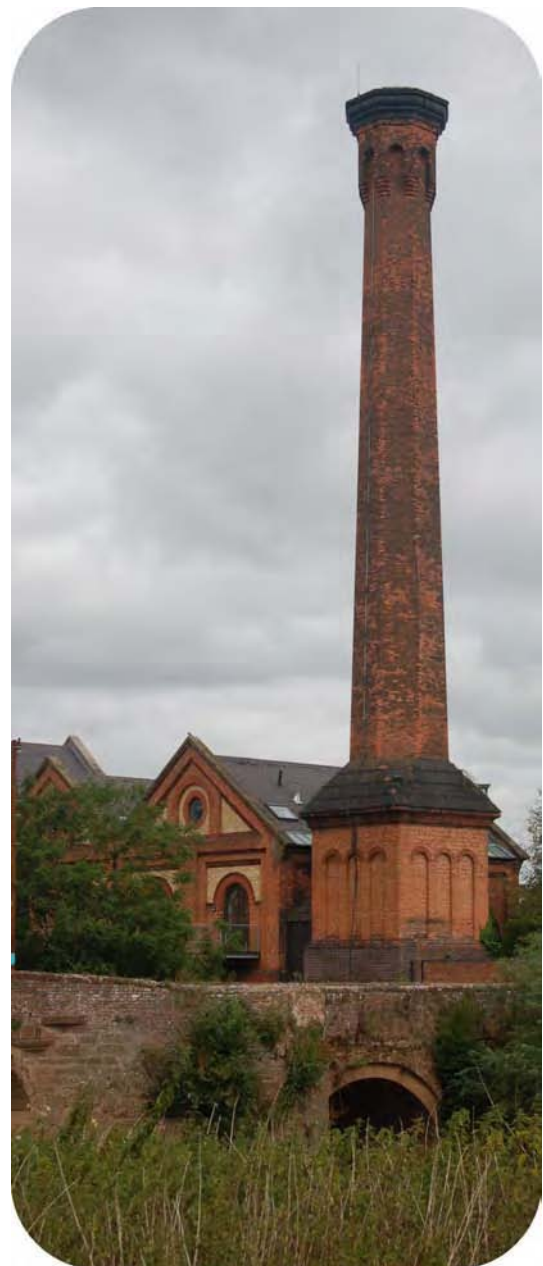
17 Design

Document, Historic Environment Supplementary Planning Document, appropriate Conservation Area Appraisals and the Malvern Hills Area of Outstanding Natural Beauty Design Guide. Regard should be had to other guidance and publications relating to design, e.g. the 'Urban Design Compendium', 'Manual for Streets 1 and 2', Worcestershire County Council's Landscape Character Assessment and South Worcestershire Historic Environment Assessment as well as other sources of published best practice, e.g. Designing out Crime Advice Note.

17.4 Good design is vital for protecting and enhancing the special character of South Worcestershire. It is also essential for achieving truly sustainable development. The design principles set out in this policy, alongside the detailed design guidance in the South Worcestershire Design Guide, provide a high-level design framework for new development that support the diverse nature of good design. Where development proposals are required to be accompanied by a Design and Access Statement, these should be used to explain how the principles of good design, including those set out in this policy, have been incorporated into the development.

17.5 Development proposals are not designed in isolation from their context. Although there is considerable variation in local architectural styles, buildings and urban areas across South Worcestershire can be characterised within the broad typologies set out in the Design Guide Supplementary Planning Document. New development should take account of the characteristics of the site, as well as the distinctiveness of the wider locality and make a positive contribution to the surrounding area. In accordance with Planning Policy Statement 1, development will not be acceptable if its design is inappropriate in its context, or fails to take opportunities available for improving the character and quality of an area and the way it functions.

Powick Mill



17.6 The use of innovative and contemporary design, which enhances the overall quality of the townscape either in established core areas, or as extensions to more recent development, is encouraged. Through the delivery of the best of contemporary design it will be possible to leave a legacy of architecture and urban design for future generations to value.

17.7 Attention should be given to details in regard to the appearance of development. This should take into account the decoration of a building or structure and the texture, colour, pattern and durability of materials used. To improve the sustainability and local distinctiveness of new development, the use of locally sourced materials and those recovered from demolished structures on site will be encouraged where it is feasible and appropriate. However, it is acknowledged that there will be instances when modern construction methods and sustainable design solutions will necessitate the use of other materials.

Tudor House Museum, Upton upon Severn



17.8 Appropriate facilities for users of new development should be integrated effectively into its design and layout to ensure that they can be accessed in a safe and convenient manner and do not detract from the overall appearance of the development. The nature of the facilities will vary depending on the development proposed but should include, waste management and storage facilities, provision for the storage of bicycles, connection to Information Technology networks and provision of access to public transport.

17 Design

17.1 SWDP 26: Design

SWDP 26: Design

All development will be of the highest design quality. It will integrate effectively with its surroundings, reinforce local distinctiveness and preserve or enhance cultural heritage assets. New and innovative designs will be encouraged where appropriate.

Proposals for new buildings and wider scale redevelopment must demonstrate a high standard of design and make a positive contribution to the quality of the environment by addressing the following matters:

- a. **Siting and layout:** The siting and layout of a development reflects the characteristics of the site in terms of its appearance and function. Orientation should take advantage of passive heating and cooling, give shade as appropriate as well as providing for renewable energy.
- b. **Relationship to surroundings and to other development:** Development proposals must complement the character of the area and the distinctive characteristics of South Worcestershire. In particular, development should respond to surrounding buildings and distinctive features or qualities that contribute to the visual interest of the townscape, streets, and landscape quality of the local area. Design proposals should ensure that all prominent views, vistas and skylines are maintained and safeguarded, particularly where they relate to historic assets.
- c. **Mix of uses:** To create vitality and interest, proposals should incorporate a mix of uses appropriate to the location.
- d. **Scale, form and massing:** The scale, massing and height of development must be appropriate to the setting of the site and the surrounding landscape character.
- e. **Links and connectivity:** Design and layouts should maximise opportunities for linkages to the surrounding area and local services.
- f. **Detailed design and materials:** The detailing and materials of a building must be of the highest quality and appropriate to its context. Design should incorporate suitable approaches to sustainable construction and ensure adaptability to changes in the climate.
- g. **Appropriate facilities:** Development should incorporate appropriate waste management and storage facilities, provision for the storage of bicycles, connection to IT and other virtual communication networks and, where feasible, provision for a bus shelter and/or bus service to the development.

- h. **Landscaping:** Development should provide high quality hard and soft landscaping and avoid spaces left over as part of the design process.
- i. **Public realm:** Streets, pathways and spaces are the 'glue' which binds a place together making it legible, attractive, and safe and an easy place to move around and visit. Public realm and open spaces should be interestingly and well planned, appropriately detailed and maintained (via management agreements) sufficiently to endure. Proposals should include appropriate hard and soft surfaces, public art, street furniture, shade, lighting and signage.
- j. **Creating a safe environment:** Opportunities for creating a safe environment and providing surveillance should be included, principally through the layout and positioning of buildings, spaces and uses. However, where appropriate the measures for designing out crime should be applied.

Links To The Objectives

17.9 The Preferred Option policy for Design supports the following objectives:

- Economic Success that is shared by all objective 4;
- Stronger Communities objective 2;
- A Better Environment for Today and Tomorrow objectives 1 and 2;
- Communities that are safe and feel safe objective 1.

Alternative Options

17.10 Do not provide any guidance on the design standards that are considered to be appropriate to South Worcestershire. Planning Policy Statement 1 explicitly states that design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout and access of new development in relation to neighbouring buildings and the local area more generally.

17.11 Set out more detailed guidance on the design standards that are considered to be appropriate to South Worcestershire. It is considered that a more detailed design policy, particularly one which sought to impose architectural styles, has the potential to be unduly prescriptive and could thereby stifle innovation and originality through the requirement to conform to certain development forms and styles.

17.12 A policy setting out design principles will ensure that local design priorities are addressed and help achieve and ensure new development achieves a high standard of design. The absence of locally defined design principles may result in important design principles being given insufficient weight in the development management process.

18 Economic Prosperity

Economic Prosperity

Introduction

18.1 Delivering economic prosperity is the overriding aim of the South Worcestershire Development Plan. The following policy reflects the ambition of the South Worcestershire Councils and the Worcestershire Local Enterprise Partnership 'Worcestershire Works' in delivering a robust local economy.

Reasoned Justification

18.2 The South Worcestershire economy has high levels of economic and entrepreneurial activity. Its diversity ranges from traditional and marginal agricultural activities to high technology research and manufacturing businesses. These include services such as call centres to sophisticated logistics and business services providers. The range of business premises in South Worcestershire reflects this diversity, from basic storage facilities in converted agricultural buildings through to modern purpose built business parks and manufacturing facilities.

18.3 The diversity of the local economy is characterised not only by a strong focus on employment opportunities within the main urban areas but also on a number of employment areas and small businesses, including home-work/live-work arrangements, dispersed throughout the rural areas. Home working accounts for over 11% of all employment in South Worcestershire. There is a need to continue to diversify the local economy to create a wider employment base so that South Worcestershire is less vulnerable to international and national economic changes.

18.4 The technical evidence points to the need to allocate land principally for B1 and B2 uses. The Plan is not supportive of proposals which would jeopardise the delivery of this but does encourage other employment generating uses such as leisure and retail.

Office Development, Worcester City Centre



Malvern Hills

18.5 The local economy of Malvern Hills District has relied upon both agriculture and the defence industry, both of which have declined in recent years. Improving the economic prospects and quality of life for those living in the rural north and west of the district is especially important to the achievement of Sustainable Development objectives that underpin this Development Plan. Malvern will play a key role in the delivery of the Worcestershire A38 High Technology Corridor objectives because of its well established science and research base including QinetiQ and the Science Park.

Wychavon

18.6 Agriculture, food processing and distribution remain a very important part of the local economy of Wychavon particularly in the Vale of Evesham. Higher value and higher skilled jobs are concentrated at the business parks at Vale Park, (Evesham), Keytec, (Persore), and Stonebridge Cross, (Droitwich Spa). While Wychavon does attract some of the highest earners in Worcestershire securing employment sites to provide high quality jobs for local residents remains a significant challenge. Many higher paid residents work from home or commute outside of the area.

Food Process Line, Vale of Evesham



Worcester

18.7 Worcester is the county town and sub-regional centre for public and professional services which is the main reason why the city is a net importer of commuters. Worcester has higher than national average levels of economic activity and higher than average earnings but lower than national average salaries. The incompatibility of these facts is because some residents are commuting long distances principally to Birmingham/M42 Corridor and other centres for higher paid jobs.

18.8 Historically Worcester was a manufacturing centre and retains a stock of older industrial/commercial premises. Much of the Previously Developed Land is contaminated reflecting its engineering past. The more modern commercial property is mainly located on the northern edge of the city.

18 Economic Prosperity

18.9 The difference in land values between residential and commercial uses is larger within the city and together with the national planning policy emphasis on housing delivery and 'Brownfield' re-development is resulting in the loss of older and cheaper commercial property. This does not help marginal sectors that cannot afford the higher rents associated with newer premises and does lead to a loss of low value businesses and local employment opportunities for semi and unskilled workers as businesses are forced to relocate to cheaper locations outside of the city.

South Worcestershire

18.10 The South Worcestershire Employment Land Review (GVA Grimley 2008) has predicted that Worcester will benefit from an increase in manufacturing employment, Wychavon will benefit from an increase in warehouse based employment and all three South Worcestershire Districts will benefit from an increase in commercial service related employment over the next twenty years.

18.11 South Worcestershire as a whole benefits from tourism given its high quality, setting, attractive natural and built environment, historic sites, major attractions and its links with famous people and products such as; Worcester Cathedral, Royal Worcester Porcelain, Worcestershire Sauce and Elgar. More than 10,000 local jobs are provided by tourist related activities in South Worcestershire. Policy SWDP 36 refers to policy guidance on tourist related developments.

18.12 Commuting patterns have changed over the years and are now more dispersed. In particular people now tend to live in rural areas and work in the towns. Also, they live in, or retire to, the rural areas but use facilities and services in urban areas. Accommodating and encouraging appropriate employment development in rural areas can help reduce commuting to urban areas and assist rural sustainability.

18.13 Existing employment areas have come under sustained pressure to accommodate a range of non-employment uses including housing, retail and leisure, due to their higher land values, the absence of suitable sites elsewhere and the difficulties of accommodating certain uses within residential, town centres or rural areas. There is a limited supply of suitable land for all uses within South Worcestershire. The growing economy and population mean that the pressure to change the use of existing employment premises to higher value uses is likely to continue and intensify. The continued loss of employment land will clearly harm South Worcestershire's sustainable growth ambitions. This Development Plan therefore sets out both positive policy and employment land and retail allocations to address this issue. Existing development in South Worcestershire's city and town centres means that it is very difficult to physically replace employment sites that are redeveloped for alternative uses.

18.14 Business activity and its associated development follow economic cycles that are shorter than this plan period. It will therefore be necessary to regularly review the evidence base for the planning policies that support the economic success of the sub region, to ensure they remain appropriate.

18.1 SWDP 27: Providing the Right Land and Buildings for Jobs

SWDP 27 Providing the Right Land and Buildings for Jobs

Full account shall be taken of the economic implications of a planning proposal, including the wider implications to the regional and local economy, alongside social and environmental aspects in so far as they are material considerations in the determination of the planning application to which they relate.

Where the economic implications of a proposal are significant, substantial weight shall be afforded to them in the determination of that planning application.

The majority of new employment provision (land and commercial premises) will be allocated within or adjacent to the main urban areas, including the proposed urban extensions, in order to provide opportunities to reduce commuting distances and to ensure work places are accessible by a range of travel modes. Land will be allocated for employment generating uses, principally for Class B Uses. However, proposals which clearly demonstrate the potential for job creation and investment will be welcomed. Such uses should not undermine or constrain the main purpose of the employment allocation. Proposals for retail and leisure uses on allocated employment sites will be resisted, principally in order to safeguard the viability and vitality of the town centres, unless they are directly related in scale and use to the primary employment focus of the site.

Worcester Technology Park (Phase II, as shown on the Proposals Map) will maximise the potential job generation provided by Phase 1 (potentially to be occupied by Worcester Bosch). Phase II will be limited to Use Classes B1 and B2 only.

To support the aims of the Worcestershire A38 High Technology Corridor land at Malvern Hills Science Park and QinetiQ (as shown on the Proposals Map) will only be released for new B1(b) use class floor space. This is to ensure the provision of additional incubator and research facilities within acceptably close proximity to the established research and development facilities already concentrated at Malvern and maintain capacity within South Worcestershire for future research based employment.

Major office developments will be directed to Worcester City Centre in the first instance, and then locations within the town centres of Malvern, Evesham and Droitwich Spa subject to the requirement of Policy SWDP 1 that development should be appropriate to the needs of the specific settlement.

Sites to deliver economic prosperity and meet the anticipated new employment land requirements, B1, B2 and B8 uses, are identified in Policies SWDP 6-20 inclusive. Phasing of these sites is included in SWDP 50 Implementation, Phasing and Monitoring Plan.

18 Economic Prosperity

In addition to the sites allocated specifically for new employment uses the provision of employment land and existing buildings to support job creation in other parts of South Worcestershire and especially in the most rural parts of the area will be supported providing:

- The development supports an existing business or new enterprise of a scale appropriate to the setting and host community; and
- The development will not undermine the Sustainable Development Principles set out in Policy SWDP3.

Existing businesses including those in vulnerable sectors will be supported by only considering alternative uses for existing employment land and buildings when all of the following criteria can be met:

1. The continued use of the buildings, or their redevelopment for an employment use, is not viable (in physical, operational and commercial terms) and this is supported by robust evidence. As a minimum this evidence would include:
 - Details of the realistic and appropriate marketing of the premises, leasehold and freehold for at least two years;
 - A financial appraisal that demonstrates that redevelopment for any employment use is unviable and will remain unviable for at least five years;
 - The premises have been identified by an up to date Employment Land Review as unsuitable for continued employment use;
2. The proposed alternative use would deliver a clear community benefit;
3. The proposed use would be compatible with adjacent land uses and not prejudice the amenity, viability or future development of other businesses.

Links to the Objectives

18.15 The Preferred Option policy for Providing the right land for and buildings supports the following objectives:

- Economic Success That is Shared by All objectives 1, 2, 3 and 4;
- Stronger Communities objective 4;

- Improving Health and Wellbeing objective 3.

Alternative Options Considered

18.16 To seek to prevent the loss of all existing employment land and buildings to other land uses. This approach is not supported by national planning policy, or the responses from consultation, and therefore cannot be our preferred option.

18.17 To have no policy that seeks to protect lower value land uses such as factories and offices from higher value land uses such as housing. In the circumstances that prevail in the South Worcestershire area such an approach would almost certainly result in a pattern of land use that encourages longer distance commuting and reduces the range of local employment opportunities available to semi skilled and unskilled residents. Such an approach would clearly undermine the aim of achieving sustainable development and would not support a Development Plan that is seeking employment led growth.

Malvern Hills Science Park from Hills



19 Creating and Sustaining Vibrant Centres

Creating and Sustaining Vibrant Centres

Reasoned Justification

19.1 The Government's key objective for town centres is to promote their vitality and viability while:

- Enhancing consumer choice.
- Supporting efficient, competitive and innovative, retail, leisure and tourism sectors.
- Improving accessibility.

19.2 The South Worcestershire Development Plan will progress this aim by focusing retail and leisure development on existing centres ⁽¹⁾ in order to strengthen and regenerate them. Wherever possible, growth should be accommodated through an effective and efficient use of land and buildings within the centres. This approach will help to maintain the historic character of centres and provides opportunities to minimise the consumption of non-renewable resources by reusing existing buildings and providing a more accessible leisure and retail offer as set out in Planning Policy Statement 4 (Planning for Sustainable Growth).

19.3 Worcester being at the top of the retail hierarchy will be the preferred location for major leisure, office and retail developments, and other uses which attract large numbers of people. Other centres are suitable for day-to-day food and non-food shopping, small scale leisure uses and local service and facility provision.

19.4 The retail studies prepared by DPDS in 2008 and 2011 concluded that:

- No additional food floorspace beyond that which is already planned will be required before 2026.

High Street, Worcester



¹ For the purposes of this chapter the town centres are: Worcester city centre, Malvern, Evesham, Droitwich, Pershore, Tenbury Wells and Upton Upon Severn centre.

- Worcester City Centre needs to provide at least 4,000m² of additional non-food retail space by 2021
- Only modest additional non-food floor space is required in the wider South Worcestershire area.

19.5 If Worcester is to maintain its sub regional role within the area and attract South Worcestershire residents who might otherwise travel to Merry Hill or Cheltenham, it must be the focus for major retail development.

19.6 Satisfying the shopping and leisure needs of South Worcestershire residents close to their home or workplace will contribute to sustainable development and growth by retaining more expenditure locally. Local shops and other services must be enhanced and past trends that have eroded local facilities reversed if this Development Plan's objectives of: reducing the causes of modelled climate change; minimising the need to travel; and protecting the environment are to be met.

Festival in Wychavon District



19.7 Major leisure and tourist attractions should be directed to existing centres where they can be easily accessed by most people and where alternatives to car use such as public transport are more viable. This is to ensure that these facilities do not contribute to the unsustainable growth in personal car use. However, tourism is important to the rural economy. Where location in the existing centres is not appropriate, tourism related proposals should be directed to rural settlements and locations accessible by public transport. (See Policy SWDP 36, 37, 38 for specific policy guidance for tourism). Additionally proposals will be supported that genuinely support the successful operation of existing tourism facilities where the scale, form and function is appropriate to the location and they can be accessed by public transport.

19 Creating and Sustaining Vibrant Centres

19.8 Worcestershire County Council consider that greater use of traffic management and parking controls, together with better public spaces and shared road space, would assist the development of town centres and that tourist and leisure attractions should be linked to town centres by direct and attractive pedestrian routes. They favour options that protect existing facilities and encourage redevelopment in sustainable town centre locations.

19.9 The provision of additional retail development is set out in the individual strategic policies for the main urban centres (Policies SWDP 6 to SWDP 21)

19.1 SWDP 28: Creating and Sustaining Vibrant Centres

SWDP 28: Creating and Sustaining Vibrant Centres

New retail, leisure and tourism development that contributes to the vision for South Worcestershire as a high quality sustainable network of urban and rural settlements will be promoted and supported. Retail and other town centre development will be of a scale appropriate to the location and not compromise the Retail Hierarchy (set out in SWDP1). Proposals should respect the character and environment of the centre, including any special architectural or historic interest.

Measures to secure the vitality and viability of existing town centres as defined on the Proposals Map. The Centres are Worcester, Droitwich Spa, Evesham, Malvern, Pershore, Tenbury and Upton upon Severn and will be set out in Supplementary Planning Documents. These measures will include environmental enhancements and activities that seek to improve the visitor experience.

Hotel developments that enhance the visitor experience and demonstrate that they will support an increase in average visitor length of stay and / or average visitor spend will be supported.

Proposals for retail or leisure facilities will need to demonstrate that they are:

- Meeting an identified need, including the needs of disadvantaged rural and urban communities and of the growing population of South Worcestershire;
- Not detrimental to the settlement/retail hierarchy as set out in Policy SWDP1;
- Increasing the quality and range of shopping available in the centres, as well as contributing to a comfortable, safe, attractive and accessible environment;
- Making full use of the premises avoiding vacant floors over shops and providing a separate entrance for office or residential use of upper floors.

Links to the Objectives

19.10 The Preferred Option policy for creating and sustaining vibrant centres supports the following Objectives:

- Economic Success that is Shared by All objectives 3 and 4;
- Stronger Communities objectives 4 and 5;
- A Better Environment for Today and Tomorrow objectives 1 and 2;
- Communities that are Safe and Feel Safe objective 2.

Alternative Options Considered

19.11 Rely on national planning policy to control development.

This is an option, which would not necessarily encourage more sustainable patterns of land use. It does not address local needs and it risks ignoring current trends that are stripping rural villages and suburban areas of local services. This in turn would result in longer journeys to satisfy everyday needs. The Government is to revise national planning policy with more emphasis given to local decision making. As the nature of revised national policy for town centres is uncertain it is important that South Worcestershire has robust policies to safeguard the economic benefits provided by the existing town centre functions.

Cyclist on Pershore High Street



20 Protection and Promotion of Shopping Choice

20.1 SWDP 29: Protection and Promotion of Shopping Choice

Reasoned Justification

20.1 Satisfying the shopping and leisure needs of South Worcestershire residents close to their home or workplace will contribute to sustainable development and growth by retaining more expenditure locally. Local shops and other services must be enhanced and past trends that have eroded local facilities reversed if this Development Plan's objectives of: reducing the causes of modelled climate change; minimising the need to travel; and protecting the environment are to be achieved.

20.2 This key objective will be achieved by focusing retail development on existing centres in order to strengthen and where necessary regenerate them. Wherever possible, growth should be accommodated by more efficient use of land and buildings within existing centres. This approach will help to maintain the historic character of town centres and provides opportunities to minimise the consumption of non renewable resources by reusing existing buildings and reducing the need to travel to out of centre retail parks. Planning Policy Statement 4: Planning for Sustainable Economic Growth, requires Local Planning Authorities to:

- plan positively on the basis of evidence for new floor space to secure economic growth and provide for people's retail and leisure needs in the most appropriate and accessible centre;
- define the extent of centres and primary and secondary shopping frontages;
- consider setting local thresholds for impact assessments and specific local impacts that should be addressed by impact assessments;
- and identify sites suitable for town centre uses.

20.3 To support the sustainable development of town and local centres it is important that full use is made of existing buildings. Residential, office or leisure use of upper floors above retail premises increases footfall, provides passive surveillance and encourages investment that avoids the decline in the condition of premises.

20.4 Responses to previous Local Development Framework consultations have included:

- there should be stronger support for non-chain retailers;
- shopping needs should be satisfied close to resident's homes and workplaces;
- to compete centres need to extend opening hours into the evening;
- edge of town shopping should be discouraged;
- too many superstores and there should be greater shopping choice;
- protect local shopping centres;
- better access and parking is important;
- need to boost the retail offer for visitors and tourists;
- should be open to alternative uses for retail premises in unviable locations;
- village shops are a vital part of communities and they should be protected while allowing them to diversify and grow organically.

SWDP 29: Protection and Promotion of Shopping Choice

Retail development that is appropriate in scale, helps to retain an existing centre's market share and enhances the shopping experience will be supported. Retail development that undermines the vitality/viability of a centre or compromises the retail hierarchy will not be supported. Any retail development proposal over 1,000 square metres located outside the defined town centres must be accompanied by an Impact Assessment.

Planning permission for retail development outside of the centres as shown on the Proposals Map will not be granted unless the applicant has demonstrated that:

- the scale of development is appropriate to the location and host community;
- the development would not adversely affect the vitality and viability of a centre;
- access by all travel modes and particularly bus, cycle and walking is convenient/safe and will be improved;
- the development provides other benefits that include regeneration, employment and social inclusion; and
- the development enhances the cultural heritage of the proposed location.

Within the Primary Shopping Frontages, as shown on the Proposals Map change of use from retail (use class A1) or the extension of existing non A1 uses into adjoining premises at ground floor level will not be permitted.

Within the Secondary Shopping Frontages as shown on the Proposals Map change of use from retail (use class A1) to non-retail uses in classes A2, A3, A4, A5, D1, D2 will normally be permitted provided:

- the proposed use will not result in a continuous frontage of two or more non A1 retail units. (Units are defined as a shop front width of about 6 metres; larger units will be assessed in terms of unit length);
- a minimum of 50% of units in each defined Secondary Shopping Frontage are retained in A1 retail use⁽¹⁾;
- the proposed use will not result in the proportion of units, in the street or part of the street defined as a secondary shopping frontage, in A3, A4 and A5 use to exceed 30%
- a shop window will be retained at all times;
- the proposal would not preclude the full use of the premises avoiding vacant floors over ground floor uses and providing a separate entrance for office, leisure or residential use of upper floors;
- ground floor residential uses do not form part of the proposal.

1 The intention is to retain at least 50% of each street frontage in A1 use, i.e. where both sides of the same street are designated as Secondary Shopping Frontages each side would be considered separately.

20 Protection and Promotion of Shopping Choice

The following District, Local & Neighbourhood Shopping Centres are shown on the Proposals Map:

District Centres:

- Barnards Green, Malvern
- Malvern Link, Malvern
- Broadway
- St John's District Centre, Worcester
- Tenbury Wells
- Upton-Upon-Severn

Local Centres:

- Davies Road, Evesham
- Fairfield, Evesham
- Westlands, Droitwich Spa
- Witton, Droitwich Spa
- Fulbert Road, Pershore
- Ankerage Green, Worcester
- Barbourne, Worcester
- Bath Road, Worcester
- Northwick, Worcester
- Cranham Drive, Worcester
- St Peters, Worcester

Neighbourhood Centres:

- Hampton, Evesham
- Cheltenham Road, Evesham
- Shrubbery Road, Drakes Broughton
- Ambleside Drive, Worcester
- Bath Road, Worcester
- Brickfields, Worcester
- Brindley Road, Worcester
- Canada Way, Worcester
- Derwent Close, Worcester
- Dines Green, Worcester
- Kilbury Drive, Worcester
- London Road, Worcester
- Monarch Drive, Worcester
- Northwick, Worcester
- Rainbow Hill, Worcester
- Rose Avenue, Worcester
- Ronkswood, Worcester

- Link Top, Malvern
- Pickersleigh Road, Malvern

The conversion of retail floor space within these centres to alternative uses not providing a retail or commercial service will not normally be supported unless the equivalent replacement floorspace is provided as part of the development proposal.

Proposals for new local retailing or other public facilities and services will be expected to consider suitable sites in existing District & Local Centres before promoting development in more isolated locations.

In order to preserve the variety and vitality of local shopping opportunities planning permission for the change of use from A1 retailing to A2, A3, A5, D1 or D2 uses will not be permitted within district and local shopping centres:

1. Where it would result in two or more non A1 retail units in a row; or
2. Where it would result in less than 50% of all units within the centre being in A1 use.

The loss of village, neighbourhood and corner shops to non-retailing uses will only be considered if there is an alternative equivalent facility within safe walking distance⁽²⁾ and evidence is presented that the premises are no longer viable⁽³⁾ for any retail or community use.

Planning permission for new village and neighbourhood shops will be granted provided they are of an appropriate scale and it can be demonstrated that they will not undermine the vitality, viability or variety of existing village facilities or local centres, and that there are no adverse impacts on residential amenity and road safety.

New or expanded farm shops, garden centres or petrol filling stations will be permitted provided:

- They would not undermine the viability or vitality of nearby town or district shopping centres or other local shopping facilities;
- they would serve a demonstrable local need;
- the proposal would make use of redundant or under used buildings;
- the site is accessible by walking, cycling and public transport;
- in the case of farm shops, the range of goods to be sold is restricted to foodstuffs, plants and rural craft products, produced locally.

2 Walking distance is generally considered to be 800m or less.

3 Where premises have been offered for lease and freehold sale, at realistic rents or prices as freehold, with a local property agent for more than two years without securing a new tenant it will be accepted that it has been demonstrated that there is no alternative viable retailing use.

20 Protection and Promotion of Shopping Choice

The creation of new or extensions to existing garden centres or farm shops in the open countryside and unrelated to a settlement will only be acceptable if it is clearly ancillary to and on the site of an existing horticultural business or existing farming operation.

To control the over concentration and proliferation of food and drink outlets within particular locations a Supplementary Planning Document will be prepared setting out appropriate criteria to control the potential adverse impacts of these retail uses.

Links to the Objectives

20.5 The Preferred Option policy for the protection and Promotion of Shopping Choice supports the following objectives:

- Economic Prosperity that is Shared by All objectives 1, 2, 3 and 4;
- Stronger Communities objective 4;
- Improving Health and Wellbeing objective 1.

Shoppers on Pershore High Street



Alternative Options Considered

Different policies for each of the three Local Planning Authorities.

20.6 This is an attractive option as it would allow the three districts to retain policies that more closely reflect existing Local Plan policies. This option however does not support the development of a joint planning approach for the three districts, is not supported by any specific evidence of need and would result in an unnecessary proliferation of policies without sufficient justification.

A suite of policies that replicate existing Local Plan policies.

20.7 Previous Local Plans have contained a number of retail policies that often repeat requirements which seek to retain retail premises in a retail use. The planning system since 2004 has sought to simplify and reduce the amount of planning policy therefore if it is possible to achieve the same planning outcome with a single policy

this option should be favoured. The designation of primary and secondary shopping frontages with clear criteria when a change of use away from A1 retail is appropriate can be accomplished with a single policy.

Rely on National Planning Policy.

20.8 This would not support local distinctiveness or the established hierarchy of town, district and neighbourhood centres. Without a local policy some communities will lose local shopping opportunities and have to travel further to satisfy convenience shopping needs.

Only defining town and local centres.

20.9 This would be a lighter touch option but like the option of relying on National Planning Policy it would mean that many small Neighbourhood Centres and shops could be more easily converted to other uses without first demonstrating that a retail use is no longer viable and thereby deprive communities of local retail services.

Re-defining the boundary of the Worcester City Central Shopping Area.

20.10 The existing Central Shopping Area boundary is already defined fairly generously taking in areas such as the Cornmarket car park which are not currently in retail use. The current boundary in most places does however follow physical divides such as roads. Alternative Shopping Area boundaries would either be overly complicated, exclusively following individual property boundaries or enclose such a larger area that the dilution and subsequent fragmentation of the shopping area would be possible.

21 Meeting the Housing Needs of Communities

Reasoned Justification

21.1 Meeting the key housing challenges and objectives of this Development Plan is not simply about housing numbers. It is also about promoting equality and choice and providing a mix of the right housing types, sizes and tenures in the areas where they are needed.

Housing in Brickfields, Worcester



21.2 National planning policy requires local authorities to promote good design to provide a range of high quality housing, including affordable housing, using sustainable and environmentally friendly techniques to support mixed and balanced communities. The Government has produced guidance on Lifetime Homes with all public sector housing to be built to Lifetime Homes standards by 2011 with an aspiration that all other housing is built to this standard by 2013.

21.3 The local evidence ⁽¹⁾ available indicates that:

- there is a shortage of affordable housing and low cost market housing in both urban and rural areas;
- more accommodation is required to meet the needs of an increasingly ageing population and people with disabilities;
- there remains pressure from in-migration at the expense of meeting local needs;
- the number of flats constructed has increased considerably in recent years, particularly on Brownfield sites within Worcester and the towns. This has led to a lack of new family housing;
- there is a need for additional sites for Gypsies, Travellers and Travelling Showpeople.

¹ Strategic Housing Market Assessment Monitoring Report for The South Area of the West Midlands Region 2007
Worcestershire Housing Market Assessment Monitoring Report 2009/10 Gypsy and Traveller Accommodation Assessment for The South Area of the West Midlands Region 2008 Research into the Housing and Support Needs of Older People within Worcestershire 2009

21.4 In Worcestershire over the period up to 2030, just over 70% net household increase is expected to be as a result of the growth in single person households.

