



# DROITWICH SPA TOWN CENTRE

Investment Prospectus  
May 2022

# INVEST IN WYCHAVON

📍 VIEW OVER VALE OF EVESHAM

15 thinkingplace  
years

**CBRE**

mode  
transport planning

open  
optimised environments

# CONTENTS



## OVERVIEW

<b>SECTION 01</b>	<b>08</b>
<b>CONTEXTUAL ANALYSIS</b>	
Worcestershire and Wychavon – The Opportunity	10
Visit Wychavon	18
<b>SECTION 02</b>	<b>20</b>
<b>INTRODUCING DROITWICH SPA</b>	
Strategic Connectivity	24
Local Connectivity	26
Commerciality – A Place to Invest	28
<b>SECTION 03</b>	<b>38</b>
<b>URBAN DESIGN ANALYSIS</b>	
Movement and Accessibility	42
Stakeholder Engagement – Creating a Place Narrative	50
<b>SECTION 04</b>	<b>54</b>
<b>A VISION FOR DROITWICH SPA</b>	
Strategic Objectives	58
<b>SECTION 05</b>	<b>60</b>
<b>A PROPOSED SPATIAL FRAMEWORK</b>	
<b>SECTION 06</b>	<b>66</b>
<b>A PROPOSED MOVEMENT NETWORK</b>	
<b>SECTION 07</b>	<b>72</b>
<b>PROPOSED CHANGE ZONES AND OPPORTUNITY SITES</b>	
Additional Development Sites	102
<b>SECTION 08</b>	<b>104</b>
<b>IMPLEMENTATION</b>	
Appraisal of Development Viability	106
Council Involvement and its Tools	107
Delivering Opportunities	108
Maintaining Momentum	110
Next Steps	112
<b>CONTACT</b>	<b>114</b>



📍 DROITWICH SPA TOWN CENTRE



📍 PERSHORE TOWN CENTRE



📍 EVESHAM TOWN CENTRE

CBRE has prepared three Town Centre Investment Prospectuses for Wychavon District Council (‘The Council’) – for the towns of **Droitwich Spa, Evesham, and Pershore.**

The overarching aim is to use these Prospectuses to generate future investment into each of the towns and ensure the right type, scale and diversity of development comes forward over the next 20 years.

The objective will be to secure both private and public sector investment into each town to help bring forward the identified key development opportunities. It is critical though that this pays due regard to the uniqueness of each town and their individual strengths and challenges.

Each Investment Prospectus identifies primary opportunity or change zone sites as well as ‘softer’, non-development-specific opportunities for intervention.

Deliverability of these opportunity sites is also considered and reflected upon. There is a sliding scale or range of interventions that the Council can make dependent on its appetite for change and risk. These delivery options are outlined in the delivery and implementation section.

**CBRE**

**WYCHAVON**  
DISTRICT COUNCIL  
*good services, good value*



📍 LIDO PARK

# 01

# CONTEXTUAL ANALYSIS

# THE OPPORTUNITY WORCESTERSHIRE AND WYCHAVON

The district of Wychavon is a predominantly rural district located in Worcestershire, in the West Midlands region. The Midlands is one of the fast-growing areas of the UK. Worcestershire is an attractive location for key growth sectors including advanced manufacturing, aerospace, cyber, life sciences and agri-tech. It is also home to one of the Government's 5G test beds looking at productivity and industry.



# 10,000+

STUDENTS AT THE  
UNIVERSITY OF WORCESTER

# 25%



OF WORCESTERSHIRE'S  
PROFESSIONALS WORK  
WITHIN SCIENCE, RESEARCH,  
TECHNOLOGY OR ENGINEERING

WORCESTERSHIRE IS  
AT THE CENTRE OF A  
REGIONAL NETWORK  
KNOWN AS



# 'CYBER VALLEY'

## 01 / CONTEXTUAL ANALYSIS



### HIGHLY SKILLED WORKFORCE

The region benefits from a highly skilled workforce comprising a rich talent pool, with a high proportion of people working in high-tech manufacturing and cyber-tech.

- Nearly one million people are located within a 45-minute drive-time.
- 25% of Worcestershire's professionals work within science, research, technology or engineering.
- Worcestershire is at the centre of a regional network known as 'Cyber Valley' given its proximity to GCHQ, QinetiQ, SAS and the density of cyber security firms clustered in the area.



### EDUCATION

The University of Worcester is a top-ranking University, providing courses in healthcare, arts, sports science and business, including biological sciences, with over 10,000 students in undergraduate and postgraduate courses.

Impressively, the University has one of the best records of graduate employment in the country.



### CONNECTIVITY

The region is highly connected both in terms of transport and digital infrastructure:

- Access to the strategic road network (M5 and M42).
- Close to Birmingham Airport.
- Cross-Country and GWR services from Worcester Parkway to Oxford, London, the South-West and the North.
- Target for over 95% of Worcestershire homes and businesses to have superfast broadband.
- Further infrastructure benefits in process of being delivered, supported by £71.7m in Growth Deal funding up to 2021 and £12m Get Britain Building allocation to improve County's digital and physical infrastructure, sustainability and increase opportunities for business growth.

'The Midlands Engine has for the first-time overtaken London as the chief home of Britain's private companies with the fastest growing profits'



01 / CONTEXTUAL ANALYSIS



DROITWICH  
SPA



PERSHORE



EVESHAM

# THE OPPORTUNITY WYCHAVON

The District of Wychavon is located in the south-eastern part of Worcestershire, benefitting from excellent regional links. Around 127,340 people live across the three key towns of Droitwich Spa, Evesham, Pershore and nearly 100 villages and hamlets. The District is set to benefit from enhanced rail connectivity to London Paddington, including services from Worcestershire Parkway towards the North-West, South-West and North-East and enhanced regional connectivity within Worcestershire and towards Cheltenham, Gloucester and Bristol.





## 01 / CONTEXTUAL ANALYSIS



CHATEAU IMPNEY



### A rich natural and cultural heritage

Comprising historically significant areas and natural assets within the district and is adjacent to natural assets including the Cotswolds and Malvern Hills Areas of Outstanding Natural Beauty.



### Great quality of life

17th best place to live nationally (2020 Halifax Quality of Life survey).



### 4,682 businesses

As at June 2016.



### A highly-skilled labour force

32.6% of residents qualified to NVQ Level 6 (degree-level) compared to the West Midlands average of 26.7%.



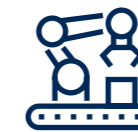
### Opportunity for a healthy lifestyle

Council is committed to investing in sport and leisure opportunities, improving the leisure offer and creating multi-sports hubs in the three principal towns, enhancing access to open space and wildlife sites in addition to Droitwich Spa's high-quality open-air brine lido.



### Prospects for growth

15% population increase between 2018-2028 (c.17,800 people), with 14,000 new homes and 310 hectares of employment land proposed, including new settlements at Throckmorton Airfield and Worcestershire Parkway.



### Scope to create 400 new jobs and 100 new business start-ups

A focus on advanced engineering and agri-tech sectors.



### High quality employment space

Horticulture cluster at Vale Park and high-tech corporate occupiers at Worcester Six.



01 / CONTEXTUAL ANALYSIS

# VISIT WYCHAVON



### Built heritage and history

The historic town centres of Evesham and Pershore contain heritage assets including Pershore Abbey, Almonry Museum, Evesham Abbey Ruins and Bell Tower, whilst Droitwich Spa boasts a unique legacy associated with the salt industry dating back to Roman times.



### Natural beauty

Wychavon is known for its diversity of natural habitats ranging from ancient woodlands, horticultural heritage of the Vale and the River Avon, and benefits from proximity to the Cotswolds and Malvern Hills Areas of Outstanding Natural Beauty.

OVER  
**3.5M**  
VISITORS PER YEAR

📍 EVESHAM ABBEY PARK



📍 VIEW OVER THE COTSWOLDS



📍 STRATFORD-UPON-AVON



📍 WARWICK CASTLE



### Culture

A varied calendar of festivals and events, including the Salt Festival in Droitwich Spa, Pershore's Plum Festival and the Battle of Evesham. The District is also within easy reach of sub-regional tourist destinations including Cheltenham, Warwick Castle and Stratford-upon-Avon.



### Strong visitor base with potential for growth

Over 3.5 million visitors spend nearly £175m, including over 280,000 overnight trips; with overseas visitors comprising 19% of total visitors<sup>1</sup>.

<sup>1</sup> Wychavon District Council (2019)  
Wychavon Tourism Action Plan 2019-24, p6



📍 DROITWICH SPA HIGH STREET

# 02

# INTRODUCING DROITWICH SPA

## 02 / INTRODUCING DROITWICH SPA

Droitwich Spa is the largest settlement in the District, with an estimated population of 23,500 (2011 Census\*). The legacy of the 19th Century 'Spa' culture has influenced the historical development of the Town Centre, with its spacious parks (Lido Park) and open-air leisure opportunities (Droitwich Spa Lido) which attract visitors from a regional catchment. The Spire Clinic and BMI Droitwich Spa Hospital offer healthcare services locally. The town has a strong heritage with a historic core and buildings of historic interest which should be capitalised upon.



### 'Land of Salt'

The Romans were originally drawn to the natural brine deposits and named the area Salinae (Place of salt). Soldiers were given salt as payment which is where the term salary is derived, and salt production has underpinned the town's wealth ever since. This is recognised by the motto used on the Town Council's civic chain: Sal Sapit Omnia (salt flavours all).



### Beautiful Worcestershire countryside and leafy parks

Green Flag awards for Vine Park, Lido Park and Droitwich Spa Community Woods, with an extensive network of canals and walking routes



### Best of both worlds

Amenity-rich Town Centre with restaurants, cafés and shopping set in rural hinterland, whilst being well-connected to employment and leisure opportunities in Worcester and Birmingham.



### Open air saltwater swimming pool

Ranked 5th best Lido in Britain (The Times).



### Opportunity for new housing growth and Town Centre living

Approx. 700 new homes planned through the adopted and emerging Local Plan.



APPROX.

700

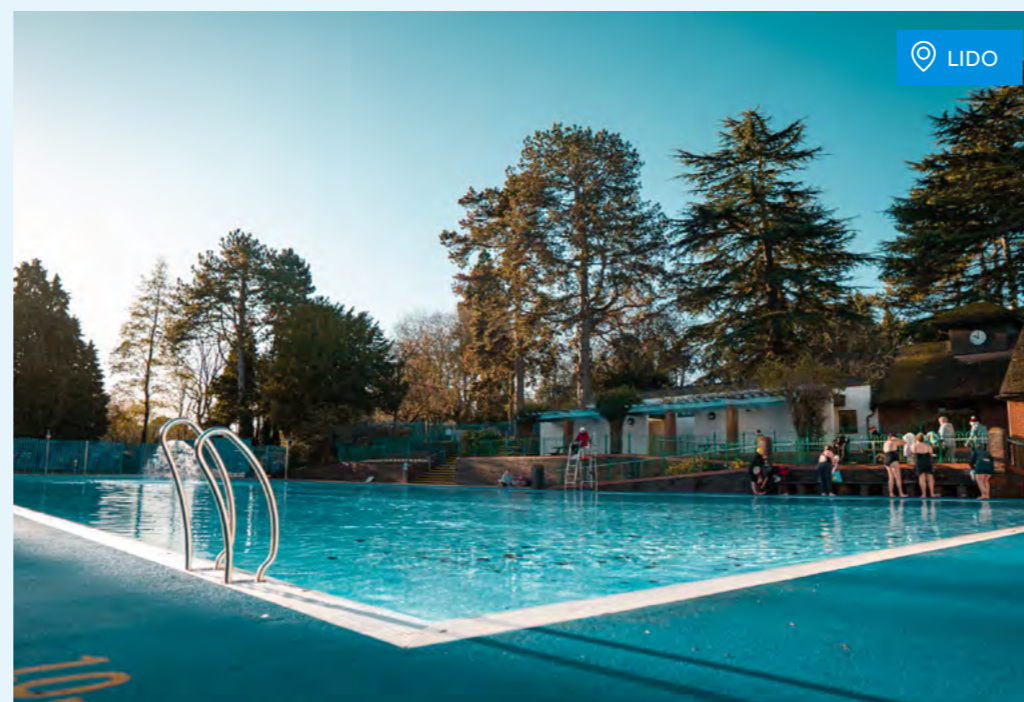


NEW HOMES PLANNED

ESTIMATED  
POPULATION



23,500



The Droitwich Barge Canal provides a waterfront setting north of the Town Centre; visitors can travel by boat to Droitwich Spa as part of a boating 'ring' linking the Canal to the River Severn (21 Mid Worcestershire Ring). The restored canals were opened in 2011 and link with the River Severn and Birmingham and Worcester Canal.

02 / INTRODUCING DROITWICH SPA

# STRATEGIC CONNECTIVITY

## RAIL



### SERVICES FROM DROITWICH SPA STATION

Within circa 500m / 6 minutes walk from the High Street

Worcester	8 mins
Birmingham	36 mins
Pershore	43 mins
Evesham	46 mins
Hereford	50 mins
Oxford	94 mins
London Paddington	149 mins

The station is well connected by local cycle links and benefits from cycle stand provision. 115 car parking spaces are provided. Planned improvements include the reinstatement of the dual track between Stoke Works (Bromsgrove) and Droitwich Spa which will increase capacity.

## ROAD



Droitwich Spa is the largest town within the Wychavon district and is an important focus for future growth. It benefits from strong connectivity to the Strategic Road Network, via the M5, M42 and A38 and has strong road and rail links. The town is an attractive location for commuters and has good access to talent, including the West Midlands metropolitan area.

