

# Transcript of Wychavon Town Centre Investment Prospectus explainer video

( Background music. Various overhead and street shots of Droitwich Spa, Evesham and Pershore Town Centres play )

## **Speaker 1: Narrator**

Our town centres are under pressure and new thinking is needed to make sure they support our communities in the future. To help plan for these changes, Wychavon has produced blueprints for our three main town centres - Droitwich Spa, Evesham and Pershore. We call these investment prospectuses. These will guide our thinking about future development and investments in our town centres over the next 20 years.

## **Speaker 2: Cllr Richard Morris, Executive Board Member for Economic Growth and Tourism**

{ shots of Cllr Richard Morris walking around various places in Droitwich Spa, Evesham and Pershore play in the background )

So what we're looking to do with the town prospectuses for Evesham, Droitwich and Pershore is to really set that vision for the future. We've involved the communities and stakeholders in developing the prospectus and now we want to really show how we can build that vision for the future and motivate the communities to try and help bring it to a realisation. The prospectus helps support inward investment, but also looks at those smaller initiatives that can really bring that change.

Droitwich has a unique heritage from being a brine spa in the past and we want to build on that for the future. It's got great green, open spaces, great waterways and we want to build an experience that people can come to the town and understand what its history is and really enjoy it for the future.

In Pershore, we have a fabulous market town, great independent stores and a setting that is really terrific, but we know we want to do more. We don't want to rest on our laurels and what we want to achieve in Pershore is more connectivity with the new

communities, more access to the river and really play up on the events that are really good in the town now and make them even more for the future.

In Evesham, what we want to achieve is to make it a hive of activity. We know congestion is an issue and traffic, but we want to get over that and attract people into the centre for the right reasons so that they can use the facilities and enjoy the heritage and the history around, whether it's the Almonry or whether it's down to the river. It is Evesham on Avon after all, and we want to make more of the river and the splendour that Evesham has to offer. The prospectuses hopefully give this vision that we would like to see for the future and to try and regenerate our centres, but we know they won't happen exactly as they're set out, but they will, we hope, start that discussion and allow us to work in partnership with many areas within our communities. But more than anything, we hope that they set that motivation for communities to come together to try and help build a better place for their town centres.

### **Speaker 3: Narrator**

( shots of the development sites play in the background while the voiceover is playing )

So what are our investment plans proposing? Let's start with the historic town of Droitwich Spa. The next 20 years will see Droitwich Spa embrace its status as a vibrant spa town with leisure and wellness at its heart. This will not only provide a distinct and quality experience for those wanting to visit the town but also increase the pull factors of the area, attracting new people to live in the town centre.

### **Speaker 4: Woman standing in the high street**

The access to the shopping centre, it's good really because it's centralised, it's pedestrianised. The parking is a bit of a problem, but I don't see that anything can be done about that. Really.

### **Speaker 5: A man in a butcher's uniform**

The main thing Droitwich has to offer is the Brine Bath we must bring back the Brine Baths.

## **Speaker 6: Narrator**

( shots of the development sites in Droitwich Spa play in the background while the voiceover is playing )

Wychavon has identified certain sites that we consider to be game changers. Developing these sites will have the greatest impact on bringing about the change needed.

To the west of the town is an opportunity to create an attractive Waterside residential quarter, concentrating on the three key sites Union Lane, known as the Baxenden site, Netherwitch Basin and the current fire station site. These three sites will offer opportunities for families to live close to the town centre as well as opening up more opportunities for leisure and amenity uses. Another site with fantastic potential is the St Andrew's Shopping Centre. The idea is to create a diverse retail offering, coupling retail outlets alongside food and beverage with a particular appeal to independence.

The St Andrew's site also presents an opportunity to create an attractive pedestrian environment that is better connected to the high streets and helps increase footfall, encourages people to spend more time in the town centre and create space for event programmes. We also want to make the most of our tourism offering, including Droitwich Spa Lido, the Canals and Brine. The Lido in particular is one of the jewels in Droitwich Spa's crown and there is the potential to make much more of it, including improving connectivity to the high street, exploring demand for a permanent restaurant, improved lighting and exploring its potential as a National Lido and national open swimming centre.

( shots of Pershore play in the background while the voiceover is playing )

The town of Pershore is far more than just its townscape. This is a fabulous place to live that is special to its residents. It is vitally important that new residential communities and businesses around the edge feel as much a part of Pershore as those in the centre with

interesting places to eat, drink and stay. Pershore offers an independent quality experience which attracts a curious, creative, cultural and aspirational customer.