21.5 Because of the ageing population and the challenges associated with this change (as highlighted by the emerging Worcestershire Housing Strategy), the South Worcestershire authorities wish to encourage housing for older people generally. Moreover, specialist housing for people with disabilities will also be supported. These types of housing are important in terms of meeting equalities and diversity requirements, as well as helping to create a balanced housing market offering choice for everyone.

21.6 In principle, this type of accommodation will be acceptable in established residential areas and on allocated sites subject to detailed site considerations and accessibility requirements. Proposals beyond the main/other towns will be carefully scrutinised to ensure that the proposal relates to genuine local need, is sustainable with respect to the accessibility needs of future residents and is of a scale appropriate and proportionate to the host settlement/location.

21.7 Whilst only schemes which fall within Class C3 will form part of the land supply for National Planning Policy Statement 3 purposes all schemes whether C3 or C2 should be considered as an integral element of the Development Plan response to meeting the strategic housing needs and aspirations of South Worcestershire in line with the emerging Worcestershire Housing Strategy.

21.8 Proposals for accommodation which comprise residential units with living arrangements and facilities which support independent living, will be required to provide detailed evidence, with respect to the level and type of care provided to residents and associated care needs/criteria for becoming a resident, where it is proposed that the development is treated as a C2 use.

21.9 The following policies set out how housing mix, the requirements for affordable housing provision and accommodation for Gypsies, Travellers and Travelling Showpeople will be delivered.

21.1 SWDP 30: Housing Mix

Reasoned Justification

21.10 The mix of housing on sites of over 5 dwellings will be informed by the Housing Market Area Housing Needs Assessment and the Local Housing Needs Report for the three South Worcestershire Districts (both regularly updated) and any other relevant local data.

21.11 The needs identified for particular sectors of society, such as older people or people with disabilities may be delivered primarily in Worcester and the main/other towns, and within some of the larger site allocations.

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21.12 This Plan seeks to enable the provision of extra care and supported housing, particularly where it is driven by population trends in an area. Whether it is classed as housing or institutional use, it is being planned for and managed as part of the housing strategy and housing land supply.

21.13 There is a continued need for a range of different types of more affordable housing to be made available for students and other people with shorter term housing needs such as bedsits and hostels. Much of this sort of accommodation can and should be provided within the larger urban centres close to educational establishments and appropriate support services and facilities. In many cases the conversion of existing large dwellings offers an opportunity to do this. It will be important to consider each planning application for conversion to a House in Multiple Occupation against Policy SWDP 30 in order to protect against significant loss of large family housing which forms part of the balanced housing mix throughout South Worcestershire.

21.14 In many cases and on allocated sites, developers of market housing will have good knowledge of local market demand and this Development Plan will not seek to intervene in this process of determining an appropriate market housing mix.

New Housing at Broadheath



Policy SWDP 30: Housing Mix

All new residential developments of 5 units or more should reflect housing need within its locality. Where specialist housing falling into Class C2 of the Town and Country Planning (Use Classes) Order 1987 (as amended) is proposed, support will generally be given provided that the following conditions are met:

- a. that there is a genuine undersupply of that type of accommodation provision in the locality and that any new proposal will not lead to an unacceptable over-concentration within the area;
- b. that the scheme is situated in a sustainable location – having good access to public transport; healthcare; shopping and other community facilities.

Where a mix of C2 and C3 uses are proposed on a single site, on-site affordable housing will be required related to the C3 element (Policy SWDP31).

Planning Permission for the sub-division or multiple occupancy of dwellings, including changes of use to hostels and guest houses will normally be granted, provided that the property is larger than average (4 or more bedrooms) and is no longer suitable for single family occupation and in the case of hostels, the property must be detached.

In addition to the affordable housing requirements set out in Policy SWDP31, 10% of the open market housing units on C3 residential sites of 10 or more units (or on a site in excess of 0.4ha) should be in the form of low cost housing with a discount on initial and subsequent purchase.

Links to the Objectives

21.15 The Preferred Option policy for Housing Mix supports the following objectives:

- Stronger communities objectives 1 and 2;
- Improving Health and Well-being objective 1.

Alternative Options Considered

21.16 Not having a policy promoting a housing mix. This is more likely to result in communities which are neither strong, vibrant nor sustainable. Social cohesion and inclusion is an important factor in planning for Sustainable Development.

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21.2 SWDP 31: Meeting Affordable Housing Needs

Reasoned Justification

21.17 The delivery of affordable housing is a significant aim of the local Sustainable Community Strategies.

21.18 National housing policy includes a specific provision for the delivery of a mix of housing, both market and affordable, to support a wide variety of households. This should include affordable housing that incorporates social rented as well as 'intermediate tenures' such as affordable rent, rent to buy and shared ownership housing. Despite low cost market housing not being either classified or defined as affordable, Planning Policy Statement 3 advocates its delivery as part of the overall housing mix (See Policy SWDP 30).

21.19 The Strategic Housing Market Area Housing Needs Assessment (April 2007) and the Local Housing Needs Report for the three South Worcestershire Districts (September 2007) conclude that the current thresholds and percentages of development required for affordable housing on open market housing sites will need to change if sufficient affordable housing is to be delivered to meet future needs in South Worcestershire.

21.20 Evidence in the above reports suggested that at 2007 there was an indicative annual requirement of 600 dwellings for South Worcestershire, of which approximately 46% would be required for social renting purposes. Grant funding to support social rented housing and indeed other forms of affordable housing has become limited and therefore it will be more difficult to deliver an appropriate balance of affordable housing tenures that reflect need, without undermining development viability.

21.21 The annual housing need and supply set out within the South Housing Market Area Housing Needs Assessment Monitoring Report for 2009/10 predicts an annual shortfall of 1,402 subsidised affordable dwellings for Worcestershire. For South Worcestershire this is an annual shortfall of 846 subsidised affordable dwellings. Beyond 2011, if affordable housing constitutes an average of 40% of total new supply, this would amount to 810 units per year. A level of 58% would be required to meet the shortfall.

21.22 The split between social rented and intermediate housing will be dependent upon a number of factors. These will include economic circumstances, site characteristics, development viability, affordability levels prevailing at the time a planning application is made, availability of public subsidy and any other planning objectives which may need to be addressed by the development.

21.23 Evidence in the Development Viability Study 2008 and its Property Market Update Report (July 2010) undertaken for the South Worcestershire districts suggests that affordable housing provision could still be provided at a rate of 40% in most cases without undermining development viability. However, since the report was produced changes to the way affordable housing is funded may affect the tenure

mix delivered. Off-site contributions will still be considered in some cases, although this will depend upon the size and location of the site. Whilst it is recognised that market conditions may have an impact upon development viability it is considered that it should not dictate longer term strategic policy direction and delivery objectives. Therefore any affordable housing delivery below the policy expectations would need to be assessed on a site by site basis and be fully justified. Contingent Deferred Obligations may be employed in certain circumstances to allow for changing market conditions.

Affordable Housing at Elbury Mount, Worcester



21.24 An Affordable Housing Supplementary Planning Document will be produced which will contain further detailed advice on affordable housing provision and set out how the policy will be implemented. The following policy sets out a baseline level of affordable housing provision which local communities may choose to supplement through enabling powers to be brought forward through the Decentralisation and Localism Bill.

Policy SWDP 31 - Meeting Affordable Housing Needs

All new residential development, including conversions (and including adjacent land if it can be expected to form part of a larger site) will contribute to the provision of affordable housing.

The number, type, tenure and distribution of affordable dwellings to be provided will be subject to negotiation, dependent on the recognised local housing need, specific site/location factors and development viability, having regard to the stepped approach set out below.

On sites of 5 or more dwellings, 40% of the units should be affordable i.e. social rented or intermediate tenure and provided on site.

On sites of less than 5 dwellings a financial contribution towards local affordable housing provision will be required.

Where a developer can demonstrate exceptional circumstances, off-site contributions may be accepted for developments of 5 or more dwellings subject to the planning authority's agreement.

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Negotiations on tenure mix will be based on a split of 80% social rented, 20% intermediate tenures.

On sites where the affordable housing requirement is proven not to be viable (to the satisfaction of the Local Planning Authority) the maximum proportion of affordable housing will be sought which does not undermine the development's viability. Financial viability assessments conforming to an agreed methodology will be required and, where necessary, independently appraised by the local authority at the cost of the applicant. Contingent Deferred Obligations and other flexible arrangements will be sought through planning agreements to allow for changing market conditions in future years.

The manner in which the policy will be implemented will be set out in the Affordable Housing Supplementary Planning Document. This will include details of the levels of off-site contributions (including for sites of less than 5 units), Contingent Deferred Obligation arrangements, the exceptional circumstances which may justify an off-site contribution in respect of sites for 5 dwellings or more and the procedures to be followed when a planning application is submitted.

Links to the Objectives

21.25 The Preferred Option policy for Meeting Affordable Housing Needs supports the following objectives:

- Stronger communities objectives 1, 2 and 3.

Alternative Options Considered

21.26 No Policy. National policy on housing as set out in Planning Policy Statement 3 requires affordable housing targets, based on evidence, to be set out in Development Plans. Without such a policy, affordable housing needs would not be met.

21.3 SWDP 32: Rural Exception Sites

Reasoned Justification

21.27 Rural "exception" sites are additional housing sites that can be approved for defined affordable housing needs in rural areas, where up to date survey evidence shows there is a need. This enables small sites to be used specifically for affordable housing in small rural communities that would not normally be used for housing because, for example, they fall outside current Local Plan development boundaries. The wider policy background is outlined in Planning Policy Guidance 3.

21.28 Historically, these sites have relied almost wholly on public subsidy, and have been promoted by both Malvern Hills and Wychavon District Councils, with the support of Registered Social Landlords. However, in response to the difficult economic circumstances; a reduction in social housing funding and the Government's emphasis

on Localism, a number of Local Planning Authorities are developing more pragmatic rural exceptions planning policies through their Local Development Frameworks to help deliver affordable housing. This could include cross subsidisation through allowing an element of market housing on exceptions sites to subsidise the affordable housing.

21.29 It is likely that Homes and Communities Agency grant funding will be reduced significantly from 2011 onwards. The introduction of affordable rent may offer providers the opportunity to utilise the flexibility to charge rents up to 80% of market rents to maximise financial capacity. This could help to improve the viability of sites to deliver affordable housing.

21.30 Based on the good practise examples that have been looked into it is suggested that there may be scope for an element of cross subsidy from market housing of up to 20% of the total dwelling mix, on sites where it can be demonstrated through viability assessment that the provision of 100% affordable housing would not be viable by itself.

21.31 It should be emphasised that exception sites must meet local needs, and in this context, "local" means the parish and adjoining parishes.

Policy SWDP 32: Rural Exceptions Sites

In exceptional cases, affordable housing development will be permitted on small sites beyond settlement Development Boundaries to meet identified needs.

In all cases the following will need to be demonstrated:

- a. There is a proven and as yet unmet local need having regard to the Local Housing Needs Report for South Worcestershire (as updated from time to time), the Common Housing Register and other local data e.g. Parish Survey or Parish Plan;
- b. No other suitable and available sites exist within the Development Boundary of the settlement;
- c. The site has reasonable access to public transport and local services/facilities; and
- d. Secure arrangements exist to ensure the housing will remain permanently affordable and available to meet the continuing needs of local people.

In exceptional cases where viability for 100% affordable housing provision cannot be given to providing a maximum of 20% market housing for inclusion within a rural exception scheme, to provide sufficient cross subsidy to facilitate the delivery

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of affordable homes. In such cases, land owners will be required to provide additional supporting evidence in the form of an open book development appraisal for the proposed site containing verified inputs supported by a chartered surveyor.

Links to Objectives

21.32 The Preferred option policy for Rural Exception Sites supports the following objectives:

- Stronger communities objectives 1, 2 and 3.

Alternative Options Considered

21.33 No Policy. Without such a policy a higher number of rural people would remain in housing need.

21.34 To allocate more development in order to secure more affordable housing. This would compromise other Sustainable Development objectives.

21.4 SWDP 33: Gypsies, Travellers and Travelling Showpeople

Gypsies, Travellers and Travelling Showpeople

Reasoned Justification

21.35 National planning policy requires local authorities to make appropriate provision for Gypsies, Travellers and Travelling Showpeople, having regard in the first instance to the outcomes of an assessment of Gypsy and Traveller accommodation needs. Furthermore, this Development Plan should set out the location criteria for the allocation of sites.

21.36 A Gypsy and Traveller Accommodation Assessment was undertaken for the South Housing Market Area (which includes South Worcestershire) in 2007. The Assessment addressed the need for Gypsies, Travellers and Travelling Showpeople. It identified the following requirements for additional permanent residential and transit (temporary) Gypsy and Traveller pitches for the period from 2008 up to 2013:

Table 21 Additional permanent residential and transit pitches (Gypsy and Traveller Accommodation Assessment, 2007)

District	Permanent pitches	Transit pitches
Malvern Hills	26	10
Worcester	16	20
Wychavon	40	20
Total	82	50

21.37 The evidence base for the West Midlands Regional Spatial Strategy Interim Policy Statement: Provision of New Accommodation for Gypsies, Travellers and Travelling Showpeople published in March 2010 has been used to inform the level of provision over the plan period from 2007, as shown in the table below.

Table 22 Permanent Residential Pitches (West Midlands Regional Spatial Strategy Interim Policy Statement: Provision of New Accommodation, 2010)

District	Permanent Residential Pitches			Total
	Allocation	Indicative Requirements		
	2007 - 2017	2017 - 2022	2022-2027	
Malvern Hills	33	12	14	59
Worcester	22	8	9	39
Wychavon	42	15	17	74
Total	97	35	40	172

21.38 Since the Gypsy and Traveller Accommodation Assessment was undertaken additional Gypsy and Traveller sites have come forward and reduced the number of pitches required accordingly. The table below indicates the number of pitches granted consent to end of March 2011, the number assumed to come forward through the Development Management process (i.e. planning applications on unallocated land) and the number to be allocated during the plan period. The table addresses the period up to 2022 using the West Midlands Regional Spatial Strategy Interim Policy Statement as the basis for the figures. However, this evidence is only a guide until further local needs assessments are undertaken when an alternative level of provision may be required to be planned for. A review of this Development Plan and further needs assessments will inform the number of pitches required for the period 2022 to 2030.

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Table 23 Number of pitches granted consent to end of March 2011, the number assumed to come forward through the Development Management process and the number to be allocated during the plan period.

District	Number of pitches granted consent between 01/04/07 and 31/03/11	2011-2017		2017-2022	
		Assumed through Development Management process	To be allocated	Assumed through Development Management process	To be allocated
Malvern Hills	2	12	9	10	12
Worcester	0	5	20	5	0
Wychavon	48	0	0	9	0
Total	50	17	29	24	12

21.39 Within Wychavon District the requirements have already been met for the period up until 2017 and part of the requirement for 2017 – 2022. It is assumed that the balance for this period will come forward via the Development Management process.

21.40 The phasing of gypsy pitch provision for Malvern Hills has been amended from that given in the Interim Statement to accord with the anticipated delivery of the urban extensions to Worcester.

Travelling Showground, Malvern Link



21.41 The provision of transit pitches, as referred to in the Interim Policy Statement, is considered to be inappropriate on two grounds. Firstly, transit sites are likely to generate pressure for the pitches to be occupied on a more permanent basis (for which they will be unsuitable as a more basic level of service provision is acceptable for transit pitches). Secondly there is a temporary toleration policy that is operated within the County which enables the need to be accommodated in the shorter term without the formal provision of sites. Therefore, this Development Plan does not propose to allocate any transit pitches.

21.42 In addition to permanent and transit pitches the Interim Policy Statement identified an additional requirement for 22 plots for Travelling Showpeople within Worcestershire for the period 2007-2012. For the period beyond 2012 the Interim Statement recognises the difficulties of predicting requirements over a longer period and does not indicate a specific plot requirement for Worcestershire as a whole. General requirements for Travelling Showpeople remain within the north of the County, based on the evidence contained within the Gypsies, Travellers and Travelling Showpeople Assessment. Existing provision for Travelling Showpeople within South Worcestershire is currently adequate.

21.43 It is intended that the net outstanding requirement for Gypsy and Traveller pitches will be partly met through the identification of small sites (up to 10 pitches) on some of the strategic housing sites including the urban extensions for Worcester. These will be in addition to the affordable housing requirements for the urban extensions. The South Worcestershire authorities recognise that it is not necessarily appropriate for all provision to be made in this manner and that provision should be made for smaller or individual sites to be considered and evaluated through the normal Development Management process.

21.44 In general it is anticipated that sites for Gypsy, Traveller and Travelling Showpeople will not be appropriate in sensitive locations, e.g. Areas of Outstanding Natural Beauty, Significant Gaps. If such a location is necessary, supporting evidence will be required to demonstrate why the need cannot be met outside of the sensitive area.

21.45 The Policy below addresses the net outstanding pitch requirement as at March 2011.

Policy SWDP 33: Gypsies, Travellers and Travelling Showpeople

Provision will be made for the net requirement for additional Gypsy, Traveller and Travelling Showpeople pitches after taking into account existing commitments and other planned provision. The broad locations to meet the requirement are within or on the edge of the main urban areas, including the proposed urban extensions at Worcester and the other main towns, and at rural settlements where reasonable access can be gained to community facilities. In addition consideration will be given to the reasonable expansion of appropriate existing sites, as well as in the following broad locations:

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- Broomhall Community and Norton Barracks Community
- Temple Laughern

Small sites (i.e up to 10 pitches) may be permitted through the normal Development Management process, having regard to the following criteria:

- there is a need which cannot otherwise be met by extant planning consents, lawful existing sites or through the allocations set out above;
- environmentally sensitive locations will be avoided unless there is overriding supporting evidence that the need cannot be met outside of the sensitive area;
- the proposed site has good natural landscaping and/or the development will not be a significant visual intrusion in the landscape by virtue of an approved landscaping maintenance plan;
- existing residential or rural amenity is not prejudiced e.g. as a result of visual intrusion, excessive noise, lighting and traffic generation, or activity at unsocial hours;
- individually and cumulatively the site respects the scale of the nearest settled community;
- the site can be safely accessed from the local road network by vehicles towing caravans and other large vehicles e.g. those used by travelling showpeople;
- appropriate road layout and visibility can be provided at the site's access point to the highway without significant loss of natural screening;
- the applicant can demonstrate at the time of the application that the site has, or can be provided with, satisfactory foul and surface water drainage, water supply and mains electricity.

Planning applications for permanent pitches/plots for Gypsy, Traveller and Travelling Showpeople whether allocated or otherwise should demonstrate how the proposal will meet current national standards for site design and management. Any planning permission will be subject to conditions restricting occupancy to Gypsy, Traveller and Travelling Showpeople use.

The provision for Gypsies, Travellers and Travelling Showpeople for the period beyond 2013 will have regard to the findings in future Gypsy, Traveller and Travelling Showpeople Accommodation Assessments, the implementation of planned schemes prior to 2013 and other extant planning consents.

Further analysis will be undertaken to determine where future sites (as unmet need for up to 11 pitches) within Malvern Hills District may be located, subject to further consultation.

Links to the Objectives

21.46 The Preferred Option policy for Gypsies, Travellers and Travelling Showpeople support the following objectives:

- Stronger Communities objectives 1 and 2.

Alternative Options Considered

21.47 Do not allocate any sites for Gypsies, Travellers and Travelling Showpeople but rely solely on planning applications coming forward. This is not in accordance with national policy and being reactive rather than pro-active is not consistent with the provision of other types of housing.

21.48 Meet needs solely through site allocations. This would be overly prescriptive and inflexible by not allowing Gypsies, Travellers and Travelling Showpeople to come forward with their own private sites.

21.5 SWDP 34: Replacement Dwellings in the Open Countryside and Re-use of Agricultural Buildings

Replacement Dwellings in the Open Countryside and Re-Use of Agricultural Buildings

Reasoned Justification

21.49 Generally development will be very limited in the open countryside, and will relate mainly to exceptions, for example for new affordable housing where there is a proven need (policy SWDP 32) . However, there is also a need to consider the specific housing requirements of those who work in countryside employment, such as agricultural workers, and the replacement of existing dwellings in the countryside.

21.50 Replacement dwellings can help maintain the level of the existing housing stock, where properties are in poor repair, or not appropriate in terms of design or size for current needs. However, the replacement of existing smaller dwellings with much larger properties can affect the character of a rural area, especially where traditional dwellings are small.

21.51 Under the General Permitted Development Order, extensions and external alterations to existing dwellings are usually permitted up to a certain size, under certain circumstances. Thus, in order to make best use of the existing housing stock, applicants will need to demonstrate why extension, alteration or refurbishment is not considered suitable, and thus why a replacement dwelling is required.

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21.52 Proposals for replacement dwellings in the floodplain will need to have regard to policy SWDP 47 and will not be permitted where flood risk is paramount.

21.53 In the light of changes to the General Permitted Development Order that allow larger extensions, current policy on replacement dwellings have been out of line with the size that can be permitted for extensions. Also, although there is a desire to retain small buildings to allow “choice” in rural areas, in reality, however small the dwellings are they do not often give choice because of their cost. So the main justification to retain small dwellings is on design grounds affecting the character of an area. A percentage approach to any increase in size of the dwelling is considered to reflect the dimensions and plot size of the dwelling that is being replaced, so that any increase will be proportionate.

SWDP 34: Replacement Dwellings in the Open Countryside and Re-Use of Agricultural Buildings

The replacement of an existing dwelling in the open countryside with another single dwelling will be permitted where:

- The existing dwelling is not a caravan, mobile home or subject to a temporary planning permission;
- The use of the existing dwelling has not been abandoned;
- It can be demonstrated to the satisfaction of the Local Authority that suitable accommodation needs cannot be met through the alteration or extension and /or the refurbishment of the original dwelling;
- The replacement is not disproportionately larger than the existing dwelling and will not exceed the size of the existing dwelling by more than 30%;
- The proposed dwelling is positioned on the footprint of the existing dwelling, unless it can be demonstrated to the Local Authority that there are visual, landscape or highway safety or other environmental grounds to justify an alternative location within the existing curtilage;
- The curtilage of the replacement building is no greater than that of the existing dwelling; and
- The proposal includes the demolition of the dwelling to be replaced.

The re-use of redundant agricultural buildings will be permitted, where:

- The existing building will allow an appropriate conversion without substantial re-building or new additions; and
- The building will remain from a visual perspective, agricultural in nature and where appropriate new window and door openings may be limited.

Further guidance will be provided within the Design Supplementary Planning Document.

Links to objectives

21.54 The Preferred Option policy for Replacement dwellings in the countryside and re-use of agricultural buildings supports the following objectives:

- Economic success that is shared by all objectives 1 and 2;
- Stronger communities objective 1;
- A better environment for today and tomorrow objectives 1, 2, 3 and 4.

Alternative Options Considered (Both Policies)

21.55 A more general policy for replacement dwellings was considered, without a percentage or upper floor area limit, but it was considered that it would be difficult to retain proportionately smaller dwellings without more guidance on acceptable increases.

21.56 It was debated whether a policy was needed at all, but the design and size of dwellings in the countryside can have a high impact on the landscape and character of an area and it was considered it was important for this to be addressed more clearly.

21.6 SWDP 35: Dwellings for Rural Workers

Dwellings for Rural Workers

21.57 Dedicated housing for rural workers is still important to support agriculture, horticulture and rural occupations that support the rural economy.

21.58 New development in the countryside is strictly controlled. This has been the case in previous development plans in South Worcestershire, and is also a national policy, as contained in Planning Policy Statement 7 "Sustainable Development in Rural Areas. The objective is to protect the countryside for its intrinsic character, natural beauty and resources for all to enjoy. Justification for new dwellings for those who can show an essential need for location for work purposes in the open countryside will need to meet the advice contained in Planning Policy Statement 7 Annex A. This will cover the need to demonstrate that the dwelling will support an existing agricultural, forestry enterprise or other rural enterprise where it is essential

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that accommodation is provided on site. For new enterprises, temporary consent may be given for non-permanent dwellings such as a caravan, until the economic merits of the enterprise are established.

21.59 Where a case can be made for a permanent dwelling in the countryside for work purposes, planning conditions will be placed on the property so that it will be retained for those purposes, and cannot be sold on for general accommodation unrelated to the enterprise.

21.60 Any new dwelling should be carefully sited to minimise its impact in the landscape, surroundings and should wherever possible be located close to existing buildings or other dwellings. All dwellings should be of a size commensurate with the functional requirement of the enterprise and generally should not exceed 140m² (i.e. habitable accommodation and office space but excluding garaging).

SWDP 35: Dwellings for Rural Workers:

Proposals for agricultural, forestry and rural enterprise- related dwellings will be permitted where:

- The enterprise is proven to be economically viable and has clear prospects of remaining so;
- A functional need can be demonstrated for a full-time worker in the rural enterprise to live on site;
- The functional need could not be fulfilled by an existing dwelling located in the immediate locality of the enterprise, or the re-use of an existing building that is suitable for residential conversion;
- No dwelling serving or closely associated with the holding has recently been sold or separated from the holding
- The proposed dwelling is of a size commensurate with the functional requirements of the enterprise and is of a scale, design and layout appropriate to its surroundings and
- Where practical for its purpose it is located close to existing buildings/ dwellings, to minimise its impact

Links to the Objectives

21.61 The Preferred Option policy for dwellings for rural workers supports the following objectives:

- Stronger communities objectives 1;

- A better environment for today and tomorrow objectives 1, 2, 4 and 5;
- Economic success that is shared by all objective 1.

Alternative Options Considered for policies SWDP 34 and 35

21.62 A more general policy for replacement dwellings. This was considered, without a percentage or upper floor area limit, but it was considered that it would be difficult to retain proportionately smaller dwellings without more guidance on acceptable increases.

21.63 None. It was debated whether a policy was needed at all, but the design and size of dwellings in the countryside can have a high impact on the landscape and character of an area and it was considered it was important for this to be addressed more clearly.

21.64 Not to have two policies. Policy SWDP 35 is in line with government policy guidance outlined in Planning Policy Statement 7, but includes additional information on appropriate locations for such dwellings. The alternative is not to have a separate policy, and just rely on Planning Policy Statement 7, but it is considered that the additional information within this policy is helpful in dealing with applications for housing in often sensitive locations.

22 Promotion of Tourism and Tourist Facilities

Promotion of Tourism and Tourist Facilities

The Malvern Hills Area of Outstanding Natural Beauty is a key tourist destination



Reasoned Justification

22.1 South Worcestershire relies heavily on tourism and leisure and it is an important element within the overall economy of the locality. Along with Worcester, the main towns and villages with their rich history, as well as the acknowledged high landscape quality of the area, makes South Worcestershire a key destination within the region for short breaks and for overseas visitors.

22.2 Tourism both nationally and locally is an expanding part of the economy. At a national level tourism expenditure in the UK is estimated to be at £85billion, employing 1.4 million people directly⁽¹⁾. During the past decade, within the County as a whole, tourism generated in the region of £370million via 10 million visitors per annum⁽²⁾

22.3 For Worcester, the main towns and larger villages there are important links between economic vitality and support for conservation of the built and natural environment. Tourism provides uses for historic buildings and supports greater diversity within central shopping areas and improves the viability of a range of sporting and cultural events. Within the rural context national Planning Policy Statement 4: Planning for Sustainable Growth requires local authorities to support sustainable rural tourism and leisure developments that benefit rural businesses and communities.

22.4 Visitor attractions can range from site specific interpretation centres or museums to extensive theme and leisure parks. The policy looks to support proposals that are compatible with the physical character of the area, reduce the need to travel by private vehicle and look to maximise the reuse of Brownfield locations.

1 DCMS (2010) 'Winning: a Tourism Strategy for 2012 and Beyond'

2 Heart of England Tourist Board (2004) 'Economic Impact of Tourism. Worcestershire 2002-2004'

22.1 SWDP 36: Tourist Development

SWDP 36: Tourist Development

Proposals for the expansion and development of the tourism potential of the urban and rural areas of South Worcestershire will be supported where the following criteria are met:

- the development is compatible with the physical character of the area.
- where applicable the special architectural or historic character and appearance of buildings and conservation areas are protected and enhanced.
- the character and setting of listed buildings are preserved.
- in assessing schemes on Greenfield land consideration should be given to the availability of alternative Brownfield sites.
- in all cases adequate provision is made for access and vehicular parking facilities (including coach parks).
- the site is readily accessible by public transport and modes other than the private car.

Links to the Objectives

22.5 The Preferred Option policy for Tourist Development supports:

- Economic prosperity that is shared by all objectives 1, 2, 3 and 4;
- A better environment for today and tomorrow objectives 1, 2, 4 and 5.

Alternative Options Considered

22.6 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to compliment strategies by other agencies/organisations, e.g. The Local Economic Partnership. This situation could worsen when detailed national planning policies are replaced by the National Planning Framework.

22.2 SWDP 37: Visitor Accommodation

Reasoned Justification

22.7 A significant proportion of visitor spend is upon accommodation therefore the retention of existing and provision of new visitor accommodation is an essential element of supporting tourism. By encouraging the development of tourist

22 Promotion of Tourism and Tourist Facilities

accommodation in built-up areas, the environmental impact of building in the open countryside is avoided. Sites within settlements are more practical as they already have the infrastructure, amenities and the public transport links to support them. The size of new hotels should be relative to the size of the host settlement.

22.8 So that tourism enhances the local community, it is important that it does not conflict with local residents. The conversion of buildings to guesthouses and hotels, especially within residential areas, can generate patterns of activity that are disruptive to neighbours.

22.9 Tourist accommodation can take a wide variety of forms, including hotels, bed and breakfast, self catering and group accommodation such as Youth Hostels.

22.10 All proposals will require careful consideration to be given to the siting, scale and design, materials and landscaping of the proposal and that it should be in harmony with the local environment. Where there is potential for over development it may be necessary to control this development. Detailed consideration will be given to proposals within the Cotswolds (including Bredon Hill) and Malvern Hills Area of Outstanding Natural Beauty to ensure that any proposed development either by itself or cumulatively will not have an adverse affect on the character of the area.

22.11 Proposals within the open countryside should make the best use of existing accommodation through re-use, extension or alteration.

SWDP 37: Visitor Accommodation

Hotels and Bed and Breakfast

Within urban areas support will be given for new hotels or redevelopment of existing buildings for hotels where the following criteria are met:

- the development will not adversely affect residential, environmental and visual amenities;
- the proposed site is readily accessible by public transport; and
- the site is within close proximity to the urban centre.

Planning permission for the change of use to guest house, bed and breakfast or small hotels will be supported provided the following criteria are met:

- the property is detached; and
- within the main urban areas they are located along a main radial road or in close proximity to public transport routes;

Self Catering

Outside settlement boundaries new build tourist accommodation will not be permitted. However proposals for the provision of new, or extensions or alterations to permanent serviced and self catering accommodation will be permitted where the proposal:

- is an extension which is compatible in scale and character with an existing tourism accommodation facility; or
- would result in the provision of ancillary accommodation within an existing public house, restaurant, or similar establishment; or
- would result in a change of use of a suitable residential property; or
- would be a conversion of an existing rural building(s); and
- is in a location reasonably well served by public transport, providing access to a range of services and local destinations.

New Facilities

Exceptionally new build tourist accommodation may be permitted where it forms part of a farm diversification scheme, or is adjoining a settlement boundary where it is of a scale appropriate to the range of services and facilities within the settlement and physically related to an existing tourist or recreation facility within the settlement.

Links to the Objectives

22.12 The Preferred Option policy for Visitor Accommodation supports the following objectives:

- Economic success that is shared by all objectives: 1, 2, 3 and 4;
- A better environment for today and tomorrow objectives 1, 2 and 3.

Alternative Options Considered

22.13 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to compliment strategies by other agencies/organisations, e.g. The Local Economic Partnership. This situation could worsen when detailed national planning policies are replaced by the National Planning Framework.

22 Promotion of Tourism and Tourist Facilities

22.3 SWDP 38: Static and Touring Caravans, Chalets and Camping Sites

Reasoned Justification

22.14 Caravanning and camping are popular recreational pursuits and provide flexible tourist accommodation and mobile holidays at the moderately priced end of the market. They can be of great benefit to the local economy. As most are self catering, local shops, pubs and restaurants can benefit. Also, the large numbers of visitors contribute greatly to local attractions and other local businesses.

22.15 All holiday (i.e. non-residential) caravan sites, whether touring or static, as well as camping sites (where planning permission is required) and holiday chalets will be subject to this policy. Proposals should seek to minimise the impact on the landscape through careful siting and should be well screened by landscaping or the existing landform. It is also important that there should be no adverse effect on the surrounding environment, wildlife, agricultural uses, or archaeological and historic sites of interest.

22.16 The number of pitches proposed will be a key consideration in assessing the impact of proposals. Accordingly, small sites are likely to be viewed more favourably than large sites. Small sites are defined as no more than 10 pitches or units.

22.17 Access is of particular importance and sites must be located close to major roads. Proposals must demonstrate that the extra traffic generated does not compromise highway safety. Static sites however do not need to be located near to major roads, but the road network must be able to cope with the initial delivery of caravans and the consequent traffic of visitors and service vehicles. Access to public transport, public footpaths and cycle routes will be considered when dealing with planning applications.