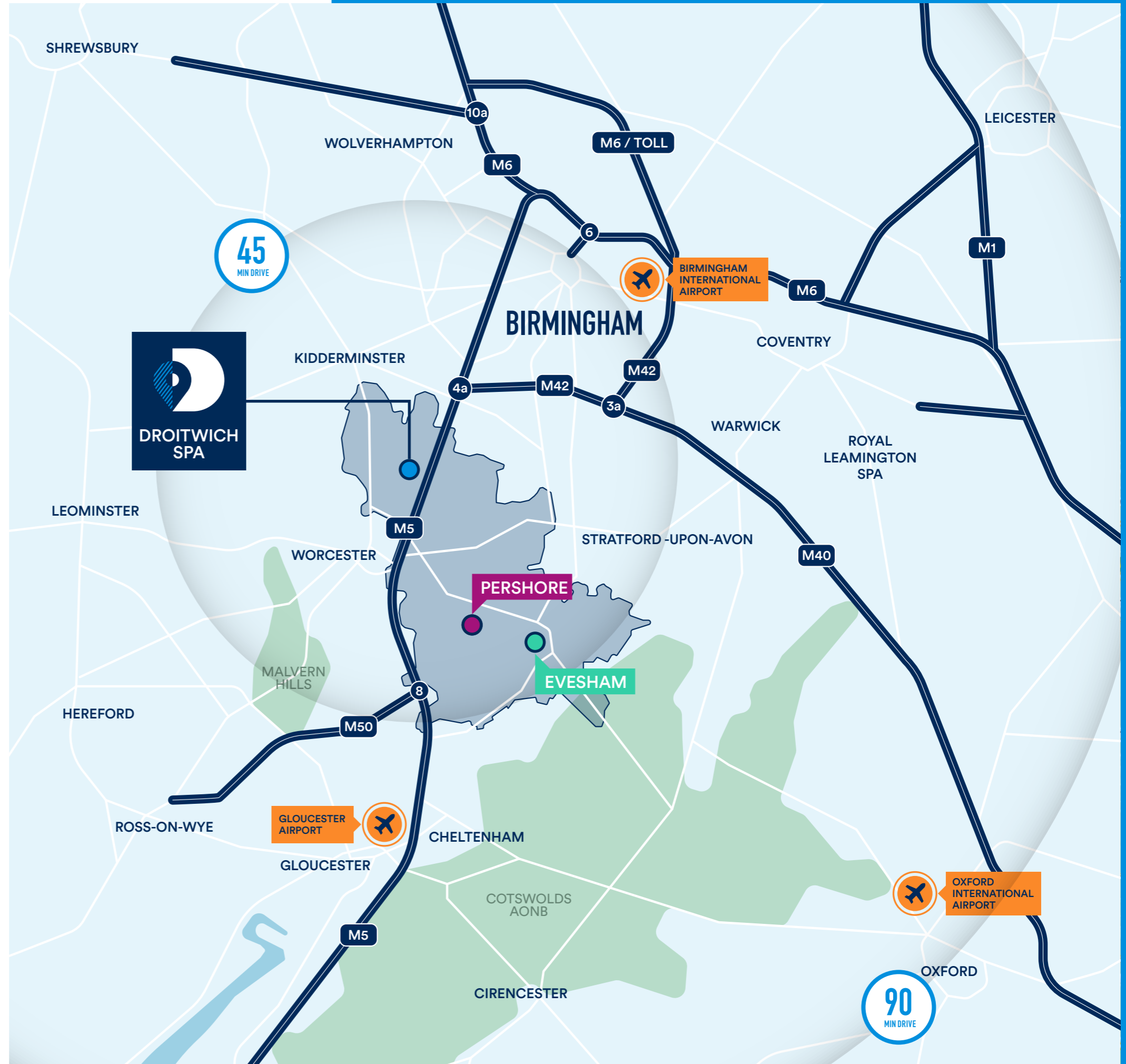
The town is situated within easy commuting distance of employment opportunities as follows:

Worcester	20-minute drive (6.3 miles / 10.1km)
Pershore	23-minute drive (12.5 miles / 20.1km)
Kidderminster	27-minute drive (12 miles / 19.3km)
Birmingham	40-minute drive (22.6 miles / 36.3km)
Evesham	40-minute drive (19.9 miles / 32km)
Stratford-upon-Avon	40-minute drive (22.5 miles / 36.2km)
Royal Leamington Spa	43-minute drive (34.9 miles / 56km)
Cheltenham	44-minute drive (28.5 miles / 45.8km)
Coventry	46-minute drive (42.3 miles / 68km)
Gloucester	50-minute drive (34.1 miles / 54.8km)
Hereford	66-minute drive (34.6 miles / 55.7km)
Oxford	87-minute drive (76 miles / 122.3km)

## AIR



Birmingham International Airport is located 28.2 miles (45.3km) north-east (35-minute drive)



02 / INTRODUCING DROITWICH SPA

# LOCAL CONNECTIVITY

## Bus and Rail Services

Regular bus services operate from the Town Centre, with services to Worcester, Birmingham, Bromsgrove and Kidderminster. The town is well-served by local bus services stopping at Ombersley Street/ Victoria Square, Vines Park, Lido Park, St Peter's Fields and Queen Street. Services also run from directly outside Droitwich Spa station.

Droitwich Spa station is located to the west of the Town Centre with routes to several destinations including Birmingham which can be reached in just under 40 minutes, providing connectivity to the visitor attractions and high-quality employment opportunities in the city centre and beyond and future links to HS2. Pedestrian connectivity to the Town Centre needs to be improved. Relocation of the station to a more sustainable location is being considered by a local business group and this could be a longer-term opportunity and create a new gateway for the town

## Active Travel Network

There is ample opportunity within Droitwich Spa to access walking and cycling opportunities, including to the 40-mile (64.3km) long Wychavon Way and attractive leisure routes within Vines Park and Lido Park and along the Droitwich Barge Canal. National Cycleways 45 and 46 provide a cycle route to Worcester. Notwithstanding this, through our assessment we have identified opportunities to improve and enhance active travel routes and opportunities within Droitwich Spa, particularly given the size of the town and potential ease of travel within it and scope to create a sustainable 20-minute neighbourhood.

Public realm has been enhanced by Worcestershire County Council with new street furniture and paving in 2017 along the High Street. As set out within this Investment Prospectus, there is the opportunity to further review this to benefit the vibrancy and vitality of the Town Centre.



# c.720

CAR SPACES IN THE  
TOWN CENTRE CORE

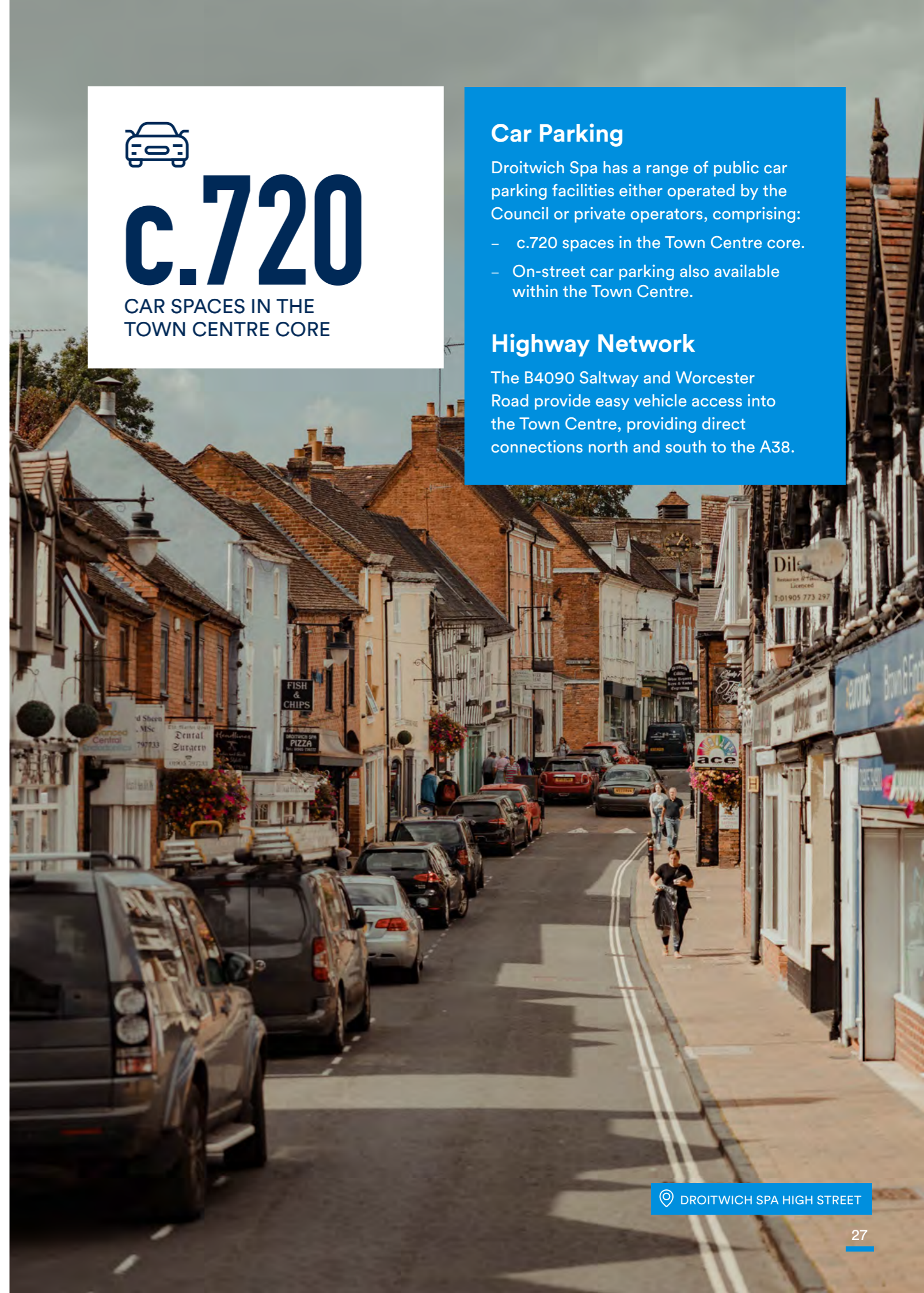
## Car Parking

Droitwich Spa has a range of public car parking facilities either operated by the Council or private operators, comprising:

- c.720 spaces in the Town Centre core.
- On-street car parking also available within the Town Centre.

## Highway Network

The B4090 Saltway and Worcester Road provide easy vehicle access into the Town Centre, providing direct connections north and south to the A38.



02 / INTRODUCING DROITWICH SPA

# COMMERCIALITY A PLACE TO INVEST

There is confidence in the market to invest in Droitwich Spa as demonstrated by recent proposals by LPW Development UK Ltd for the residential-led redevelopment of The Raven Hotel, development interest in land off Union Lane near the station, and proposals to reconfigure and extend St Andrew's Shopping Centre within the heart of the town.

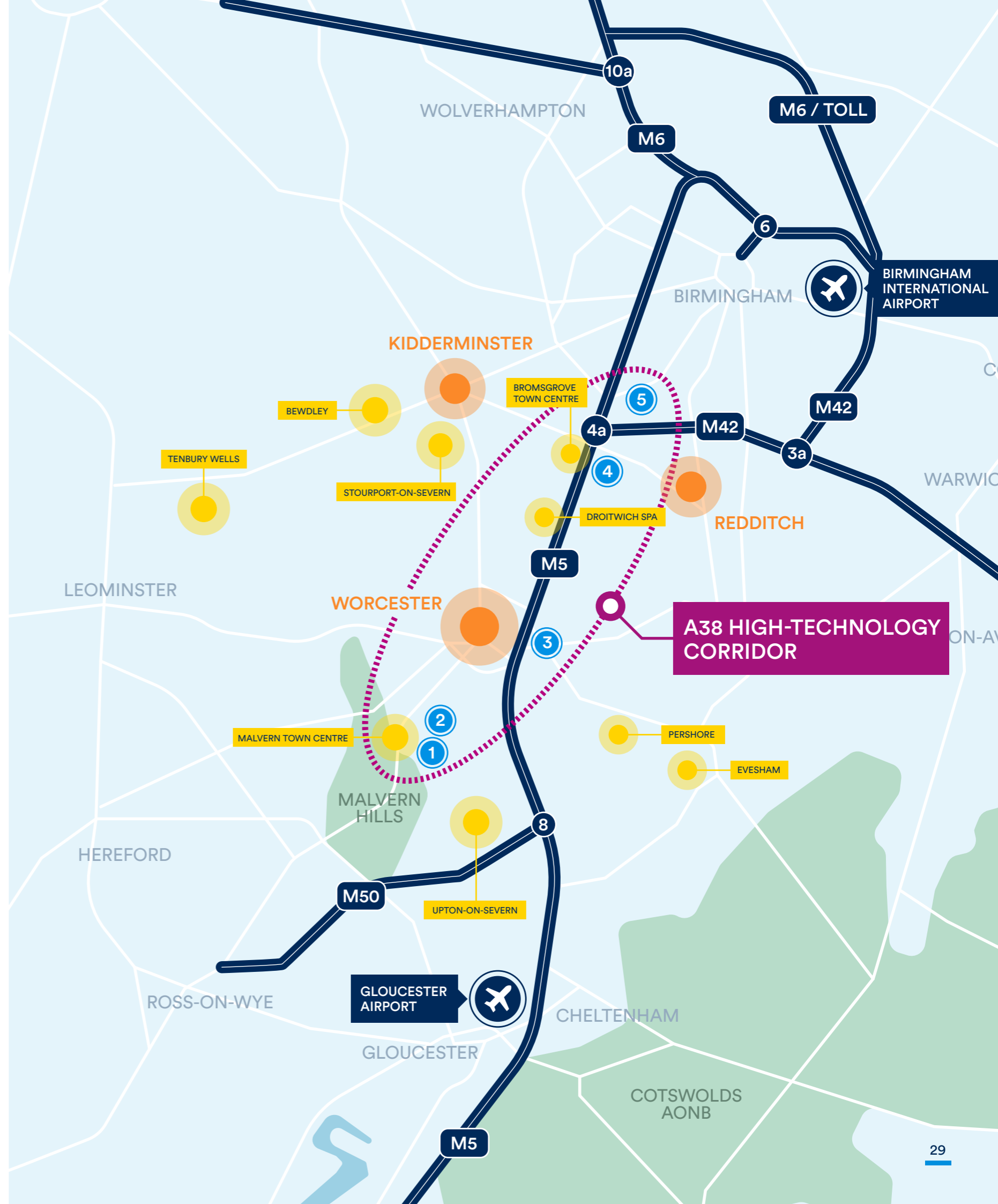
Droitwich Spa is situated within the A38 high-technology corridor, between Bromsgrove Technology Park and Worcester Technology Park, which presents further opportunities, particularly in terms of providing high-quality employment uses.

## A38 HIGH-TECHNOLOGY CORRIDOR

### High Growth Employment Sites

- ① QuinetiQ Malvern Technology Park
- ② Great Malvern Science Park
- ③ Worcester Technology Park (Bosche expansion)
- ④ Bromsgrove Technology Park
- ⑤ Longbridge Technology Park

	Employment in Worcestershire's main centres
	Support the economic sustainability of Worcestershire's towns
	A38 High-Technology Corridor



## 02 / INTRODUCING DROITWICH SPA

The town has a mix of businesses incorporating manufacturing, retail and health sectors. Key employment sites include

**Koito Europe**

**DPC-Deritend**

**AKW Medi-Care**

**Muller-Wiseman Dairies**

**Vax and Reddiplex**

**Tubetrade PLC**

**Global Phones Ltd**

**Inductotherm Europe Ltd**

**Ipurtech Ltd**

**Print Strategy Ltd**

**Roger Dyson Ltd**

**Spa Track Medical**

**Trojan UV Technologies**



STONEBRIDGE CROSS BUSINESS PARK



SALWARPE BUSINESS PARK



BERRY HILL INDUSTRIAL ESTATE



HAMPTON LOVETT

Key employment sites include:

### SALWARPE BUSINESS PARK

Newly built industrial units, 0.9 miles (1.4km) from Droitwich Spa Town Centre – the majority of which are now let /sold within days of release and is now fully occupied.

### HAMPTON LOVETT

The 21.81ha (53.8 acres) Hampton Lovett Industrial Estate is 4 miles (6.4km) from the M5 and 2 miles (3.2km) from Droitwich Spa Town Centre. It offers a range of premises including some office accommodation with occupiers including Amazon, Koito and Big Bear. Further extensions to this industrial estate are proposed within the emerging Local Plan (CPS0501/2).

### STONEBRIDGE CROSS BUSINESS PARK

One of the District's most prestigious business parks. A 32ha (79 acres) site to the north of the Town Centre, it is home to major employers such as Müller Wiseman Dairies and Vax and offers high specification new buildings. A Phase 2 greenfield extension is in the development pipeline for up to 450,000sqft (41,806sqm) of distribution and manufacturing space as one of South Worcestershire's Strategic Employment Sites.

### BERRY HILL INDUSTRIAL ESTATE

52ha (128.4 acres) well established employment location, providing 132,007sqm (1,420,923 sqft) total floorspace, and has good prominence in the town.



02 / INTRODUCING DROITWICH SPA

# COMMERCIALITY OFFICES

Office take-up across Wychavon was 28,685sqft (2,665sqm) in 2020, with the average deal size being 2,207sqft (205sqm). This puts Wychavon second to Worcester in terms of office take-up within Worcestershire. Wychavon provides a great mix between space, connectivity and rural ambience.

The opportunity of course needs to be balanced with the impact of the pandemic and broader national trends which indicate a preference towards a hybrid office model – with employees opting for a mix between working from home and physically in the office. The opportunity for Droitwich Spa is to appeal to those who want to minimise their commuting times to Worcester and Birmingham and further afield.