## **Speaker 7 man standing in a shop**

I feel Pershore needs to appeal to a younger demographic to help the town grow and protect its future.

## **Speaker 8 woman standing in Pershore Market**

It'd be good to have more coach parking as we've got none at all at the moment. To promote Pershore as a proper market town and also obviously promote the market too.

## **Speaker 9: Narrator**

( shots of the development sites in Pershore play in the background while the voiceover is playing )

In Pershore there are two main game changer sites. Pershore market site represents two potential opportunities. Option one would focus on a modernised refreshed market that would in turn create a more direct pedestrian route. This mixed use and leisure development creates a flexible market while adding extra care accommodation and food retail. The second option involves building on the success Pershore Market has already brought us. Part of the site would be suitable for housing alongside retail and office uses. The main aim here is to regenerate a significant gateway site and build upon the success of Pershore Market by expanding and diversifying its offerings. Another site we have identified is Broad Street, situated between the bustling High Street to the east and Abbey Park to the west. The idea is to transform Broad Street to accommodate some of Pershore's regular events. Broad Street Square will become a recognisable centre to the town, hosting a variety of uses, events and spaces, attracting more residents and visitors to the town on a regular basis. It will become a place to sit, relax

and experience all that the town's cultural, historic and independent boutiques have to offer.

( shots of Evesham play in the background while the voiceover is playing )

Over the next 20 years, Evesham will provide a fantastic place to both live and visit with the focus on its Riverside location, offer of key attractions, heritage and its perfect location as a base to go and explore the Cotswold's, Shakespeare's country and the wider region. We want to reduce the dominance of vehicles in the town and provide an attractive and safe environment to enable active travel to become the first choice for everyday journeys in and around Evesham.

### **Speaker 10: Woman in black top**

I think the parking and the traffic situation is particularly bad which doesn't encourage people to use the High Street, so I think if some changes could be made to get the traffic flowing better throughout the town centre that would help.

### **Speaker 11: Woman in shop**

We've got a lot to offer, we've got all the heritage, we've got beautiful Riverside, lovely parks and some really beautiful shops, but we do need more investment and some improvement to get us there.

### **Speaker 12: Narrator**

( shots of the development sites in Evesham play in the background while the voiceover is playing )

The following have been identified as game changer sites for Evesham Town Centre. The Riverside Shopping Centre offers the opportunity to link Evesham's retail core with its rich heritage.

Wychavon are currently working closely with Chase Commercial Limited to develop a master plan for a mixed-use redevelopment scheme. The development will open up the area to make the most of Abbey Park and views of the River Avon. The site will contain an ideal combination of high-quality retail and leisure opportunities as well as new housing.

A second location identified as a game changer site is Chapel Quarter. At present, Oat Street and Chapel Street cater predominantly for the car. There is an opportunity to remake this part of Evesham Town Centre to focus on pedestrians by creating a space for a range of people to live within easy walking distance of Evesham's Town Centre as well as providing practical alternatives to car use for local journeys, we will review our car parking provision. This will make sure there is enough parking to meet the town's needs while also creating opportunities for redevelopment on a number of car parking sites, including the former Aldi and Oat Street Car Park, Chapel Street Car Park and Cowell Street Car Park.

The aim for the High Street is to shift focus towards pedestrians and cyclists. A more efficient use of space would rebalance the street section to reduce the impact of vehicular activity. Visual improvements to the street scene such as tree planting will create a more inviting environment that complements the area's history.

Our final game changer site in Evesham is the Riverside Parkland. Crown Meadow remains as the town's key event space with potential for enhanced riverbank communities and community play spaces. The Christmas Tree Farm site offers the potential to be reimaged into an active community space bridging the high street and Riverside locations.

### **Speaker 13: Cllr Richard Morris, Executive Board Member for Economic Growth and Tourism**

So we know that with any prospectus things may not happen as planned. It is a vision, it is a guide and we know a lot of the Game Changer sites are not within the council's ownership and we're going to have to start the conversation and start working with private owners to see whether we can bring them to realisation or not as the days progress and years progress.

( the words Wychavon is working hard to attract investment into our town centres appears on screen )

## **Speaker 14: Narrator**

( the words to find out more visit [www.wychavon.gov.uk/town-centres](http://www.wychavon.gov.uk/town-centres) appears on screen)

To find out more about our vision for the future of our town centres visit [wychavon.gov.uk/town-centres](http://wychavon.gov.uk/town-centres)

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