22.18 Landscaping and locational conditions will be particularly stringent for applications for caravan sites. This is to prevent them from becoming obtrusive in the countryside because of inadequate indigenous screening or poor topographical location. Sensitive areas include exposed riverbanks and high or sloping land which is visually prominent or land within the Areas of Outstanding Natural Beauty.

22.19 It is essential that the site is well screened all year round, not just in the summer months when vegetation is at its thickest. Where screening is seasonal, touring caravans or the removal of static caravans from the site in winter will be required.

22.20 For static caravans, conditions will be imposed on any planning consent, limiting occupation to a period not exceeding 10 months in any one year, thus avoiding permanently sited caravans being used as residential accommodation.

22.21 The 'Good Practice Guide on Planning for Tourism' (2006) recognises the need for Local Authorities to examine the scope for improvements in the quality of their sites (Annex 4, para 22). In special circumstances, therefore, consideration may be given to minimal expansion of a site so that improved layout and/or better landscaping can be implemented.

SWDP 38: Static and Touring Caravans, Chalets and Camping Sites

Proposals for new or extensions or improvements of existing static and touring caravans, chalets (including 'log cabins') and camping sites will only be permitted where:

- there is a proven need for the proposal;
- the site is not within Flood Zones 2 or 3;
- the site is visually unobtrusive and well screened from important local vantage points, public footpaths and roads;
- appropriate landscaping is provided within the site and around the site boundaries;
- the development is of a design, form and scale related to its setting and does not go beyond the capacity of the area to accommodate such sites in terms of landscape and infrastructure considerations;
- any improvements to existing facilities are of a scale directly related to the essential requirements of visitors on-site and are designed to a high standard with their form, mass, design and material appropriate to the proposed function and the locality;
- the vehicular traffic generated could be safely accommodated on the local highway network; and
- it would make adequate provision for water supply and utilities, and for sewage and waste disposal.

Links to the Objectives

22.22 The Preferred Option policy for Static and Touring Caravans, Chalets and Camping Sites supports the following objectives:

- Economic success that is shared by all objective 1;
- A better environment for today and tomorrow objectives 1 and 2.

22 Promotion of Tourism and Tourist Facilities

Alternative Options Considered

22.23 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to compliment strategies by other agencies/organisations, e.g. The Local Economic Partnership. This situation could worsen when detailed national planning policies are replaced by the National Planning Framework.

Marinas, Moorings and Waterfronts

23.1 The valleys of the River Severn, River Avon, River Teme and their tributaries significantly define the natural character of South Worcestershire, whilst the canal networks reflect a legacy of the localities industrial heritage. The use of the waterways can provide opportunities for recreational, tourism and commercial activities for the benefit of the community and local economy. In turn there are opportunities to enhance the quality of river frontages within the urban areas and on a wider scale improve access along the length of South Worcestershire's waterways.

23.1 SWDP 39: Waterfronts

Reasoned Justification

23.2 The purpose of this policy is to ensure that development proposals are appropriate in their use and design and establish a relationship with the waterway. In order to achieve locations with a strong sense of place it will be expected that new development incorporates a mix of uses, i.e. residential, employment and leisure/retail to create areas of activity and vibrancy as well as ensuring connectivity to the existing main centres.

23.3 In developing schemes regard should be had to the Worcester City Centre Supplementary Planning Document and other adopted guidance for the river/canal frontages prepared by the relevant Local Authority, e.g. the 'Evesham Riverside Framework', 'Droitwich Canals Supplementary Planning Guidance'.

23.4 Development proposals along the rivers must also take into account flood risk as well as policies on the protection of the flood plain and flood defences.

SWDP 39: Waterfronts

The waterfront locations at Droitwich Spa, Evesham, Pershore, Tenbury Wells, Upton-upon Severn and Worcester will be protected and enhanced by:

- Ensuring development establishes a relationship with the waterway and takes full advantage of its location, addressing the waterway as a frontage, opening up views and access to them;
- Encouraging development which includes a mixture of uses, including uses which enable the public to enjoy the riverside, e.g. leisure especially at ground level in buildings fronting the waterway, public spaces or squares;

23 Marinas, Mooring and Boating Facilities

- Protecting the history and heritage of the waterway, including landscape features, important structures and archaeological resources associated with the waterway and ensuring new development incorporates existing features; and
- Protecting and improving access points to the waterway, including paths, towpaths, cycle routes, facilities for launching boats.

Links to the Objectives

23.5 The Preferred Option policy for Waterfronts supports the following objectives:

- Economic success that is shared by all objectives 1, and 4;
- A better environment for today and tomorrow objectives 1, 2, 3 and 4;
- Improving health and well-being objective 2.

Alternative Options Considered

23.6 Development Management decisions could be based upon national planning policy.

This would result in an absence of local planning policy to compliment strategies by other agencies/organisations, e.g. The British Waterways, Environment Agency.

23.2 SWDP 40: Marinas and Moorings

Reasoned Justification

23.7 A marina is an area which can contain a large number of moorings with supporting facilities such as boat sales, repair facilities, chandlery, club house, car parking and sewage disposal points. They may also offer a full range of boat storage and shore facilities for the boat user and provide a focus for waterway traffic. Such development therefore can have an urban appearance and generate significant road traffic movements and is generally considered inappropriate in rural areas. Within or adjoining an existing built-up area, however, a marina can, if well designed, be a positive asset. However, where existing or historical facilities are located in smaller settlements or rural areas it may be appropriate to support the development of larger or more permanent marina facilities in the context of this policy.

River Severn, near Worcester



River Festival, Droitwich



23.8 Boating stations consist of off-river moorings under shore surveillance with facilities concerned with running repairs and the maintenance of boats, together with sewage disposal points, fuel and water supplies.

23.9 Recreational boat users require short stay or overnight moorings where the only facilities necessary are mooring posts and preferably public footpath access. However, moorings, collectively, can have a negative impact on the landscape of the waterway. It is, therefore, important to restrict the development of permanent or residential moorings to basins, marinas and urban locations or sites used historically for the function. Lines of permanent moorings can be visually intrusive and will not normally be permitted. Off waterway moorings however in basins and 'cuts' may have less visual impact and would aid the flow of waterway traffic and visual appearance of the bank or towpath.

23.10 The development of moorings, other than overnight stays, will be judged on their merits, having regard to their impact on the landscape, access and parking arrangements and the number of existing moorings in the vicinity. Overnight or short-stay moorings will be permitted where they can be accommodated without harm to the character of the waterway and the local area and, usually, where there is public footpath access.

SWDP 40: Marinas and Moorings

Proposals for marinas, boating stations and permanent moorings including new build structures or extensions to existing structures will be permitted where they:

- will meet a proven need;
- are required for the proper functioning of an existing or new facility or to enhance and improve access to the waterway;
- pay regard to all potential users of the waterway and will not result in conflicting uses or unacceptable environmental consequences;
- marinas should be located away from the main navigation channel of the waterway (i.e. in a dock or marina) and the presence of a boat should not interfere with navigation.

23 Marinas, Mooring and Boating Facilities

- are located within or adjoining a settlement boundary or, in the case of moorings, at a location where there are existing authorised uses for mooring and boating facilities.
- make provision for public access through the delivery of new or enhanced footpaths and cycleways.
- in the case of moorings, are for short stay moorings subject to the number and capacity of existing provision, impact on the landscape and provision for access.
- provision of access, servicing and car parking can be made in a form which would not adversely affect amenity, particularly that of the waterway.
- the site has adequate land-based utility infrastructure and support facilities, including sewage, waste, water, secure storage and washing.

Mooring facilities at Diglis marina, Worcester



Links to the Objectives

23.11 The Preferred Option policy for Marinas and Moorings supports the following objectives:

- A better environment for today and tomorrow objectives 1, 2 and 4;
- Improving health and well-being objective 2.

Alternative Options Considered

23.12 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to compliment strategies by other agencies/organisations, e.g. The British Waterways, Environment Agency.

23.3 SWDP 41: Residential Moorings

Residential Moorings

Reasoned Justification

23.13 Residential moorings for 'live aboard' and houseboats (i.e. more permanently moored vessels) may contribute to the overall housing stock. Although the opportunities are limited there are a number of positive benefits that include:

- Being provided for a limited period of time (i.e. running for a fixed term usually 25 years) without necessarily causing a significant impact on the environment;
- Overlooking and thus increasing the safety of otherwise potentially secluded areas.

23.14 Therefore, there may be scope for a limited number of residential moorings, as part of a marina or basin or on the waterways that run through the main urban areas of South Worcestershire. The acceptability of proposals for such moorings will depend on site circumstances and whether they comply with other policies in the Development Plan.

SWDP 41: Residential Moorings

Planning permission will be granted for further residential moorings if:

- they do not conflict with the navigation authority or the Environment Agency's operational requirements;
- there is adequate servicing including water supply, electricity and disposal facilities for sewage and rubbish;
- there is adequate access and parking; and
- there will be no significant effect on the amenity and conservation interest of the waterway.

Links to the Objectives

23.15 The Preferred Option policy for Residential Moorings supports the following objectives:

- Stronger communities objective 1;
- A better environment for today and tomorrow objectives 1, 4 and 5.

Alternative Options Considered

23.16 **Development Management decisions could be based upon national planning policy.** This would result in an absence of local planning policy to compliment strategies by other agencies/organisations, e.g. The British Waterways, Environment Agency.

24 Indoor Leisure and Community Facilities

Reasoned Justification

Evesham Leisure Centre



24.1 This policy looks at indoor community facilities (for outdoor sports and recreation uses, see policies SWDP 44 and 45). Community facilities include specific buildings (and associated land) for a range of uses, e.g. health facilities, emergency services such as ambulance, police, fire, educational establishments such as schools and colleges, community centres, village halls, leisure and cultural facilities, public houses, places of worship, libraries, and indoor sports facilities, including swimming pools.

24.2 The aims of the policy are to protect existing facilities and enhance provision for the future by:

- Encouraging retention, enhancement and provision of a range of community facilities across South Worcestershire which are appropriately located, easily accessible and reduce the need to travel;
- Providing a framework within which community facilities are able to expand, change or relocate.

24.3 The policy takes account of existing policies on the protection and enhancement of existing community facilities, whilst at the same time allowing for changes likely to take place under the Decentralisation and Localism Bill which will permit the listing of community assets, the community right to challenge (in delivering public services) and the encouragement of communities to run their own facilities.

24.4 Some of the existing Local Plan policies are specific to certain uses, such as educational uses, pubs and community halls. However, it is recognised that a more general spatial policy that covers a wider range of indoor uses will be useful in allowing alternative community uses to be considered.

24.5 We have addressed the need for new large scale proposals such as indoor sports arenas and swimming pools in that these should be in sustainable locations. Therefore, there should be a sequential approach to their location, in that initially they should be considered in city and town locations.

24.1 SWDP 42: Indoor Leisure and Community Facilities

24.6 The three South Worcestershire authorities wish to protect valuable community facilities and services that play an important role in the social infrastructure of South Worcestershire and that help support sustainable communities. In communities where access to alternatives may be very limited, the presence of these facilities may be very important in maintaining a high quality of life.

Malvern Theatres



24.7 In terms of indoor sports facilities the South Worcestershire authorities have published a Sports Facilities Framework that has assessed the need for built sports facilities for the plan period. The report provides evidence of need for a range of facilities including sports halls, swimming pools, indoor tennis and indoor bowls. Developer contributions to these facilities will be required. Further details are set out in the Implementation Plan.

24.8 The release of any community facilities to other uses must be fully justified in terms of their contribution and viability. The Local Authorities will require any application involving the loss of a facility to be supported by written evidence that the facility is no longer needed and/ or no longer viable. The level of evidence required

24 Indoor Leisure and Community Facilities

to be submitted will vary according to the level of access to alternative facilities in the area and the extent to which the facility contributes towards sustainable communities, but would be expected to include such evidence as:

- The current and projected patterns of community use;
- the nature and condition of the building and the cost of repairs, renovations or improvements needed to allow the facility to continue in operation;
- the extent of the local catchment including the location of the premises in relation to the local settlement pattern and accessibility;
- the nature and location of comparable facilities;
- the potential to relocate the use into other premises in the community;
- in respect of public houses the approaches and attempts to transfer from a chain of tied pubs to a free house;
- evidence of the marketing of a site should include sales literature, details of approaches and details of offers and show that it has been offered as a whole and that parts have not been identified for separate sale;
- and evidence that the local community has been notified of the intention to close the facility and has not, within a period of one year come forward with a realistic proposal to assume operation of the facility, including proposals to finance and operate the facility.

24.9 The importance of particular facilities will vary between communities, and it is essential that the community is involved in considering the merits of any facility and the suitability of any proposals for alternative forms of community use, should their continued viability of operation be in doubt. Applicants proposing to redevelop or convert facilities valued by the community will be expected to consult local communities about the relative importance of the facilities which could be lost. Not all facilities satisfactorily meet the needs of local communities, and it may be that combining or rationalising facilities might be more appropriate.

24.10 Support will be given to the provision of new facilities where these will enhance the sustainability of community life and will meet the needs of an existing or growing and changing population. Standards for the amount and quality of community provision will vary according to the type of community use. Different providers will have different standards, for example, when there is a need for new school premises, police buildings or doctor's surgeries. Other standards, such as the need for new indoor sports facilities are covered in the South Worcestershire Sports Facilities Framework (2010), and Worcester City Council's PPG17 audit, that covers the requirements for community centres. Such standards or relevant service providers will be referred to in assessing the need for new community facilities.

SWDP 42: Indoor Leisure and Community Facilities

The provision of new community facilities and the retention and enhancement of existing community facilities will be supported, where these positively contribute to the quality of local community life and the maintenance of sustainable communities.

The involvement of the local community will be sought in assessing the importance of existing or proposed local facilities. Any proposal that would result in the loss of a site or building currently or last used for the provision of facilities, services, leisure or cultural activities for the community, or is identified for future provision of such uses on the proposals map, will only be supported if the local planning authority is satisfied that:

Change of use/loss of community facilities:

- An alternative community facility to meet local needs is, or will be provided in an equally or more accessible location within walking distance of the site (800m); or
- It has been proven that it would not be economically viable to retain the site/buildings for a community use; and
- The community facility could not be provided or operated by either the current occupier or by an alternative occupier (for example by the local community/ public-private partnership), and it has been marketed to the satisfaction of the Local Planning Authority for a minimum period of 12 months in order to confirm that there is no interest and the site or buildings is genuinely redundant; in the case of a business, evidence that it has been offered on the open market as a whole and at a realistic market value. This should be for a period of not less than twelve months by a competent agent; and
- A satisfactory assessment has taken place that proves that there is an excess of such provision and the site or building is not needed for any other community facility or use.

Provision of new community facilities:

- The use is compatible with adjacent land uses and would not be detrimental to residential amenity or highway safety
- The use meets design criteria outlined in policy SWDP 26
- The proposal(s) are of a scale to meet the needs of the local community, and in keeping with the character of the area.

24 Indoor Leisure and Community Facilities

- Within the towns proposed facilities would normally be expected to be located within the development boundary. Within the rural areas, proposals located within or adjoining the settlement they are intended to serve will be permitted.
- If the proposal is for large scale facilities it should meet the requirements of policy SWDP28 as regards the sequential approach to the location of land uses that attract large numbers of people looking first at city and town centre locations.

Links to the Objectives

24.11 The Preferred Options policy for Indoor Leisure and Community Facilities supports the following objectives:

- Economic success that is shared by all objectives 3 and 4;
- Stronger communities objective 4;
- A better environment for today and tomorrow objective 2;
- Improving health and well-being objectives 1, 2 and 3;
- Communities that are safe and that feel safe objectives 1 and 2.

Alternative Options Considered

24.12 Concentrate all Facilities in the main urban areas: Although this approach brings facilities closest to the majority of the population it does nothing to enhance the importance of the many local village communities which have a distinctive character. They are dependent on local pubs and village halls to survive. This approach is considered to be unsustainable in putting extra traffic on inappropriate roads.

24.13 Allow market forces to dictate provision: This approach would not allow the local community to be involved in identifying the needs of their communities. Many community facilities do not make profit, but the sites they are on can be very valuable. This approach would not protect facilities for the benefit of the community.

Protection and Promotion of Green Spaces

Reasoned Justification

Evesham Bell Tower

25.1 Beyond the Strategic Green Infrastructure a number of Local Green Networks serving the urban areas are identified on the Proposals Map. These consist of green corridors, urban green spaces, green links, common land, recreation spaces and



other open spaces which are, or potentially could provide a link to the open countryside and to the Strategic Green Infrastructure Network. Local Green Networks are a valuable local community resource, which perform a variety of valuable functions, for example informal recreation, formal sports provision, residential amenity, accessibility, biodiversity, urban cooling, urban character and setting of buildings and settlements. The typologies and standards for providing Local Green Networks are set out under table 24, Policy SWDP 45: Provision of Open Space, Sport and Recreation Use in New Developments. Where necessary the policy requirements associated with these varying types of Local Green Networks will be developed in the SWDP.

25.2 An important characteristic of Local Green Networks is the linkages between green areas, though even the more fragmented/isolated green spaces such as a playing pitch, can make a contribution as a local resource. The purpose of this policy is to ensure that development proposals have applied the principles of Green Infrastructure planning. Proposals should not compromise the integrity of the Local Green Network, and wherever possible contribute to enhancing existing linkages and creating new links.

25.3 Some of the large elements of the Local Green Network have a distinctive landscape character e.g. remnant hedgerow patterns, rural/countryside character, watercourses, distinctive landforms and slopes, all kinds of historic assets, setting of important landscape features or green links to the open countryside and the strategic Green Infrastructure Network.

25.4 The reason for including land within the Local Green Network can be for a variety of functions, for example playing fields, informal and recreational open space, landscape and historic assets, footpaths and cycleways, nature reserves, allotments, garden land, cemeteries, stream and river banks, and areas of local nature conservation and habitat value. Their importance to the community and as a coherent network does not depend on whether they are in public or private ownership. In certain instances existing buildings can be included where it is considered that their setting and position within the overall Local Green Network is important.

25 Protection and Promotion of Green Spaces

25.5 A number of Local Green Networks include private garden land⁽¹⁾ Where they provide an important habitat for wildlife and may serve as links between other areas of the Network, or in themselves are a valuable element in the character of the area. Private gardens are no longer considered 'Brownfield' land.

25.1 SWDP 43: Local Green Networks

Policy SWDP 43: Local Green Networks

The Local Green Network ⁽²⁾, as shown on the Proposals Maps will be protected and enhanced.

Development or other land use changes will not be permitted unless it can be demonstrated that it will not have an adverse effect on the principal attributes of a specific Local Green Network nor compromise the integrity of the overall Local Green Network.

Any development which may be permitted must incorporate designs which enhance, restore and/or create new additions to the Local Green Network.

Links to the Objectives

25.6 The Preferred Option policy for Local Green Networks supports the following objectives:

- A better environment for today and tomorrow objectives 4 and 5;
- Improving health and well-being objective 2.

Alternative Options Considered

25.7 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to compliment strategies by other agencies/organisations. It would not provide sufficient protection of existing or provision of new Local Green Networks to the detriment of people's quality of life. This situation could worsen when national planning policies are replaced by the National Planning Framework.

25.8 Rely on the Strategic Green Infrastructure Network. Although this includes the wider strategic areas, there are many local spaces which are distinctive and important within the local area. They provide recreation space, wildlife habitats and a visual break for local communities. It is important that they are protected and enhanced.

1 The Local Green Network designation does not prejudice a householder's Permitted Development Rights. If however planning permission is required for a proposed development then the Green Infrastructure Network designation will be a material factor deciding whether planning permission should be granted.

2 All development proposals will contribute financially to the enhancement of the Green Infrastructure Network through the Community Infrastructure Levy Charging Schedule.

Open Space, Sport and Recreation

Reasoned Justification

26.1 Well designed, attractive open space is an essential component of a high quality of life. It contributes positively to bio-diversity, health and the character of an area, and can also help to reduce the impacts of extreme temperatures and flash flooding.

26.2 National planning policy emphasises the benefits of recreational open space in terms of sustainable patterns of urban and rural development, strong vibrant communities and the promotion of health and well-being. Open space for recreation and sport can deliver a number of Green Infrastructure objectives.

26.3 There is a wide range in types of open space across South Worcestershire, for example, playing fields, allotments, cemeteries, parks and amenity green space. Some of these e.g. Site of Special Scientific Interest are statutorily protected. Accessible open spaces of strategic importance e.g. the Areas of Outstanding Natural Beauty, are set out both on the Key Diagram and Proposals Map.

Playing fields Malvern



26.4 Policy SWDP 44 applies to all open spaces as identified on the Proposals Map together with numerous incidental open spaces, too small to identify on the Proposals Map but which contribute to the quality and character of areas. These are often valued by local communities and therefore worthy of policy protection. Whilst most open spaces are publicly accessible some are in private ownership although these nonetheless perform valuable functions e.g. contributing to the character of the area and providing a "sense of openness/space".

26.1 SWDP 44: Protecting Open Space for Sport and Recreation

SWDP 44: Protecting Open Space for Sport and Recreation Uses

Open space, sport and recreation uses will be secured through the following measures :

- Protecting existing sites of value;

26 Open Space Sport and Recreation

- Addressing existing deficiencies in provision through qualitative and quantitative enhancement of existing provision, improving access to existing facilities or securing new provision; and
- Ensuring that proposals for new development contribute to open space, sport and recreation provision commensurate to the need generated by the proposals

In determining the nature of new or improved provision the respective local authorities will consult with Town and Parish Councils, together with potential users of the green space wherever possible, to ensure that provision meets local needs.

No development of open spaces will be permitted unless the following exceptional circumstances are satisfied:

- The proposal is for a community/recreational use which does not compromise the essential quality and character of the open space or;
- An assessment of community and technical need clearly demonstrates that the land is surplus to requirements, and
- Alternative open space provision of an equivalent community benefit is secured in a convenient and accessible location within the same parish/town/city.

Links to the Objectives

26.5 The Preferred Option policy for Protecting Sport and Recreation supports the following objectives:

- A better environment for today and tomorrow objectives 1, 2, 4 and 5;
- Improving health and well-being objective 2;
- Communities that are safe and feel safe objectives 1 and 2.

Alternative Options Considered

26.6 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to compliment strategies by other agencies/organisations. It would not provide sufficient protection of existing open space to the detriment of people's quality of life.

26.7 Rely on the Strategic Green Infrastructure Network. Although this includes the wider strategic areas, there are many local spaces which have distinctive and important within the local area. They provide recreation space, wildlife habitats and a visual break for local communities. It is important that they are protected and enhanced.

26.2 SWDP 45: Provision for Open Space, Sport and Recreation Uses in New Development

Reasoned Justification

26.8 New housing developments are essentially new communities and should have the same balance of green and open space as found in existing communities. The provision of open space is an essential aspect of developing mixed and balanced communities.

26.9 Open space, sport and recreation audits have been undertaken for the three authorities under the terms of Planning Policy Guidance note 17 (Planning for Open Space, Sport and Recreation) and its accompanying guidance. Standards for provision of types of a range of open space have evolved from the audits and these, together with certain standards derived from more recent data sources or studies form the basis for both the protection of existing provision and new provision within new housing developments.

Play facilities at Splash Pad, Gheluvelt Park, Worcester



26.10 The standards for outdoor sports provision are based on the “Sports Facilities Framework” report for South Worcestershire (July 2010). The Accessibility standards are based on Fields in Trust “Planning and Design for Outdoor Sport and Play” 2008.

26.11 With regard to natural/semi natural green space the towns and villages are surrounded by accessible countryside which make up most of the majority of the Green Infrastructure of South Worcestershire. Policies SWDP5 and SWDP43 address the need to safeguard and improve existing Green Infrastructure and enhancement by further provision associated with new development. The policy will assist in informing the appropriate contribution to be made to natural/semi-natural green space.

26 Open Space Sport and Recreation

26.12 In order to provide flexibility and to take account of any changes in open space management regimes over the plan period the make-up of the overall open space requirements associated with a planning application may differ depending upon local needs and circumstances at the time of the submission of the planning application.

26.13 It is recognised that the provision of useable open space on small housing developments (10 or less) is not practical. In these circumstances off-site developer contributions will be required, to be pooled and made available to City, Town and Parish Councils for use in implementing schemes to enhance or improve local open space provision.

SWDP 45: Provision of Open Space, Sport and Recreation Use in New Developments

All housing proposals, including mixed use schemes, will be required to design in or contribute to the provision of open space, sport and recreation, together with secure arrangements for its long term management and maintenance. The amount, type and form of open space will be determined having regard to the nature and size of development proposed and the community needs likely to be generated by it.

In respect of 10 dwellings or more, and at the discretion of the local authority, provision should normally be made on site in accordance with the minimum standards (hectares/1000 persons) of provision set out below. Where this is not possible or appropriate, or the scheme is for less than 10 dwellings, a financial contribution towards suitable new provision or enhancement of existing facilities off site will be required based on the adopted Charging Schedule and secured through a legal agreement.

Table 24 Provision of open space, sport and recreation use in new developments

Typology	Malvern Hills	<i>Worcester (inc. Worcester-related growth adjacent to city)</i>	Wychavon
Parks & Gardens	0.14	0.61	0.42
Amenity Greenspace	1.86	0.5	0.61
Children & Young People	0.04	0.61	0.04
Cemeteries, churchyards	0.41	No Set Standard	No Set Standard

Typology	Malvern Hills	Worcester (inc. Worcester-related growth adjacent to city)	Wychavon
Civic Space	0.03	0.03	0.03
Allotments	0.14	0.4	0.39
Outdoor Sports	1.6	1.3	1.6

On site provision of open space will have regard to the following accessibility standards:

Children's Play Space (walking distances to dwellings):

Local Area for Play (LAP) – within 100m

Local Equipped Area for Play (LEAP) – within 400m

Neighbourhood Equipped Area for Play (NEAP) – within 1km

Playing Pitches

Within 1.2km of all dwellings

Guidance on the manner in which the standards will be implemented together with details of a scheme for the receipt and implementation of developer contributions will be set out in the Contributions Supplementary Planning Document.

Links to the Objectives

26.14 The Preferred Option policy for Provision for Open Space, Sport and Recreation use in New Developments supports the following objectives:

- A Better Environment for Tomorrow objectives 3, 4 and 5;
- Improving Health and Well-being objective 2;
- Communities that are Safe and Feel Safe objective 2.

Alternative Options Considered

26.15 Development Management decisions could be based upon national planning policy. This would result in an absence of local planning policy to complement strategies by other agencies/organisations. It would not provide sufficient provision of new open space to the detriment of people's quality of life.

26 Open Space Sport and Recreation

26.16 A South Worcestershire Standard. One standard would not reflect the differences between the urban and rural areas, or the character differences between Worcester, the towns and villages.

Energy Efficiency and Flooding

Reasoned Justification

27.1 Energy generation and consumption is the main source of increasing levels of carbon dioxide emissions, which has a major impact on climate change. In order to reduce our carbon dioxide emissions and adapt to the effects of climate change it is crucial that this Development Plan supports appropriate renewable energy schemes and promotes energy efficiency in buildings.

27.2 There are a range of technologies that can be incorporated into the design of buildings which will secure high levels of energy efficiency that benefit both the occupier and the environment. National guidance including the 'Code for Sustainable Homes' and British Research Establishment Environmental Assessment Method promotes energy efficiency and renewable technology, which lead to reduced carbon dioxide emissions, promote energy efficiency and increase the use of renewable energy in all types of development through a criteria-based scoring system. This is currently delivered and enforced in practice through Part L of the Building Regulations (2010 edition), where achieving the equivalent of Code Level 3 for energy efficiency of the Code for Sustainable Homes is a minimum requirement.

27.3 There is strong support for renewable energy generation at a European, national, and local level with targets for a reduction in carbon dioxide emissions. The 2008 Planning Act along with the 2008 Climate Change Act and the 2010 Energy Act are important towards securing long-term prosperity, quality of life for all and a low carbon economy.

Loft Insulation



27.4 A key provision of the Climate Change Act 2008 is the legally binding target of at least an 80% cut in greenhouse gas emissions by 2050 and a reduction in emissions of at least 34% by 2020. Both these targets are fixed against a 1990 baseline. This is reiterated in the Renewable Energy Strategy (2009) and the European Union Renewable Energy Directive which sets a UK target of 15% of energy from renewables by 2020.

27.5 Low carbon energy technologies are only part of the solution in helping to reduce carbon emissions. With a large proportion of our existing homes still likely to be occupied in 2050, energy saving from current housing stock has emerged as an important factor towards achieving the United Kingdom's climate change commitments (The Community Green Deal).

27 Energy Efficiency and Flooding

27.6 Nationally, Planning Policy Statement 22 (Renewable Energy) encourages renewable energy developments in locations where the environmental, economic and social impacts can be satisfactorily addressed. The government supports a realistic approach to considering renewable energy schemes, and recognises the importance of a robust local framework to assist in delivering appropriate schemes. Local Planning Authorities are encouraged to "set out a target percentage of the energy to be used in new development to come from decentralised and renewable or low carbon energy sources"., The proposed urban extensions provide the best opportunity and economy of scales to identify innovative ways of providing energy from on-site renewable sources.

27.7 Worcestershire County Council's technical research paper, Planning for Renewable Energy in Worcestershire (January 2009) and the West Midlands Renewable Energy Capacity Study (March 2011), provides the most detailed evidence of the types of renewable energy that can potentially be exploited within South Worcestershire. Locally the County Council's research document suggests:

- Watercourses within the area could be exploited to provide hydroelectric power.
- There are potential sites throughout South Worcestershire where there is sufficient average wind speeds to generate energy from wind turbines.
- Significant potential for Biomass energy from existing woodland and from energy crops.
- There is sufficient solar radiation to encourage greater use of solar panels in new and existing developments to provide electricity and hot water.
- Latent heat contained within the ground, air and water could be used to contribute toward heating energy needs by using modern techniques.

27.8 However, it is recognised that a comprehensive resource assessment of the county's capacity for renewable energy, would provide a better-informed picture of the technologies and areas that may be most suitable for development. It is anticipated that a mix of larger scale commercial schemes with a range of smaller domestic sized schemes will deliver the most effective results in reducing carbon dioxide emissions.

27.9 By avoiding an over reliance on one type of technology this will also help to alleviate concerns over environmental impacts. There is potential to exploit renewable energy further within South Worcestershire, however, evidence from the County Council and guidance nationally all support the view that improving and promoting energy conservation and efficiency should be the principal course of action. This should then be supported by the requirement of a percentage of a development's energy needs to be met by on-site renewables. This ensures that energy efficiency is given greater consideration, as the target for on site energy generation could decrease in line with the efficiency of the building.

27.1 SWDP 46: Energy Efficiency and Renewable Energy

SWDP 46: Energy Efficiency and Renewable Energy

South Worcestershire will adopt an approach that combines a reduction in the level of energy consumption in households and businesses throughout the area by encouraging energy efficiency measures, as well as by encouraging and increasing the use of renewable energy sources.

The Development Plan will help reduce carbon emissions, promote sustainable energy solutions and respond to existing and anticipated climate change in ways that protect the environment of South Worcestershire.

In order to achieve this, the use of renewable energy sources and the integration of energy efficiency techniques will be required in all new developments within South Worcestershire, irrespective of use.

All planning proposals will be required to provide an energy and sustainability statement. The implementation of the Code for Sustainable Homes will be supported in line with the national timescale⁽¹⁾. Where it is economically viable developers are encouraged to meet a higher Code for Sustainable Homes level, including zero carbon, than is mandatory. Non-residential buildings will be encouraged to achieve a British Research Establishment Environmental Assessment Method rating of 'very good' or higher.

Larger sites will be required to provide at least 20% of the energy used from an on-site renewable source. Proposals which involve the development of new district heat and power schemes should investigate the opportunity to export energy to neighbouring existing developments where appropriate.

All attempts to improve an existing development's environmental performance will be encouraged such as the retrofitting of renewable technologies, energy efficient materials and the development of district heating schemes.

Off-site Renewable Energy Schemes

To promote and encourage the development of renewable energy generation in South Worcestershire to help meet regional and national targets, a range of schemes will be considered from a variety of sources including biomass, combined heat and power, hydropower, solar power, wind turbines and heat pumps where appropriate. Pyrolysis and anaerobic digestion plants can process municipal, industrial and agricultural waste; these plants can provide clean energy unlike the mass burning of waste (incineration) which will not be supported. Each scheme will be considered on its own merits and will only be acceptable if impacts on existing communities, landscape quality and the natural and historic environment can be satisfactorily addressed

1 Code for Sustainable Homes: Technical guide 2010 (Communities and Local Government)

27 Energy Efficiency and Flooding

Links to the Objectives

27.10 The Preferred Option policy for Energy, Efficiency and Renewable Energy supports the following objectives:

- Economic success that is shared by all objective 3;
- Meeting the Needs of All Generations objective 2;
- A Better Environment for Today and Tomorrow objectives 1 and 2.

Alternative Options Considered

27.11 Energy from waste. This is not deemed to be a renewable source of energy and instead it will be addressed in the County Councils Waste Core Strategy.

27.12 Setting a higher target for the amount of energy generated from on-site renewable energy sources. Some more urban sites would struggle to incorporate this within the design, and it is likely that some of their target will need to be met from larger off-site schemes.