There is the opportunity to provide high quality office space in accessible locations such as Droitwich Spa. Demand has been particularly strong for existing space in Droitwich Spa such as De Salis Court, a 5 minute drive north of the Town Centre.

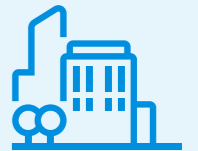
There is strong local demand for incubator/ serviced office space and it should be a key short term priority to identify sites and deliver this as a driver of economic growth and local job creation.

There is a dual need in Droitwich Spa to secure new employment to enhance its role as a local commercial centre and to enable it to fulfil its wider market town role in rural regeneration. Investment in new, small office accommodation will help to build on its platform of service sector employment.



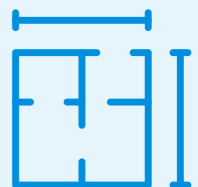
2020 OFFICE TAKE-UP

28,685  
SQ FT



2020 AVERAGE DEAL SIZE

2,207  
SQ FT



02 / INTRODUCING DROITWICH SPA

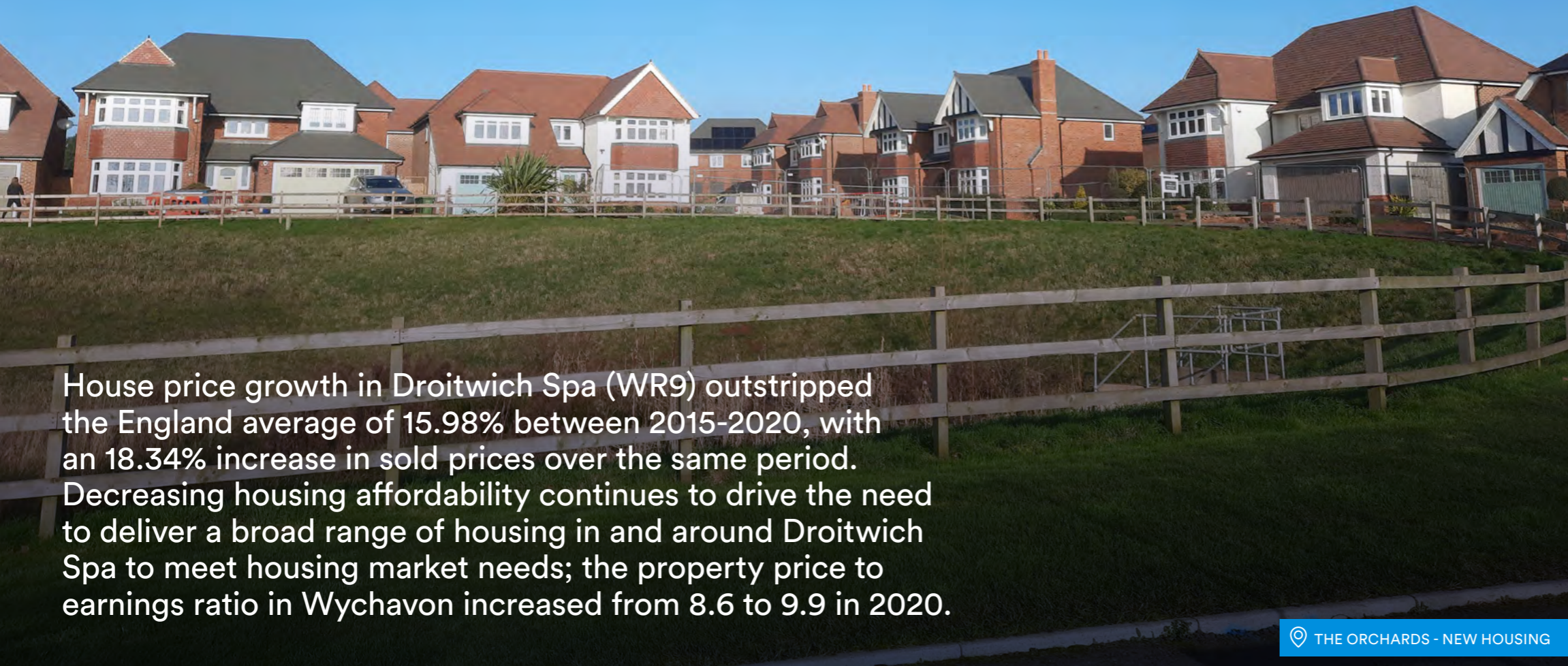
# COMMERCIALITY RETAIL & LEISURE

Despite COVID-19, latest evidence from St Andrew's Shopping Centre shows resilient footfall and dwell-time, indicating pent-up demand for a positive retail offer and experience. Longer-term trends provide scope to attract new independents into the Town Centre, providing opportunities for small retail and / or food & beverage start-ups and a stronger leisure offering alongside community uses within the traditional retail core. There is also potential for a new hotel entrant in the medium-term as part of an enhanced tourism offer for the town.



02 / INTRODUCING DROITWICH SPA

# COMMERCIALITY RESIDENTIAL



House price growth in Droitwich Spa (WR9) outstripped the England average of 15.98% between 2015-2020, with an 18.34% increase in sold prices over the same period. Decreasing housing affordability continues to drive the need to deliver a broad range of housing in and around Droitwich Spa to meet housing market needs; the property price to earnings ratio in Wychavon increased from 8.6 to 9.9 in 2020.

THE ORCHARDS - NEW HOUSING



COPCUT RISE - NEW HOUSING

APPROX.

# 700

NEW HOMES PLANNED



# 18.34%

INCREASE IN SOLD  
PRICES (2015-2020)



However, the district of Wychavon is an attractive and more affordable place to live than neighbouring areas; the 2020 affordability ratio lies at 10.23 in adjacent Stratford-upon-Avon District, 11.74 in adjacent Malvern Hills District and 14.3 in Cotswold District.

To complement the larger family homes (three plus bedrooms) delivered on sites outside of the Town Centre, there is market demand for smaller two and three bedroom properties within Droitwich Spa Town Centre, in order to provide affordable homes for local residents, including first-time buyers. The use of a sensitively designed, higher-density, townhouse and terraced typology with associated car parking would maximise the opportunity presented by brownfield sites within the Town Centre. There is a limited market for apartment living, given the demand for gardens as private outdoor amenity space in this location.

There is also the opportunity to be innovative with the approach to car parking provision and the potential to create a more centralised mobility hub for specific sites, particularly where this could serve a dual function (for example, on sites close to the train station).

The emerging South Worcestershire Development Plan Review plans for significant growth in Droitwich Spa, with approx. 700 new homes planned up to 2041.



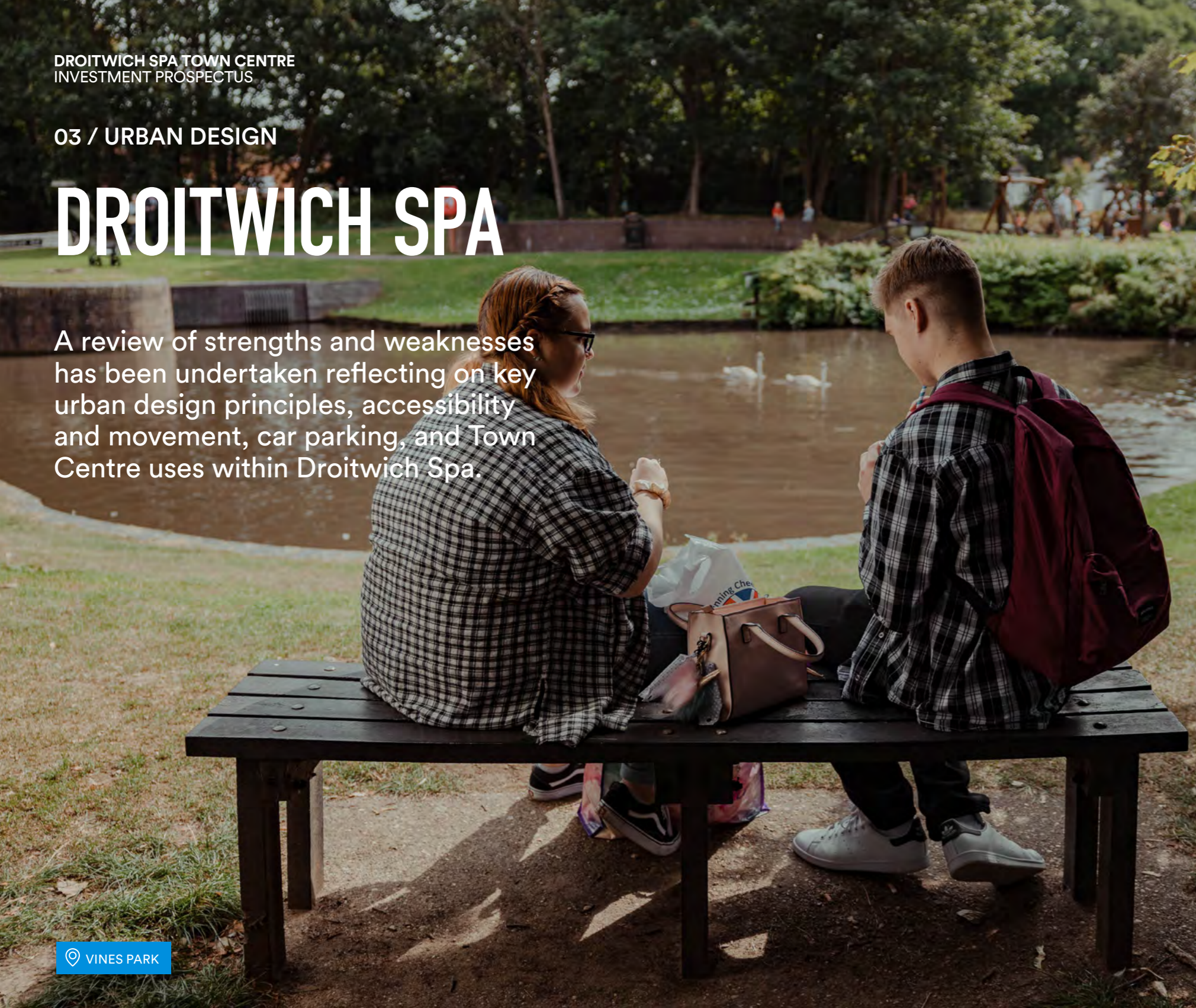
📍 DROITWICH SPA CANAL

# 03

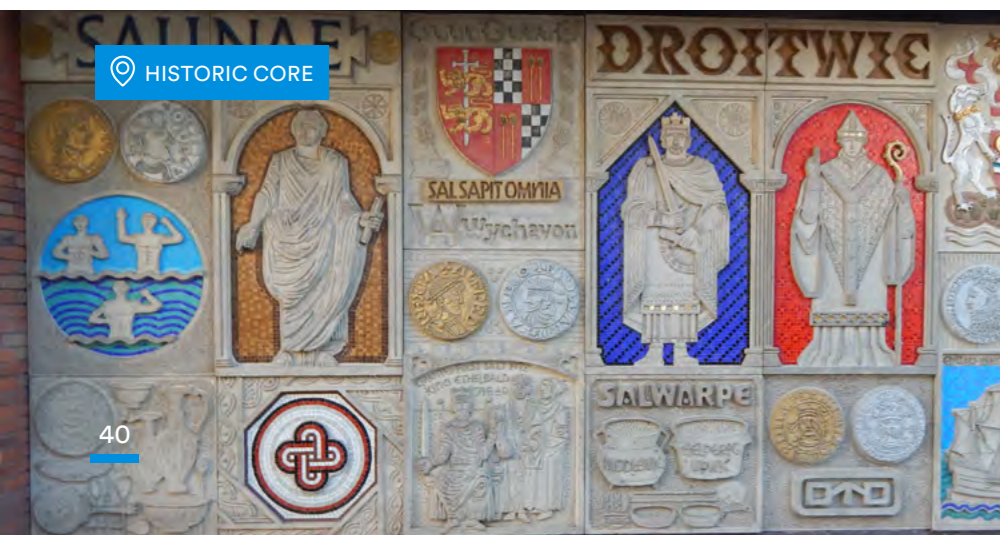
# URBAN DESIGN

# DROITWICH SPA

A review of strengths and weaknesses has been undertaken reflecting on key urban design principles, accessibility and movement, car parking, and Town Centre uses within Droitwich Spa.



VINES PARK



HISTORIC CORE



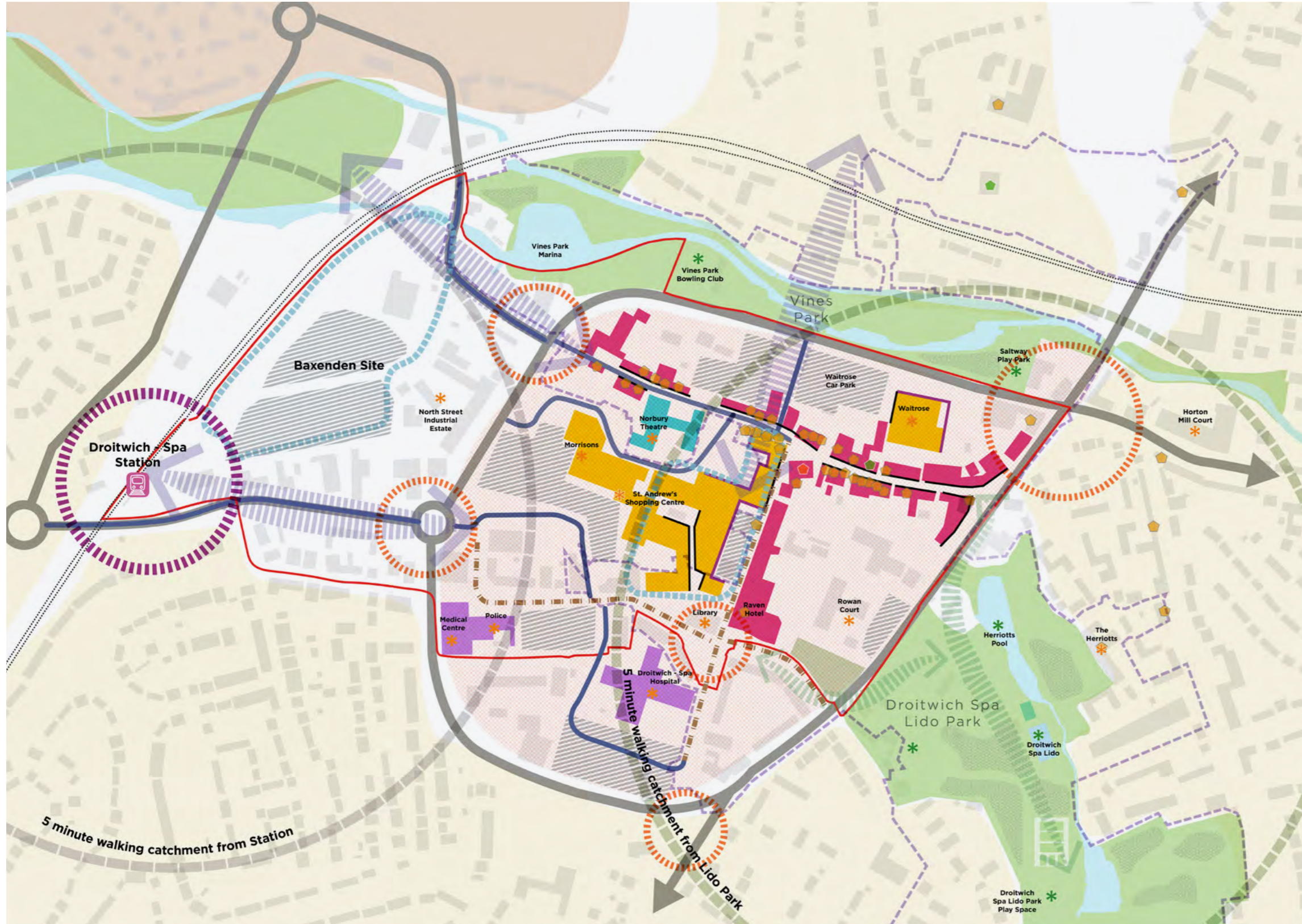
## Strengths:

- ✓ Attractive historic core.
- ✓ Opportunities for infill.
- ✓ Lido and canal as assets.
- ✓ Local amenities close to Town Centre.
- ✓ Clear signage/ wayfinding.
- ✓ Good access to Town Centre via public transport.
- ✓ Areas of pedestrianisation in parts which could be expanded.
- ✓ Compact settlement providing big opportunity for active travel.


























