

WYCHAVON TOWN **SPATIAL FRAMEWORK SPD**

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for

Wychavon District Council

June 2026



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FOREWORD

Wychavon Town Spatial Framework SPD has been produced to support the ambitious proposals for the delivery of a comprehensively planned settlement, centred around Worcestershire Parkway railway station and nestled into the landscape of South Worcestershire. With design quality and distinctive placemaking at its heart, it presents an unrivalled opportunity to create a new town underpinned by a step change in sustainable travel, 40% affordable housing and will become an exemplar for a new generation of new town-scale developments in England.

Identified in the New Homes Accelerator programme to support the national mission to drive forward economic and housing growth, our partnership working with Homes England and other stakeholders means that we can move quickly to make our ambition a reality.

We recognise that we are living in a time of unprecedented housing need set in the context of a climate crisis. It has never been more important for us to balance the needs of competing interests to ensure that we plan well for sustainable economic, environmental and social outcomes. As such, we are delighted to have this SPD which sets out a vision and town wide objectives alongside a spatial framework to guide the master planning of Wychavon Town.

Cllr Richard Morris

Leader of Wychavon District Council

Vic Allison

Chief Executive of Malvern Hills and Wychavon District Councils

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Director of Planning and Infrastructure Malvern Hills and Wychavon District Councils

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1.0 INTRODUCTION

Worcestershire Parkway Strategic Growth Area ('the Allocation') is a strategic allocation for a new town of around 10,000 new homes with a minimum of 5,000 homes to be delivered by 2041 set out in the South Worcestershire Development Plan Review (SWDPR) Policy SWDPR 55. The new town is to be known as 'Wychavon Town'.

The broad site area, located in Wychavon District, sits within the parishes of Whittington, Norton Juxta Kempsey, Stoulton, and Drakes Broughton and Wadborough. The site extends to approximately 1,134 hectares; and is 2km southeast of Worcester, bordered to the west by the M5 and by the A44 to the east.

Designed to meet the development needs of the South Worcestershire authorities' area to 2041 and beyond, Wychavon Town is an ambitious plan to create a comprehensively planned new town, based around the existing Parkway railway station, currently functioning as a regional park and ride facility at the intersection of the Birmingham-Gloucester and Cotswold railway lines. It presents an unrivalled opportunity to create a new place underpinned by a step change in sustainable travel, becoming an exemplar for a new generation of development in England.

South Worcestershire Councils (SWC) comprises Malvern Hills District, Worcester City and Wychavon District Councils, jointly working together on the SWDPR. As the local planning authority for Wychavon Town, Wychavon District Council (WDC) has taken the lead role in co-ordinating this project.

WDC will ensure that the new town will be an exceptional new place, rooted in its context, looking to the future, and supported by the right infrastructure delivered at the right time by developers and public bodies. SWC will continue to take the lead on ensuring high quality placemaking and the successful implementation of the vision across delivery through the multiple landownerships within the Allocation.

This SPD has been prepared for WDC by David Lock Associates & KMC Transport, in liaison with the site promoters, Worcestershire County Council and community stakeholders.

In line with national policy on SPDs, it is anticipated that this SPD will be reviewed regularly in line with Local Plan preparation, every five years.

Purpose of the SPD

Wychavon Town is more than a strategic development allocation, it is a brand new community that will create its own place identity. It will also be developed over a considerable period of time. Policy SWDPR55 sets out the planning requirements for the site at a town-wide scale and this SPD provides further guidance on how the planning requirements for the site should be delivered through a series of coordinating strategies, allowing multiple developers and parties to deliver the vision for the whole community in a coherent and integrated manner.

The SPD sets out a vision and town wide objectives for the new town, and includes structuring elements for development and placemaking that set the quality expectations for the town. The SPD includes a spatial framework to guide the masterplanning of the Allocation, a suite of guiding design principles that should be used to inform all development within it, and preferred mechanisms for effective delivery of site requirements.

The SPD has regard to the Concept Plan in Policy SWDPR 55 to identify a spatial framework for the new town, identifying key land uses and infrastructure requirements set out in policy to guide the comprehensive development across the entire Allocation.

It provides guidance on how a mixed community could be created, with a wide range of housing typologies, forms and tenures designed to meet the housing needs of the area and supported by the timely provision of social, cultural and recreational facilities within the town centre and neighbourhood centres which will ensure a good degree of self containment within the town for daily activities.

In addition, the SPD sets out other important green, grey and blue infrastructure that will contribute to creating a successful new town. The SPD details that new development is expected to demonstrate excellence in placemaking, and sustainable design and construction. It also sets out the strategic infrastructure required and principles for phasing.

The SPD is supported by the Framework Masterplan (FMP) Evidence Base report (December 2024), which sets out the detailed masterplanning considerations that underpin the spatial framework.

How to use the SPD

The SPD is intended to help developers, landowners and infrastructure providers create a successful place. Once adopted the document will form a material consideration in determining planning applications for development within the Allocation. Applications must therefore demonstrate a comprehensive approach to development, as required by SWDPR 55 and have regard to this SPD.