27.2 SWDP 47: Management of Flood Risk

Reasoned Justification

27.13 Water is a vital resource and its management is fundamental to sustainable development. South Worcestershire has an intricate network of rivers, streams and pools and therefore flooding is a key consideration through all stages of planning. Significant watercourses within South Worcestershire include the River Severn, River Avon, River Salwarpe, River Teme and Barbourne Brook.

27.14 The two main sources of national policy guidance in relation to water and spatial planning are Planning Policy Statement 25: Development and Flood Risk (2006) and the Water Framework Directive (2000). National planning policy requires that flood risk is taken into account at all stages in the planning process in order to avoid inappropriate development in areas at risk of flooding, and wherever possible, to direct development towards areas at least risk of flooding. Flood zones are defined in accordance with Planning Policy Statement 25. The Water Framework Directive is the major driver for achieving sustainable management of water in the United Kingdom and is designed to improve ecological health, promote the sustainable use of water, prevent further deterioration of aquatic ecosystems and associated wetlands, reduce pollution of water and ensure progressive reduction of groundwater pollution.

27.15 In response to the Water Framework Directive the Environment Agency has also produced two important strategic level documents that affect South Worcestershire. The first document the River Severn Catchment Flood Management Plan is a long term flood risk management plan for the River Severn Catchment of which South Worcestershire falls within five out of the nine sub areas. The Second document, the River Basin Management Plan for the River Severn seeks to implement the policies of the Water Framework Directive. This splits the River Severn catchment into 'policy units' and identifies appropriate policies for addressing flood risk within

these units. South Worcestershire falls within four policy units these are, Worcestershire Middle Severn, Warwickshire Avon, Severn Vale and Teme. It is important, therefore, that this Development Plan reflects the principles of these two documents. The South Worcestershire authorities will continue to work in close partnership with the Environment Agency to ensure flood risk and water management is fully addressed.

27.16 The South Worcestershire Strategic Flood Risk Assessment (2010) assesses all forms of flooding across South Worcestershire and enables site allocations to be developed away from the areas of greatest vulnerability to flooding. It gives an overview of the flood risk in the area, and enables the Councils to apply the sequential test (i.e. identifying sites with the least risk of flooding). Site Flood Risk Assessments are required for developments within Flood Zones 2 and 3, and on sites in excess of 1 hectare in zone 1. However, it is recognised that there will be instances where there is evidence that the development of sites below that size could result in a flood risk. In such instances a Flood Risk Assessment will be required.

27.17 The City of Worcester Local Plan contains policies that divide Flood Zone 3 into yellow, blue and red areas as described in Policy SWDP47. These have been monitored and proved to be effective, and therefore the methodology has been updated and extended to Evesham, Droitwich Spa, Tenbury Wells, Pershore and Upton upon Severn.

27.18 However, it is not just fluvial (river) flooding which is of concern within the area as other types of flooding are also prevalent, most notably surface water run off. This type of flooding can lead to problems with foul water drainage and can adversely affect smaller watercourses. In particular where new development is proposed upstream of an area which has surface water drainage problems it is important to ensure that there is no surface water run off down stream. Indeed, where possible any flood risk upstream or downstream of a new development should be reduced. In the case of brownfield sites, minimum surface water run off reduction of 20% will be sought and no increase in the run off from Greenfield Sites. In order to achieve this all developments will be required to incorporate Sustainable Drainage Systems. There are a number of potential options to consider when implementing Sustainable Drainage Systems and developments should use the systems that are considered most appropriate in dealing with surface water in that specific locality.

Emergency flood response



27 Energy Efficiency and Flooding

27.19 The multifunctional role of Sustainable Drainage Systems should also be considered in developments. This is because it is recognised that beside flood alleviation, they can provide green corridors and enable wildlife habitat creation. Under the 2006 Natural Environment and Rural Communities Act, Local Authorities and Water Companies now have a legal duty to have regard to Biodiversity in carrying out all of their functions. Therefore the South Worcestershire Authorities will ensure that developers search for opportunities to use open space for both amenity and flood storage uses and seek opportunities to encourage and promote biodiversity.

27.20 With regard to existing watercourses a minimum 8 metre access strip will be required adjacent to the top of both banks to enable maintenance.

SWDP 47: Management of Flood Risk

Management of Flood Risk

In South Worcestershire, the flood zoning principles and sequential approach reflected in national guidance are used to ensure development is not increasing flood risk to direct development away from areas at highest risk and ensure that developments on vulnerable areas of land are of a safe and sustainable nature.

1. Flood plain ["Blue Zone"]

The blue zone shown on the Proposals Map is functional floodplain and development will not normally be permitted here.

2. Flood plain ["Yellow Zone"]

Redevelopment of existing sites within the flood plain in areas not subject to significant flood flows [as defined by the Environment Agency], shown as "yellow zone" on the Proposals Map, will normally be permitted provided:-

- It is for less vulnerable or water compatible use (as defined in Table D2 of Planning Policy Statement 25);
- ground floor levels of all buildings are set above the 1 in 100-year flood level including an allowance for a change in climate, with an appropriate safety margin to be agreed with the Local Planning Authority and Environment Agency, and should be flood free during an extreme flood event;
- safe access is available for the lifetime of the development and is supported by approved flood warning and suitable evacuation plans being in place;
- car parking is designed to have regard to potential flood depths and hazards and mitigation measures are put in place. (No basement car parking shall be permitted);

- there is no detriment to the available flood storage capacity of the floodplain and additional flood storage is created; and
- Unnecessary obstructions to flood flow are removed, restoring flood flow pathways.

3. Flood plain ["Red Zone"]

New development (including extensions) and redevelopment will not normally be permitted in areas of existing or previously existing flood plain flow [as defined by the Environment Agency] shown as "red zone" on the Proposals Map, or within 8 metres of the top of both banks of other watercourses. Where options for managed retreat or land swap exist, developers should explore these with the Local Authority.

Development and Flood Risk

In order to:

- protect flood plains from inappropriate development;
- ensure no increase in flood risk;
- where possible reduce flood risk and;
- ensure development is safe.

All development must adhere to the advice in the current version of the South Worcestershire Strategic Flood Risk Assessment (Level 1 and 2) and the guidance provided on Flood Risk Assessment requirements.

Where evidence has been provided to the satisfaction of the Local Planning Authority that the development of a site of less than 1 hectare in flood zone 1 could cause increased flood risk, then a detailed Flood Risk Assessment shall be carried out by the developer.

Protection and Enhancement of Watercourses

Planning permission for development will only be granted where:

- The natural watercourse system which provides drainage of land is not adversely affected;
- a minimum 8m width access strip is provided adjacent to the top of both banks of any watercourses for maintenance purposes and is appropriately landscaped for open space and biodiversity benefits.

27 Energy Efficiency and Flooding

- it would not result in the loss of open water features through draining, culverting or enclosure by other means and culverts are opened up where ever possible;
- surface water drainage is delivered by Sustainable Drainage Systems; and
- the surface water run-off is reduced with any residual risk of flooding from drainage features both on or off site not placing people and property at unacceptable risk.

Links to Objectives

27.21 The Preferred Option policy for Management of Flood Risk supports the following objectives:

- A Better Environment for Today and Tomorrow objectives 1, 2, 4 and 5

Alternative Options

27.22 None. Recent flooding events threatened public water supplies and impacted upon waste/sewage treatment, demonstrating the clear public health implications of poor flood risk management. Flooding also results in significant psychological stresses through isolation and safety fears. Furthermore, national guidance promotes the use of flood risk mitigation and adaption. It is for these reasons that no alternative options have been considered.

27.3 SWDP 48: Water Supply and Treatment

Reasoned Justification

27.23 Water supply throughout the area is the responsibility of the Severn Trent Water Authority, whilst the Environment Agency is responsible for licensing abstractions and the quality of the water environment.

27.24 The South Worcestershire Authorities have carried out a Water Cycle Study to ensure that the proposed growth can be supplied with sufficient water and waste water treatment facilities without detrimentally affecting the natural water cycle.

27.25 The water company is already addressing this issue and intends importing water from other areas in the country and the necessary infrastructure will need to be in place in accordance with the phasing in this Development Plans Implementation Plan if new development is not to be restricted. Improvements in these facilities, the timing of their provision and the funding source will be key to delivering the proposed growth in the South Worcestershire area.

27.26 In order to reduce the quantity of water supply necessary to serve new development, water efficiency measures will need to be introduced in accordance with Policy SWDP 3 on Sustainability.

27.27 New development must ensure that there are no direct or indirect adverse effects on the quality of water supplies. Appropriate mitigation measures need to be put in place to minimise the impact of increased urbanisation on the water environment. Without such measures, there will be significant risk of groundwater pollution and flooding.

Waste Water

27.28 The Water Cycle Study has identified that the Water Treatment Works at Worcester (Bromwich Road), Powick and Droitwich Spa are near capacity and this will need to be addressed for significant developments to take place at and around Worcester and Droitwich Spa.

SWDP 48: Water Supply and Treatment

Major proposals for new development must be able to demonstrate that there are, or will be, adequate water supply and waste-water treatment facilities in place to serve the whole development, or where development is being carried out in phases, the whole of the phase for which approval is being sought.

Schemes that would result in a reduction in the quality or quantity of groundwater resources will not be permitted. The South Worcestershire Authorities will support, in principle, infrastructure proposals designed to increase water supply and waste water treatment capacity subject to there being no significant adverse environmental impacts and the minimisation of those that may remain

Links to the Objectives

27.29 The Preferred Option policy for Water Supply and Treatment supports the following objectives:

- A Better Environment for Today and Tomorrow objectives 1, 2, 4 and 5.

Alternative Options

27.30 None. Recent flooding events threatened public water supplies and impacted waste/ sewage treatment demonstrating the clear public health implications of poor flood risk management. Flooding also results in significant psychological stresses through isolation and safety fears. Furthermore National guidance promotes the use of flood risk mitigation and adaptation. It is for these reasons no alternative options have been considered.

28 Vale of Evesham heavy Goods Vehicle control zone

28.1 SWDP 49: Vale of Evesham Heavy Goods Vehicles Control Zone

Reasoned Justification

28.1 The Vale of Evesham is an important area for the processing and re-distribution of food products. An increasing proportion of fruit and vegetables are imported and consequently the number of Heavy Goods Vehicles has also risen. For some villages within the Vale of Evesham this increased level of traffic has affected the quality of life of residents e.g. increased noise, vibration, pollution etc.

28.2 The need for this policy is supported by the Worcestershire Freight Quality Partnership. To be fully effective a similar policy needs to be implemented in the neighbouring the Cotswolds and Stratford districts.

SWDP 49: Vale of Evesham Heavy Goods Vehicles Control Zone

Within the Vale of Evesham Heavy Goods Vehicles Control Zone, as shown on the Proposals Map, employment proposals which would result in an increase of 5% in Heavy Goods Vehicles traffic will need to demonstrate the following:

- The economic benefits, particularly to the local community, outweigh the impact of the increase in Heavy Goods Vehicles traffic.
- The proposal cannot be accommodated on a site with better access to the Heavy Good Vehicles Route Network as identified on the Proposals Map; and
- The supply and distribution routes proposed to serve the development are the most appropriate with regard to amenity impacts on local communities.

Links to the Objectives

28.3 Whilst Policy SWDP 49 does not support any specific objectives it would if implemented have a positive impact on local communities.

Alternative Options Considered

28.4 No Policy. Not having a policy will mean the Local Planning Authority have less control over limiting the detrimental impacts of employment development from Heavy Goods Vehicle traffic. This policy can only be implemented if cross boundary support is given by neighbouring District and County Councils.

Introduction

29.1 This section focuses on the successful delivery of new development to ensure it is co-ordinated with strategic infrastructure provision, to deliver the wider aims and objectives of the South Worcestershire Development Plan.

29.2 The emerging Worcestershire Local Enterprise Partnership and Local Strategic Partnerships recognise and understand that this Development Plan is one of the main ways their Vision and Objectives can be delivered on the ground.

29.3 The implementation of this Plan will be largely dependent upon private sector investment in new development or redevelopment for all types of housing, employment, retail and many community uses. Infrastructure to facilitate this new development includes Hospitals, Schools, Water and Drainage Utilities, Roads, Play Areas, Sports Facilities and Public Transport provision.

Reasoned Justification

Delivery

29.4 Developers will be required to contribute towards providing and enhancing community infrastructure through the Community Infrastructure Levy and Planning Obligations process. A Community Infrastructure Levy Charging Schedule which will be applicable to each South Worcestershire District will be developed alongside this Development Plan. This will be produced having regard to development viability and will, as a mandatory charge on all development (with a limited number of exceptions) be set at a level that does not undermine development viability. Clearly this is a challenge and the Community Infrastructure Levy guidance (as revised) requires a balance to be struck between the requirement for necessary infrastructure and the viability of development. The economic conditions underpinning development viability will change over the plan period, however, taking a longer term view to 2030, the Community Infrastructure Levy must be set at a level that does not need to be revisited regularly as a result of economic fluctuations.

Financial Contributions



29 Implementation, Phasing and Monitoring

29.5 For those items of 'strategic' infrastructure, it will be necessary to adopt a collaborative approach to collecting a Community Infrastructure Levy in South Worcestershire. Whilst each individual District will be the charging authority for the Community Infrastructure Levy, the pooling of such resources will be necessary in order to deliver cross-boundary infrastructure with a clear linkage between why it is needed, what impact it will have, and where additional funding is expected to come from.

29.6 Additional public funding streams that may be available include the New Homes Bonus and the Regional Growth Fund.

29.7 The South Worcestershire Planning Authorities, in partnership with Worcestershire County Council have tested the South Worcestershire Development Plan policies and proposals (where appropriate) to ensure they will not undermine economic prosperity, or development viability. The section covering 'viability' later in this chapter discusses how this will be addressed.

29.8 New development cannot be delivered without the involvement of a number of other bodies, both public and private, from large private utility companies and public health bodies to smaller locally-based bodies such as Town and Parish Councils and voluntary groups. The three Districts and County Council have been progressing an Infrastructure Delivery Plan, supported in part by the Planning Advisory Service, which has focussed on identifying planned or required community infrastructure at a detailed level. From this, gaps in expenditure or provision have been identified. This has enabled specific responsibilities and priority community infrastructure requirements to be linked to planned development in the area.

29.9 The local planning authorities will actively and closely engage with the private sector to deliver the objectives of the South Worcestershire Development Plan, translating these objectives into good outcomes for the whole community. This could be carried out through strategic Planning Performance Agreements, or other appropriate arrangements incorporating regular meetings with landowners/developers, infrastructure and service providers and other key stakeholders. Close partnership working like this will enable the phasing of development, associated infrastructure and funding (through developer contributions) to come forward in a co-ordinated way.

29.10 The South Worcestershire Development Plan embraces the Development Management approach to planning from the stages of early site promotion through to practical delivery. Building a consensus between the planning authorities and site owners on development principles through a development brief or masterplan will help to minimise development risk and allow sites to be developed in a more appropriate and timely manner. Developers and their agents will be encouraged to enter into pre-application discussions with the planning authorities as well as undertaking early community engagement to ensure that their proposals are supportive of the Plan and the requirements set out in each authority's Statement of Community Involvement are fulfilled.

Delivery Bodies

The Local Enterprise Partnership

29.11 The Countywide Local Enterprise Partnership known as 'Worcestershire Works' successfully submitted its proposal to Government in December 2010.

29.12 A Business Board has been formed to take forward and implement the priorities of the Local Enterprise Partnership through partnership working with organisations outside of the Local Enterprise Partnership itself. The Main Board will oversee this activity and make decisions on funding and strategic direction. The Local Enterprise Partnership will also be the lead body for current and future bids to the Regional Growth Fund.

29.13 In parallel with this, it is anticipated that the Countywide Local Strategic Partnership-led 'Place-Shaping' Group will work with the Local Enterprise Partnership to start work on technical infrastructure spending priorities set out in Investment Plans. A Local Investment Plan for Worcestershire has been submitted to the Homes and Communities Agency.

The Local Strategic Partnerships

29.14 All the Local Strategic Partnerships and their sub-groups that are concerned with South Worcestershire have a direct interest in taking forward the South Worcestershire Development Plan.

29.15 The Development Plan team have been working closely with Local Strategic Partnership members such as the University of Worcester, South Worcestershire Primary Care Trust, Registered Providers, Herefordshire and Worcestershire Sports Partnership, The Chamber of Commerce, The Diocese of Worcester and many others.

Public Land

29.16 Worcestershire County Council is the major public sector land owner in South Worcestershire. The three District Councils, emergency services and National Health Service also have land holdings throughout the area and therefore have the potential to have a direct impact upon the implementation of the Plan through the control of land and buildings. The County Council and each of the District Councils remain committed to ensuring that they facilitate necessary development where appropriate, whilst providing a range of community benefits and taking forward sustainability objectives as a first priority.

29.17 It is recognised that the Councils in South Worcestershire will continue to release surplus sites and that the redevelopment of these must contribute to the overall aims of the Development Plan.

29 Implementation, Phasing and Monitoring

Town Centre Managers

29.18 Worcester City has developed a Business Improvement District within its retail core in line with the Town Centre Management Strategy and will use this as one of many vehicles to deliver the aspirations and vision agreed through the Worcester City Centre Supplementary Planning Document, which is currently underway.

29.19 The towns throughout South Worcestershire have a similar approach on a smaller scale with the introduction of Town Centre Managers in towns such as Evesham, Pershore and Droitwich. The Town Centre Management Agenda is delivery-focused and underpinned by a modest budget for local projects that fit with both the District Sustainable Community Strategy and the Countywide objectives.

Working with the Community

29.20 Each of the three partner Councils are committed to involving the public in the development of policies and guidance and in determining planning applications. The Statements of Community Involvement for the three South Worcestershire Local Planning Authorities set this approach out in more detail.

29.21 Moreover, there will be opportunities for local communities to produce their own Neighbourhood Plans that will set out the Vision and Objectives for their areas within the strategic framework of the South Worcestershire Development Plan. This is set out within the Decentralisation and Localism Bill, which advocates a more proactive role for local communities.

29.22 Clearly, for the collection of planning contributions from developers, infrastructure spending priorities will need to be consulted upon extensively with the public and the development industry. This will be a particularly difficult issue when considering cross-boundary infrastructure spending and may require strong leadership and formal arrangements.

Phasing of Development and Infrastructure

29.23 The policy sets out a phasing plan which is based on three delivery periods. The first period 2006-13 largely relates to development leading up to the adoption of the Plan. The second phasing period runs from 2013-19 and represents the key stage for the delivery of Strategic Infrastructure and Brownfield regeneration. The third phase is longer running from 2019-2030, when it is anticipated that the bulk of Greenfield development will be delivered following the implementation of Strategic Infrastructure including improvements to the Southern Link Road. These phasing periods provide a level of certainty for the development industry and service providers. They also better reflect development cycles and the changing economic circumstances, rather than having four 5 year periods for delivery, which could be inflexible. The longer plan period following 2019 reflects the intention to conduct a review of the plan after 10 years to ensure effective infrastructure delivery. This is the period when windfall development can be taken into account.

29.24 One of the overall objectives of this Plan is to prioritise development on previously developed or Brownfield land, within the city or town centres. Many of these sites will be relatively small. Following this, the proposed Greenfield urban extension sites can be delivered where it is essential to deliver infrastructure to meet the housing supply objective for the plan period to 2030.

Urban Extensions

29.25 In order to deliver all that is required during the Plan period, including employment opportunities, new homes, green strategic transport infrastructure and green and community infrastructure, a realistic phasing programme needs to be set out.

29.26 Phasing provides an overarching timescale for development aligned to housing and employment trajectories and prioritises previously developed land, land within urban areas and in some cases earlier development on sites where there are fewer constraints (such as major contaminated land or drainage issues, land in multiple ownerships, major infrastructure influencing lead-in time on a development).

29.27 The phasing of the strategic sites and associated major infrastructure is set out in the Phasing Plan under Policy SWDP 50 and covers development within the plan period to 2030.

29.28 The cumulative impact of smaller sites within the Development Plan could be significant and a detailed programme of phasing is also provided for the total numbers of new homes identified outside of the main urban areas (i.e. those in the villages). However, it will be expected that sites located in the more sustainable locations (i.e. Worcester City and the towns) will be prioritised first as will development proposed on previously developed land (Brownfield sites).

29.29 Given their 'sequential preferability', allocated sites within the Worcester City boundary, the main towns and on Previously Developed Land will be programmed to come forward for development before those in other locations, and this is also shown within the phasing plan. This is in line with the thrust of national policy.

Viability

29.30 In accordance with National Policy, the partner Councils recognise that it would be inappropriate to impose disproportionate costs or to unnecessarily constrain otherwise beneficial development. Regard must be given to the resources likely to be available for implementation.

29.31 The Plan seeks to achieve this in a number of ways, by ensuring that the policies within it are based on robust evidence and that they do not result in unreasonable costs which might make developments unviable. The South Worcestershire Development Plan policies are considered reasonable in that they are supportive of national planning policy and based on good up-to-date technical evidence.

29 Implementation, Phasing and Monitoring

29.32 An affordable housing viability assessment has been undertaken to ensure this major element of development cost is reasonable in terms of the target set out in this Plan and the general impact it is likely to have on a wide range of development scenarios.

29.33 It is recognised that there may be circumstances where affordable housing, other requirements or contributions may make a particular scheme unviable for a developer. This may be due to high abnormal costs associated with the redevelopment/refurbishment of listed buildings, decontamination of land, flood defence works, availability of social housing grant or other factors. However, such circumstances are considered to be the exception rather than the rule in South Worcestershire, and the policies contained within this Plan have been developed in line with expected economic ‘normality’, given the length of the plan period.

29.34 National policy allows for some exceptions to be made in appropriate circumstances. However, this will need to be demonstrated with an independent financial viability assessment, taking into account the following:

29.35 Land Value should be calculated via the Royal Institute of Chartered Surveyors Valuation Standards (the Red Book) by a Member or Fellow of the Royal Institution of Chartered Surveyors. The following criteria form the basis of this assessment.

- Site/scheme Size
- Cashflow
- Development Density
- Construction Costs
- Fees and Marketing Costs
- Abnormal Costs
- Interest Rates
- Developers Profit
- On-site Infrastructure Requirements
- Affordable Housing Requirements
- Other Requirements: Building Regulations, Other Planning Obligations (including section 106, etc)
- Availability of Grant Funding

- Sales/Commercial Rental Values/Commercial Yields
- Sensitivity analysis to changes in the above factors

29.36 The Market Value of any individual parcel of land must be used as a basis for the assessment in accordance with normal land valuation principles and no allowance will be made if a developer has paid in excess of this.

29.37 Viability of affordable housing has been investigated by the three District Councils and forms part of the evidence base. The three District Councils may seek to use this evidence as well as their own development appraisal model or that of the Homes and Communities Agency.

29.38 This evidence will be used to assess the viability of a proposed scheme alongside the general 'weightings' afforded to community benefits associated with the development, against the costs and impacts of reducing contributions or making other variations to policy to make the scheme viable.

29.1 SWDP 50: Implementation, Phasing and Monitoring

SWDP 50: Implementation Plan and Phasing

The three South Worcestershire Councils will work with developers, community infrastructure providers and utility providers to ensure that the long-term implications of development on existing community infrastructure are addressed.

The implementation of South Worcestershire's policies and proposals, including the provision of necessary infrastructure, will be driven by a delivery plan which is detailed below.

Phasing New Development

The phasing plan has been put in place in order to manage the level of development coming forward at any one time. Development proposals not in accordance with the phasing plan will be resisted unless it can be demonstrated that the infrastructure necessary to support the proposals is subject to substantial commitment by the agencies responsible for delivering them.

New development should provide, or enable the provision of, infrastructure, generated or made necessary by development proposals.

Community Infrastructure Levy

1. The Community Infrastructure Levy will allow the collection of infrastructure funding from all types of development to be pooled, and then used towards predominantly major infrastructure that will serve the wider population, such as roads, public transport and schools.

29 Implementation, Phasing and Monitoring

2. The Community Infrastructure Levy Charging Schedule, supported by the Infrastructure Development Plan will set out what rates will be charged for different types of development around South Worcestershire.
3. The Community Infrastructure Levy is non-negotiable and sets out an adopted charging schedule showing all qualifying development proposals.
4. Exemptions to the Community Infrastructure Levy include development carried out by and for charitable organisations; affordable housing (intermediate or social rented) and development considered to be in itself community infrastructure (for instance, public swimming pools; public playing pitches and formal playspace; hospitals and surgeries; utilities development). Specific details will be included in the adopted Charging Schedule.

Developer contributions

1. Where physical infrastructure cannot be provided on site or during the development phase, developer contributions will be required to meet the reasonable costs of the provision of new infrastructure elsewhere. This could include contributions towards public open space and play areas located nearby.
2. Specific procedures relating to Developer Contributions will be set out in a 'Development Contributions Supplementary Planning Document'. This document will focus on site-specific infrastructure such as public open space or play facilities and will not be subject to 'pooling' in the same way as the Community Infrastructure Levy.

Collection of, and prioritisation for, Community Infrastructure Levy expenditure will directly relate to the phasing plan:

Table 25 Phasing Plan

	Time Period		
NB. All employment sites in Ha.	SWDP - Phase 1 2006 - 2013	SWDP - Phase 2 2013 - 2019	SWDP - Phase 3 2019 - 2030
WORCESTER			
Broomhall Community and Norton Barracks Community (Worcester South Urban Extension)			
Employment Generating Uses		12	8

Market Housing		525	945
Affordable Housing		345	635
Gypsy and Traveller Site			
1° and 2° School		1° and 2°	2°
Park & Ride			
Green Infrastructure and Southern Link Road			
Temple Laughern (Worcester West Urban Extension)			
Employment Generating Uses (ha)		3	2
Market Housing		205	380
Affordable Housing		140	250
Gypsy and Traveller Site			
Park & Ride			
Green Infrastructure and Southern Link Road			
Education			
Kilbury (Worcester East Urban Extension)			
Market Housing		180	
Affordable Housing		120	
Green Infrastructure and Education			
Southern Link Road			
Gwillams Farm (Worcester North Urban Extension)			
Market Housing		180	
Affordable Housing		120	

29 Implementation, Phasing and Monitoring

Worcester Technology Park Phase I (Potentially to be occupied by Worcester Bosch)			
	43		
Green Infrastructure and Transport			
Worcester Technology Park Phase II			
		10	6
Green Infrastructure and Transport			
Worcester Woods Employment Site 11 ha			
Employment Generating Uses	5	6	
Green Infrastructure			
Former Ronkswood Hospital Site			
Market Housing		120	
Affordable Housing		80	
Employment Generating Use		2	
Green Infrastructure and Education			
Gregorys Bank			
Market Housing		84	
Affordable Housing		56	
Green Infrastructure and Education and 'Earth Ship' Community Facility			
Grove Farm Employment Site			
Employment Generating Uses		11	

Green Infrastructure and Southern Link Road			
Government Offices (Whittington Road)			
Employment Generating Uses		4	
Market Housing		72	
Affordable Housing		48	
Green Infrastructure and Education			
Small Sites/Urban Capacity			
Market Housing	2323	250	457
Affordable Housing	674	165	304
Green Infrastructure and Education			
Employment			
Completions 2006-2010	9		
Commitments (up to 2010)	4		
Housing			
Completions 2006-2010	1563		
Commitments (up to 2010)	1434		
Windfalls			204
WYCHAVON			
Droitwich Spa			
Copcut Lane			
Employment Generating Uses		3.5	
Market Housing		444	
Affordable Housing		296	

29 Implementation, Phasing and Monitoring

Green Infrastructure and Education and Transport (A38)			
Pershore			
North Pershore			
Employment Generating Uses (Keytech 7)		5	
Market Housing			360
Affordable Housing			240
Green Infrastructure and Education			
Railway Bridge/Pinvins Crossroads			
Evesham			
Employment Generating Uses (Vale Park)		10	
Cheltenham Road (Phase II)			
Market Housing			240
Affordable Housing			160
Green Infrastructure and Education			
Pershore Road, Hampton			
Market Housing			240
Affordable Housing			160
Green Infrastructure and Education			
Small Sites			
Urban Capacity			

Implementation, Phasing and Monitoring 29

Market Housing	Included in small sites total	190	350
Affordable Housing		127	232
Green Infrastructure and Education			
Villages			
Category 1,2 and 3			
Market Housing		251	460
Affordable Housing		167	306
Green Infrastructure and Education			
Employment			
Completions 2006-2010	38.5		
Commitments (up to 2010)	89.2		
Housing			
Completions 2006-2010	877		
Commitments (up to 2010)	2137		
Windfalls			525
MALVERN HILLS			
Small Sites/Urban Capacity			
Market Housing	1515	104	
Affordable Housing	398	70	
Newland			
Market Housing		120	300

29 Implementation, Phasing and Monitoring

Affordable Housing		100	180
Employment Generating Uses		10	
Education			
Green Infrastructure and Southern Link Road Improvements			
QinetiQ			
Employment Generating Uses		4.5	
Market Housing		150	
Affordable Housing		100	
Green Infrastructure and Southern Link Road			
Blackmore Park		2	2.5
Tenbury Wells			
Market Housing		18	
Affordable Housing		12	
Green Infrastructure and Education			
Upton-upon-Severn			
Market Housing		30	
Affordable Housing		20	
Green Infrastructure and Education			
Villages			
Category 1, 2, 3			

Market Housing	Included in small sites total	137	252
Affordable Housing		91	167
Employment			
Completions 2006-2010	9.47		
Commitments (up to 2010)	15.42		
Housing			
Completions 2006-2010	960		
Commitments (up to 2010)	953		
Windfalls			360

Links to the Objectives

29.39 The Preferred Option policy for Implementation and Phasing supports the following objectives:

- Economic prosperity that is shared by all objectives 1, 2, 3 and 4;
- Stringer communities objectives 1, 2, 3, 4 and 5;
- A better environment for today and tomorrow objectives 1, 2, 3, 4 and 5;
- Improving health and well-being objectives 1, 2 and 3;
- Communities that are safe and feel safe objective 2.

Alternative Options Considered

29.40 No Phasing Policy: This is not considered appropriate given the following factors. Firstly, the need to prioritise the re-development of Brownfield land as a priority. Secondly, the need to have broad control over the amount of housing delivery coming forward. Thirdly, the need to ensure that sufficient infrastructure is in place to cater for the new development.

29.41 Increase the phasing period: This is not considered appropriate because of the following factors. Firstly, the Plan needs to give the development industry and infrastructure providers reasonable certainty. Secondly, the proposed final phase dovetails with the period when windfall development can be taken into account.

29 Implementation, Phasing and Monitoring

29.2 SWDP 51: Monitoring Framework

Reasoned Justification

29.42 Monitoring and Review are key components of the planning system. Local Development Frameworks need to be continually reviewed and revised, partly to be able to assess the success of the Development Plan and partly to ensure the components of the each authorities' framework are updated to reflect changing circumstances nationally and locally.

29.43 As previously discussed, the implementation of the policies contained in the South Worcestershire Development Plan will require concerted action by a range of public, private and voluntary sector bodies working in partnership. The role of the document is to provide a clear and robust framework for development in order that investment and action can be co-ordinated to facilitate efficient and effective delivery.

Why do we need to monitor?

29.44 Monitoring is essential to establish both what has happened until the present time and what may happen in the future. It provides crucial feedback into the process of policy-making and helps to address questions like:

- Are policies achieving their objectives and delivering sustainable development?
- Have policies had unintended consequences?
- Are the assumptions behind the policies still relevant?
- Are targets being achieved?

29.45 Monitoring of the South Worcestershire Development Plan should also look at implementation, setting out agreed ways in which policies achieve desired results in the required timeframe. Monitoring will assess progress in delivering the Spatial Vision and Objectives through the implementation of policies.

Who will monitor the South Worcestershire Development Plan?

29.46 A joint Annual Monitoring Report will be prepared for the three South Worcestershire local planning authorities. The Annual Monitoring Report will assess the progress in preparing the Development Plan against the milestones set out in the Local Development Scheme. It will also contain an assessment of the extent to which policies set out in this Development Plan are being achieved and whether targets are being met. As well as linking with objectives and policies, indicators in the Annual Monitoring Report will also link to the Worcestershire Community Strategy spatial targets and Sustainability Appraisal indicators in order to identify the significant effects of policy implementation.

29.47 The Annual Monitoring Report will also include an annual updated 'housing trajectory', which shows housing delivery in terms of net additional dwellings completed and estimated future completions for the remainder of the development

plan period. This information will monitor the progress on delivering new housing across South Worcestershire and has been used to inform Policy SWDP 50 Implementation Plan and Phasing Policy.

29.48 To achieve these targets and milestones the three South Worcestershire Council's will:

- Actively monitor planning applications;
- Annually prepare land availability reports focusing on housing, employment, retail and leisure supply;
- Manage a phased release of allocated sites or planning permissions to ensure the scale and location of allocated development is in line with the Development Strategy; and
- Work jointly with a range of public, private and voluntary sector organisations to co-ordinate investment and ensure the successful implementation and delivery of the vision, objectives and policies.

29.49 If as a result of monitoring policies, targets are not being met or the context has changed (e.g. the performance and nature of the economy) this may give rise to a review of the South Worcestershire Development Plan. In the event of lack of housing completions against the housing requirements, the South Worcestershire authorities' will bring forward suitable sustainable alternative/additional sites as soon as possible via their Development Plan Documents and/or the development management process to meet the requirements of the Development Plan.