## Weaknesses

- ✓ Poor relationship between core and St. Andrew's Shopping Square.
- ✓ Inactive frontages, service yards and inward facing building fronts.
- ✓ Large areas of surface car parking.
- ✓ Underutilised land along Saltway.
- ✓ Lack of direct and legible routes to Lido Park.
- ✓ Some vacancy and dereliction.
- ✓ Restrained footways along High Street and confined carriageway preventing spill out space.
- ✓ Lack of coherent and comprehensive cycle network.

# DROITWICH SPA



## KEY

-  Local Centre boundary
-  Local street network
-  Primary route network
-  Anchor retail locations
-  Local Amenities
-  Healthcare
-  Key destinations within Town Centre
-  Anchor open space / recreational areas
-  Well defined building frontages with active ground floor uses
-  Negative frontage / Back of house / service areas that are street fronting
-  Buildings of historic or townscape quality that help reinforce character
-  Local residential areas within immediate proximity to the Town Centre
-  Local commercial areas within immediate proximity to the Town Centre
-  Walking catchment of approx 5mins walk to the Town Centre
-  Areas dominated by car parking
-  Arrival gateways with a low quality arrival experience
-  Arrival gateway constrained by railway over-bridge and narrow footways
-  Links with poor legibility to and from the Town Centre
-  Extent of area which reads as part of the Town Centre
-  Key assets which feel disconnected from the Town Centre
-  Grade 1 Listed
-  Grade 2 \* Listed
-  Grade 2 Listed
-  Conservation Area
-  Areas of opportunity

03 / URBAN DESIGN

# MOVEMENT AND ACCESSIBILITY APPRAISAL

## COVID-19 Impact

It was evident that driving in the UK significantly reduced during lockdown.

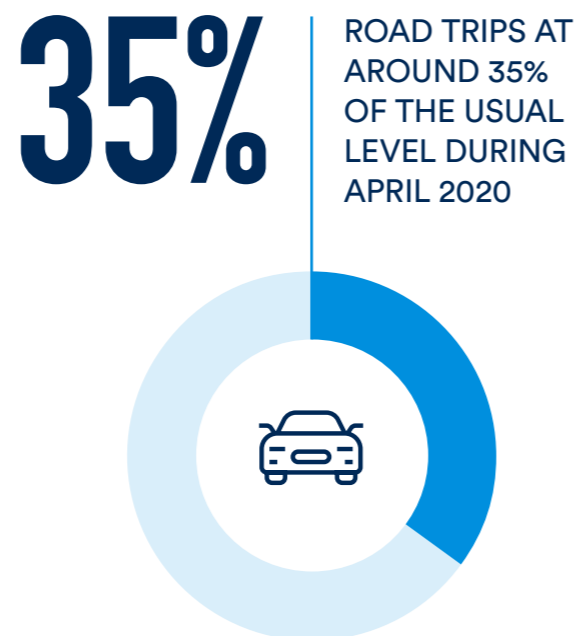
*‘Prior to Covid-19, fewer than 2% of adults travelled by bicycle three or more times a week for non-leisure purposes. During the Covid-19 lockdown, levels of cycling and walking appeared to increase significantly and we are keen to retain some of this modal shift going forward’.*

WYCHAVON INTELLIGENTLY GREEN PLAN, 2020-2030

The government published data describing how road trips in motorised vehicles, recorded at 275 automated sites, were at around 35% of the usual level during April 2020, whilst levels of cycling had nearly tripled.

These dramatic falls in road traffic resulted in positive impacts that we have all noticed; the liveability of our local neighbourhoods, less noise, congestion eradicated, safer streets and an improvement in air quality.

As restrictions have eased traffic levels have increased.



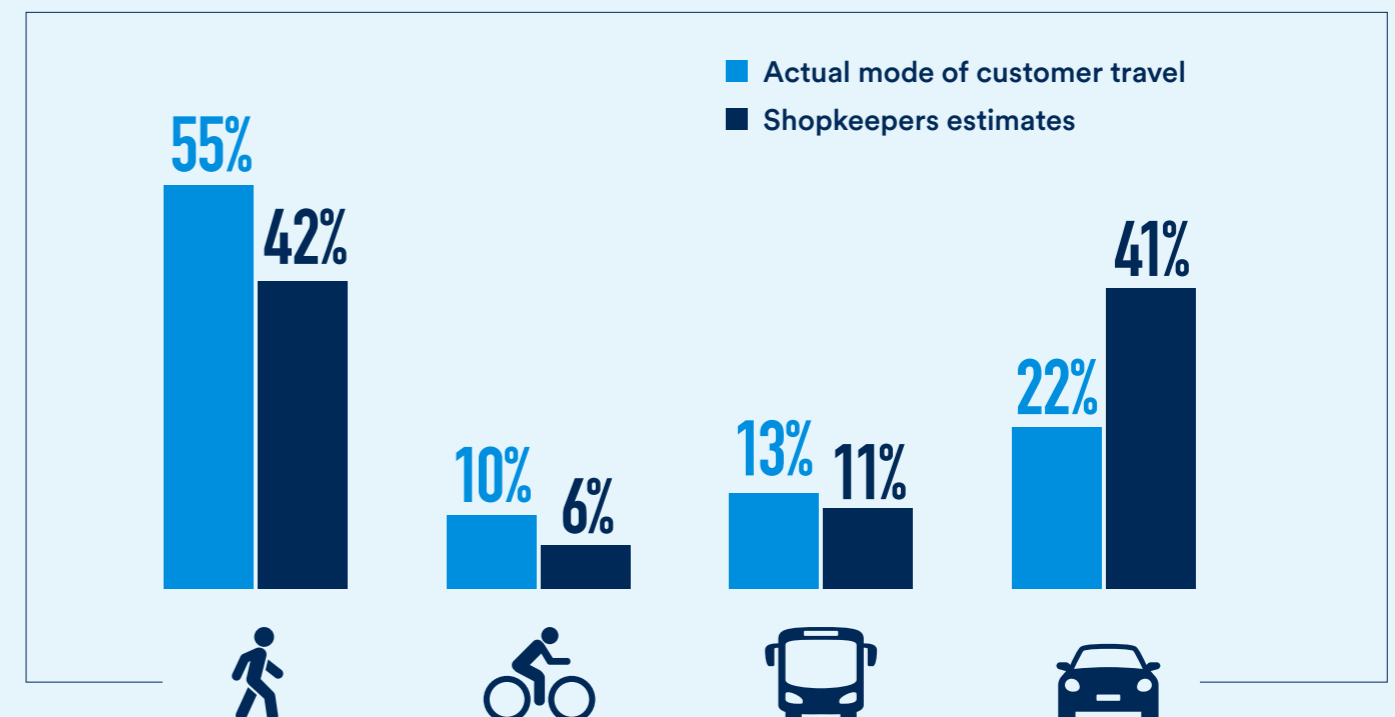
## Encouraging Sustainable Travel Modes

Good street design can lead to significant financial value in our high streets contributing to vibrant and commercially successful towns.

This drives places where:

- ✓ Traffic levels are not excessive.
- ✓ Street furniture is not obtrusive.
- ✓ Sufficient crossing points are provided.
- ✓ Clear way finding is introduced.
- ✓ Sustainable transport is prioritised.

This approach aligns with the Intelligently Green Plan (2020-2030) which promotes low carbon travel and aims to make towns, including Droitwich Spa more sustainable as well as providing infrastructure alternatives.



03 / URBAN DESIGN

# SPATIAL TRANSPORT FRAMEWORK VISION

## A 20-Minute Neighbourhood

Our overarching mobility strategy is focused around living locally, supported by active travel. A 20-minute town is all about living locally, giving people the ability to meet most of their daily needs within a 20-minute walk from home, with safe cycling and local transport options supplementing this.

The following improvements are in the pipeline in Droitwich Spa:

- ✓ Active Travel Corridor enhancements including systematic investment in walking and cycling links to create a safe, comprehensive, integrated network.
- ✓ Droitwich to Stoke Works (Bromsgrove) – National Rail led scheme to reinstate dual track to increase capacity along this route and improve network integrity.
- ✓ Improvements to A38 Droitwich Road/ A4538 Pershore Lane Junction & Fernhill Heath – A38 Droitwich Road/ A4536 Hurst Lane Junction.
- ✓ The ‘Vision and validate’ approach seeks to realign the street hierarchy in favour of more sustainable modes of transport and increased pedestrian priority and subsequent footfall in the Town Centre.
- ✓ Sustained travel pattern changes following the pandemic could potentially reduce requirement for planned junction capacity improvements in the Local Transport Plan (LTP) – more focus on value added through public realm / active travel enhancements.
- ✓ Improvements along the High Street to promote activity.





03 / URBAN DESIGN

# SPATIAL TRANSPORT FUTURE IMPROVEMENTS

## Worcestershire County Council (WCC) Local Transport Plan 4 (2018-2030)

The relevant improvements are detailed as South Worcestershire Active Travel Corridor (SWAT) and South Worcester Strategic Transport (SWST) schemes. The following improvements are in the pipeline in Droitwich Spa:

### SWAT 2

#### WORCESTER TO DROITWICH SPA:

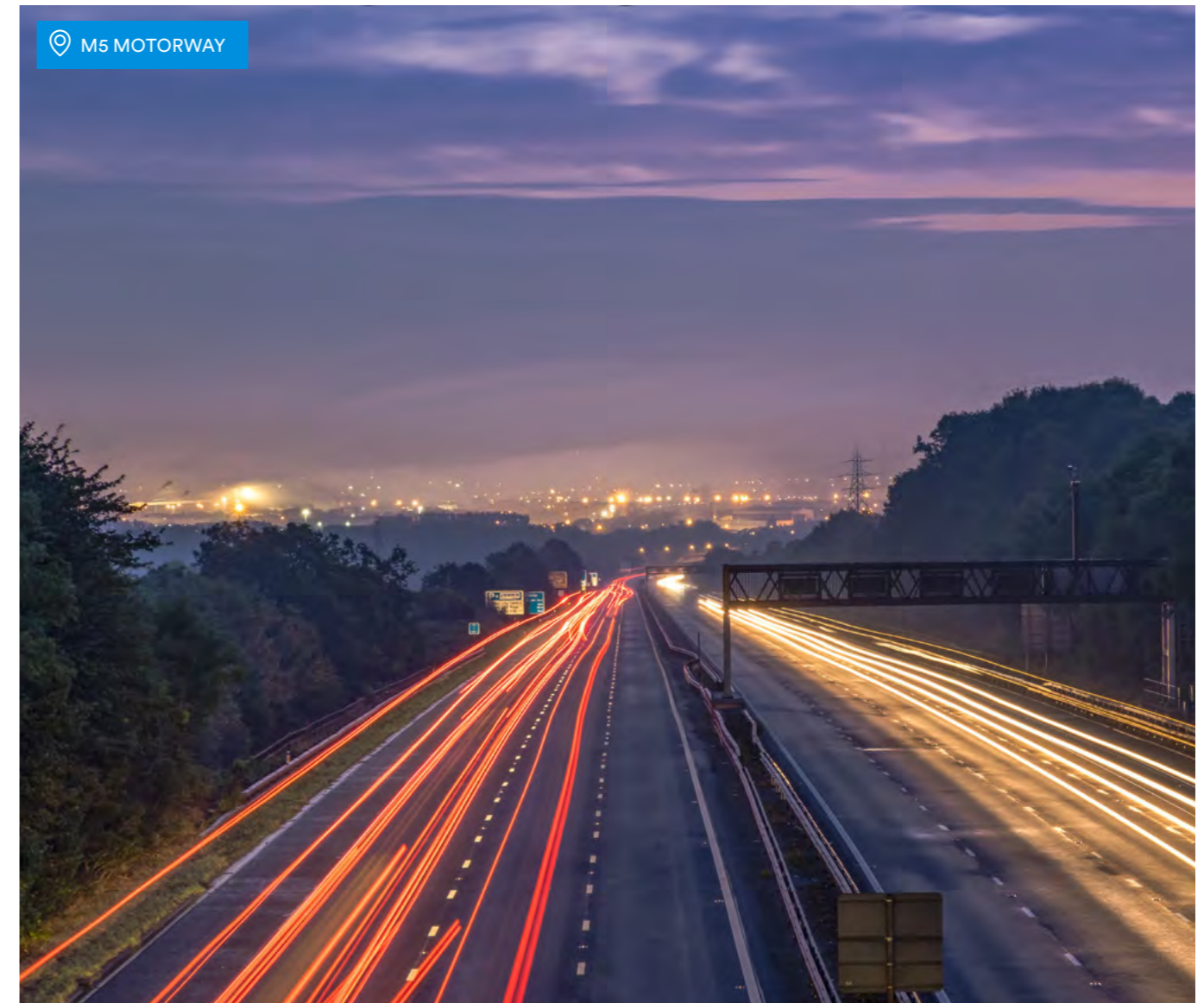
Potentially using Local Transport Plan (LTP) / Developer funding, the 'Active Travel Corridor' includes systematic investment in walking and cycling links along the corridor to create a safe, comprehensive, integrated network linking residential areas with key trip attractors, including schools, railway stations, town centres and employment locations. It includes surfacing, signage, lighting and public realm improvements to create an attractive and coherent network. Secure cycle parking and sheltered secure cycle parking are considered.

### SWST 9

#### DROITWICH TO STOKE WORKS:

Potentially to be funded by the Rail Industry (Network Rail), the scheme will reinstate the dual track between Stoke Works (Bromsgrove) and Droitwich Spa, in order to increase capacity on this route. The scheme is within Network Rail's asset base, so cannot be delivered / funded by Worcestershire County Council. As part of the LTP, Worcestershire County Council continue to lobby the rail industry to dual this key section of Worcestershire's local rail network to support improved network to support improved network integrity and capacity for further growth.

A detailed package of measures (subject to definition) for Droitwich Spa are listed within the WCC LTP and are summarised in the MODE Baseline Report.



### SWST 16/19

#### MARTIN HUSSINGTREE – A38 DROITWICH ROAD/ A4538 PERSHORE LANE JUNCTION & FERNHILL HEATH – A38 DROITWICH ROAD/ A4536 HURST LANE JUNCTION:

These junctions have been identified for comprehensive reviews in terms of capacity, traffic flows, design and signalling apparatus (where provided) for all suitable transport modes, to identify whether capacity and/or safety improvements are required. If so, a detailed design process would follow to identify a costed improvement scheme to tackle identified issues and constraints.



# STAKEHOLDER ENGAGEMENT CREATING A PLACE NARRATIVE FOR DROITWICH SPA

Engaging with key stakeholders has been an important part of developing the Investment Prospectuses.

Led by ThinkingPlace as part of the wider CBRE team, engagement included key focus groups, a survey which received 617 responses and one-to-one discussions during January and February 2021.

In addition, and throughout each stage of the project, CBRE led engagement with officers, members and key stakeholders which has helped influence and shape the prospectuses.