29.50 The following table sets out the performance indicators and targets that will form the basis for monitoring the South Worcestershire Development Plan. These are derived from the Worcestershire Community Strategy, economic development strategies, Local Planning Guidance and Sustainability Appraisal objectives. The indicators, milestones and targets will be reviewed and refined in the joint South Worcestershire Annual Monitoring Report.

29 Implementation, Phasing and Monitoring

Table 26 Performance indicators and targets

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP1	Development Strategy and Settlement Hierarchy	Sustainable Community Strategy's/Local Enterprise Partnerships/Priorities/Planning Policy Statements 1, 3, 4 and 12	SWDP Councils ⁽¹⁾ /Local Enterprise Partnerships/Local Strategic Partnerships/Planning Applications.	To 2030	Annual Monitoring Report
SWDP2	Employment, Housing and Retail Supply	Strategic Housing Market Assessment/Strategic Housing Land Availability Assessment/Employment Land Review/Affordable Housing Viability Studies/Retail Studies	SWDP Councils/Local Enterprise Partnerships/Local Strategic Partnerships/Planning Applications	To 2030	Annual Monitoring Report
SWDP3	Overarching Sustainable Development Requirements	Sustainable Community Strategy's/Local Enterprise Partnerships/Priorities/Planning Policy Statements 1, 3, 4 and 12	SWDP Councils/Local Enterprise Partnerships/Local Strategic Partnerships/Planning Applications	To 2030	Annual Monitoring Report

¹ Includes Worcestershire County Council, Malvern Hills District Council, Wychavon District Council, Worcester City Council and any appropriate combination of these organisations.

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP4	Moving Around South Worcestershire	Local Transport Plan 3/Village Facility and Rural Access Study/Worcestershire Transport Models	County Council Highways/Highways Agency/Local Enterprise Partnerships/Local Strategic Partnerships/Emergency Services/Public Transport Providers/Car Parking Standards	To 2030	Local Transport Plan Monitor
SWDP5	Strategic Green Infrastructure	Worcestershire Green Infrastructure Framework, Planning Policy Statement 1, 5, 9 and 25 Historic Environment Assessment	SWDP Councils/Planning Applications/Worcestershire Sports Partnership/Community Infrastructure Levy/Section 106	To 2030	Worcestershire Green Infrastructure Monitor
SWDP6	Worcester City Allocations	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP7	Worcester City Centre	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP8	Directions for Growth outside the City Boundary	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP9	Droitwich Spa allocations	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
		Assessment, Strategic Housing Land Availability Assessment, Employment Land Review			
SWDP10	Copcut Lane	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP11	Evesham allocations	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP12	Cheltenham Road	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
		Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review			
SWDP13	Malvern allocated sites	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP14	Malvern QinetiQ	Planning Policy Statement 4, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP15	Blackmore Park	Planning Policy Statement 4, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP16	Three Counties Showground	Planning Policy Statement 4, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP17	Development at Newland	Planning Policy Statement 4, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP18	Pershire allocations	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP19	Pershire urban extensions	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP20	Tenbury Wells Sites	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP21	Upton upon Severn Sites	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3, 4 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment, Employment Land Review	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP22	Rural Employment	Local Enterprise Partnerships Priorities/Sustainable Community Strategy's/Village Facilities and Rural Access Study/Economic Development Strategies/Employment Land Review	SWDP Councils/Local Enterprise Partnerships/Local Strategic Partnerships/Planning Applications	To 2030	Annual Monitoring Report
SWDP23	Category 1 Village Sites	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP24	Category 2 Village Sites	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP25	Category 3 Village Sites	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Planning Policy Statement 1, 3 and 7, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment	SWDP Councils/Planning Applications	See Phasing Plan	Annual Monitoring Report
SWDP26	Design	Planning Policy Statement 1, 3, 5 and 7	SWDP Councils/Planning Applications/MADE/English Heritage	To 2030	
SWDP27	Providing the Right Land and Buildings for Jobs	Employment Land Review/Local Enterprise Partnerships Priorities	SWDP Councils/Local Enterprise Partnerships/Local Strategic Partnerships/Planning Applications/Regional Growth Fund	To 2030 (including 5 year rolling supply)	Against Local Enterprise Partnerships Priorities/SCS Objectives/Annual Monitoring Report
SWDP28	Creating and Sustaining Vibrant Centres	Sustainable Community Strategy's/Local Enterprise Partnerships Priorities/Worcester City Centre Masterplan	SWDP Councils/Planning Applications	To 2030	Annual Monitoring Report

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP29	Protection and Promotion of Shopping Choice	Local Enterprise Partnerships Priorities/Retail Study	SWDP Councils/Local Enterprise Partnerships/Local Strategic Partnerships/Planning Applications	To 2030	Annual Monitoring Report
SWDP30	Housing Mix	Strategic Housing Market Assessment/Strategic Housing Land Availability Assessment/Affordable Housing Viability Study Work/Worcestershire Older Persons Housing Report	SWDP Councils/planning Applications	To 2030	Annual Monitoring Report
SWDP31	Meeting Affordable Housing Needs	Strategic Housing Market Assessment/Strategic Housing Land Availability Assessment/Affordable Housing Viability Study Work/Local Investment Plan	SWDP Councils/Planning Applications/Homes Community Agency	To 2030	Annual Monitoring Report/Strategic Housing Market Assessment
SWDP32	Rural Exception Sites	Strategic Housing Market Assessment/Strategic Housing Land Availability Assessment/Affordable Housing	SWDP Councils/Planning Applications/Homes Community Agency/Rural Housing Enabler	Post 2023 to 2030	Annual Monitoring Report/Strategic Housing Market

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
		Viability Study Work/Worcestershire Older Persons Housing Report/Local Investment Plan			Assessment/Local Investment Plan Monitor
SWDP33	Gypsies, Travellers and Travelling Showpeople	GTAA, Strategic Housing Market Assessment, Strategic Housing Land Availability Assessment	SWDP Councils/Planning Applications/Gypsy and Traveller Liaison Team	To 2030	GTAA Updates
SWDP34	Replacement Dwellings in Open Countryside and re-use of agricultural buildings	Planning Policy Statement 1, 3 and 7	SWDP Councils/Planning Applications/	To 2030	Annual Monitoring Report
SWDP35	Dwellings for Rural Workers	Planning Policy Statement 1, 3 and 7	SWDP Councils/Planning Applications/	To 2030	Annual Monitoring Report
SWDP36	Tourist Development	Hotel Study/Economic Development Strategy/Local Enterprise Partnerships Priorities	SWDP Councils/Planning Applications/Local Enterprise Partnerships/Area of Outstanding Natural Beauty Partnerships/Worcester	To 2030	Annual Monitoring Report

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
			Business Improvement District/Local Strategic Partnerships and Tourist Boards		
SWDP37	Visitor Accommodation	Hotel Study/Economic Development Strategy/Local Enterprise Partnerships Priorities	SWDP Councils/Planning Applications/Local Enterprise Partnerships/Area of Outstanding Natural Beauty Partnerships/Worcester Business Improvement District/Local Strategic Partnerships and Tourist Boards	To 2030	Annual Monitoring Report , Hotel Study Updates
SWDP38	Static and Touring Caravans, Chalets and Camping Sites	Hotel Study/Economic Development Strategy/Local Enterprise Partnerships Priorities	SWDP Councils/Planning Applications/Local Enterprise Partnerships/Area of Outstanding Natural Beauty Partnerships/Worcester Business Improvement District/Local Strategic Partnerships and Tourist Boards	To 2030	Annual Monitoring Report , Hotel Study Updates

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP39	Waterfronts	Hotel Study/Economic Development Strategy/Local Enterprise Partnerships Priorities	SWDP Councils/Planning Applications/Local Enterprise Partnerships/British Waterways and Canals Trusts/Area of Outstanding Natural Beauty Partnerships/Worcester Business Improvement District/Local Strategic Partnerships and Tourist Boards	To 2030	Annual Monitoring Report , Hotel Study Updates
SWDP40	Marinas and Moorings	Hotel Study/Economic Development Strategy/Local Enterprise Partnerships Priorities	SWDP Councils/Planning Applications/Local Enterprise Partnerships/British Waterways and Canals Trusts/Area of Outstanding Natural Beauty Partnerships/Worcester Business Improvement District/Local Strategic Partnerships and Tourist Boards	To 2030	Annual Monitoring Report , Hotel Study Updates

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP41	Residential Moorings	Hotel Study/Economic Development Strategy/Local Enterprise Partnerships Priorities	SWDP Councils/Planning Applications/Local Enterprise Partnerships/British Waterways and Canals Trusts/Area of Outstanding Natural Beauty Partnerships/Worcester Business Improvement District/Local Strategic Partnerships and Tourist Boards	To 2030	Annual Monitoring Report , Hotel Study Updates
SWDP42	Indoor Leisure and Community Facilities	Planning Policy Guidance 17 Review and Playing Pitch Strategy, PPS1, PPS8	SWDP Councils/Planning Applications/Worcestershire Sports Partnership	To 2030	Planning Policy Guidance 17 Review Updates
SWDP43	Local Green Networks	Worcestershire Green Infrastructure Framework, Planning Policy Statement 1, 5, 9 and 25 Historic Environment Assessment	SWDP Councils/Planning Applications/Green Infrastructure Steering Group	To 2030	Worcestershire Green Infrastructure Monitor

29 Implementation, Phasing and Monitoring

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP44	Protecting Open Space for Sport and Recreation	Worcestershire Green Infrastructure Framework, Planning Policy Statement 1, 5, 9 and 25 Historic Environment Assessment, PPS8	SWDP Councils/Planning Applications/Worcestershire Sports Partnership/Community Infrastructure Levy/Section 106	To 2030	Worcestershire Green Infrastructure Monitor
SWDP45	Provision of Open Space, Sport and Recreation Uses in New Developments	Worcestershire Green Infrastructure Framework, Planning Policy Statement 1, 3 and 8	SWDP Councils/Planning Applications/Worcestershire Sports Partnership/Community Infrastructure Levy/Section 106	To 2030	Planning Policy Guidance 17 Review Updates
SWDP46	Energy Efficiency and Renewable Energy	Planning Policy Statement 1, 3, 4 and 18 planning for Renewable Energy in Worcestershire	SWDP Councils/Planning Applications/Building Control	To 2030	Planning Permission/Building Regulations Approvals
SWDP47	Management of Flood Risk	South Worcestershire Strategic Flood Risk Assessment, Planning Policy Statement 1 and 25	SWDP Councils/Environment Agency/Planning Applications	To 2030	Strategic Flood Risk Assessment Updates

Implementation, Phasing and Monitoring 29

Core Policy	Aim of Core Policy	Associated Plans/Strategies	Funding Sources/Mechanisms Lead Organisation(s)	Phasing	Monitoring
SWDP48	Water Supply and Treatment	South Worcestershire Water Cycle Study, Surface Water Management Plans, Water Quality Framework Directive, Planning Policy Statement 1 and 25	SWDP Councils/Planning Applications/Environment Agency/Severn Trent Water	To 2030	Water Quality Monitors/Planning Permissions
SWDP49	Vale of Evesham Heavy Goods Vehicles Control Zone	Local Transport Plan 3/Worcestershire Transport Models	Development management process, Neighbouring Local Authorities at County and District level	To 2030	Annual Monitoring Report

Category 1, 2, 3 villages

SWDP Public Consultation Document

Rural Village Hierarchy

The Village Facilities Survey and the Rural Public Transport Survey undertaken by the South Worcestershire authorities as part of the evidence base for the South Worcestershire Development Plan have informed decisions on the identification of sustainable rural settlements.

The surveys applied a set of criteria to assess the sustainability of each settlement and their potential role as a local service centre. The criteria examined the presence of local services and facilities and the availability of public transport to allow journeys to work, retailing, leisure and recreation facilities.

The survey results have therefore been used to establish a hierarchy of rural villages as set out in policy SWDP1.

Category 1

Villages in this category have at least four Key Services and score at least 16 points in the Village Facilities Survey. In addition they have “medium/high” levels of public transport including access to all of the daytime bus service types identified in the Rural Transport Survey.

Table 27

MALVERN HILLS DISTRICT	WYCHAVON DISTRICT
Abberley Common	Broadway
Clifton	Ombersley
Great Witley	Wychbold
Hallow	Inkberrow
Hanley Swan	Bredon
Kempsey	Badsey
Lower Broadheath	Honeybourne
Martley	Hartlebury
Rushwick	Offenham
Welland	

Category 2

Villages in this category have at least three Key Services including a shop or primary school and have access to at least daily services for employment and shopping purposes.

Category 1, 2, 3 villages

Table 28

MALVERN HILLS DISTRICT	WYCHAVON DISTRICT
Bayton	Ashton Under Hill
Broadwas	Beckford
Callow End	Bretforton
Holt Heath	Cropthorne
Knightwick	Drakes Broughton
Powick & Colletts Green	Eckington
Suckley	Fernhill Heath
	Fladbury
	Flyford Flavell
	Hanbury
	Harvington
	Overbury
	Pinvin
	Sedgeberrow
	South Littleton
	Tibberton
	Upton Snodsbury

Category 3

Settlements included in this category have at least one Key Service (other than a parish/village hall) and have access within the settlement to a “minimum” level of public transport service i.e. daily bus service to an urban area or 3 of the journey types can be accessed.

Table 29

MALVERN HILLS DISTRICT	WYCHAVON DISTRICT
Alfrick	Cutnall Green
Bransford	Blackminster

MALVERN HILLS DISTRICT	WYCHAVON DISTRICT
Clows Top	Broad Marston
Corse Lawn	Childswickham
Eardiston	Church Lench
Earls Croome	Cleeve Prior
Grimley	Conderton
Hanley Castle	Crossway Green
Leigh Sinton	Crowle
Lindridge	Defford
Longley Green	Elmley Castle
Mamble	Himbleton
Ripple	Kemerton
Ryall & Holly Green	Littleworth
Shrawley	Lower Moor
Tunnel Hill	Middle Littleton
Upper Broadheath	North Littleton
Upper Welland	Norton-Juxta-Kempsey
	Pebworth
	Upton Warren
	Whittington
	Wyre Piddle

Category 1, 2, 3 villages

Appendix 1: Key Facts about South Worcestershire

SWDP Public Consultation Document

Appendix 1: Key Facts about South Worcestershire

Key Facts about South Worcestershire

1 This section provides statistical data and analysis about South Worcestershire.

GEOGRAPHY

Table i South Worcestershire Area.

Area (% of total SW area)	Malvern Hills	Wychavon	Worcester	South Worcs (total area)	England
Total Area (Km ²)	577.1 (45%)	663.5 (52%)	33.3 (3%)	1,273.9	130,281
Green Belt (Km ²)	0	89.1 (7%)	2.7 (0.2%)	91.8 (7.2%)	16,396 (12%)
AONB (Km ²)	38.3 (6.6%)	48.9 (4%)	0	87.2 (6.8%)	21,435 (England & Wales)

CARBON EMISSIONS

2 In order to reduce the impacts of climate change, there is a need to globally reduce emissions of greenhouse gases, in particular carbon dioxide. Carbon dioxide is released as a waste product of burning fossil fuels for energy.

3 The Climate Change Act 2008 commits the UK to reducing carbon emissions by 80% by 2050, with a 34% reduction by 2020, from a 1990 baseline. How this is to be achieved is set out in the UK Low Carbon Transition Plan.

Table ii Per capita emissions, 2005 to 2008 (Tonnes)

Area	2005	2006	2007	2008	2005 to 2008 Point Change
Malvern Hills	7.2	7.5	7.3	7.2	0
Worcester	6.5	6.3	6	5.8	-0.7
Wychavon	8.8	9.1	8.8	8.6	-0.2
South Worcs	7.5	7.6	7.4	7.2	-0.3
England	7.4	7.4	7.2	7	-0.4

Appendix 1: Key Facts about South Worcestershire

4 In 2008, carbon emissions per capita were slightly higher in South Worcestershire (7.2 tonnes) than the national average (7.0 tonnes). Emissions in South Worcestershire have fallen to an average of 7.2 tonnes in 2005, a 4% reduction. Emissions were particularly high in Wychavon at 8.6 tonnes per capita, possibly due to the relative affluence of the authority and the fact it is a rural district, which affects such factors as car ownership and the need to travel by car to access employment and service centres (Worcestershire County Economic Assessment, 2011).

SOUTH WORCESTERSHIRE ECONOMY

5 The Worcestershire County Economic Assessment 2011 provides a very useful and in depth analysis of current economic and employment trends occurring South Worcestershire. Some of the key stats to emerge from the assessment include:

6 Across Worcestershire, businesses with more than 50 people, which represent just 3% of all businesses in the county, employ 49% of the workforce. Businesses with more than 200 employees account for 0.5% of business, employ almost one-quarter of the Worcestershire workforce.⁰

7 Total GVA in Worcestershire in 2007 was £8.9 bn, which equates to 9.7% of the West Midlands total.

8 GVA per resident head in Worcestershire was £16,074 compared with £19,951 in the UK.

9 GVA of Business services and finance has increased by 154% since 1995 from £180m to £2.6 bn while GVA from Public administration, education, health and other services has nearly doubled. Over the same period GVA from Production has increased just 17% and GVA from Agriculture, forestry and fishing has decreased by 32%.

10 There were 1,270 business births in South Worcestershire between 2007 and 2008, a 7% decrease in the number of new business births. The number of new businesses created was most marked in Wychavon, with a 26.4% decrease on 2007.

11 There were 1,080 business deaths in South Worcestershire between 2007 and 2008, a 9.6% decrease in the number of new business deaths. The number of businesses closing has also seen a reduction in South Worcestershire, most notably in Worcester with a decrease of 18.6%.

12 Across South Worcestershire in 2007/8, an average of 14.5% of small businesses experienced employment growth. This represents a 0.1 percentage point decrease when compared with 2006/7, however, not all districts have seen a similar decline, with Worcester increasing by 0.6 and 0.8 percentage points respectively. However, these figures relate to the period at the start of the economic downturn.⁰

13 The economic activity rate in South Worcestershire is significantly higher than it is for England (see table iii).

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14 In South Worcestershire just under 20% of the population aged 16-64 are classed as economically inactive, however this is lower than England. Of the economically inactive population nearly 25% state that they do want a job.⁰

15 The economic inactivity rate is higher amongst females than males, with the difference most prominent in the 25-34 age categories. The economic inactivity rates are also higher for those aged 50 and over and for those aged 16-24. Analysis of these trends can be found in the Worcestershire County Economic Assessment 2011.

16 The employment rate in South Worcestershire is higher than England and is also true when the employment rate is considered by gender. Table iv illustrates Malvern Hills has the highest employment rate in South Worcestershire.

Table iii Economic Activity and Inactivity rate aged 16 to 64, April 2009 to March 2010.

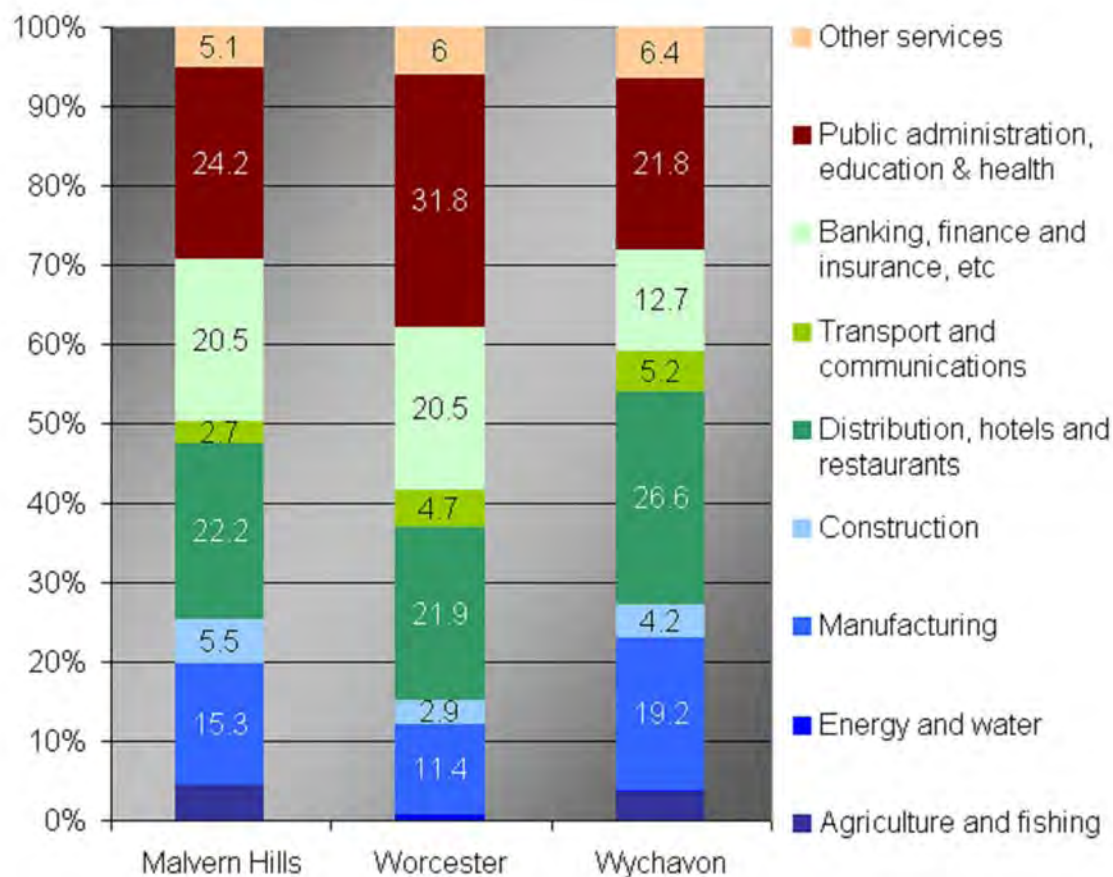
Area	Active		Inactive		Confidence
	Number	%	Number	%	
Malvern Hills	35,900	81.5	8,200	18.5	6.2
Worcester	49,600	79.9	12,400	20.1	6.3
Wychavon	61,000	82.1	13,300	17.9	5.3
South Worcs	146,500	85.2	33,900	19.7	5.9 (Average)
England	25,615,500	76.6	7,807,100	23.4	0.2

Table iv Employment rate aged 16 to 64 April 2009 to March 2010.

Area	Number	%
Malvern Hills	35,300	80
Worcester	48,000	77.4
Wychavon	58,100	78.2
South Worcs	141,400	78.4
England	23,554,500	70.5

Appendix 1: Key Facts about South Worcestershire

Figure i South Worcestershire Employment by Industry, Workplace-based
Source: Worcestershire County Economic Assessment, 2008



17 Looking specifically at the workforce employed in manufacturing in South Worcestershire, about one-third are involved in medium-high and high technology manufacturing, which is a smaller proportion than in England (Figure ii).

18 Malvern Hills has the greatest proportion of manufacturing employees employed in high-technology manufacturing at 19%, 11 percentage points higher than the county average. It is likely that this is due to the presence of facilities such as Malvern Hills Science Park.

19 In contrast, more than 70% of the manufacturing workforces of Wychavon and Worcester are employed in medium-low and low technology manufacturing, with low technology manufacturing dominating in Wychavon, and medium-low technology manufacturing dominating in Worcester.

Appendix 1: Key Facts about South Worcestershire

Figure ii Percentage of employees in low technology and high technology manufacturing industries as a proportion of all manufacturing

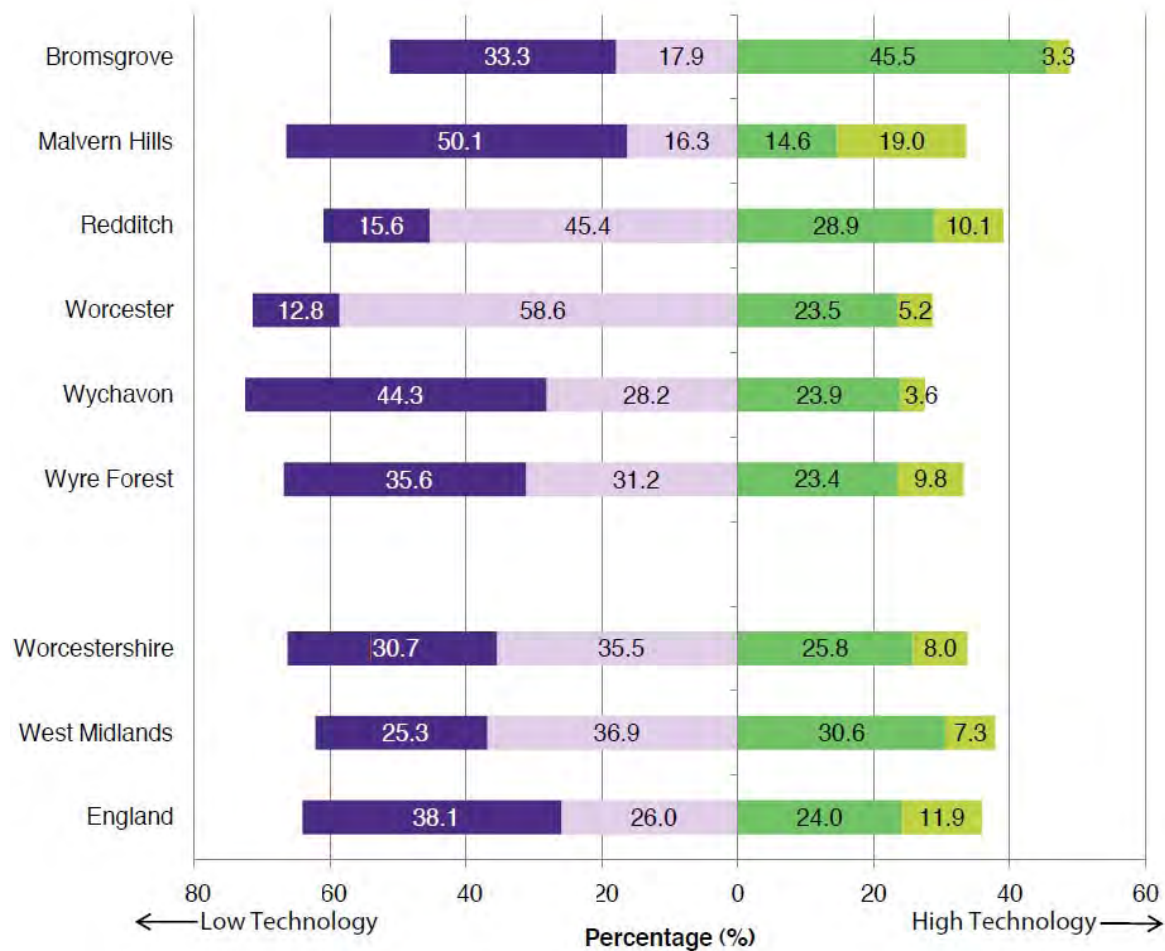


Table v Transport. Source: Census 2001

	Malvern Hills	Worcester	Wychavon	South Worcs Average	England
Car Ownership per Household (%)					
At least 2 cars	43.8	31.6	45.6	40.3	29.4
No car	14	22.6	14.4	17.3	26.8
Commuting (%)					
By car	69.6	65	72.2	68.9	(UK) 61.5
By public Transport	3.5	6	2.8	4.1	(UK) 14.5

Appendix 1: Key Facts about South Worcestershire

By cycle	2.41	5	2.45	3.2	(UK) 2.8
By walking	8.49	15	8.48	10.65	UK 10.0

20 South Worcestershire is served by two motorways (M5 and M50) and one designated Trunk Road (A46). These roads are managed by the Highways Agency, which has a clear remit to deliver a safe and efficient strategic road network.

21 The busiest sections of the motorway network in Worcestershire carry approximately 28 million vehicles per annum, but none of the top five sections of motorway in the West Midlands in terms of Annual Average Weekday Traffic (AAWT) fall within South Worcestershire's boundary.

22 The annual average weekday traffic for Motorways junctions in South Worcestershire at 2009 are (Source Highways Agency, 2009):

- M5 Junction 5 to J6 = 115,000 vehicles
- M5 Junction 6 to J7 = 110,700 vehicles
- M50 Junction 1 to M5 Junction 8 = 35,000 vehicles

23 Traffic flows on the A46 are markedly less than for the M5 but comparable with the M50 along certain sections, in particular at the A46 junction with the B4510 (AAWT of 26,400 vehicles) and between the junction with the A44 and B4035 (AAWT of 24,300 vehicles).

24 The strategic highway network is also vital for road freight and helps to minimise the volume of Heavy Goods Vehicles (HGVs) using the non-strategic network.

25 Other strategically important roads in South Worcestershire i.e. the Principal Road Network (PRN), including the A38, A422, A449, A4103, A44 and A456 are managed by WCC, along with the local road network. In general, the PRN has to cater for the highest non-motorway traffic flows, with the busiest sections of the network being located in and around Worcester (e.g. A44 Worcester Bridge and A4440 Southern Link Road) and the A38.

26 Approx 7 million passengers/annum use Worcestershire's rail stations. Rail patronage has grown, +20% between 2004/05 and 2007/08. The most used station in Worcestershire is Worcester Foregate Street (approx 21% of all rail journeys to/from Worcestershire). In combination, Worcester Foregate Street and Shrub Hill Stations account for 32% of all rail journeys to/from Worcestershire (Worcestershire County Economic Assessment, 2011).

SOUTH WORCESTERSHIRE POPULATION ESTIMATES

27 Population figures presented in this appendix derive from ONS mid-year estimates and subsequent analysis undertaken by Worcestershire County Council. Data present in tables vi, vii and viii and figures iii to ix are based on ONS and Worcestershire County Council data and analysis.

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28 The 2009 mid-year estimates were released in June 2010, whereas updated mid year figures for 2001-2008 were revised in May 2010. At 2008 an estimated 285,200 people were living in South Worcestershire. Latest estimates (mid 2009) predict this to increase to 286,400 by 2009. This represents growth by an estimated 31,200 people across South Worcestershire or almost 12% growth on the 1991 population estimate (see table vi).

Table vi Population at Mid 2009 Source: Office for National Statistics mid year estimates 2009

Residential Population	Malvern Hills	Wychavon	Worcester	South Worcs (total)	Current South Worcs Trend	England
Total	75,000	116,700	94,700	286,400		51,809,700
% increase 1981 to 2009						
% increase 1991 to 2009	+7%	+15%	+14%	+12%		Not Known
% increase 2001 to 2009	+4%	+3%	+1%	+3%		Not Known
(Av Density per km ²)	130	176	2844	225		Not Known

Table vii Population at Mid 2009 Source: ONS Mid year estimates 2009

Town	Population Estimate
Malvern (including Malvern Wells)	33,600
Droitwich	23,600
Evesham	22,800
Pershore	7,000
Upton-upon-Severn	2,700

Appendix 1: Key Facts about South Worcestershire

Tenbury	2,300
Worcester City	94,700

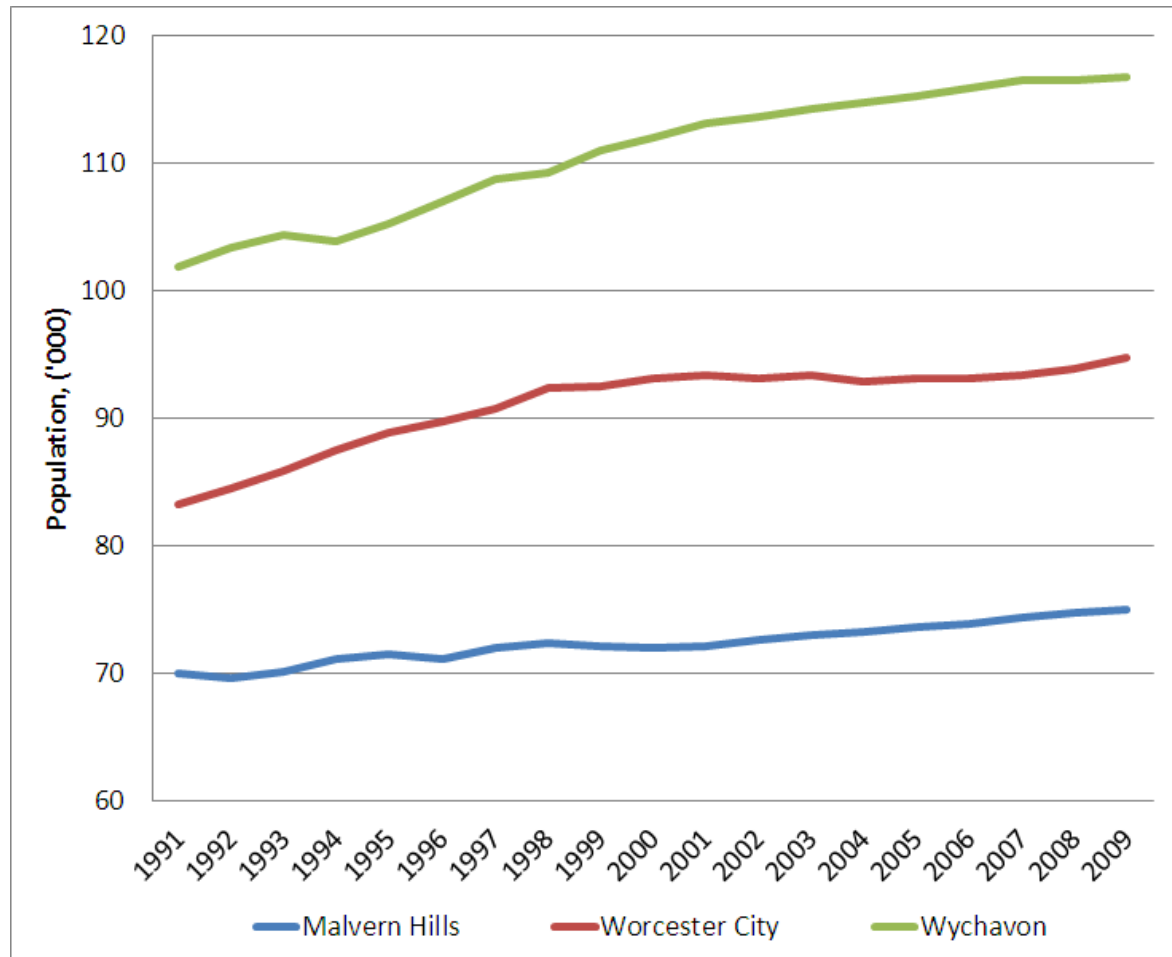
29 The largest population increases have been seen in Wychavon due in part sustained levels of natural change coupled with high levels of net migration into the district (see figures iii and iv). The urban area of Worcester City has in recent times tended to have a small net out-migration, however since 2006 the City has recorded small net gains. Despite the out-migration at the turn of the 21st Century the City does register an population increase due to a higher number of births compared to the number of deaths. Malvern Hills District has consistently recorded the lowest levels of natural change and highest levels of in-migration across South Worcestershire. Since 2001 Malvern Hills District has recorded more deaths than births, however this net decrease in population is supplemented by a higher level of in-migration.

30 Full details of components of change are available on the Worcestershire County Council Website or directly by using the following link:

3 **1**
www.worcestershire.gov.uk/cms/communityandliving/research-and-intelligence/population/components-of-change.aspx

Appendix 1: Key Facts about South Worcestershire

Figure iii South Worcestershire Annual Population Estimates Since 1991



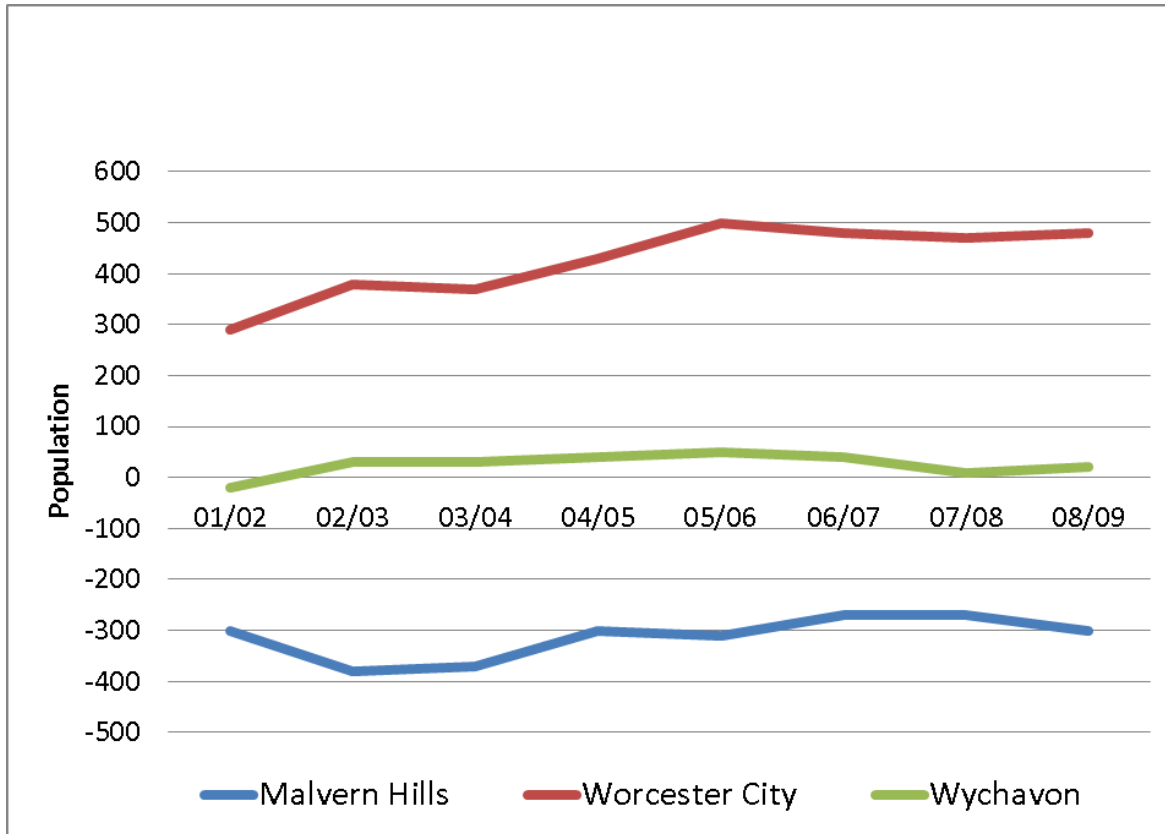
Natural Change (Births and Deaths)

32 Official figures for births and deaths in Worcestershire and the districts are received from ONS annually. To view details please visit: www.worcestershire.gov.uk/cms/pdf/Comps_of_change_Births_deaths_2001-09.pdf

33 Further population information can be found via the [2001 Census](#). Alternatively, general population information at a regional and national level can be accessed via the [Office for National Statistics](#).

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Figure iv Population Change due to Natural Change: 2001 to 2009



Migration

34 Official figures for internal and international migration are received from ONS annually. Internal migration is migration to and from areas within the UK, and international migration is to and from areas overseas. To see details of the **net movements** into and out of the County and districts, please visit the following website:

35 www.worcestershire.gov.uk/cms/pdf/Comps_of_change_Migration_2001-09.pdf

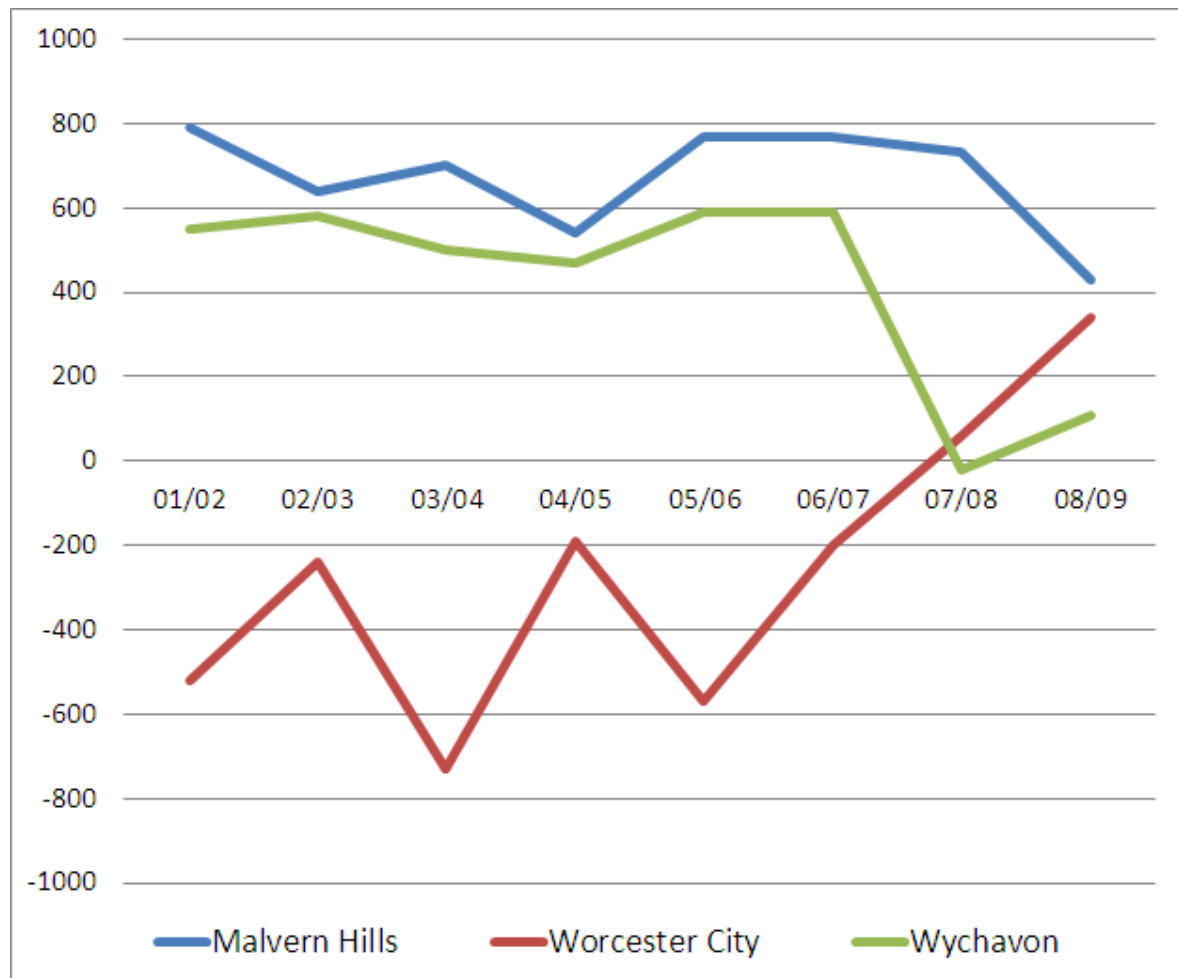
36 The Migration Report 2003 to 2008 has been produced by Worcestershire County Council and looks in details at migration patterns of people moving in and out of the County and districts. This can be found using the following link:

37 http://www.worcestershire.gov.uk/cms/PDF/worcs_migration_report_2003-08.pdf

38 Minus figures in figure v illustrate an out migration of the area. A positive figure illustrates migration in to the area.

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Figure v Population Change due to Migration: 2001 to 2009



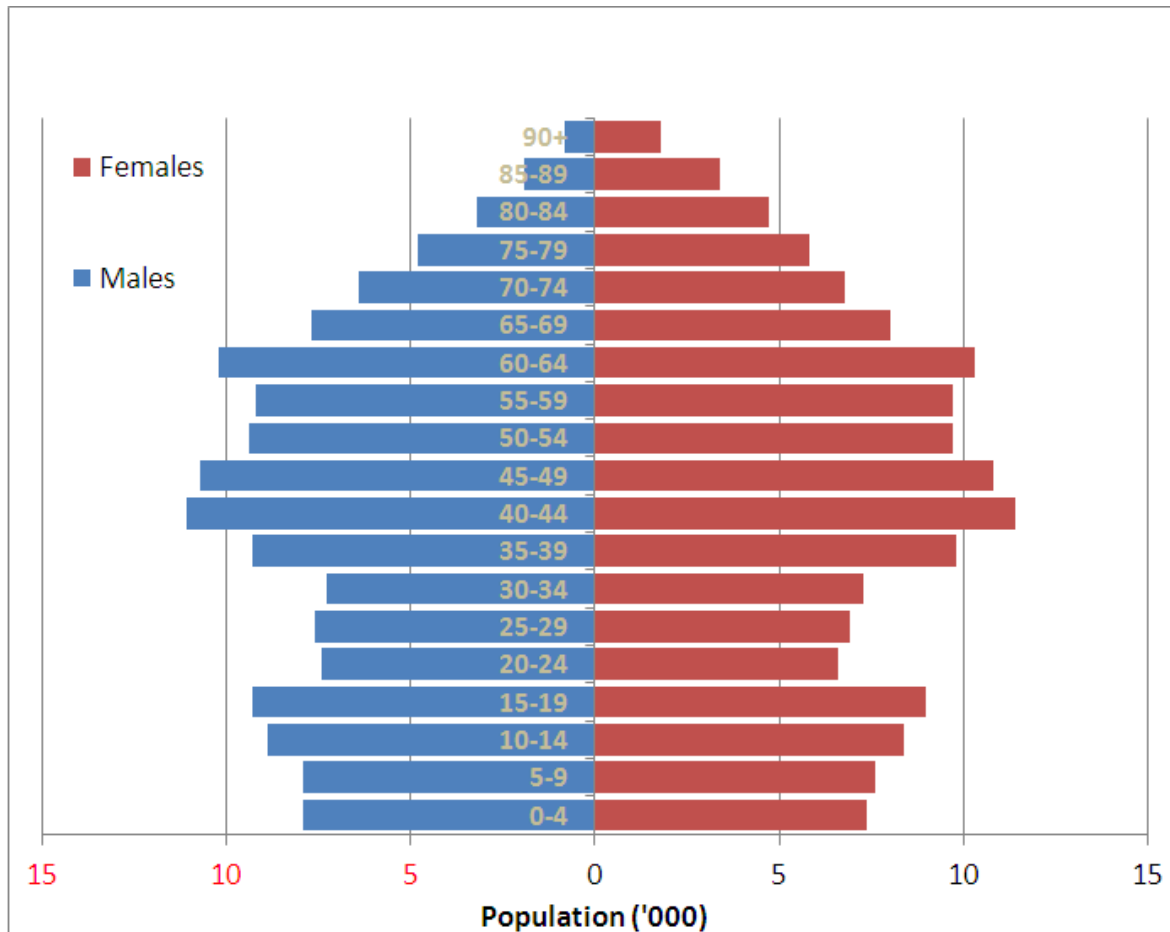
Age Groups in South Worcestershire

39 Figures quoted in figure 4 are for quinary (5-year) age groups. Please also note population **figures presented are in thousands. The source for this figure is ONS Mid 2009 Population Estimates for Malvern Hills by 5-year Age Group.**

40 The number of young people aged 0 to 17 years in South Worcestershire has decreased by 1,100 over the period 2001 to 2009, but not before reaching a peak of 60,400 people in 2005. At 2009 there were 59,200 people aged 0 to 17 years living in South Worcestershire. During the same period the 18 to 64 years, often referred to as the working age population, has increased by 1,900 people. Table iv and figure v illustrate the 65-plus population has risen by 7,000 people, representing an increase of 15%.

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Figure vi South Worcestershire Population Pyramid, mid year population estimates 2009



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Figure vii Comparison of ONS Mid Year Estimates 2001 and 2009 for South Worcestershire by Broad Age Group

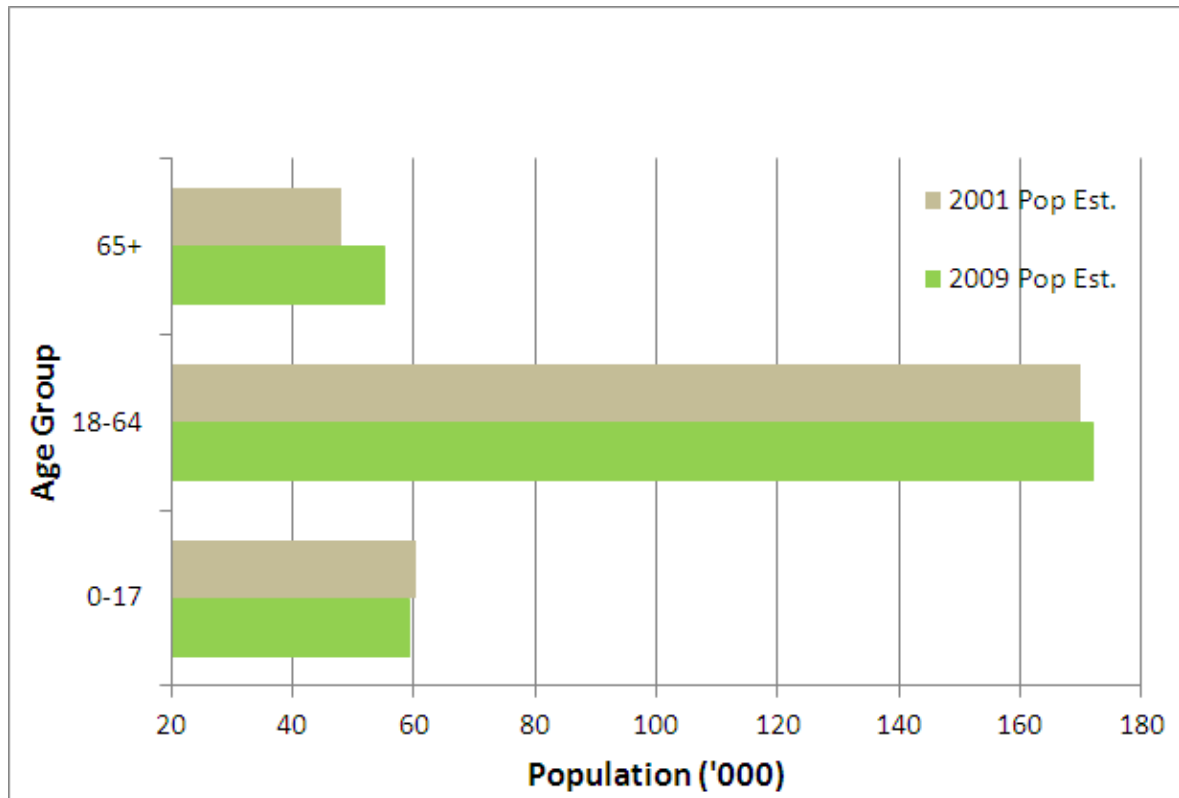
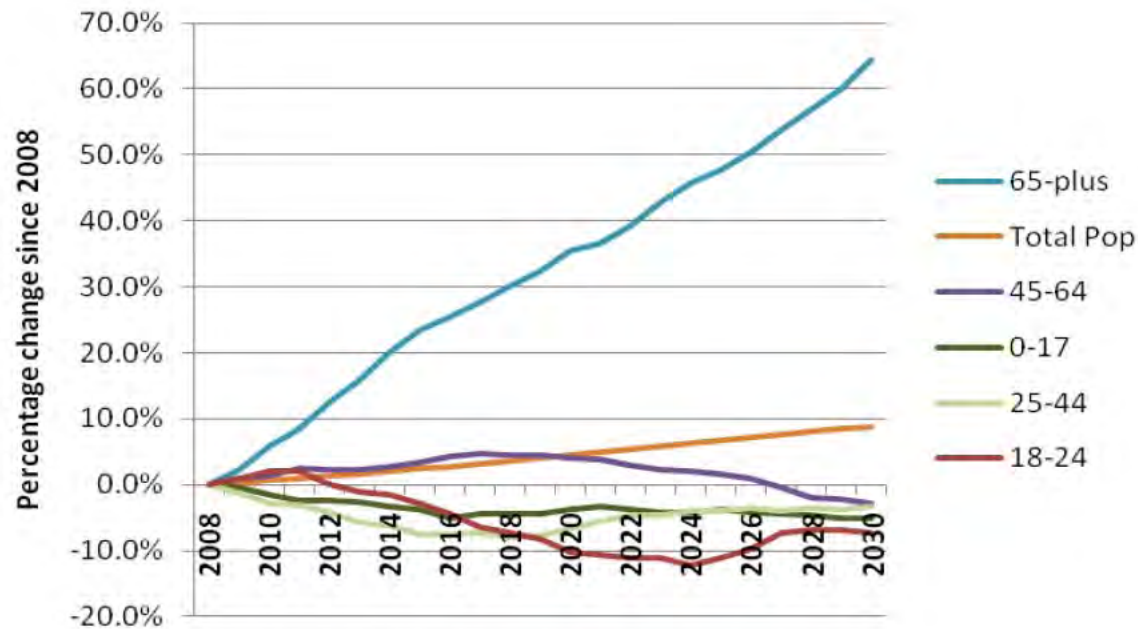


Table viii Age & gender.

	Malvern Hills	Worcester	Wychavon	South Worcs	Current South Worcs Trend
Male	36.8	46.4	57.7	140.9	N/A
Female	38.2	48.3	59.0	145.5	N/A
0 to 17 years	15.6	20.0	23.6	59.2	Slight decrease
18 to 64 years	42.1	60.5	69.3	171.9	Slight increase
65 years and over	17.3	14.2	23.7	55.2	Significant increase
85 years and over	2.7	1.9	3.1	7.7	Significant increase

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Figure viii Projected % Population Change in South Worcestershire by Age Group, 2008 to 2030. Source: ONS 2008-based Population Projections



41 Figure viii shows the projected population change in South Worcestershire for 2008-30 split by age group. It can be seen that the 65-plus population has the greatest projected change, at almost 65%, representing an increase of around 35,000. This compares to a total population increase of 25,000, or just less than 9%. The other age groups are all projected to have decreased by 2030, with the number of people aged 18-24 projected to decrease the most, at over 7%.

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Figure ix Projected Percentage Population Change in South Worcestershire by ONS Projection, 2008 to 2030. Source: ONS Population Projections 2004-based, 2006-based and 2008-based



42 Figure ix shows the differences between the three most recent ONS population projections. It is evident that the 2006-based projections suggest the greatest population increase in South Worcestershire between 2008 and 2030 (around 12.5%, or over 35,000 persons). The 2008-based and 2004-based figures have similar levels of projected growth, at just under 9%, representing an increase of around 25,000 persons. This is because the 2006-based projections were calculated at a time of economic stability, meaning that a high level of migration into the county was built into the assumptions.

HOUSING

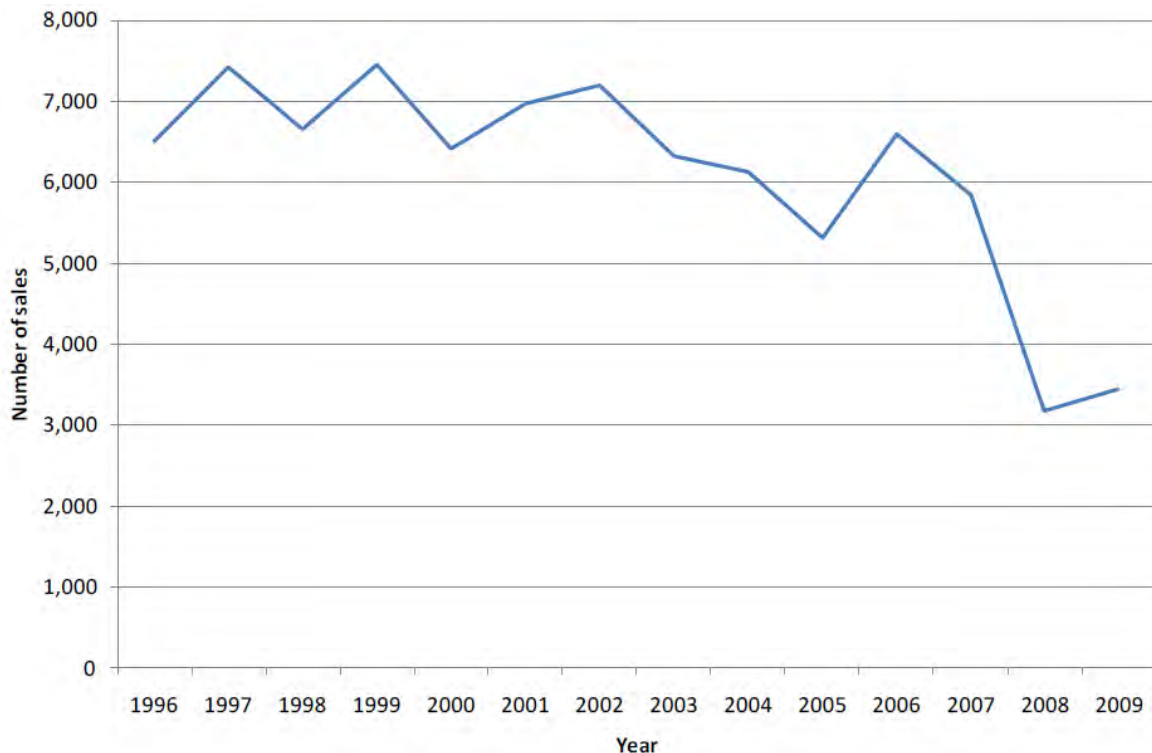
43 In 2009, the mean house price in South Worcestershire was £203,679. This compares to North Worcestershire at £184,229, Worcestershire at £195,317 and England at £216,493

44 Mean prices were highest in Malvern Hills (£231,904), followed by Wychavon (£221,355) and Worcester City (£165,698).

45 Over the period 1996-2007, house prices in Worcestershire rose by 194%, fuelled by the availability of affordable mortgages during a period of economic prosperity. In South Worcestershire they rose 214% compared to a North Worcestershire figure of 174%.

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Figure x Number of Property Sales in South Worcestershire, 1996 to 2009.
Source: Land Registry, 2010



46 Prices rose by 234% in Malvern Hills, 220% in Worcester City and 207% in Wychavon.

47 However, during the 'credit crunch' and subsequent 2008/9 recession, affordable mortgages became difficult to obtain, with borrowers required to have large deposits as lenders were unwilling to lend to those needing high loan-to-value ratios.

48 Rising unemployment and falling confidence led to a marked reduction in house sales, so that by 2008 the number of sales in Worcestershire was just 46% of the number seen in 2006. In South Worcestershire the equivalent figure was 48%, with sales in Malvern seemingly less affected than across the rest of the county with the number of sales remaining at 56% of 2006 levels.

49 During 2009 the number of sales in the county increased by 4%, but remains well below 'normal' levels.

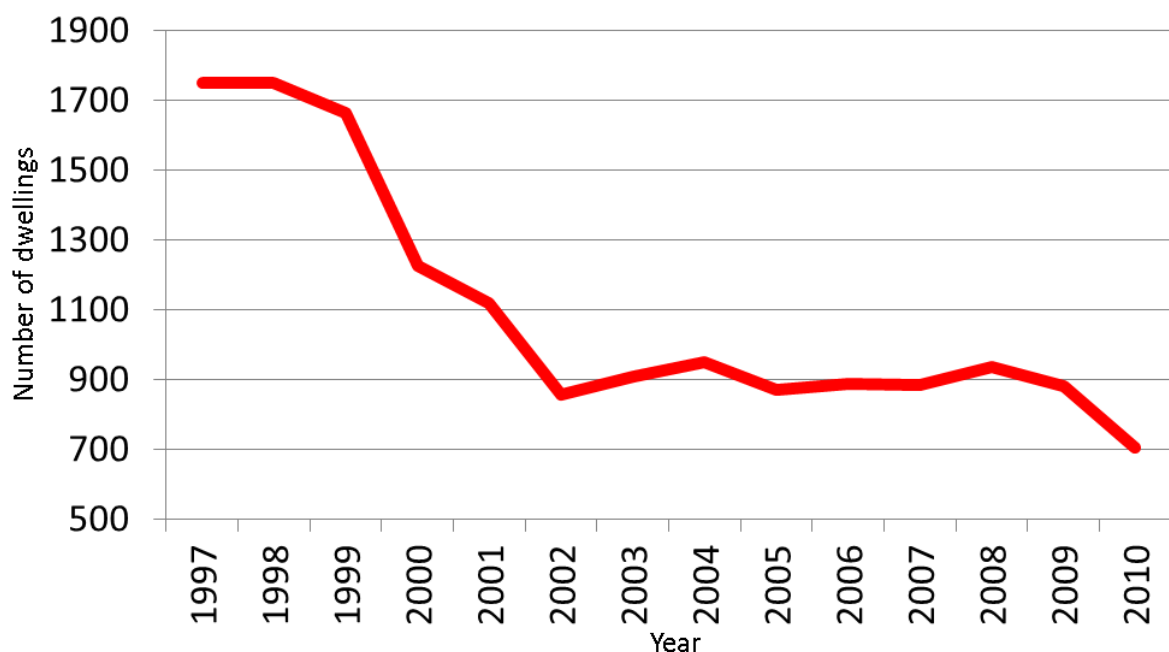
50 As a consequence of falling demand (partly a result of an inability to secure finance), house prices fell during 2008 and 2009. In 2009, mean prices across Worcestershire were 8.5% below 2007 levels. In South Worcestershire they were 11.2% down, while in North Worcestershire they were 6.5% lower.

51 Comparing the first three quarters of 2010 with the same period in 2009, the number of sales in Worcestershire increased by 15.3%, while the mean property price rose 8.6%. The housing market has demonstrated some signs of recovery, but

Appendix 1: Key Facts about South Worcestershire

this may be a result of a better balance between the number of properties for sale, and the demand from those willing and able to obtain a mortgage rather signs of a significant recovery.

Figure xi Annual Number of Dwellings Built Across South Worcestershire Since 1996



Housing Completions

52 House building is important in Worcestershire. The construction industry employs almost 5% of the Worcestershire's workforce, some 11,000 people. However, as well as being an industry in its own right, the provision of housing has important implications for the social and economic constitution of an area.

53 In the twelve months ending 31 March 2010 a total of 743 dwellings were completed in the South Worcestershire area. This figure represents the total net increase to the total South Worcestershire dwelling stock and takes into account demolitions, changes of uses out of dwellings, replacement dwellings and losses due to conversions.

54 Total net completions for 2009/10 are significantly lower than the total annual mean average of 850 net completed dwellings per year between 2006/7 and 2009/10. Since 2007/8 the number of dwellings being built across South Worcestershire has dropped by 25%. The 2009/10 monitoring period, illustrates the continuing effects of the economic recession. It is important to continue to monitor such trends and potential implications this has on planning policy, house prices and housing needs.

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Table x Housing Completions in South Worcestershire between 2006 and 2010.

Year	Total Annual New Build Completions (gross)	Demolitions	Conversion (losses) / gains	Change of use (losses) / gains	Total Net Completions
2006/7	840	18	-	-	883
2007/8	836	43	-	-	934
2008/9	802	37	-	-	880
2009/10	610	56	9	140	703
TOTAL	3088	154	-	-	3400

Table xi Tenure (%) Source: Census 2001

Housing Tenure	Malvern Hills	Worcester	Wychavon	South Worcestershire Average
Owner Occupied	76	72	76	75
Public Rented	14	15	17	15
Private and other rented	10	11	7	9

ETHNICITY

55 Since January 2008, ONS have published "experimental" ethnicity statistics for each Local Authority in England. These statistics give a more up-to-date picture than the 2001 Census.

56 The most recently released figures are for the year mid-2007, although it should be noted that these figures have **not** yet been updated to be consistent with the revised figures that became available in May 2010. The ethnicity stats for 2001-07 are available for Worcestershire and the districts using the following link

57 http://www.worcestershire.gov.uk/cms/pdf/worcs_ethnicity_mid_2007.pdf

58 The population of ethnic minorities is relatively small in South Worcestershire. In mid-2007 just over 93% of people in South Worcestershire are classed as White British compared to 84% in the whole of England. However figure xiii illustrates that

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ethnic diversity across South Worcestershire has increased during the period 2001 and 2007. The statistics show that BME persons (Black and Minority Ethnic - i.e. those not of White British origin) have risen from around 11,400 (4.1%) in 2001 to around 18,900 (6.6%) in 2007, with populations of BME in 2007 varying from 6.2% in Worcester City, 6.2% in Malvern Hills and 5.8% in Wychavon.