## KEY FEEDBACK WAS AS FOLLOWS:

- ✓ In repurposing the Town Centre it will be important to diversify uses and consider leisure and living and provide an amenity offer which connects and draws in the wider communities and neighbourhoods.
- ✓ Key developments and gateway sites including The Raven Hotel and St Andrew's Shopping Centre are central to delivering this ambition.
- ✓ The salt heritage and the Spa status are major differentiators for the town and must be optimised in development and promotion.
- ✓ Droitwich Spa is a good place for liveability helped by being the centre of a green and attractive wider experience.
- ✓ The canal can be a catalyst for the development of the town by attracting a different audience who can spend money in the centre and by changing perceptions of it.
- ✓ Droitwich Spa is not currently seen as a place for business and a shared work space can help change this at a time when people will be looking to start up and work/ live local.
- ✓ To succeed the Town Centre needs to attract a younger demographic to bring vibrancy and spend.
- ✓ COVID-19 has shown the importance of exploiting the green and open spaces which Droitwich Spa has within it and outside. This is vital for mental well-being.

This engagement then informed the place narrative and vision.



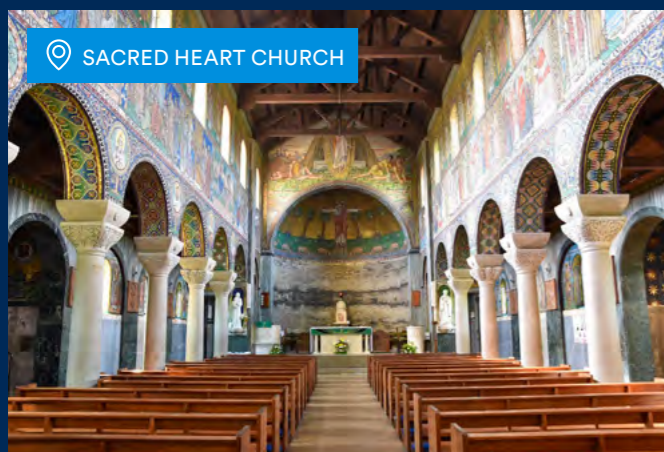
VINES PARK



COMMUNITY WOODS



DROITWICH EVENT



SACRED HEART CHURCH

LOCAL WALKS

PARKS/GREEN SPACE

HISTORY & HERITAGE

COMPACT & ACCESSIBLE

NORBURY THEATRE

SACRED HEART CHURCH

LIDO PARK

CANAL WALKS

VINES PARK

SALT

CHATEAU IMPNEY

WOODS

RAVEN HOTEL

COUNTRYSIDE

HISTORIC BUILDINGS

EVENTS & FESTIVALS

BRINE BATHS

LOCATION & LINKS

COMMUNITY SPIRIT



CANAL

# 04

# A VISION FOR DROITWICH SPA

04 / A VISION FOR DROITWICH SPA

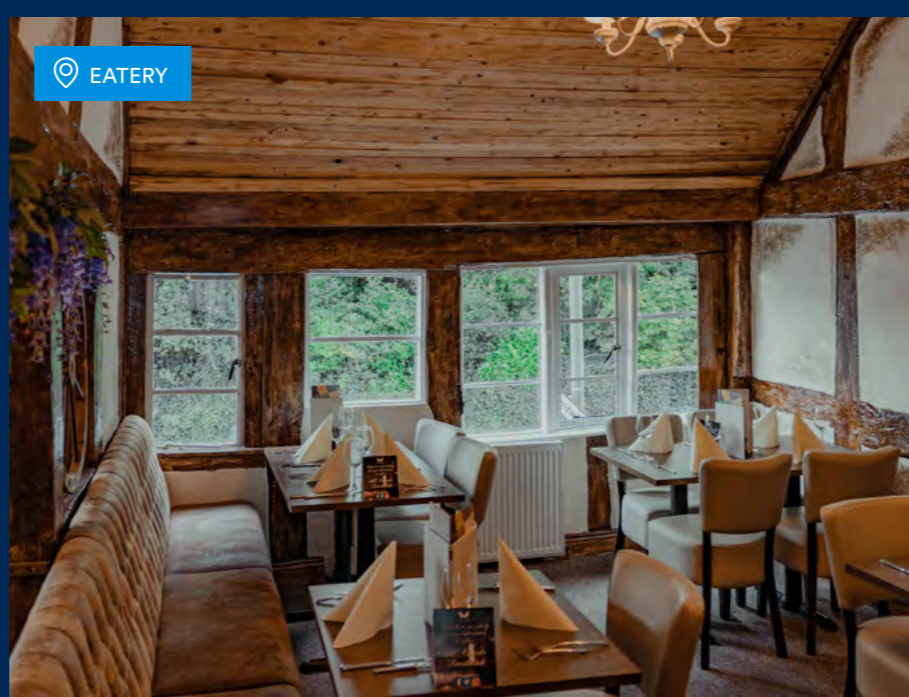
# 'PUTTING THE SPA RINKLE BACK'



📍 DROITWICH SALT



📍 WOT'S COOKING EVENT



📍 EATERY

Following the outcome of the stakeholder engagement workshops, a suggested vision was prepared and associated strategic objectives which set out how Droitwich Spa can evolve over the next 20 years. The overarching place narrative is the opportunity for 'putting the sparkle back' into the town, which can be delivered as follows:

“

In the next 20 years Droitwich Spa will be a vibrant Spa town with leisure, wellness and 'spa' at its heart – known for its unique salt heritage and its quality outdoor brine lido. This will provide a distinct and quality experience for those wanting to visit the town but also help to attract new people to live in the Town Centre and surrounds. The town will have a broad appeal for those wanting to prioritise health and wellbeing – building on the great assets of the Lido, canal, Vines Park and Lido Park and green spaces. Droitwich Spa will be a place where new families want to settle – providing the balance of high quality Town Centre living, the opportunity to have a healthy, active lifestyle and the ability to access great amenities on their doorstep.

”

04 / A VISION FOR DROITWICH SPA

# STRATEGIC OBJECTIVES

In order to achieve this vision, this Investment Prospectus sets out **7 key strategic objectives:**



## 1.

### To develop a high-quality Town Centre living offer

Attracting new developers and investors who want to build high-quality residential development within the Town Centre and redevelop and regenerate brownfield sites, as well as those sites that can support waterside living.

## 2.

### To provide a high-quality public realm and built environment

With opportunities to 'green' and soften the existing public realm, streets and spaces.

## 3.

### To curate an experience for the town which goes beyond retail

Introducing new leisure opportunities which build upon the town's health and Spa uniqueness.

## 4.

### To promote Droitwich Spa as a spa and leisure destination to promote health and well being

Using successful place-branding and building upon the Lido, brine baths, private hospital, bespoke events (building on the success of Salt Fest), and generating vibrancy, activity and greater dwell-time within the Town Centre core and establishing a health corridor (cycle, walk, wildlife) following the route of the canal and river that run through the town linking the Marina to Churchfields.

## 5.

### To support existing businesses as key ambassadors for the place

Helping them to think more innovatively, to diversify, to expand their customer base and providing them with the right support, training and tools to be a success, as well as providing the right environment to encourage new businesses and 'pop ups' to tackle vacancies in the Town Centre.

## 6.

### To provide a high-quality public realm and built environment

Which enhances the heritage of the Town Centre, provides attractive spaces for people to want to dwell and improves the legibility and permeability of the Town Centre. This includes making the most of active travel opportunities and reducing reliance on the private car.

## 7.

### Climate resilience to facilitate a low carbon lifestyle

Through transport and active travel and reducing car dominance, access to services, but also on adapting to climate change with the natural environment providing mitigation for extreme weather events, sequestering carbon and increasing biodiversity.



VINES PARK

# 05

# PROPOSED SPATIAL FRAMEWORK

05 / PROPOSED SPATIAL FRAMEWORK

# SPATIAL STRATEGY



NEW HOUSING

The proposed spatial framework provides the following key moves to help to deliver the overarching vision and strategic objectives. Importantly, as identified the Investment Prospectus suggests a spatial framework as opposed to a rigid masterplan. This framework approach enables greater flexibility to respond to changing market conditions and future investment and funding opportunities. There is scope for the Council to directly intervene if feasible and viable to bring forward some of the proposed opportunity sites but equally, this is intended to be a framework which shapes, supports and enables other investment into the town. It can flex dependent on need and opportunities as and when they arise.

- ✔ Creating a high-quality Town Centre living offer through the Raven Hotel site, Baxenden site and in the north-west at Netherwich Basin to create a waterside living offer.
- ✔ Creating a strong attraction to the town which goes beyond retail. This could include a museum at Netherwich Basin, reconfiguration of the High Street to enhance the public realm and greater emphasis on the Lido Park.
- ✔ Enhancing the legibility of the town through improved public realm and active travel routes. This would include better walking and cycling links from the station to the Town Centre via Ombersley Way and Ombersley Street East and from the Lido Park to the Town Centre via Saltway / Tower Hill / High Street.
- ✔ Improvements to underpasses which will help to create safer environments and a more pleasant experience, while strengthening the accessibility of the Town Centre.
- ✔ Introduction of traffic calming measures and pedestrian priority measures along the historic High Street will encourage a greater appreciation of the character of this area.
- ✔ Celebrating the Town Centre green space at Vines Park and Lido Park by better connecting it into the heart of the town.
- ✔ Reconfiguration of St Andrew's Shopping Centre to include reoriented units to visually open the core of the site which will help provide enhanced pedestrian connections from Vines Park through to the south of the town. It will also help in generating vibrancy, activity, and greater dwell-time within the Town Centre core.
- ✔ Providing stronger active travel links between the station and Lido Park through the Town Centre via Ombersley Way and Ombersley Street East.
- ✔ To provide a high-quality public realm and built environment which enhances the heritage of the Town Centre, provides attractive spaces for people to want to dwell and improves the legibility and permeability of the Town Centre.
- ✔ Changing perception of Saltway as a barrier, by improving pedestrian and cycle crossings, encouraging a flow of movement across the town.



05 / PROPOSED SPATIAL FRAMEWORK



KEY

-  Town Centre intervention area boundary
-  Primary route network
-  Railway line
-  Listed buildings
-  Droitwich conservation area boundary
-  Community infrastructure anchors
-  Outdoor public space anchors
-  Droitwich Spa train station
- SPATIAL STRATEGY**
-  Local access streets (existing & proposed)
-  Service streets (existing & proposed)
-  Important pedestrian priority links (existing & proposed)
-  Development opportunity sites (immediate & longer term) & indicative development fronts
-  Potentially reconfigured St. Andrew's Shopping Centre
-  Service areas linked to remodelled retail stores
-  Proposed multi-storey car park location linked to reconfigured shopping centre and access to Saltway
-  Potential new junction for local MSCP and service access
-  Enhanced amenities at Lido Park and Vines Park
-  Town square spaces (enhanced existing)
-  Proposed junction / pedestrian crossing improvements
-  Improved public realm on Town Centre streets
-  Upgrades to existing street to create dedicated cycle route from Station
-  Proposed areas of open & canalside spaces linked to new development opportunities
-  Potential for landmark / feature buildings
-  Important townscape gateway arrivals
-  Important public realm gateway arrivals
-  Underpass enhancement projects



# 06

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# PROPOSED MOVEMENT FRAMEWORK

06 / PROPOSED MOVEMENT FRAMEWORK

# MOVEMENT STRATEGY

The proposed movement framework identifies the following opportunities for change in relation to movement and accessibility, and addresses some of the existing issues and constraints which currently detract from the Town Centre.



### Upgraded High Street Corridor to help promote activity and revitalise the area

A proposal here is for a three-staged approach to pilot restrictions of vehicular movements along the High Street, which would be temporary initially to assess the impact of the closures on local businesses, footfall and dwell-time. Through doing this however there is the opportunity to curate specific events and encourage meanwhile uses in this part of the Town Centre.

### Improved Pedestrian Crossings located at strategic points around Saltway

To better connect the Town Centre with its surroundings: Vines Park, Droitwich Spa Lido and towards the Station. These are to address the existing constraint / barrier of the Saltway to pedestrian and cyclist movement, including the linkages between those residential communities on the edge of the Town Centre.

### Enhanced active travel link from Droitwich Spa Station to Droitwich Spa Lido Park

Which will improve pedestrian and cyclist routes along Ombersley Way and Ombersley Street East. There is the opportunity to enhance the active travel link from the station to make the experience more pleasant and safer for pedestrians and cyclists. The final preferred active travel route here would be subject to further feasibility testing and public consultation.

### Better Linkages to Green and Open Space from the Town Centre

Including improved pedestrian links from Droitwich Spa Station along Union Lane connecting north to Vines Park, and recognition that parks, sports, green streets and community gardens form part of a 20-minute neighbourhood – supporting well-being and liveability of local neighbourhoods.

Droitwich Spa Town Council are leading a project to improve and enhance underpasses to create a sense of safety and improve natural surveillance as part of a wider integrated network:

- ✓ Improved wayfinding around the Town Centre and improved pedestrian/ cycle signage Branded / heritage character for signage.
- ✓ Encouraging modal shift through Initial Brompton Bike Hire/ Electric Scooter hire hub; opportunity to combine with discounts for main attractions Lido etc and local bikeability courses, cycle training and information events, promote use of community public space, e.g. during market days or similar events at Victoria Square.


























In addition to these proposals there is the opportunity to secure longer-term outcomes. This includes:

- ✓ The opportunity for sustained behavioural change building on the experience, trends and focus on well-being experienced during the peak of the COVID-19 pandemic.
- ✓ Scope to reduce the requirement for pipeline junction capacity improvements within the current Local Transport Plan, given a greater focus on value added through public realm/ active travel enhancements.
- ✓ Potential for rationalisation of surface car parking within the Town Centre. This would need to be supported by a detailed car parking study to determine capacity and parking users requirements. There is potential (subject to viability considerations) to look at a multi-modal hub which would consolidate parking as well as encourage active travel modes.
- ✓ Future parking strategy to inform consolidation/ reallocation of surface car parking in the centre.

06 / PROPOSED MOVEMENT FRAMEWORK



KEY

-  Town Centre intervention area boundary
-  Existing streets
-  Service streets
-  Railway line
-  Community infrastructure anchors
-  River Salwarpe / Droitwich Canal
-  Upgraded High Street corridor to create improved pedestrian and cycle environment as part of Active Travel network
-  Improved gateway arrivals
-  Improved gateways from Droitwich Canal
-  Droitwich Spa Train Station
-  10 minute walk from the station
-  Key pedestrian crossings
-  Enhanced pedestrian crossings
-  Potential new junction for local MSCP and service access
-  Underpasses to be enhanced or improved
-  Potential new access and moorings along Droitwich Canal
-  Potential future access routes
-  Important local centre streets
-  Pedestrian links
-  Active travel links
-  Existing links across the River Salwarpe
-  Town centre public realm improvements
-  Opportunity sites / committed development
-  Public open space
-  Key bus stops



📍 NETHERWICH BASIN

07

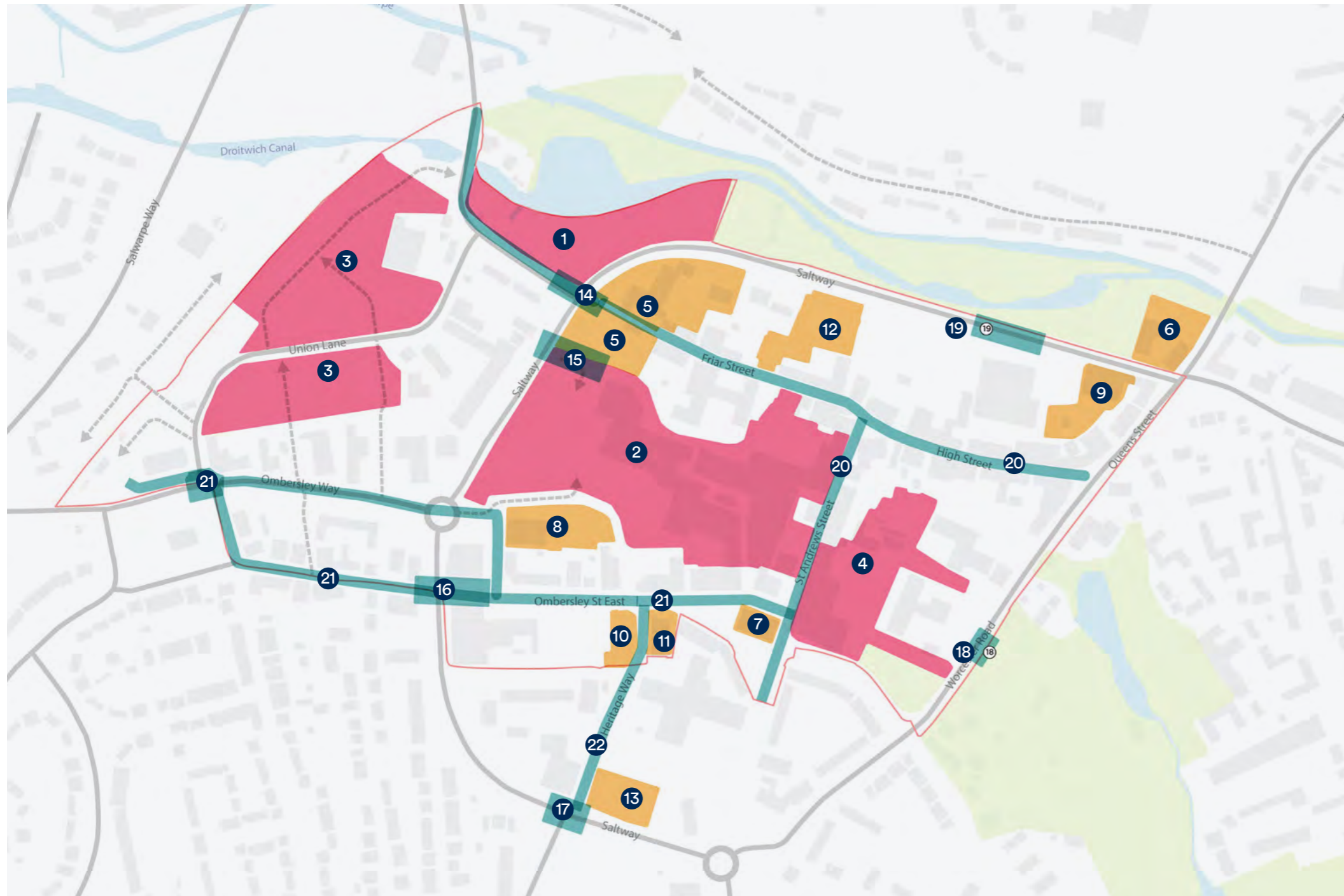
# PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

## 07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

Building on the proposed interventions identified within the overarching spatial framework, the Investment Prospectus identifies a series of change zones and opportunity sites which over the longer-term could come forward for redevelopment.

The phasing reflected in the plan on the following page indicates if the sites are more immediate and short-term opportunities or, given site constraints and ownerships, might be viewed as a medium to longer-term opportunity.

THE SITES HAVE BEEN IDENTIFIED FOR THEIR POTENTIAL TO DELIVER CATALYTICAL CHANGE WITHIN THE TOWN CENTRE.



### KEY

TOWN CENTRE BOUNDARY

PRIORITY DEVELOPMENT SITES

- 1 Netherwich Basin
- 2 St Andrew's Shopping Centre
- 3 Land north and south of Union Lane
- 4 Raven hotel

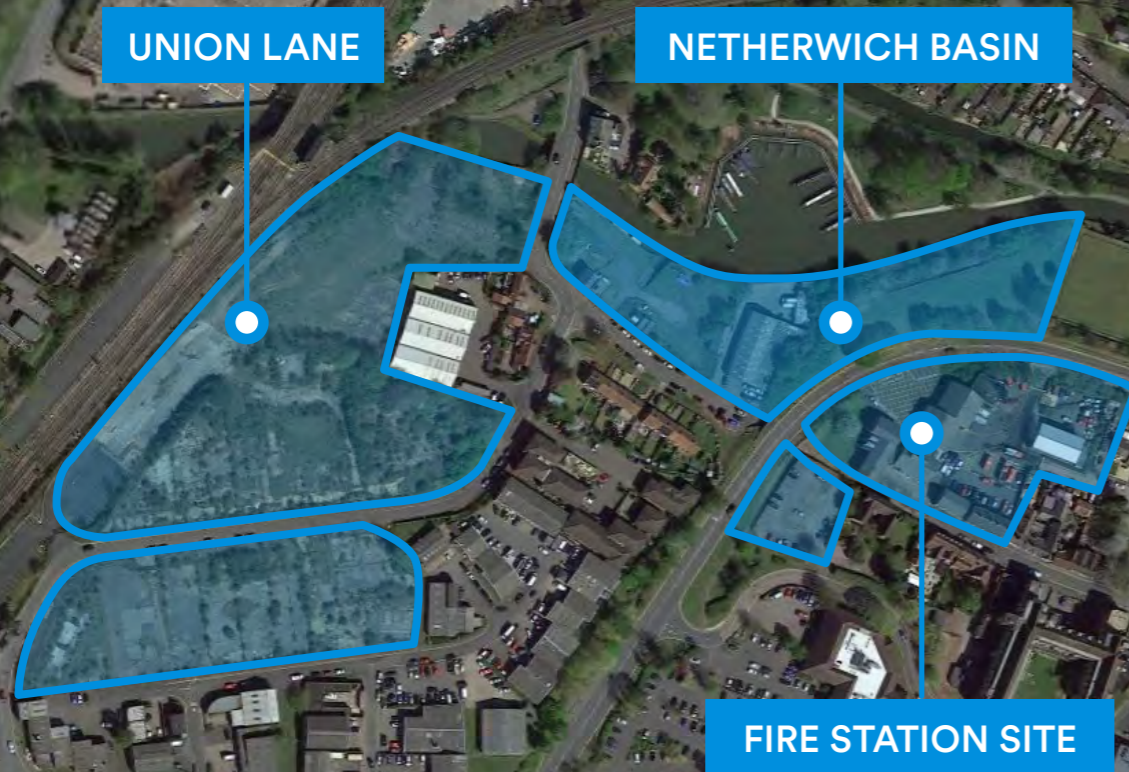
SECONDARY DEVELOPMENT SITES

- 5 Fire Station Site & adjacent Norbury House parking
- 6 Carriage Co. car sales corner site
- 7 Droitwich Spa Library (internal reconfiguration)
- 8 Covercroft Site
- 9 Elite Car Wash / Just for Pets site
- 10 Private car park along Heritage Way
- 11 Orchard House along Heritage Way
- 12 Ricketts Lane short stay car park
- 13 St. Andrews Road car parks

OTHER AREAS OF INTERVENTION

- 14 Saltway underpass linking Friar Street to Hampton Road
- 15 Priory Lane straightened to maximise development opportunity
- 16 Saltway underpass linking Ombersley St West and Ombersley St East
- 17 Heritage Way / Saltway junction reconfigured to allow vehicle access & cycle / ped crossing
- 18 Improved pedestrian crossing to Lido Park
- 19 Improved pedestrian crossing to Vines Park across Saltway
- 20 Public realm improvements to High Street, St. Andrews Street and Friar Street
- 21 Dedicated pedestrian / cycle link to Station and at grade crossing on Ombersley Way
- 22 Opening up of Heritage Way to connect to improved junction at Saltway (17. above)

# KEY CHANGE ZONES



## A new residential quarter Town Centre West

Located to the west of the town is an opportunity to create an attractive, waterside residential quarter concentrating on the three key sites: Union Lane (Baxenden site), Netherwich Basin and the current fire station site. Collectively these sites provide a major opportunity to deliver a prominent, high quality residential scheme which appeals to young professionals and families. There is scope to deliver mainly two-storey dwellings (two and three bed) and a small proportion of apartments.

### 📍 Union Lane (Baxenden) Site

This site comprises land north and south of Union Lane, within 100 metres of Droitwich Spa Railway Station. This brownfield site provides an opportunity to create a medium density scheme which is well connected to public transport nodes and a short walk from the Town Centre. There could be longer-term opportunities to redevelop parts of North Street Industrial Estates to create a larger opportunity site (subject to land assembly) and provide high-quality development as one of the key gateways into the town. The site provides an option for additional station parking if required.

Our initial appraisal of the site identifies a potential residential scheme, comprising mainly two-two and a half storey development alongside the opportunity for a small local centre (convenience store or equivalent) with potential for youth and recreational facilities. Pedestrian and cycle links will be important here too, providing an attractive active travel route into the Town Centre.

### 📍 Netherwich Basin

To the north of Union Lane is the Netherwich Basin site which provides for an attractive Canalside setting and is part of the town's rich salt heritage. Much of the land is in public ownership and therefore can come forward without significant land assembly constraints. There is scope to better connect this site with the Town Centre by enhancing links across the Saltway (ring road).

A proportion of the site is allocated as a mixed-use allocation in the emerging SWDP for up to 80 homes and the flexibility to bring forward other complementary uses will maximise the Canalside setting which could include leisure and amenity uses.

### 📍 Fire Station Site

This prominent site is currently occupied by Hereford and Worcester Fire Authority. This gateway site alongside land parcels at the canal basin and Union Lane offer the opportunity to create a new residential quarter potentially featuring a distinctive arts /theatre offer and create Town Centre living in a sustainable location.

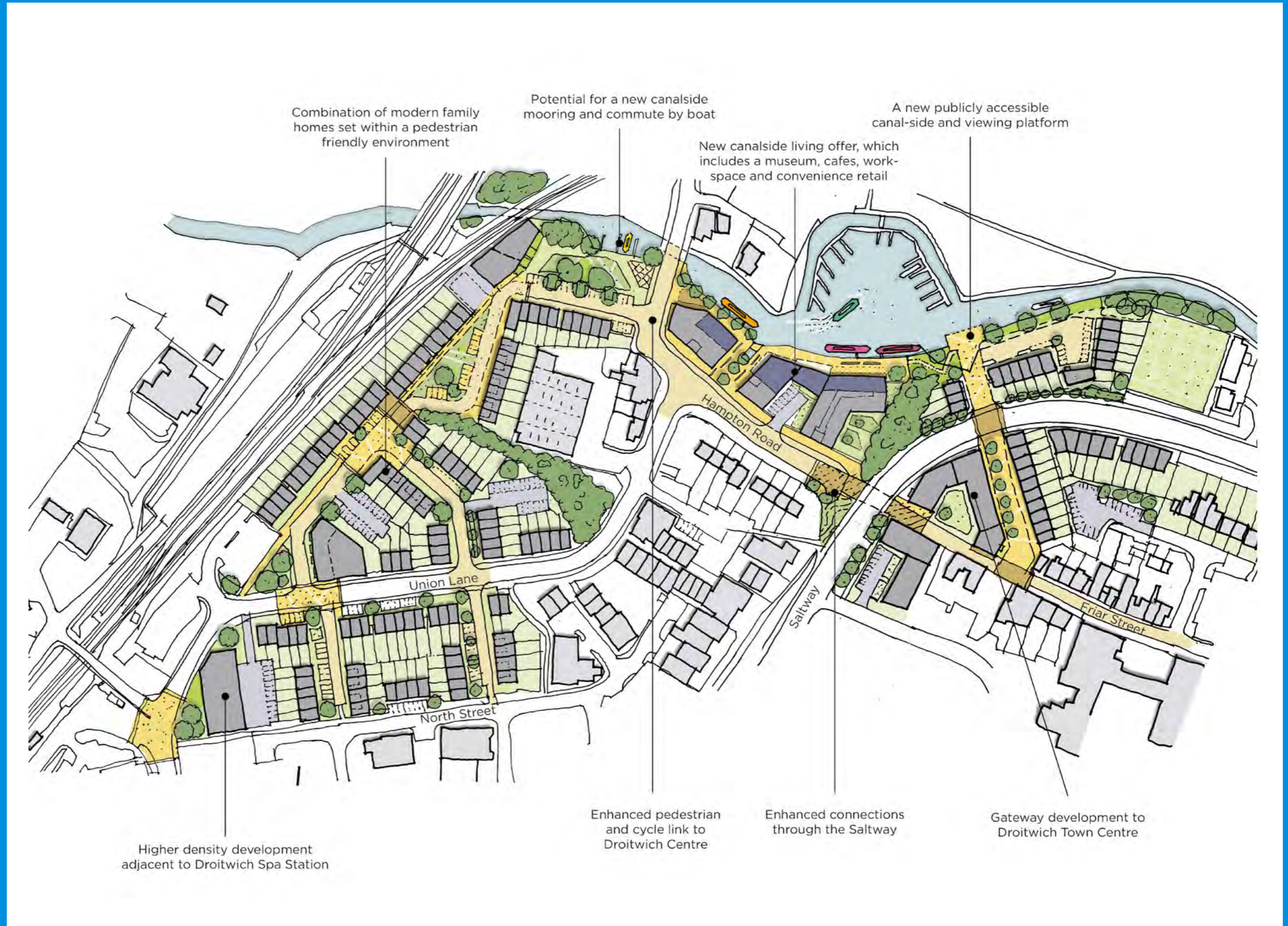


07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES TOWN CENTRE WEST

A new urban village offering Canalside, Town Centre living, to include ground floor mixed use:

- LEISURE
- CAFES
- MUSEUM
- WORKSPACE
- CONVENIENCE
- RETAIL





07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES TOWN CENTRE WEST



NETHERWICH BASIN

## 1.

A new residential urban neighbourhood, within walking distance to Droitwich Spa Town Centre and with immediate walking distance to Droitwich Spa Train Station.

## 2.

An opportunity to open up the southern side of the Netherwich Canal Basin creating an attractive and vibrant new residential-led mixed use offer addressing the Canalside. Ground floor active uses, including potential café and other leisure uses as well as a permanent home for the Pamela May Canal Boat and Museum. Residential accommodation sits above.

## 3.

The redevelopment of the Fire Station and opposite car parking sites present an opportunity to establish a new arrival gateway to the town along Friar Street, as well as providing enclosure and overlooking development to the Saltway. Sensitive and responsive design, reflecting the local listed buildings and conservation area can create an animated and attractive series of links to both the canal and through to Union Lane.

## 4.

Opportunity for higher density development adjacent to the train station, maximising sustainable accessibility. Higher density development is also focused along Hampton Road, defining the Canalside and creating a high quality, coordinated and attractive approach to the Town Centre from the west.

## 5.

A variety of two, two and a half and three storey townhouses provide opportunities for family living within the Town Centre. 133 Houses/ 252 apartments.

## 6.

Introduction of south side mooring along the canal, offering additional canal based leisure opportunities to access the Town Centre.

07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES TOWN CENTRE WEST



ST ANDREW'S SHOPPING CENTRE

## An attractive consolidated retail and leisure offer – Town Centre Core

Droitwich Spa is already an attractive and vibrant town, with a rich heritage, health and wellbeing assets and is easily accessible from the M5 motorway and rail network. It provides the perfect opportunity to create a 20-minute neighbourhood, combining existing high-quality residential stock alongside a new Town Centre living offer, local amenities and services, access to green space and waterways, and places of work.