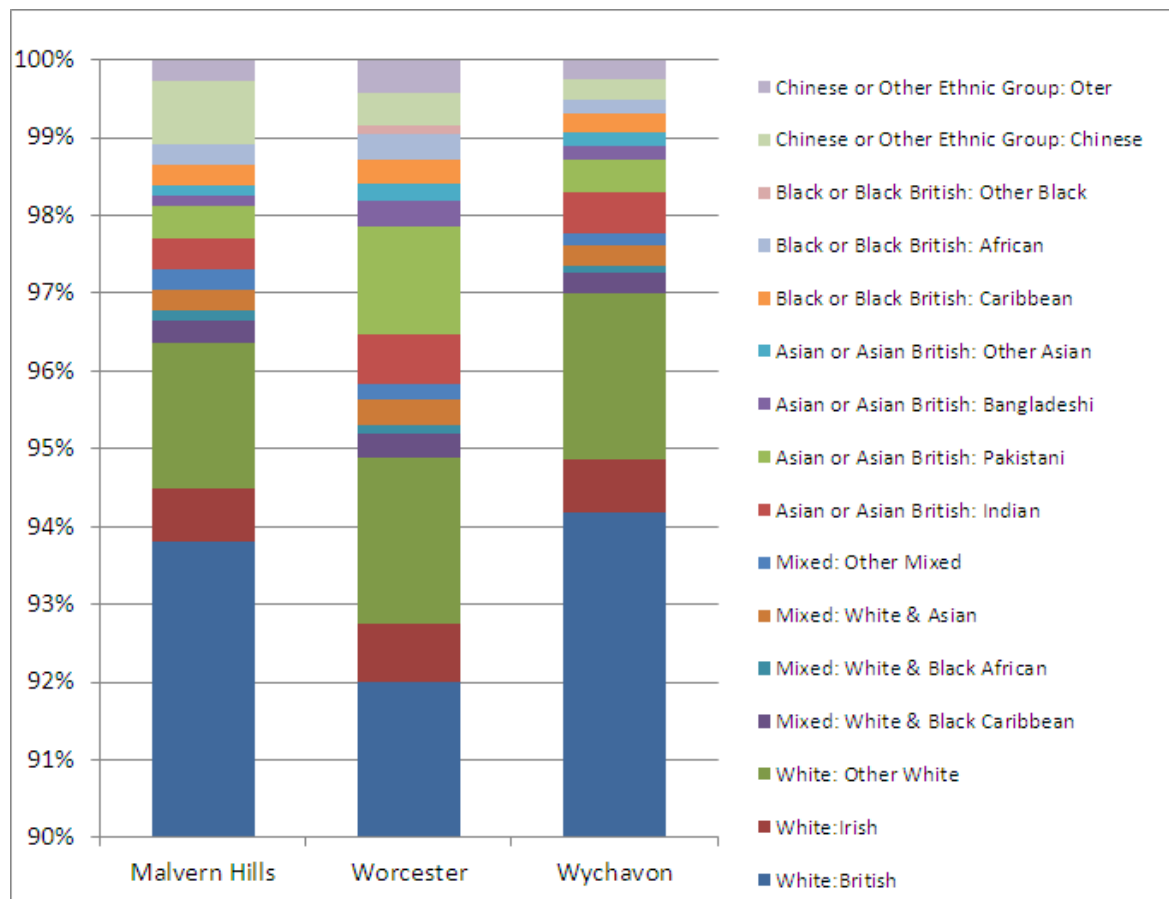
59 In 2007 the largest ethnic minority in South Worcestershire were among the White Other (i.e. White but originating from outside Great Britain and Ireland). Similar to BME persons this group has also risen, from 4,100 in 2001 to 5,900 in 2007. The Indian, Pakistani and Chinese populations are also relatively prevalent in comparison to other ethnic groups in the County. The Pakistani population is estimated at around 2,100 in 2007, up from around 1,300 in 2001. The Pakistani population in 2007 was mainly located in Worcester City (1,200), with very limited presence in Wychavon and Malvern Hills. The Indian population has risen from around 600 in 2001 to 1,500 in 2007. This population group is more evenly distributed across South Worcestershire when compared against the Pakistani population. The largest percentage increase during the period 2001 and 2007 was the African population. During this 6 year period the African population has increased by 250% from 200 to 700 people.

60 Please note that these are experimental statistics. This means they are still in the testing phase and are not as rigorous as official ONS releases, and should be treated with caution. They are however fully consistent with published mid-year population estimates for the corresponding year.

61 For a detailed description of experimental statistics please go to: <http://www.statistics.gov.uk/CCI/nugget.asp?ID=173>

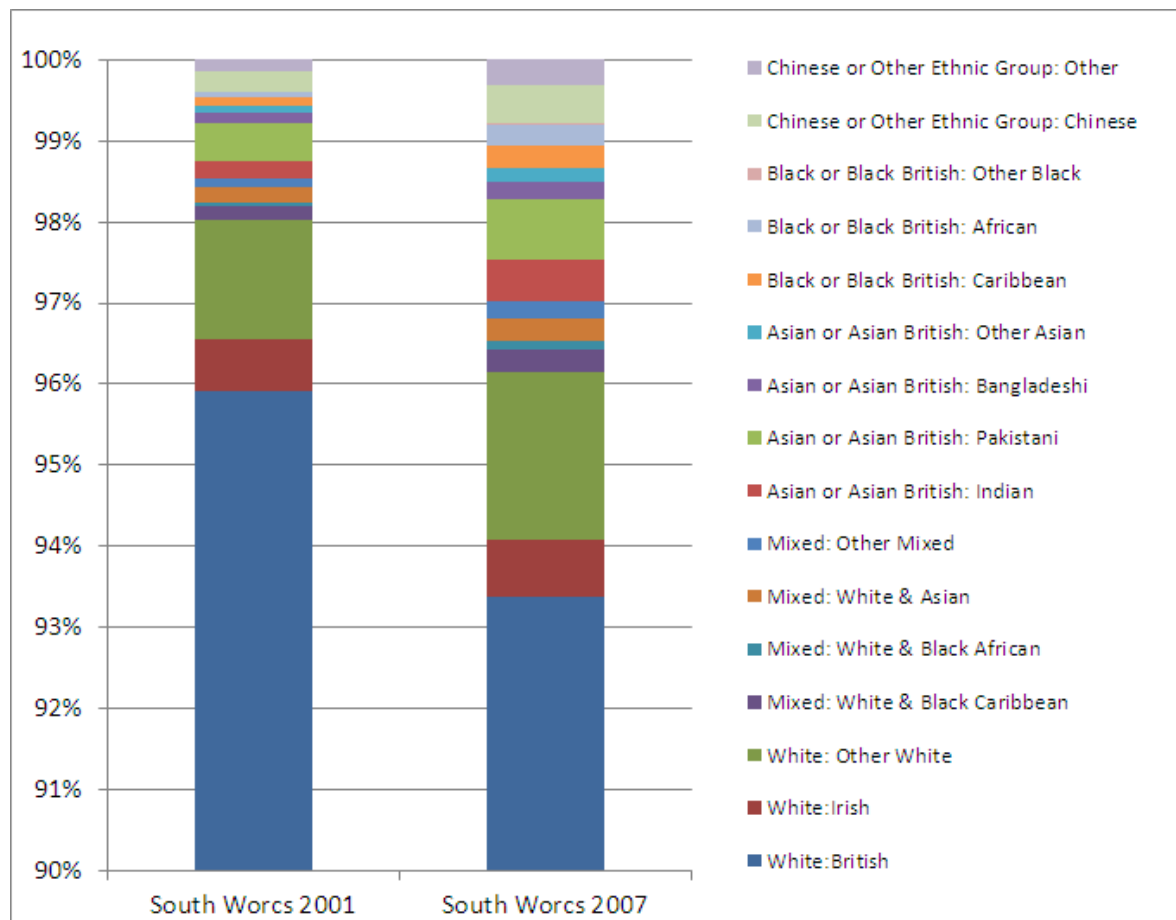
Appendix 1: Key Facts about South Worcestershire

Figure xii South Worcestershire Population by Ethnic Group. Source ONS mid year population estimates 2007



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Figure xiii South Worcestershire Population by Ethnic Group 2001 and 2007.
Source ONS mid year population estimates 2001 and 2007



DEPRIVATION

62 Data, text and analysis in this section has been taken from the annual Worcestershire County Economic Assessment, 2010.

63 Deprivation is a key factor in affecting people's life chances, their levels of education and opportunities for employment and involvement in society. From an economic perspective, deprivation is frequently associated with unemployment and, more broadly, worklessness. It is, therefore, important to understand where pockets of deprivation exist. Although deprivation can result from a number of different factors (employment, education, living environment) income deprivation is usually deemed to be the most important. People living on low incomes are restricted in terms of their housing choices, education opportunities and skills, and employment prospects.

64 In South Worcestershire, approximately 7,130 people (2.5% of the population) live in households with less than £17,833 pa (60% of the median household income for England). The proportion is largest in Worcester City (3.7%).

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65 Communities and Local Government have published an Economic Deprivation Index, which combines information about claimants of income-related benefits and job seekers allowance. It shows that in 2005, Worcester City was the most deprived South Worcestershire Local Authority with a rank of 187 out of 354 (where 1 is the most deprived). This is followed by Malvern Hills (237) and Wychavon (256).

Table xiii Income Deprivation, Population and households on low incomes, 2009. Source: CACI Ltd, 2009. Paycheck

Area	Pop in Households on less than 60% of England median household income	Pop total	%	Households on less than 60% of England median household income	Households total	%
Malvern Hills	1,639	75,000	2.2	926	32,400	2.9
Worcester	3,516	94,100	3.7	1,839	41,700	4.4
Wychavon	1,975	118,900	1.7	1,064	51,800	2.1
South Worcs	7,130	288,000	2.5	3,829	125,900	3

66 Comparing the average rank for 2002-5 with that for 2000-2 suggests that relative to other LAs in England economic deprivation in South Worcestershire is worsening, with Worcester most affected. Of the 6 South Worcestershire Lower Super Output Areas (LSOAs) that fall in the 10% most deprived areas nationally, 4 are in Worcester.

Table xiv Economic Deprivation Index Worcestershire Lower Super Output Areas in the most deprived 10% of areas nationally, 2005.

Ward	LSOA	LA	Rank 2005 (1 = most deprived, 32,342 = least deprived)
Warndon	E01032332	Worcester	712
Gorse Hill	E01032302	Worcester	2,265
Rainbow Hill	E01032313	Worcester	2,286
Pickersleigh	E01032204	Malvern Hills	2,451

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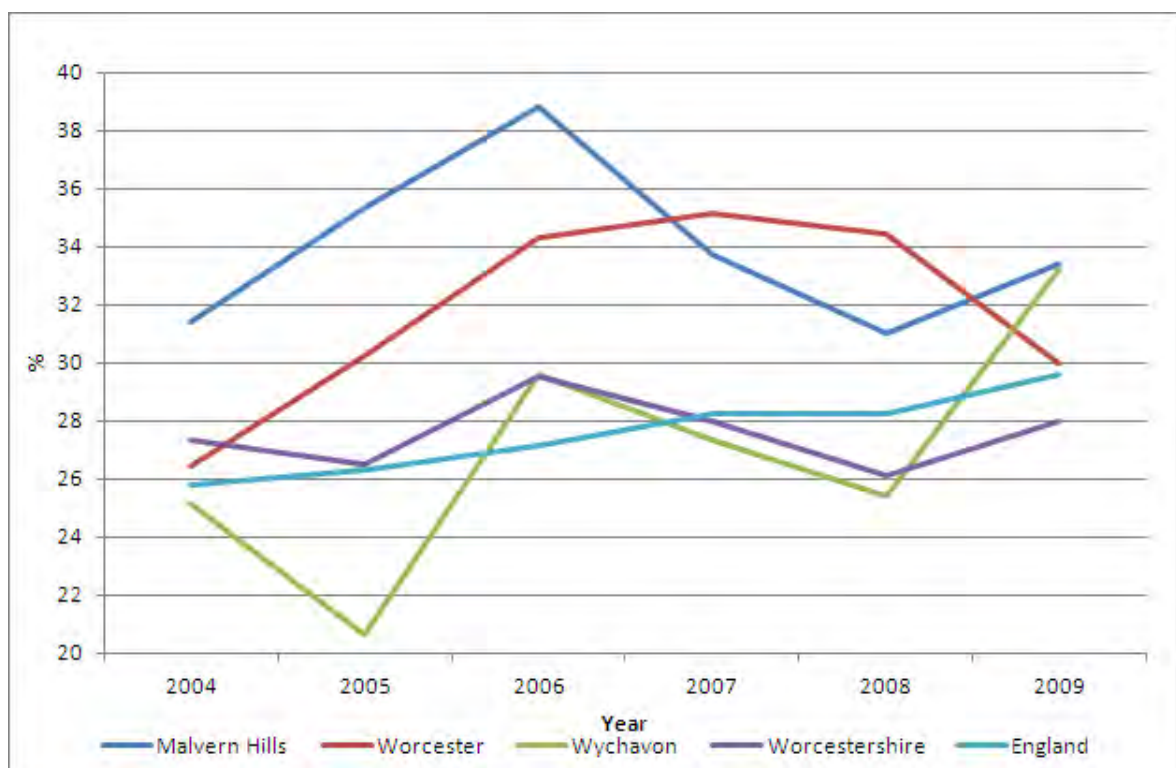
Warndon	E01032333	Worcester	2,789
Droitwich West	E01032369	Wychavon	3,146

EDUCATION

Adult qualifications

67 In order to fulfil the objective of a highly skilled knowledge economy it is important that the workforce has the qualifications and skills required by employers. Although it is difficult to assess whether the particular requirements of specific businesses are being provided for, data are available which assess overall qualification levels in the population. Across South Worcestershire, an average of 32% of the population aged 16-64 was qualified to NVQ Level 4 or higher in 2009. This is above the average for England (30%) and much higher than for the West Midlands (25%). Percentages are highest in Malvern Hills and Wychavon (both around 33%).

Figure xiv Proportion of the population aged 16-64 qualified to at least NVQ 4 or higher (%) 2004 to 2009. Source: ONS, 2010. Annual Population Survey



68 Around 50% (average) of the population were qualified to NVQ Level 3 or above in South Worcestershire, compared to 49% for England. About 68% (average) of the South Worcestershire population is qualified to NVQ Level 2 or higher; 3 percentage points higher than English average. The proportion of the population with no

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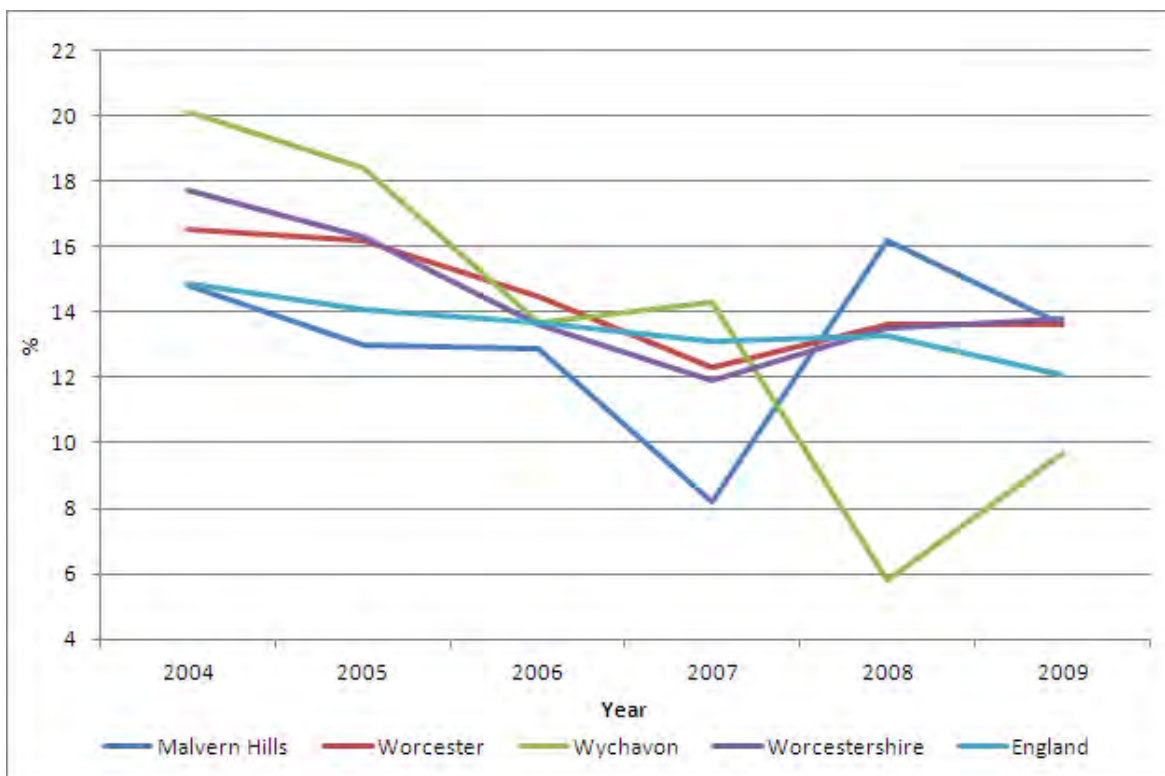
qualification (12%) which is the same as the national equivalent (12%). Wychavon has recorded a significant drop in recent years and has the lowest level of people without a qualification (see Figure xv).

69 In 2010 the Educational Planning and Assessment System found that roughly 60% of students studying GCSE's in Malvern Hills achieved 5 or more A* to C (including A* to C GCSE English & Maths). Where as Worcester and Wychavon achieved 52% and 56% respectively. Malvern Hills and Worcester achieved the highest number of students achieving 3 or more A Level A to B grades (roughly 35%). Roughly 18% of Wychavon students achieved 3 or more A Level A to B grades.

University of Worcester

70 The University of Worcester is a considerable asset to the county; it is the fastest growing university in the country and has been for the past three years (Based upon the percentage increase in applications to undergraduate programmes). In 2009/10 there were 9,545 students; approximately 81% were studying for an undergraduate qualification, 18% were studying for a postgraduate qualification and just over 1% were postgraduate research students. Almost 69% of students are enrolled on courses in Education (34%) or Health (25%); however, there has also been expansion in science courses, particularly biological sciences (Worcestershire County Economic Assessment, 2011).

Figure xv Proportion of the population aged 16-64 with no qualifications (%), 2004 to 2009. Source: ONS, 2010. Annual Population Survey

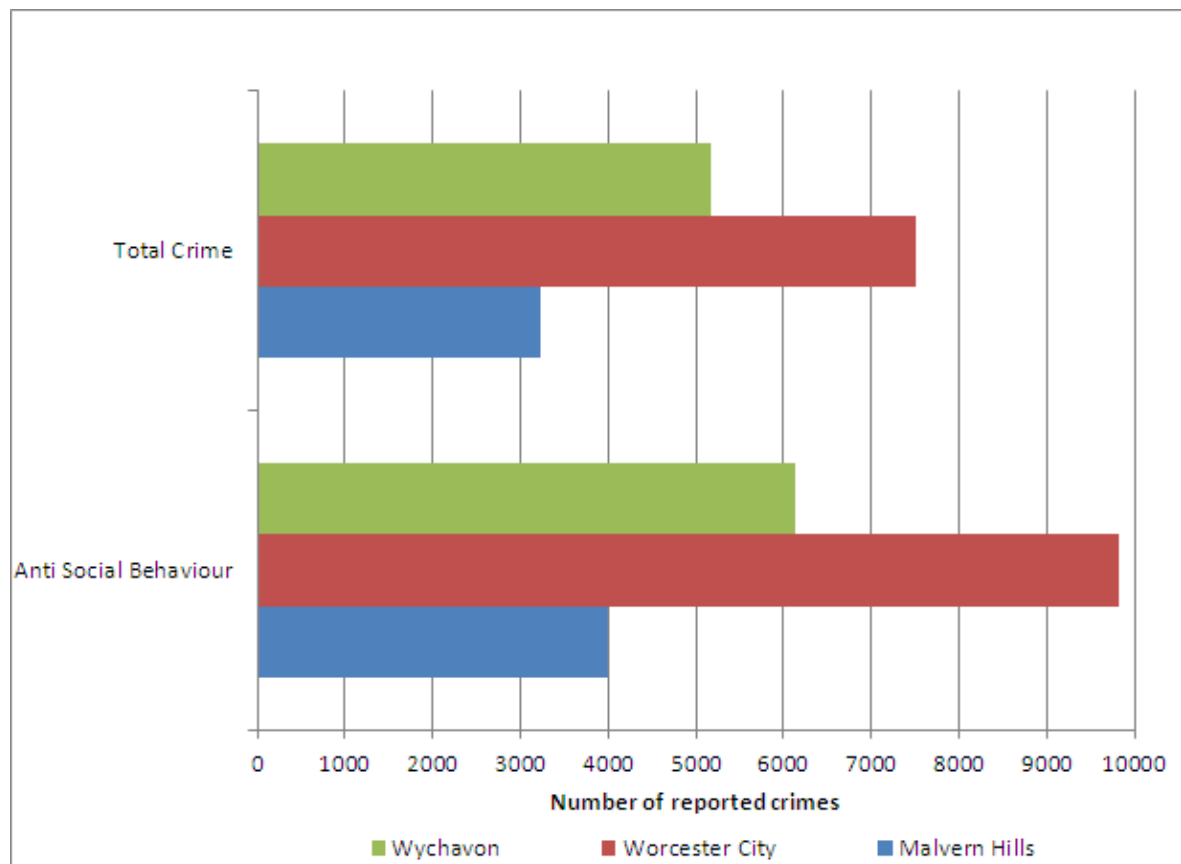


Appendix 1: Key Facts about South Worcestershire

CRIME

71 The level of reported crime across South Worcestershire during 2009 can be seen in figure xvi. The highest level of total crime and anti social behaviour can be seen in Worcester. Anti social behaviour in Worcester is roughly 150% higher than that reported in Malvern Hills District.

Picture xvi Level of Crime in South Worcestershire during 2009 to 2010.



Appendix 2: Evidence Base

SWDP Public Consultation Document

Appendix 2: Evidence Base

South Worcestershire Development Plan Evidence Base

The South Worcestershire Development Plan must be based on up to date and robust information to ensure that the policies and proposals within it have a sound basis. The 'soundness' of Development Plan Documents is one of the key matters that will be tested at examination.

The South Worcestershire Development Plan takes into account Government planning policy set out in Planning Policy Statements and Planning Policy Guidance; Saved Policies of the Worcestershire County Structure Plan and the Malvern Hills, Worcester and Wychavon adopted Local Plans; and the various themes and priority outcomes of the Sustainable Community Strategies covering South Worcestershire.

The South Worcestershire Development Plan is also based on technical evidence including feedback from infrastructure / service providers, specific technical reports (see list below) including the required Sustainability Appraisal as well as feed back from various public consultations. The following provides a list of evidence reports that have informed the preparation of the South Worcestershire Development Plan Preferred Options.

Sustainable Community Strategy

Draft Sustainable Community Strategy for Worcestershire. Worcestershire Partnership, September 2010.

This will set out a single strategic vision for the future of the County which will allow those organisations delivering services to priorities 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.

Worcester Forward. Worcester Alliance, 2010.

The Sustainable Community Strategy for Worcester is the main vehicle for achieving the vision, a First Rank Cathedral and University City. This strategy contains the outcomes the Alliance desires for Worcester, all of which will improve the lives of the people who live in, work in and visit Worcester. This strategy will remain in place until the draft Sustainability Community strategy for Worcestershire is approved.

Our Future. Together. Malvern Hills Partnership, May 2008.

The Partnership has a vision for Malvern Hills District where residents can enjoy a good standard of living, access well paid and fulfilling jobs and live in houses which are affordable and suits their needs. This strategy will remain in place until the draft Sustainability Community strategy for Worcestershire is approved.

Wychavon Community Strategy, shaping the future together. Wychavon District Council, October 2007.

This contained the vision and priorities for the Wychavon district from 2007 to 2010. It set out how the organisations involved in preparing it would work together to improve the quality of life for everyone who lives in, works in or visits the district. Wychavon District are now working with the Worcestershire Partnership to develop a single Community Strategy for Worcestershire.

Sustainability Appraisal

Sustainability Appraisal Report. Enfusion, August 2008 and September 2011. Integrated Appraisal incorporating: Sustainability Appraisal/Strategic Environmental Assessment/Equality & Diversity Impact Assessment/ Health Impact Assessment.

Sustainability Appraisal assists in promoting a sustainable approach to development through an on going dialogue and assessment process during the preparation of Development Plan documents. Whilst Strategic Environmental Assessment specifically considers the potential impacts of planning proposals on the environment and is a requirement of European legislation. In England the Sustainability Appraisal and Strategic Environmental Assessment processes are dealt with in an integrated manner affording environmental, social and economic issues the same level of consideration in the Sustainability Appraisal process.

Generic Evidence

Focused Sub-Regional Review of the Regional Spatial Strategy Evidence Base to inform the South Worcestershire Development Plan. Stefan Preuss and John Pattinson, November 2010.

This review focused on those bits of the Regional Spatial Strategy evidence base that are relevant to the future planning of South Worcestershire and resulted in a number of topic papers highlighting the specific evidence that should be taken into account when developing South Worcestershire Development Plan policies.

The Village Facilities and Rural Transport Survey. Malvern Hills, Worcester and Wychavon District Councils, latest edition March 2010.

The survey applied a set of criteria to assess the sustainability of each settlement and their potential role as a local service centre. The results of the survey have been used to establish a hierarchy of rural villages as set out in policy SWDP1.

Appendix 2: Evidence Base

Employment & Retail

South Worcestershire Town Centres and Retail Strategy. DPDS, September 2007, and South Worcestershire Town Centres and Retail Strategy Update. DPDS, December 2010.

These studies consider the potential for additional retail floor space in each of the South Worcestershire Town Centres. Convenience (food) and Comparison (non food) retailing are considered separately.

South Worcestershire Employment Land Reviews. Roger Tym & Partners, March 2011. GVA Grimley, February 2008.

These reports consider the need to allocate land specifically for employment (offices, factories and warehousing) generating uses and whether existing site allocations for these uses are likely to be developed within the plan period. The evidence in these reports has informed planning policies for economic prosperity.

Worcester City Employment Land Review. Scott Wilson, June 2007.

This report is similar to the two South Worcestershire Employment Land Reviews but only considers the needs of Worcester City.

Worcestershire County Economic Assessment 2010/11. Worcestershire County Council, January 2011.

This report is the principal county level assessment of the local economy and has informed the development of planning policy both for economic prosperity and for policies intended to ensure the development of sustainable communities.

Worcestershire Works, Promoting Growth – Creating Jobs. An Enterprise partnership for Worcestershire, December 2010.

This is a prospectus for a new organisation 'Worcestershire Works'. This is a business led enterprise partnership that will over time guide economic development, and strategic decision making, in Worcestershire.

Population & Housing

Affordable Housing Development Viability Study. Adams Integra, September 2008. Supplementary Market Review and Property Prices Report. Adams Integra, July 2010.

These reports provide evidence to support affordable housing policies. They consider all aspects of development viability and the impact of potential affordable housing requirements on viability, to establish the maximum amount of affordable housing that can be delivered from market housing allocations.

Gypsy and Traveller Accommodation Assessment. Worcestershire County Council, February 2008.

This report has considered the specific needs of travelling communities for additional sites and pitches and has informed the Gypsies, Travellers and Travelling Showpeople policy.

House Prices in South Worcestershire. Worcestershire County Council, January 2011.

This monitoring report provides an up to date (annual) summary of house prices in the area.

Joint Response to the Strategic Housing Land Availability Assessment. Worcestershire County Council Historic Environment and Archaeological Service.

This documents the known historic features that may be affected if sites in the Strategic Housing Land Availability Assessment were allocated for development. This information has informed the selection of preferred option sites.

South Housing Market Area – Strategic Housing Market Assessment. Rupert Scott, April 2007. Local Housing Needs Report for South Worcestershire. Rupert Scott, April 2007. Worcestershire Strategic Housing Market Assessment. GVA, September 2011.

These reports provide the principal evidence for assessing the need for new homes. These reports therefore have informed all the strategic planning policies within the South Worcestershire Development Plan.

Strategic Housing Land Availability Assessment. Malvern Hills, Worcester and Wychavon District Councils, latest edition May 2011.

The Strategic Housing Land Availability Assessment is a continuous process with new additions of this report published at least annually. This assessment helps to identify the most suitable land for future development, i.e. land that is available and deliverable before 2030.

Worcestershire Demographics Report 2011 with a South Worcestershire Appendix. Worcestershire County Council, January 2011.

This report provides up to date information on population trends, i.e. births, deaths, migration and household formation. This information has informed the overall scale of development proposed by the South Worcestershire Development Plan.

Appendix 2: Evidence Base

Worcestershire Migration Report. Worcestershire County Council, September 2010.

This report provides detailed evidence about people choosing to move into or out of Worcestershire.

Worcestershire Older Persons Housing Report. The Housing and Support Partnership, April 2009.

This report reviews the housing and related support needs and aspirations of older people living in Worcestershire for the next 20 years.

Infrastructure

Green Infrastructure Interim Report. Environmental Stakeholders in Worcestershire, November 2009.

This report collates a comprehensive range of environmental information which will be used in the production of a county wide Green Infrastructure Framework.

Local Transport Plan 3. Worcestershire County Council, February 2011.

This is the County Council's strategy for travel within the county for the next twenty years. It will influence future investment in transport infrastructure and has informed the South Worcestershire Development Plan policies for transport and infrastructure.

South Worcestershire Public Open Space Alignment Study. PMP, May 2007.

This report reviews previous assessments carried out separately by the three Local Planning Authorities of the need for different types of public open space and has informed the Open Space, Sport and Recreation policy.

South Worcestershire Sports Facilities Framework. Nortoft, July 2010.

This report assesses the need for, and delivery mechanisms to provide, the essential community infrastructure to support new homes. Together with the Herefordshire and Worcestershire Sports Facilities Framework and the Council's playing pitch strategies this report provides the evidence to inform planning policies for sports provision.

Worcester Transport Strategy 2008 – Regional Funding Allocation Bid 2008. Worcestershire County Council, December 2008.

This document identifies the transport related infrastructure that will be required to support development in and around the City of Worcester. This information has informed the development of the infrastructure and implementation and phasing policies.

Worcestershire Infrastructure Study. Baker Associates, March 2009.**Worcestershire Infrastructure Study Addendum. Baker Associates, April 2009.**

This report identifies the existing capacity of infrastructure within Worcestershire and assesses the requirement for new infrastructure that will arise if development takes place.

Environment**Environmental Constraints Study. Faber Maunsell (for Worcestershire County Council), January 2008.**

This report considered the strategic level water cycle constraints on future development.

Green Belt Review. Nicholas Pearson Associates, July 2010.

This report provides a comprehensive review of the existing Green Belt in South Worcestershire and briefly discusses the potential for additional Green Belt designations.

Green Infrastructure Study. Faber Maunsell, July 2007.

The scope of this report was limited to six kilometres beyond the Worcester City Council boundary and this report informed the preferred directions of future growth for the city.

Green Infrastructure Study for the Growth Areas – A Desktop Site Analysis. Worcestershire Wildlife Trust, September 2008.

This study reviews sites put forward for development and identifies ecological constraints and opportunities. This information has helped to determine which sites are most suitable for development and where development should be avoided if at all possible.

Level 1 – Historic Environment Statement For The main Towns and Other Towns. Worcestershire County Council, September 2008.

This study identifies the main historic features in and around the South Worcestershire towns, excluding Worcester, which need to be considered during the formulation of planning policy.

Historic Environment Assessment for the South Worcestershire Area. Historic Environment and Archaeology Service, May 2010.

This assessment provides a strategic level historic environment evidence base that highlights key historic environment character and sensitivities. The report provides the context for site specific assessments and identifies locations that require detailed investigations.

Appendix 2: Evidence Base

Planning for Climate Change in Worcestershire. Worcestershire County Council, May 2008.

This report considers policy relevant to climate change adaptation and considers issues such as biodiversity, water resources, energy supply and flood risk.

Planning for Renewable Energy in Worcestershire. Worcestershire County Council, January 2009.

This report considers the potential for the production of renewable energy in Worcestershire as well as the limitations imposed by landscape, biodiversity and heritage.

Planning for Water in Worcestershire. Worcestershire County Council, December 2008.

This report explains the water management issues facing Worcestershire over the next twenty years and provides best practice examples of, planning for, and managing, water resources.

Strategic Flood Risk Assessment. JBA Consulting, November 2009.

This report identifies which locations are most and least likely to experience flooding. This evidence has been used to help select the most suitable locations for development. The second part of this report has provided a more detailed assessment of the consequences for flood management if specific sites were developed.

The Water Cycle Study. JBA Consulting, September 2010.

This report has informed the selection of broad locations for future development, i.e. those locations where there will be least impact on water quality, water resources, water infrastructure and flood risk. The report also highlights the potential for mitigating any negative effects on the water environment from potential development.

Worcestershire Landscape Character Assessment Portfolio. Worcestershire County Council, January 2011.

This is a suite of three documents; Shaping the New Worcestershire, A New Look at the Landscapes of Worcestershire and Worcestershire Landscape Character Assessment – Process, Products and its Role in the Planning System. These documents have informed the broad locations for future development and the Green Network policy.

Leisure

South Worcestershire Hotel Study. Humbert Leisure, August 2009.

This report considers the potential and need for additional hotels. The most suitable broad locations and types of hotel accommodation are identified in this report.

Annual Monitoring Reports

South Worcestershire Annual Monitoring Report. Malvern Hills, Worcester and Wychavon District Councils, December 2010.

This is the principal monitoring document produce by the South Worcestershire Local Planning Authorities. It sets out what effect the existing Local Plan Policies are having, reports the progress made in preparing Development Plan Documents and provides information for national government returns, such as the National Land Use Database.

South Worcestershire Housing Land Monitor. Malvern Hills, Worcester and Wychavon District Councils, April 2010.

This report reviews progress in implementing planning policies and planning permissions for new homes. This review is the principal source of information for five year housing land supply calculations. These calculations are a major influence on developers and in planning decisions for approval or refusal of applications for new homes. The information in this report supports the development of the Annual Monitoring Report.

South Worcestershire Sustainable Economic Development Monitor. Malvern Hills, Worcester and Wychavon District Councils, April 2010.

This report reviews progress in implementing planning policies that support economic development and highlights changes in the area that effective local businesses and job opportunities for local residents. This review is the principal source of employment land supply calculations. The information in this report supports the development of the Annual Monitoring Report.