## St Andrew's Shopping Centre

At the heart of the retail core is St Andrew's Shopping Centre which comprises the prime retailing location in Droitwich Spa providing 157,000sqft (14,585sqm) of retail floorspace, anchored by a 30,000sqft (2,787sqm) Morrisons supermarket and with parking provision for 385 cars across two surface car parks. Residents and visitors are seeking a broader offer than solely retail within town centres. This development provides the opportunity to create a more experiential retail offer coupling retail outlets alongside food and beverage, appealing to new independent-retailers and eateries, as well as extending opening hours beyond 9-5.

As is the case with many regional towns, there is scope to rationalise the quantum of retail floorspace and repurpose elements to bring in community uses as well as residential provision in the heart of the Town Centre. Initial proposals are being developed to ensure the right balance of uses and improved permeability through the site. CubeRE is also trialling a new community pop-up in one of the vacant units which opened in May 2021.

## The High Street

Quirky and unique, the High Street in Droitwich Spa provides the opportunity for smaller, independent retailers within an attractive environment. The buildings along the High Street lean at odd angles as a result of the former brine extraction in the area and provide a mix of historic timber-framed buildings which add to the character of the Conservation Area.

The opportunity here is to create the right public realm and pedestrian environment to encourage footfall and greater dwell-time, with the support of local businesses to reduce on street parking and pedestrianisation and improving the linkages between St Andrew's Shopping Centre and the High Street.

Complementing the retail offer, a well-curated events programme alongside the opportunity for 'pop-ups' in some of the vacant buildings will further widen the appeal of the town to families, young professionals, day-trippers and tourists.

Place branding is also key – celebrating the High Street's uniqueness which in turn will attract greater visitor footfall. We have identified the High Street as an opportunity to create a visitor-focused offer building on the strengths and heritage of Droitwich Spa, for example a 'Droitwich Shop', which features turning the brine into salt as a craft display along with Droitwich Spa and local area products.

# KEY CHANGE ZONES

## HIGH STREET

### SHORT TERM INTERVENTIONS



07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES

## HIGH STREET

### High Street Transformation

Droitwich Spa's historic High Street is full of character and charm. Its linkages to the salt brine activity across the town can be seen through the sloping and slanting historic buildings, due to salt brine extraction, creating a unique character and identity to Droitwich Spa.

A historic and narrow street, High Street is currently dominated by vehicular access, preventing spill out space and opportunities to dwell. The ongoing impact of COVID-19 and the ability to maintain social distancing is also currently limited.

The Prospectus identifies High Street as an area with the potential to diversify the types of activities and functions that the town can offer through a series of incremental interventions. These are intended to draw more people to the town more regularly, to create opportunities to rationalise and improve parking arrangements, creating more spaces to dwell, accommodate more pedestrian and active travel opportunities, to host larger events and to create spill out space for local businesses and community organisations.

These series of interventions are designed to implement gradual change to the High Street, building upon the success of the previous interventions, with the support of local businesses and communities. They allow ideas to be tested and through a combination of temporary and more permanent solutions to gradually and responsively reposition the uses, activities and multi-functional spaces.

It will be important to ensure that the High Street is transformed alongside other areas of the town likely to receive investment and improvement (e.g. St. Andrew's Shopping Centre).

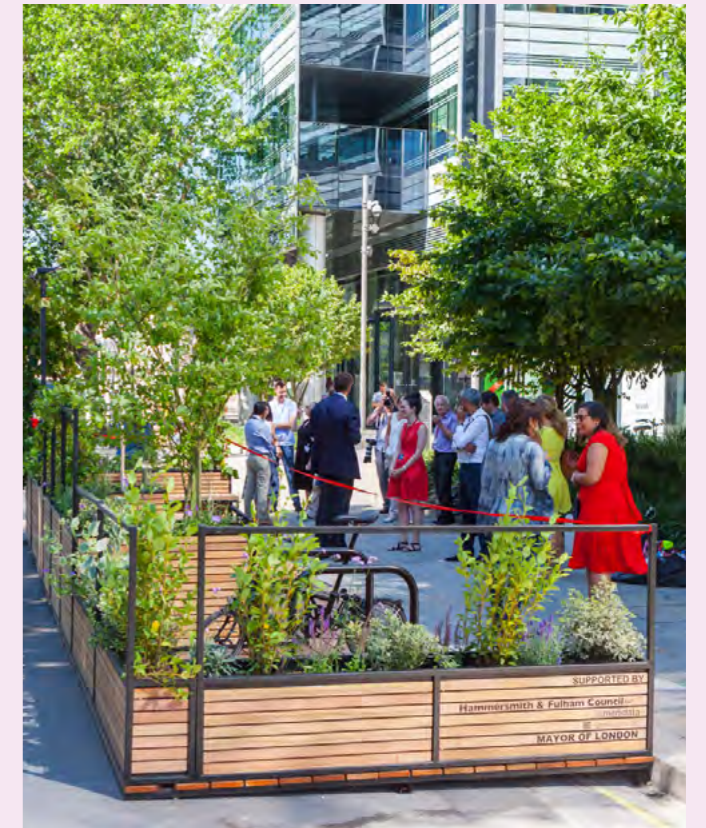
### PRECEDENT IMAGERY



### HIGH STREET TRANSFORMATION STEP 1

#### Temporary Uses

- ✓ Introduce temporary seating spaces, grow spaces and bike storage, occupying several parallel parking areas along High Street – Droitwich Spa Park-lets. These will immediately provide opportunities to relax, sit and spend longer within the Town Centre. These can be designed and built with the input from local community groups.
- ✓ High Street management programme to tidy up and make shop signage consistent.
- ✓ Temporary street closures to allow for Makers Markets and Cultural Events.



# KEY CHANGE ZONES

## HIGH STREET

### MEDIUM TERM INTERVENTIONS



07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES

## HIGH STREET

### HIGH STREET TRANSFORMATION STEP 2

#### Selective Change

- ✓ Introduce a greater number of park-lets along High Street to further increase opportunities to relax and dwell.
- ✓ Identifying selective areas to introduce footway buildout and raised tables to calm vehicle movement and provide more opportunities for informal pedestrian crossing along the High Street. These will also provide opportunities for bicycle parking along this Active Travel route.
- ✓ Introduce permanent bench seating as well as tree planting and upgraded public realm materials.

### HIGH STREET TRANSFORMATION STEP 3

#### Possible Pedestrianisation

- ✓ Building upon the success of the previous two steps, step 3 aims to pedestrianise the High Street, creating a space within the Town Centre which allows opportunities to create a more active and vibrant Town Centre.
- ✓ Enhanced public realm materials to create a uniform streetscape with consistent materials, reinforcing the local character and distinctiveness of the High Street and ensuring that the High Street reads as a space for people and activity.
- ✓ Introduce permanent seating, tree planting, interpretation signage within spaces vehicles previously occupied.
- ✓ The pedestrianisation of the High Street will create an attractive and vibrant space within the Town Centre, inviting more people to travel through the town by bike or foot, encouraging people to explore and dwell within the town and as a result, encouraging greater levels of expenditure more regularly.
- ✓ Importantly, a transformed pedestrianised High Street would accommodate local access for service vehicles and loading to continue to serve local businesses.

### PRECEDENT IMAGERY



# KEY CHANGE ZONES

## HIGH STREET

### LONGER TERM INTERVENTIONS



# KEY CHANGE ZONES

## HIGH STREET

### PRECEDENT IMAGERY





07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES

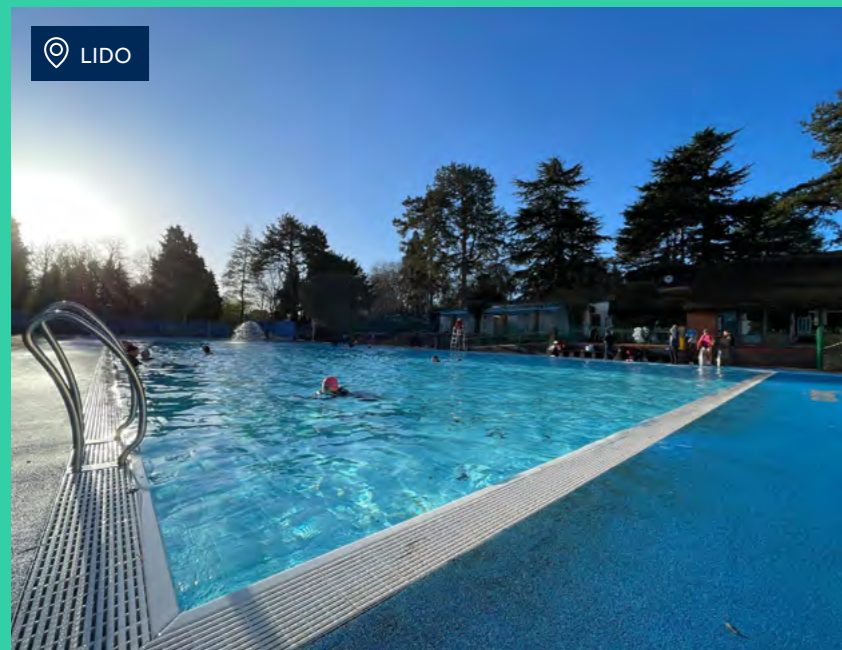
## A SPA TOWN FOR THE 21ST CENTURY

“

Yearning for the Cote d’Azur or the islands of the Adriatic? Well, Droitwich Spa could provide the answer. This lido is a rare thing indeed: an inland saltwater pool that is heated to the same temperature as the Mediterranean, 23c, and surrounded by lovely parkland. Droitwich stands on vast deposits of salt, hence the natural brine which is pumped in every year – 40,000 gallons of it. Built in 1935 in an art deco style, it has a children’s wet play area with fountains and cannons and a sun terrace.

”

GUARDIAN APRIL 2021

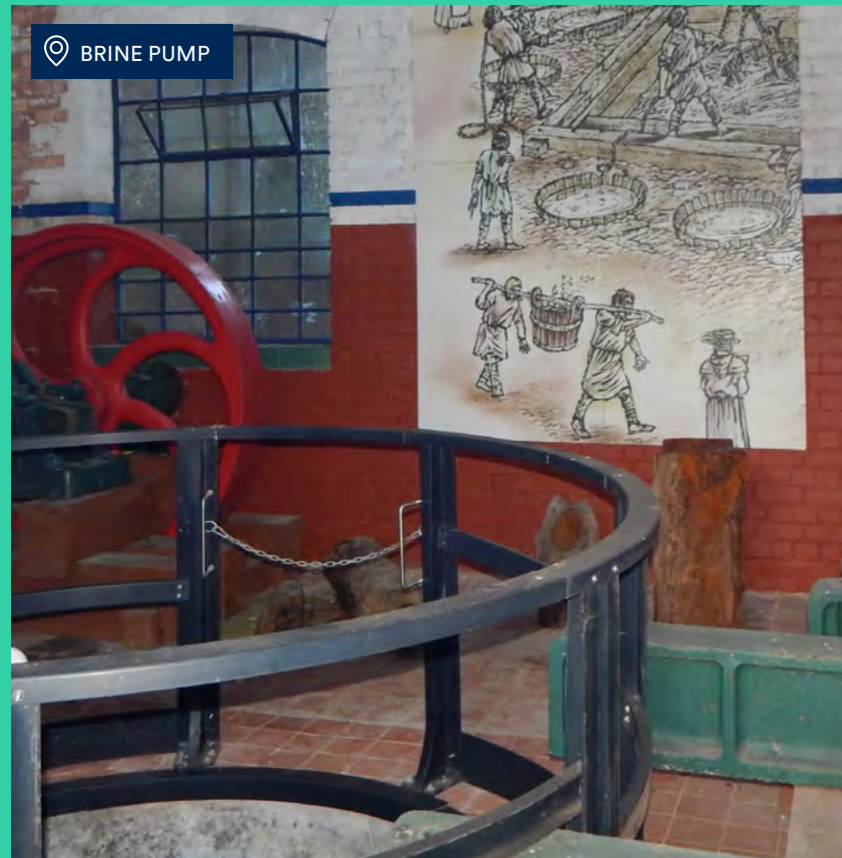


07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# KEY CHANGE ZONES

## A SPA TOWN FOR THE 21ST CENTURY

A key feature of Droitwich Spa is the ‘spa’ element – and this is heightened even more so in 2021 with longer-term trends of health and wellness, particularly appealing to a younger demographic. There is scope to capitalise on the town’s uniqueness and make more of the salt-water lido, the beautiful Green-flag awarded parks, recreational walking / cycling routes and broadening the leisure offer.



### Droitwich Spa Lido

Droitwich Spa’s lido is highly regarded by both the local community and visitors alike. It has featured in both The Times and Guardian ‘top 10’ lists and is referenced in a new book on Lidos in the UK. It is surrounded by lovely parkland in Lido Park, has a local café and children’s splash area too. Open from May through to September it attracts visitors from across the region. There is the opportunity to broaden the offer here through considering uses for the art deco building, making more of the café, exploring demand for a permanent restaurant, using the Lido within future marketing collateral for the town and improving lighting here and in the adjacent park. Connectivity between the Lido and the Town Centre is important too. The Friends of Droitwich Spa Lido Group aspire to raise the profile of the facility and see its potential as a National Lido Centre or National Open Swimming Centre to put it on the national map.

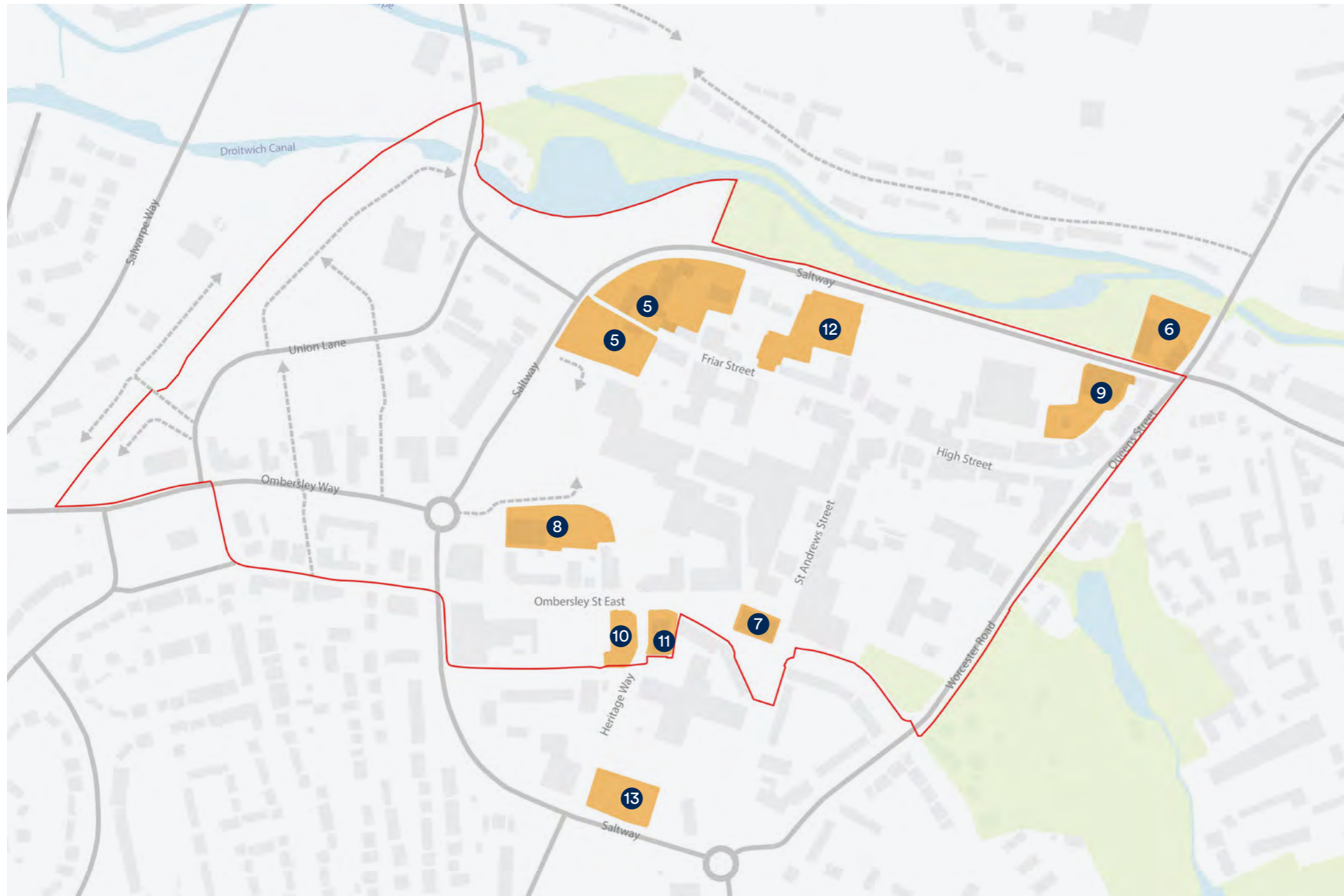
### Brine Baths

Droitwich Spa is proud of its Spa heritage, dating back to the first official spa created in 1887 as part of the Raven Hotel. Local campaigners are exploring the feasibility of re-opening the brine baths owned by BMI Droitwich Spa Hospital and have secured outline planning consent for a potential alternative location in Lido Park. A future brine bath offer would augment Droitwich Spa’s offer for wellbeing, alongside its green spaces and the Lido. SOBBs (Save Our Brine Baths) Salt and Brine Heritage are looking at restoring this unique Droitwich Spa attraction. They are investigating potential sites where the baths could be located, ownership and operators.

### Tourism Offer

When considering the wider area in and around Droitwich Spa, there is much to offer tourists – both in terms of the wellness agenda but also in terms of key attractions in and around the town (Churchfields Farm, Aztec Adventure, Jinney Ring Craft Centre, Church of the Sacred Heart and St Catherine of Alexandria). There is potential to introduce more town-centre focused attractions making more of the museum, Norbury Theatre, heritage trails through the town, a curated events programme and the opportunity to make Droitwich Spa a health and leisure destination. Hotel supply in Droitwich Spa is limited to the 31-bedroom St Andrew’s Town Hotel so could represent a potential opportunity for a new provider into the market, as an alternative to those already provided along the M5 corridor. Occupancy levels are strong at up to 80%, indicating the potential for a new entrant.

# ADDITIONAL DEVELOPMENT SITES



## Longer term development sites throughout the Town Centre

### SECONDARY DEVELOPMENT SITES

- 5 Fire Station Site & adjacent Norbury House parking
- 6 Carriage Co. car sales corner site
- 7 Droitwich Spa Library (internal reconfiguration)
- 8 Covercroft Site
- 9 Elite Car Wash / Just for Pets site
- 10 Private car park along Heritage Way
- 11 Orchard House along Heritage Way
- 12 Ricketts Lane short stay car park
- 13 St. Andrews Road car parks



07 / PROPOSED CHANGE ZONES AND OPPORTUNITY SITES

# ADDITIONAL DEVELOPMENT SITES

## Delivering Prominent Gateway Sites Gateway Opportunities

The attractiveness of key gateways  
or entrances into the town.

### Junction of Bromsgrove Road and Saltway

This 0.7 acre site is located on a busy junction between Bromsgrove Road and Saltway and is currently occupied by a café bar and hand carwash. Given its location, within close proximity to the primary shopping area, adjacent to Vines Park and occupying a gateway site, there is scope to redevelop this for alternative uses. From a value and market demand perspective, the most viable use is likely to be residential with a preference for an active ground floor use.





TOWN CENTRE MARKET

# 08

# IMPLEMENTATION

08 / IMPLEMENTATION

# APPRAISAL OF DEVELOPMENT VIABILITY

<b>Residential</b>	<ul style="list-style-type: none"> <li>➤ Strong demand driven by Birmingham commuter belt housing market, but predominantly for single-family homes and limited demand for apartment-based development and limited capacity for local market to absorb more than circa. 40-50 apartments in any one phase.</li> <li>➤ Need for coordinated redevelopment of derelict/ underused sites west of Town Centre to overcome negative market perception.</li> <li>➤ Increased build costs associated with apartment-based limit or townhouse typologies limit viability, therefore should be a minor component of residential development.</li> <li>➤ There are already a number of existing retirement and Extra Care schemes in the Town Centre, and there is still unmet demand for these types of schemes. There is a need to balance market demand for later living and the desire to regenerate the Town Centre by introducing a broader offer of housing that appeals to younger people as well as families.</li> <li>➤ Schemes should predominantly comprise two / three-bedroom homes in two-two and a half storey terraced format to optimise density, with minor apartment-based component.</li> <li>➤ No price premium in Droitwich Spa for Canalside location.</li> </ul>
<b>Commercial / office workspace</b>	<ul style="list-style-type: none"> <li>➤ Local agents confirm demand for high spec serviced office provision subject to funding.</li> <li>➤ Office market dominated by local businesses with requirements for modest specification workspace.</li> <li>➤ New build speculative office development unviable, therefore market-led office development will not take place without occupier commitment in advance, or the Council directly intervening.</li> </ul>
<b>Retail and leisure</b>	<ul style="list-style-type: none"> <li>➤ There is latent demand for modern retail units catering for budget High Street brands, with requirements for units between circa. 300-6,000sqft (27-557sqm), generally around 2,500-3,000sqft (232-557sqm). This type of retailer is unlikely to fit with the town's aspirations for its future prosperity with a focus instead on high quality independent retailers.</li> </ul>
<b>Hotel</b>	<ul style="list-style-type: none"> <li>➤ Limited supply of hotels locally given 2020 closure of Chateau Impney.</li> <li>➤ Good rates of occupancy along M5 Corridor (70-80%) associated with business travel, but occupancy is highly price-sensitive.</li> <li>➤ Potential for budget, limited-service hotel in Town Centre, but no current unfulfilled requirements on operators' target lists in Worcestershire at the moment. Further engagement with operators required to ascertain appetite for Town Centre location.</li> </ul>

# COUNCIL INVOLVEMENT AND USE OF ITS TOOLS

OPTION	PROS	CONS
<p><b>Option 1: Do nothing</b> Development opportunities are funded and delivered entirely in a market-led scenario, with no Council land control, no specific Development Plan policies/ development brief or financial interest.</p>	<ul style="list-style-type: none"> <li>- No resources required to manage or finance development.</li> <li>- No risk in terms of financial loss or reputational damage.</li> </ul>	<ul style="list-style-type: none"> <li>- High opportunity cost of not achieving placemaking or regeneration objectives.</li> <li>- No long-term financial return.</li> <li>- No market interest = no delivery.</li> </ul>
<p><b>Option 2a: Cooperate and guide</b> Adoption of light-touch site-specific development briefs as material consideration; to codify key urban design and development requirements, in cooperation with the site developer/ landowner. No Council involvement in delivery beyond regulatory Local Planning Authority function.</p>	<ul style="list-style-type: none"> <li>- Limited influence on development management process.</li> <li>- Co-creation with developer reduces resource.</li> <li>- Low resourcing requirement, no risk.</li> </ul>	<ul style="list-style-type: none"> <li>- Reliant on willing developer/ land interest and no power in absence of cooperation.</li> <li>- No long-term financial return.</li> <li>- No market interest = no delivery.</li> </ul>
<p><b>Option 2b: Regulate and control Using South Worcestershire</b> Development Plan Review to include site-specific urban design and development requirements, to require market to deliver certain outcomes. No Council involvement in delivery beyond regulatory Local Planning Authority function.</p>	<ul style="list-style-type: none"> <li>- Formal influence on development management process, securing key placemaking or regeneration objectives.</li> <li>- Setting the rules regardless of changes in developer/ land interest.</li> <li>- No risk.</li> </ul>	<ul style="list-style-type: none"> <li>- Resourcing required to evidence urban design and development requirements in plan-making.</li> <li>- No market interest = no delivery.</li> <li>- Less flexible and longer timescales than Option 2a.</li> </ul>
<p><b>Option 3: Actively assemble land and/or deliver</b> Alongside Options 2a/2b, select development partner to deliver Council-owned opportunities (or dispose of land to development partner) and use CPO powers to overcome third party land assembly, and/or committing capital/ revenue funding to design and delivery.</p>	<ul style="list-style-type: none"> <li>- Maximum control to secure key placemaking or regeneration objectives.</li> <li>- De-risking development and underpinning delivery.</li> <li>- Changing what the market thinks is possible.</li> <li>- Securing capital receipts/income.</li> </ul>	<ul style="list-style-type: none"> <li>- High level of resourcing required to manage or finance planning, design and/or development.</li> <li>- Higher financial and reputational risk.</li> </ul>

08 / IMPLEMENTATION

# DELIVERING OPPORTUNITIES

DEVELOPMENT OPPORTUNITY	POTENTIAL COUNCIL INVOLVEMENT	RISK OF OPTION 1: DO NOTHING
<b>Netherwich Basin</b>	<ul style="list-style-type: none"> <li>– <b>Land assembly:</b> Combining Council-owned land with WCC Highways land and relocating existing light industrial use to alternative premises.</li> <li>– <b>Delivery:</b> Disposal to developer or partnering with developer.</li> </ul>	<ul style="list-style-type: none"> <li>– Non-delivery of site or part-delivery of site with sub-optimal placemaking and regeneration outcomes.</li> <li>– Continued dereliction of prominent site.</li> </ul>
<b>St Andrew's Shopping Centre</b>	<ul style="list-style-type: none"> <li>– <b>Development brief:</b> Developing a framework with landowner to codify key urban design principles (i.e. permeability, activation of dead edges, linkages with High Street) and development principles (diversification of uses).</li> <li>– <b>Development Plan:</b> Incorporating the above into the SWDPR, to afford statutory planning weight.</li> <li>– <b>Potential partnership approach with CubeRE:</b> Appetite for positive change &amp; could work together to curate the site.</li> </ul>	<ul style="list-style-type: none"> <li>– Sub-optimal placemaking outcomes due to lack of urban design requirements in current SWDPR.</li> </ul>
<b>Land North and South of Union Lane</b>	<ul style="list-style-type: none"> <li>– <b>Land assembly:</b> Combining with Council assets adjacent to Netherwich Basin and inclusion of Comenco Works to enable comprehensive redevelopment.</li> <li>– <b>Delivery:</b> Purchasing site and partnering with developer.</li> <li>– <b>Development brief/Development Plan:</b> Codify key urban design principles (i.e. links between Station/basin/Town Centre) and development principles (mixed housing types/densities and non-residential uses).</li> </ul>	<ul style="list-style-type: none"> <li>– Market will potentially deliver suburban lower density housing and sub-optimal placemaking outcomes due to lack of urban design requirements in current SWDPR.</li> <li>– Less coordinated approach with redevelopment of Netherwich Basin.</li> </ul>
<b>Raven Hotel</b>	<ul style="list-style-type: none"> <li>– <b>Development brief/Development Plan:</b> Codify key urban design principles (i.e. east-west/north-south pedestrian linkages) and development principles (active ground floor on St Andrew's Street).</li> </ul>	<ul style="list-style-type: none"> <li>– Market will deliver residential development of good design quality, but deliver sub-optimal placemaking outcomes and lose opportunity for better connectivity between Town Centre and Lido.</li> </ul>

DEVELOPMENT OPPORTUNITY	POTENTIAL COUNCIL INVOLVEMENT	RISK OF OPTION 1: DO NOTHING
<b>Droitwich Spa Fire Station</b>	<ul style="list-style-type: none"> <li>– <b>Land assembly:</b> Engage with Worcestershire One Public Estate to relocate existing fire station use to better suited location to free up land for redevelopment, in coordination with Netherwich Basin.</li> <li>– <b>Delivery:</b> Purchasing site and partnering with developer.</li> </ul>	<ul style="list-style-type: none"> <li>– Status quo: missed opportunity to optimise land use in Town Centre location and maximise benefits of Netherwich Basin redevelopment.</li> </ul>
<b>St George's Crescent</b>	<ul style="list-style-type: none"> <li>– <b>Development brief/Development Plan:</b> Codify key urban design principles (i.e. active frontage on Saltway and Vines Park) and development principles (gateway building design and active ground floor uses).</li> </ul>	<ul style="list-style-type: none"> <li>– Status quo: missed opportunity to optimise land use in prominent Town Centre location and maximise benefits of Vines Park.</li> </ul>
<b>Droitwich Spa Library</b>	<ul style="list-style-type: none"> <li>– <b>Land assembly:</b> Engage with WCC to purchase freehold to support consolidation of existing library offer and free up first floor office space.</li> <li>– <b>Delivery:</b> Deliver own co-working space or partnering with developer.</li> </ul>	<ul style="list-style-type: none"> <li>– Status quo: missed opportunity to optimise use of building and secure sustainability of library service.</li> <li>– Potential loss of control over use in a prominent Town Centre location.</li> </ul>
<b>Covercroft</b>	<ul style="list-style-type: none"> <li>– <b>Land assembly:</b> Engage with Worcestershire One Public Estate to understand opportunity for relocation of existing services/consolidation of services within a redeveloped site.</li> <li>– <b>Delivery:</b> Purchasing site and partnering with developer.</li> </ul>	<ul style="list-style-type: none"> <li>– Status quo: missed opportunity to optimise land use in a Town Centre location and enhance vibrancy and vitality in western part of Town Centre.</li> </ul>

# MAINTAINING MOMENTUM WITH STAKEHOLDERS

VINES PARK



Stakeholder engagement has been an important part of developing the Investment Prospectus but for Droitwich Spa to continue to be a success this needs to continue.

There is no doubt that Droitwich Spa is a town with considerable potential but in repurposing the centre there will need to be boldness and risk taking. This will require leadership and a shared sense of purpose that is 'place led'. It is vital that organisations and people come together behind the narrative for Droitwich Spa and are able to use their influence, insight, ideas, energy and contacts to bring it to life.

The narrative is the 'road map' for Droitwich Spa and to ensure wider place leadership the next stage recommendation is to establish a Place Board of key stakeholders representing the town with appropriate support from the Council. This group would be guardians of the place narrative and its implementation and have a key role in the promotion of this new approach. Alongside them it is the intention to form a Droitwich Spa Ambassadors group who would meet bi-monthly to understand developments in and around the town so they can act as a place salesforce.



# NEXT STEPS

As set out above, it will be important to continue a dialogue with stakeholders, including the local community, business, occupiers and those with a vested interest in the town to ensure the successful implementation of the proposed Town Centre Strategy.

Through this, there is the opportunity to create Ambassadorial groups and Place Boards to drive forward the transformation of the town.

## KEY NEXT STEPS INCLUDE:

- 1 SOFT MARKET TESTING WITH DEVELOPERS, INVESTORS AND OCCUPIERS
- 2 DELIVERY OPTIONS
- 3 ENGAGEMENT WITH LAND OWNERS
- 4 PREPARATION OF MASTERPLAN AND DEVELOPMENT BRIEFS FOR KEY SITES
- 5 LAUNCH OF PROSPECTUS LOCALLY AND AS REQUIRED AT INTERNATIONAL PROPERTY SHOW MIPIM TO RAISE PROFILE AND DRIVE VALUE.
- 6 LAND ASSEMBLY
- 7 DEVELOPER PROCUREMENT AND TAKE TO MARKET

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 DROITWICH SPA HIGH STREET