Glossary

SWDP Public Consultation Document

GLOSSARY

- **A1 Use:** Retail development as defined by the Town and Country Planning (Use Classes) Order 1987, which lists the use class of development such as businesses and operations, required for planning applications for change of use.
- **Abberley and Malvern Hills Geopark:** An area that is recognised for the significance of its geology. In the case of Abberley and the Malvern Hills 700 million years of geological history can be explored and exploited for tourism and educational purposes.
- **Advantage West Midlands:** Advantage West Midlands was established as the Regional Development Agency for the West Midlands in 1999 to drive sustainable economic development and social and physical regeneration through a business led approach.
- **Affordable Housing:** Affordable housing is a term which relates to housing which is either for sale or for rent or a combination of both at below current market values. Typically, it takes the form of social rented, shared ownership, key worker, outright below market sale or below market rent in the private sector.
- **Allocated:** Land which has been identified for a specific use in the current Development Plan.
- **Anaerobic Digestion:** Anaerobic digestion is a series of processes in which microorganisms break down biodegradable material in the absence of oxygen used for industrial or domestic purposes to manage waste and/or to release energy.
- **Annual Monitoring Report:** Part of the local development framework, the annual monitoring report assesses the implementation of the local development scheme and the extent to which policies in local development documents are being successfully implemented.
- **Air Quality management Areas:** If a Local Authority identifies any locations within its boundaries where the Air Quality Objectives are not likely to be achieved, it must declare the area as an Air Quality Management Area. The area may encompass just one or two streets, or it could be much bigger. The Local Authority is subsequently required to put together a plan to improve air quality in that area - a Local Air Quality Action Plan.
- **Area of Development Restraint:** Within this area, planning permission will not be granted for any development which would prejudice any decisions regarding the area's long term future.

- **Area of Outstanding Natural Beauty:** An area of countryside considered to have significant landscape value that has been specially designated by the Countryside Agency (now Natural England) on behalf of the United Kingdom Government.
- **Areas of Development Restraint (ADR):** An area of land safeguarded for consideration for possible long-term development needs, e.g. housing or employment. Areas are excluded from the Green Belt.
- **Background Documents:** These documents provide the link between evidence studies and South Worcestershire Development Plan policies. They are based on topic areas, and provide further information on the formation of Development Plan policy.
- **Biodiversity:** The variety of different types of plant and animal life in a particular region.
- **Biomass:** The shared description for the controlled release and use of the energy potential locked up in trees and plants straw, reeds or willow or created as a part of regularly recurring natural processes the bi-products of the process of decomposition or the bacterial digestion of natural things i.e. sewerage, various farm wastes or decaying material such as garden clippings and/or other largely natural materials such as paper.
- **British Research Establishment Environmental Assessment Method (BREEAM):** This used to be the environmental performance of both new and existing buildings. EcoHomes is the homes version of BREEAM as an authoritative rating for new, converted or renovated homes. There are also versions of BREEAM for offices and industrial units
- **Brownfield:** Previously Developed Land. In the sequential approach this is preferable to Greenfield land. Previously developed land is that which is or was occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development. Previously developed land may occur in both built up and rural settings. A precise definition is included in Planning Policy Statement 3 'Housing'.
- **Building for Life:** A measurement of the quality of development initiated by the Commission for Architecture and the Built Environment.
- **Business Improvement District:** An area within which businesses have agreed to pay an additional 1% in business rates to fund improvements.

- **BREEAM:** BREEAM (Building Research Establishment Environmental Assessment Method) is the world's foremost environmental assessment method and rating system for buildings, with 200,000 buildings with certified BREEAM assessment ratings and over a million registered for assessment since it was first launched in 1990.
- **Carbon Footprint:** A representation of the effect of human activities on climate, in terms of the total amount of greenhouse gasses produced (measured in units of carbon dioxide).
- **Central Technology Belt:** This is an independent sub regional partnership body providing clear and coherent leadership and strategic guidance for a high technology corridor from Birmingham, passing through Worcestershire and culminating at Malvern. It is where businesses with high technology content can benefit from research and development expertise and experience, capitalise on existing technology, and call on an experienced workforce. It is part of the West Midlands commitment to long term economic growth.
- **Class C2;** The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Class C2 refers to Residential Institutions such as Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **Class C3:** The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. Class C3 refers to a Dwelling house or simply a house.
- **Climate Change:** Changes to the average weather experienced over very large geographical areas or globally.
- **Code for Sustainable Homes:** The Code for Sustainable Homes (the Code) is the national standard for the sustainable design and construction of new homes. The Code aims to reduce our carbon emissions and create homes that are more sustainable. It applies in England, Wales and Northern Ireland.

The Code is not a set of regulations. The Code goes further than the current building regulations, but is entirely voluntary, and is intended to help promote even higher standards of sustainable design. The Code measures the sustainability of a new home against nine categories of sustainable design, rating the 'whole home' as a complete package. It covers Energy/CO², Water, Materials, Surface Water Runoff (flooding and flood prevention), Waste, Pollution, Health and Well-being, Management and Ecology.

- **Code for Sustainable Homes level 6:** The Code for Sustainable Homes was introduced in England in April 2007 following extensive consultation with environmental groups and the house building and wider construction industries. It measures the sustainability of a new home against categories of sustainable

design, rating the whole home as a complete package. The Code uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home. A one star rating is above the current level of building regulations. Level 6 is the highest category affecting a home. A completely zero carbon home means there is zero carbon i.e. zero net emissions of carbon dioxide (CO²) from all energy uses in the property.

- **Commitments:** Development proposals which already have planning permission or are allocated in adopted development Plans.
- **Community Green Deal:** The Community Green Deal is a locally based, area wide, approach to the delivery of the Government's Green Deal Programme. This is an initiative to improve seven million homes by 2020 and all other existing homes by 2050. These improvements are required to achieve the United Kingdom's carbon reduction targets.
- **Community Infrastructure Levy:** This allows Local Authorities to raise funds from developers undertaking new building projects in their area. This is used to fund a wide range of infrastructure (i.e. transport schemes, schools, etc.) that are needed to support the development of their area
- **Community Strategy:** Each of the three local authorities and the County Council have produced, in partnership with other service providers and local organisations, a Community Strategy through their respective Local Strategic Partnership. The Community Strategies outline the needs and priorities of the community, and also shape the activities of the organisations within the partnerships, to fulfil those needs and priorities. The Action Plan identifies the short-term activities and priorities to achieve the visions in the strategies (see Local Strategic Partnership).
- **Conservation Area:** An area of special architectural and/or historical interest, the character or appearance of which it is desirable to preserve or enhance. It is a recognition of the value of a group of buildings and their surroundings and the need to protect not just individual buildings, but the character of the area as a whole.
- **Contingent Deferred Obligations:** An approach that recognises the impact that current market conditions are having on viability, but also that for schemes likely to take many years to implement over several phases, the market conditions may change over time.
- **County Biodiversity Action Plan:** The Worcestershire Biodiversity Action Plan is the County's response to the national biodiversity planning process. The Worcestershire BAP was produced in 1999 and consists of a series of Species and Habitat Action Plans setting out current status, targets for protection and enhancement to be carried out by each partner organisation. This document

takes the objectives of the UK Biodiversity Action Plan and translates them into a Worcestershire context, with targets and actions for each important habitat and species.

- **Development Management:** Development Management (Development Control) is the element of the United Kingdom's system of Town and Country Planning through which local government regulates land use and new building.
- **Development Plan:** A statutory document within the local development framework folder. All English local planning authorities are required to produce this document. This document set out the local authority's policies and proposals for the development and use of land in their area. The development plan guides and informs day-to-day decisions as to whether or not planning permission should be granted, under the system known as development control or development management.
- **Development Plan Documents (DPD):** Spatial planning documents that are subject to independent examination. They can include a Core Strategy, Site Specific Allocations of land, and Area Action Plans (where needed). Individual Development Plan Documents or part of a document can be reviewed independently from other Development Plan Documents. Each authority must set out the programme for preparing its Development Plan Documents in the Local Development Scheme.
- **Development Strategy:** This relates to policy SWDP 1. The Development Strategy is based upon the vision and brings together land uses, development and transport considerations and reflects the various environmental, economic and social characteristics of the area.
- **Development Viability Study 2008:** This report assesses the financial ability of new housing developments to support affordable housing.
- **Eco-Home:** A sustainable, healthy and environmentally friendly home, using sustainable building methods, materials, energy, heating and water conservation methods.
- **Eco-system:** An ecosystem is a community of living organisms (plants and animals) sharing an environment. The largest ecosystems are called biomes.
- **Eco-Town:** A new self-contained 'green' settlement built to sustainable design principles, providing homes, jobs and services. The development should incorporate such features as energy efficient buildings; renewable energy generation; water conservation measures; public transport and green open spaces.

- **Employment Land:** Land which is used for the following purposes - office, industrial and warehousing.
- **Energy crops:** These are grown on farms and used to produce either heat or electricity. Energy crops include trees such as Willow, Poplar and some woody grasses. Energy crops are carbon neutral so good for the environment.
- **English Heritage:** The Government's statutory adviser on the historic environment. Officially known as the Historic Buildings and Monuments Commission for England, English Heritage is an Executive Non-departmental Public Body sponsored by the Department for Culture, Media and Sport. English Heritage works in partnership with the central government departments, local authorities, voluntary bodies and the private sector to a) Conserve and enhance the historic environment; b) Broaden public access to the heritage; c) Increase people's understanding of the past.
- **Environmentally friendly construction:** Approaches to constructing new buildings that source materials/labour locally, and utilising techniques to help safeguard environmental quality.
- **Environmental Impact Assessment:** An environmental impact assessment is an assessment of the possible positive or negative impact that a proposed project may have on the environment, together consisting of the natural, social and economic aspects. The purpose of the assessment is to ensure that decision makers consider the ensuing environmental impacts when deciding whether to proceed with a project. Further information can be found in the CLG publication: Environmental Impact Assessment: A guide to procedures.
- **European Union Structural Funds Programme:** The European Union Structural Funds exist to help areas of Europe which, for one reason or another are suffering difficulties. This could be due to the decline of local industry or falls in income (e.g. because of falling commodity prices reducing farm incomes). The funds are intended to be used to help sponsor projects which will directly address locally identified needs (e.g. to help train people with new skills, or help set-up new businesses).
- **Examination in Public:** An examination chaired by an independent inspector into objections to the LDDs and the overall "soundness" of the LDD.
- **Exception Sites:** A small site to be used specifically for affordable housing that would not normally be used for housing, because they are subject to policies of restraint. Exception sites should only be used for affordable housing in perpetuity (Planning Policy Statement 3).
- **Extra Care Housing:** Housing designed with the needs of frailer, older people in mind, and with varying levels of care and support available on site. People who live in extra care housing have their own self contained homes, their own

front doors and a legal right to occupy the property. It is also known as very sheltered housing, assisted living, or simply as 'housing with care'. It comes in many built forms, including blocks of flats, bungalow estates and retirement villages. It is a popular choice among older people because it can sometimes provide an alternative to a care home.

- **Fields in Trust:** Fields in Trust (FIT) is an independent UK wide organisation dedicated to protecting and improving outdoor sports and play spaces. Their vision is to ensure that everyone young and old, abled and disabled and whether they live in an urban or rural area - has access to free, local outdoor space for sport, play and recreation.
- **Green Belt:** Planning Policy Guidance 2 Green Belts indicates that the aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open, but Green Belts also serve to protect the countryside and assist in moving toward more sustainable patterns of urban development .There is a general presumption against inappropriate development. Inappropriate development is defined as development that is harmful to the Green Belt. The Government attaches substantial weight to the harm to the Green Belt. More specifically government guidance indicates that operations are inappropriate unless they maintain openness, and do not conflict with the purposes of including land in the Green Belt.
- **Greenfield:** Land which has not been developed before. Applies to most sites outside built up area boundaries. Excludes protected open spaces, e.g. parks etc.
- **Green Infrastructure Study:** A study that looks into the green spaces of an area e.g. the open countryside and parks within a town, and the linkages between these spaces.
- **Green Necklace:** A recreational network of paths encircling an urban area. For example in Droitwich Spa the Civic Society has promoted a network of paths that link traditional and historic paths and routeways that radiate out from the urban centre to its hinterland and beyond. The result of this provides a myriad of small to large circular walks and helps link a wide range of natural environments such as parkland, woodland, field edge and waterside.
- **Green Space Strategy:** Green space is the collective term used to describe all parks, public gardens, playing fields, children's play areas, woodlands, nature reserves, allotment gardens, linear and other open space. The strategy is how these will be linked through corridors to enable effective wildlife movements as well as visual continuity.

Glossary

- **Geodiversity:** Geodiversity is the variety of rocks, minerals, fossils, soils, landforms and natural processes. It provides the raw materials for building, the fuel we put in our cars and the soils in which our crops grow. It also produces the spectacular landscapes we visit on holiday and the countryside we see every day.
- **Gypsies, Travellers and Travelling Showpeople Assessment:** A report that assesses the need for pitches to accommodate Gypsies, Travellers and Travelling Showpeople.
- **Heavy Goods Vehicles:** This is a European term for goods motor vehicles (i.e. trucks / lorries) with a maximum allowed mass or gross combination mass of over 3,500 kilograms (7,716 lb).
- **The Highways Agency:** Is an Executive Agency of the Department for Transport and is responsible for operating, maintaining and improving the strategic road network in England on behalf of the Secretary of State for Transport.
- **Home Zone:** Schemes that attempt to strike a balance between vehicles and other uses of a street, e.g. pedestrians, cyclists and residents. Design approach seek to 'slow' the motorist down and drive with greater care.
- **Homes and Communities Agency:** The Homes and Communities Agency is the national housing and regeneration agency for England, with a capital investment budget of nearly £7bn.
- **Housing Market Areas:** These areas illustrate the influence of an urban area on its immediate surroundings. Housing market areas have been defined by analysing commuting and migration patterns. Significantly these areas are not bound by cross administrative boundaries.
- **Housing market Area Housing needs Assessment Monitoring Report:** This is an annual update of the information used in the Strategic Housing Market Assessment. This helps to monitor the effect of planning and other public policy on the local housing market and local housing needs.
- **Housing Needs Assessment:** An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing and guide new investment.
- **Household Projections:** Household projections are produced by the Department for Communities and Local Government and are linked to the latest Office for National Statistics Sub National Population Projections. The projections are trend based and indicate the number of additional households that would form if recent demographic trends continue.

- **Housing Trajectory:** The Housing trajectory is a planning tool designed to support the plan, monitor and manage approach to housing delivery by monitoring both past and projected housing completions across the lifetime of the development plan.
- **Historic Environment Assessment:** A report that assesses the archaeological potential of sites put forward for development by landowners and developers.
- **Infrastructure:** The network of services to which it is usual for most buildings or activities to be connected. It includes physical services serving the particular development (e.g. gas, electricity and water supply; telephones, sewerage) and also includes networks of roads, public transport routes, footpaths etc as well as community facilities and green infrastructure.
- **Infrastructure/Service Providers:** Usually private companies that maintain and improve national infrastructure such as water and sewage, electrical mains supply, transport networks, telecoms, etc.
- **Integrated Transport Strategy:** The Worcester Integrated Transport Strategy involves the provision of a transport network, which explicitly takes account of the differing requirements of regional, interurban and local travel demand, with investment targeted at enabling each transport mode to effectively deliver its role in the network. The Worcester Integrated Transport Strategy, therefore, proposes investment in a significant package of measures to provide genuine alternatives to the private car and, where this is appropriate, improve the performance of the existing highway network.
- **Intermediate Tenure:** Intermediate affordable housing is housing at prices and rents above those of social rent but below market prices or rents. These can include shared equity (e.g. Home Buy) and other low cost homes for sale, and intermediate rent.
- **Inward Migration:** The movement of people into the South Worcestershire Area.
- **Landscape Character Assessment:** An assessment to identify different landscape areas which have a distinct character based on a recognisable pattern of elements, including combinations of geology, landform, soils, vegetation, land use and human settlement.
- **Lifetime Homes:** The Lifetime Homes standard is a set of 16 design criteria that provide a model for building accessible and adaptable homes. This standard is widely used in planning policies and forms part of the Code for Sustainable Homes.
- **Listed Building:** A listed building is a building or structure which is considered to be of special architectural or historic interest.

- **Live/Work Unit:** A purpose designed unit or group of buildings to enable the occupiers to live and work within the premises.
- **The Worcestershire Local Enterprise Partnership** 'Worcestershire Works' was formed in 2011 and will eventually replace the function of the Regional Development Agency i.e. Advantage West Midlands which will disappear following the enactment of the Localism Bill.
- **Local Air Quality Action Plan:** A plan to improve the air quality in a specific location or area.
- **Local Development Document:** The Local Development Framework will be partly comprised of the Local Development Document, prepared by the District Councils. These documents include the Statement of Community Involvement; Supplementary Planning Documents; and Development Plan Documents (being the Core Strategy, Site Allocations, Area Action Plans, Proposals Map).
- **Local Development Framework:** The Local Development Framework is not a statutory term, however, it sets out, in the form of a 'portfolio/ folder', the Local Development Documents which collectively deliver the spatial planning strategy for the local planning authority's area. The Local Development Framework will be comprised of Local Development Documents, and Supplementary Planning Documents. The Local Development Framework will also include the Statement of Community Involvement, the Local Development Scheme and the Annual Monitoring Report.
- **Local Development Scheme:** This is a public statement of a local authorities programme for the production of Local Development Documents. The scheme will be revised when necessary. This may be either, as a result of the Annual Monitoring Report, which should identify whether the local authority has achieved the timetable set out in the original scheme, or if there is a need to revise and/or prepare new local development documents.
- **Local Distinctiveness:** The particular positive feature of a locality that contribute to its special character and sense of place. Distinguishes one local area from another.
- **Local Enterprise Partnership (LEP):** Local enterprise partnerships will play a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs. They are also a key vehicle in delivering Government objectives for economic growth and decentralisation, whilst also providing a means for local authorities to work together with business in order to quicken the economic recovery.
- **Local Housing Needs Report:** This report assesses the need for additional affordable housing across South Worcestershire, in each South Worcestershire District and in individual wards.

- **Local Strategic Partnership (LSP):** A group of public, private, voluntary and community organisations and individuals that are responsible for preparing the Community Strategy. In South Worcestershire these are called Vision21 Malvern Hills Partnership; Droitwich Spa, Evesham and Pershore Local Strategic Partnerships (Wychavon) and Worcester Alliance (Worcester City).
- **Local Transport Capital Settlement:** As part of the Governments Spending Review, the Department for Transport announced a radical simplification of local transport funding, moving from 26 separate grant schemes to 4. The Department for Transport will provide £1.3 billion over 4 years for small transport improvements on top of the Local Sustainable Transport Fund and in addition to what is available through the Regional Growth Fund. Local authority integrated transport block allocations are calculated through a needs-based formula.
- **Local Transport Plan 2:** A five year integrated transport strategy prepared by Worcestershire County Council, as Highway Authority, in partnership with the community, which seeks funding to help provide local transport projects.
- **Local Transport Plan 3:** The Local Transport Plan 3 provides the policy and strategy context for Worcestershire's major transport projects and enables Worcestershire to bid for additional Government funding over the next 15 years. It will also help to secure funds from development and ensure these are properly used to improve the efficiency of our transport networks.
- **Local Investment Plan:** A Local Investment Plan is a document which sets out the investment required for an area, in our case South Worcestershire. The national Homes and Communities Agency has asked Local Authorities to produce these plans in order to inform funding discussions. The investments set out in the plan will be those required to deliver the agreed economic, housing and environmental ambitions of South Worcestershire. The plan will identify needs to be addressed, based on robust evidence from local strategies, including the Sustainable Communities Strategy, Local Development Frameworks and infrastructure planning work.
- **Logistics:** The transportation of products.
- **Low Cost Housing:** Housing rented or sold at less than full market value.
- **Major Scheme Bid:** A Major Scheme Bid is submitted as a comprehensive business case; including full engineering, economic and environmental appraisal and following a full public consultation on the options. These bids can aid for example Major Transport Schemes costing more than £5 million. Within Worcestershire an opportunity currently exists to secure funding of the £50 million prioritised for Worcester. If successful, this funding bid will deliver 'Phase 1' of the Worcester Transport Strategy between 2011 and 2016.

- **Major Urban Area:** An area which will be the focus for new development to underpin the Regional Spatial Strategy. There are 4 Major Urban Areas in the West Midlands: Birmingham; the Black Country; Coventry; and the North Staffordshire Conurbation.
- **Place shaping:** Where key partners, e.g. local authorities and LSP's, work together to both develop and implement a strong spatial vision for an area.
- **Mitigation Measures:** These are measures requested/ carried out in order to limit the damage by a particular development/activity.
- **Multiple Occupation:** This is defined as a small shared dwelling houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom. This is defined as use classes C4 (houses in multiple occupancy).
- **Neighbourhood Plans:** Created by local neighbourhood groups, for example Parish or Town Councils. These plans are created in partnership with local planning authorities and set within the context of a strategic plan and national policy framework. These plans provide a detailed account of local civic needs and wishes.
- **New Homes Bonus:** The Government has recently introduced the New Homes Bonus. The initiative is designed to ensure that the economic benefits of growth are returned to the local authorities and communities where that growth takes place.
- **New Growth Point:** Previous Government initiative to provide support to local authorities that wish to pursue large scale and sustainable growth, including new housing and jobs in partnership with Government.
- **Passive Surveillance:** Observation of public places which is provided as a result of the way buildings and spaces are designed.
- **Park and Ride:** Facilities which seek to reduce town centre congestion by encouraging motorists to leave their vehicles at a car park on the edge of town and travel into the centre by public transport, usually buses direct from the parking area.
- **Planning Obligations:** Legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to development are undertaken sometimes called 'Section 106 Agreements'.
- **Planning Policy Statement (PPS):** Prepared by the Government after public consultation to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system.

- **Planning Policy Guidance (PPG):** This is prepared by the Government after public consultation to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system.
- **Previously Developed Land:** see Brownfield.
- **Pre – Submission Document:** The final draft version of a Development Plan Document which the public, developers and landowners are asked to support or object to.
- **Proposals Map:** The adopted proposals map illustrates on a base map, (reproduced from, or based upon a map to a registered scale) all the policies contained in the Development Plan Documents, together with any saved policies. It must be revised each time a new Development Plan Document is adopted, and it should always reflect the up-to-date planning strategy for the area. Proposals for changes to the adopted proposals map accompany submitted Development Plan Documents in the form of a submission proposals map.
- **Public Realm:** The space between and within buildings that are publicly accessible, including streets, squares, parks and open spaces.
- **Pyrolysis:** This is a well established means of recovering the energy from various forms of waste.
- **Regional Funding Allocation:** A source of financing major transportation infrastructure proposals administered for the West Midlands region by the Department for Transport and bid into by highway authorities, which for South Worcestershire is Worcestershire County Council.
- **Regional Regeneration Zone:** An area targeted with specific public policy and funds to boost the local economy.
- **Registered Social Landlord:** A term introduced in the Housing Act 1996 to describe local housing companies and housing associations which are registered and monitored by the Housing Corporation.
- **Rolling Reservoir:** A requirement to maintain a constant supply of land for employment or other types of development.
- **Rural Exception Site:** Rural exception sites should be small, solely for affordable housing and on land within or adjoining existing small rural communities which would not otherwise be released for general market housing. The affordable housing provided on such sites should meet local needs in perpetuity and count towards the overall level of housing provision. The rural exception site policy applies to both allocated or windfall sites.

- **Rural Regeneration Zone:** One of six Rural Regeneration Zones designated by Advantage West Midlands, in which the majority of AWM activity and funding will be concentrated over the next 10 years.
- **Saved Policies:** Local Planning Authorities are able to save their Local Plan policies beyond the period of the local plan if they submit a list to the Government outlining the policies, their purpose, reasons why they should be saved and how or if they will eventually be replaced.
- **Section 106 Agreement:** A legal agreement between developers and a Local Planning Authority made in accordance with section 106 of the 1991 planning act, usually to secure benefits for local residents without which a planning application would be refused.
- **Section 278 Agreement:** A legal agreement allowing developers to make alterations to the Public Highway .
- **Section 38 Agreement:** A section 38 agreement is a legal agreement between a developer and a Highway Authority to ensure that work carried out on the highway by the developer reaches adoptable standards (maintainable at public expense).
- **Sequential Approach:** A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield sites before greenfield sites, or town centre retail sites before out of centre sites. In terms of employment a sequential approach would favour an employment use over mixed use and mixed use over non-employment uses.
- **Settlement Hierarchy:** Settlements are categorised in a hierarchy based on the services and facilities in the settlement. Category 1 settlements are towns and villages with a good range of services and facilities, as well as some access to public transport. Category 2 villages have a more limited level of services. Other settlements that have few facilities and services are therefore felt to be unsustainable locations for any growth and are not given a settlement hierarchy category.
- **Scheduled Ancient Monument:** This nationally important archaeological site or historic building, given protection against unauthorized change. The protection given to scheduled monuments is given under the Ancient Monuments and Archaeological Areas Act 1979.
- **Social Rented:** Social Rented Housing is housing available to rent at below market levels. Lower rents are possible because the Government subsidises local authorities and registered social landlords in order to meet local affordable housing needs.

- **South Housing Market Area:** A number of sub regional housing market areas have been identified which display similar characteristics. The three local authorities are included within the South Housing Market Area which also comprise the other three Worcestershire districts, together with Warwick and Stratford-upon-Avon District Councils.
- **South Worcestershire Sports Facility:**
- **Spatial Planning:** Spatial planning goes beyond traditional land use planning. It brings together and integrate policies for the development and use of land with other policies and programmes, which influence the nature of places and how they function. This will include policies which can impact on land use, for example, by influencing the demands on, or needs for development, but which are not capable of being delivered solely or mainly through the granting of planning permission, and may be delivered through other means.
- **Sport Facilities Framework:** The Sports Facilities Framework, together with the Herefordshire and Worcestershire Sports Facilities Framework and the three playing pitch strategies for Malvern Hills, Wychavon and Worcester City form the key evidence base to inform the sport elements of the South Worcestershire Development Plan.
- **Stakeholders:** Groups, individuals or organisations which may be affected by, or have a key interest in a development proposal or planning policy. They may often be experts in their field or represent the views of many people.
- **Statement of Community Involvement:** This sets out the standards to be achieved by the local authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents and planning applications. The Statement is a clear public statement enabling the community to know how and when they will be involved in the preparation of Local Development Documents and how they will be consulted on planning applications.
- **Strategic Flood Risk Assessment:** An SFRA is a high-level assessment of flood risk carried out by or for planning authorities to meet the needs of national legislation with the purpose of assisting local authorities to deliver sustainable development.
- **Strategic Gap:** A local planning designation to protect the setting and separate identity of settlements, helping to avoid coalescence; retain the existing settlement pattern by maintaining the openness of the land; and secure the quality of life benefits of having open land to where people live.
- **Strategic Highway Network:** Refers to motorways and trunk roads.

- **Strategic Housing Land Availability Assessments:** Strategic Housing Land Availability Assessments are a key component of the evidence base to support the delivery of sufficient land for housing to meet the community's need for more homes. These assessments are required by national planning policy, set out in Planning Policy Statement 3: Housing.
- **Strategic Housing Market Area Housing Needs Assessment:** The purpose of this study was to analyse data and trends relating to local housing markets and issues of affordability of housing within a sub-region of the West Midlands region.
- **Strategic Sites:** These are sites considered to be vital to the delivery of the South Worcestershire Development Plan objectives of economic led growth.
- **Statement of Community Involvement:** Sets out the standards which authorities will achieve with regard to involving local communities in the preparation of local development documents and development control decisions. The Statement of Community Involvement is not a Development Plan Document but is subject to an independent examination.
- **Sites of Special Scientific interest:** Site or area designated as being of national importance because of its wildlife, plants or flower species and/or unusual or typical geological features. SSSIs are identified by Natural England and have protected status under the Wildlife and Countryside Act 1981
- **Supplementary Market Review & Property Prices Report July 2010:** A report which updates the evidence in the Development Viability Assessment.
- **Supplementary Planning Document:** Supplementary Planning Documents (SPDs) provide detail to support policy in higher level Development Plan Documents (DPDs) or adopted local plan saved policies.
- **Supported Housing:** Housing that is purpose designed or remodelled to enable residents to adjust to independent living or to enable them to live independently and which require specific design features. There must be support services provided by the landlord or another organisation. At a minimum, a building or scheme must have the following. The scheme or main building must have basic facilities of a laundry for residents or washing machines in living units provided by the landlord. The scheme must also have a communal lounge.
- **Sustainability Appraisal or Strategic Environmental Assessment:** The European Directive 2001/42/EC on 'the assessment of the effects of certain plans and programmes on the environment' is known as the Strategic Environmental Assessment or SEA Directive. The directive applies to any land use plans and modifications that began to be prepared after 21 July 2004. It also applies to any land use plans that have not been adopted or submitted to a legislative procedure leading to adoption by 21 July 2006. Communities and

Local Government has published guidance on how to undertake a SEA of land use plans, and how the methodology may be expanded to incorporate sustainability appraisal.

- **Sustainable Community Strategy:** The Sustainable Community Strategy (SCS) is prepared by local strategic partnerships (LSPs) as a set of goals and actions which they, in representing the residential, business, statutory and voluntary interests of an area, wish to promote. The SCS should inform the local development framework (LDF) and act as an umbrella for all other strategies devised for the area.
- **Sustainable Development:** In broad terms, this means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The Government has set out five guiding principles for sustainable development in its strategy 'Securing the future - UK Government strategy for sustainable development'. The five guiding principles, to be achieved simultaneously, are: Living within environmental limits; Ensuring a strong healthy and just society; Achieving a sustainable economy; Promoting good governance; Using sound science responsibly.
- **Sustainable Drainage System:** Efficient drainage system which seeks to minimise wastage of water, including the use of appropriate groundcover to enable maximum penetration of clean water run-off into the ground and, where appropriate, recycling grey water within the development. Designed to minimise the impact of development on the natural water environment.
- **Sustainable Transport Fund:** The Government announced as part of the Local Transport White Paper, the creation of Local Sustainable Transport Fund to help build strong local economies and address the urgent challenges of climate change.
- **Sustainable Travel:** Term applied to alternative environmentally friendly transport options, e.g. car share, walking, cycling, public transport with the aim of reducing the daily trips made by private vehicles, and overall levels of CO emissions.
- **Sustainable Drainage Systems:** They include a range of different drainage systems that are designed to promote the filtration and evaporation of water as close to the source as possible, and to break down pollutants. They are an alternative to drainage through pipes directly to a water course, and will help enhance water quality and biodiversity, maintain groundwater levels and reduce the risk of flooding.
- **Sustainability Appraisal:** The Planning and Compulsory Purchase Act 2004 requires Local Development Documents to be prepared with a view to contributing to the achievement of sustainable development. Sustainability appraisal is a systematic appraisal process. The purpose of sustainability appraisal is to appraise the social, environmental and economic effects of the strategies and

policies in a Local Development Document from the outset of the preparation process. This will ensure that decisions are made that accord with sustainable development.

- **Transport Assessment:** A Transport Assessment is statutory document which accompanies a planning application, and is used by planning authorities and highways authorities (and if necessary the Highways Agency) to determine whether the impact of a new development on the transport network is acceptable. It allows the local planning authority to decide whether to grant planning permission on the basis of transport issues. The Transport Assessment should identify what measures may be required to deal with the predicted transport impacts and to improve accessibility and safety, especially for pedestrians, cyclists and public transport users.
- **Travel Plan:** a package of measures and initiatives that aim to reduce the number of car journeys made, by providing people with greater choice. This is done through providing realistic alternatives to the car; reducing the need to travel; and managing car parking provision.
- **Intermediate Tenures:** Intermediate affordable housing is housing at prices and rents above those of social rent but below market prices or rents. These can include shared equity (e.g. HomeBuy) and other low cost homes for sale, and intermediate rent.
- **Urban Capacity Study:** A study to assess the potential for settlements to accommodate additional housing by identifying possible development sites within the existing built-up areas.
- **Urban Cooling:** Designing public spaces to help reduce the urban heat island effect. For example by providing sufficient public open space within urban areas this in turn will help mitigate the retention of urban heat in buildings, concrete and asphalt.
- **Village Facilities and Rural Transport Survey:** An assessment of the facilities and public transport services that is available in each of South Worcestershire's rural settlements.
- **Vision:** The vision describes how South Worcestershire will be in 2030. The vision places emphasis on economic prosperity, housing delivery and the provision of infrastructure. The implementation of the SWDP objectives and policies will help achieve the vision
- **Vulnerable Sectors:** Any business or community of businesses that is declining.

- **Water Framework Directive:** Water Framework Directive is a new piece of European legislation which promotes a new approach to water management. The Directive will help to protect and enhance the quality of: surface freshwater (including lakes, streams and rivers); groundwaters; groundwater dependant ecosystems; estuaries; and coastal waters out to one mile from low-water.
- **Windfall:** Windfall sites are those which have not been specifically identified as available in the development plan process. They comprise previously developed sites that have unexpectedly become available.
- **Worcestershire A38 High Technology Corridor:** One of the three High Technology Corridors in the West Midlands located between Birmingham and Malvern including Worcester and Droitwich Spa along the line of the A38. It is to be a focus for investment in High technology Businesses.
- **Worcestershire Partnership:** The Worcestershire Partnership brings together local government, public services such as health, learning providers, police and probation, voluntary and community organisations and local businesses within Worcestershire. The work of the Partnership is based on a shared common purpose and good will.
- **World Health Organisation Air Quality Standards:** These are the concentrations of pollutants in the atmosphere which can broadly be taken to achieve a certain level of environmental quality. The Standards are based on assessment of the effects of each pollutant on human health, including the effects on sensitive sub groups.

SOUTH WORCESTERSHIRE Development Plan

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