The SPD sets out an overarching Spatial Framework, supported and detailed by a series of Town-Wide Strategies across the following themes:

- Movement
- Phasing and Infrastructure Delivery
- Green & Blue Infrastructure
- Design Principles
- Drainage and Utilities
- Stewardship and Management
- Heritage and Archaeology
- Monitor and Manage

The Spatial Framework and supporting town-wide Strategies are not intended to be unduly prescriptive but instead set out key structuring elements, principles and mechanisms to guide the development. These are defined as follows:

- **Structuring Elements:** refers to spatial elements that structure the framework of the town as set out in the Local Plan and are considered important to its comprehensive delivery. SWC intends to take a lead on the design, implementation and stewardship of many of these elements.
- **Principles:** refers to a guiding principle intended to provide overarching or directional guidance for the development of the town, either in specific places or across specific themes. These typically take the form of design or technical guidance for proposals to achieve.
- **Mechanisms:** these are outlined where necessary to support the requirements set out in the SWDPR.

2.0 THE SITE AND CONTEXT

The SWDPR allocation for Wychavon Town (the Strategic Growth Area or Allocation) covers a total area of 1,134 ha and extends to an area around 4.4km in distance east-west and around 5.4km in a north-south direction. It is located to the immediate east and south-east of the M5 Junction 7 (J7) and wraps around the centrally-located Worcestershire Parkway railway station to the north, east and south.

Worcester city centre is located 6km to the north-west of Worcestershire Parkway station, Pershore town centre is located 7km to the south-east, and Evesham is located 16km to the south-east.

In the immediate context are the villages of Norton, Hatfield and Littleworth to the west, Wadborough to the south and Drakes Broughton to the south-east. The small village of Whittington sits on the B4084 to the northwest of the railway station. The village of Stoulton is surrounded by the south-eastern element of the draft allocation, and Hawbridge is located adjacent to the south-eastern boundary. Across the M5, closer to Worcester, is Brockhill village, which is adjacent to the South Worcester Urban Extension, currently under construction.

The Allocation is defined by the railway station at its centre, which is served by the double-track Birmingham-Gloucester railway line running north to south, primarily at grade or in a cutting, and the single-track Cotswold Line (Oxford-Worcester) running east-west, primarily on an embankment. The railway lines divide the allocation site into western, north-eastern and southern parcels. Running north-west to south-east is the B4084, which crosses the railway lines near to the railway station.

The Allocation is served and traversed by a range of roads and access points. To the immediate west is the M5 motorway and J7, a large grade-separated junction that serves as the primary southern access for Worcester and the A4440 Worcester Southern Link Road. To the east is the A44 single carriageway primary route towards Evesham. Running through the site is the B4084, a single carriageway which directly connects Worcester with Pershore town centre, although the A44 to the northeast also provides a link from Worcester to Pershore.

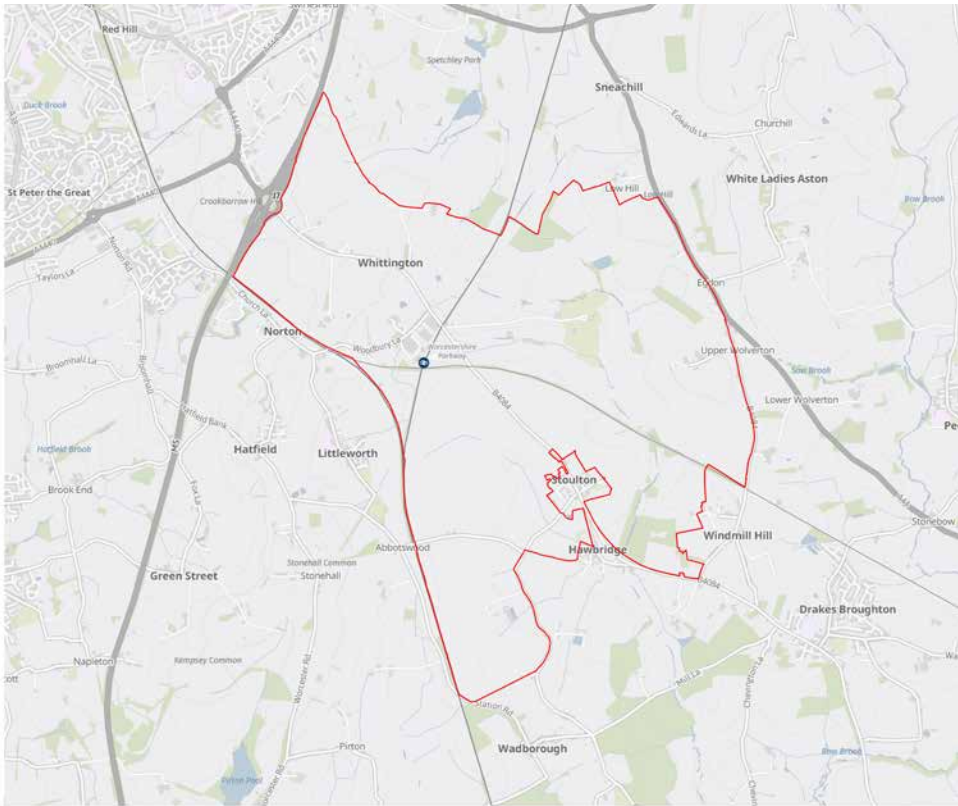


Figure 01: Worcestershire Parkway Station from the air



Figure 02: M5 Junction 7 from the air

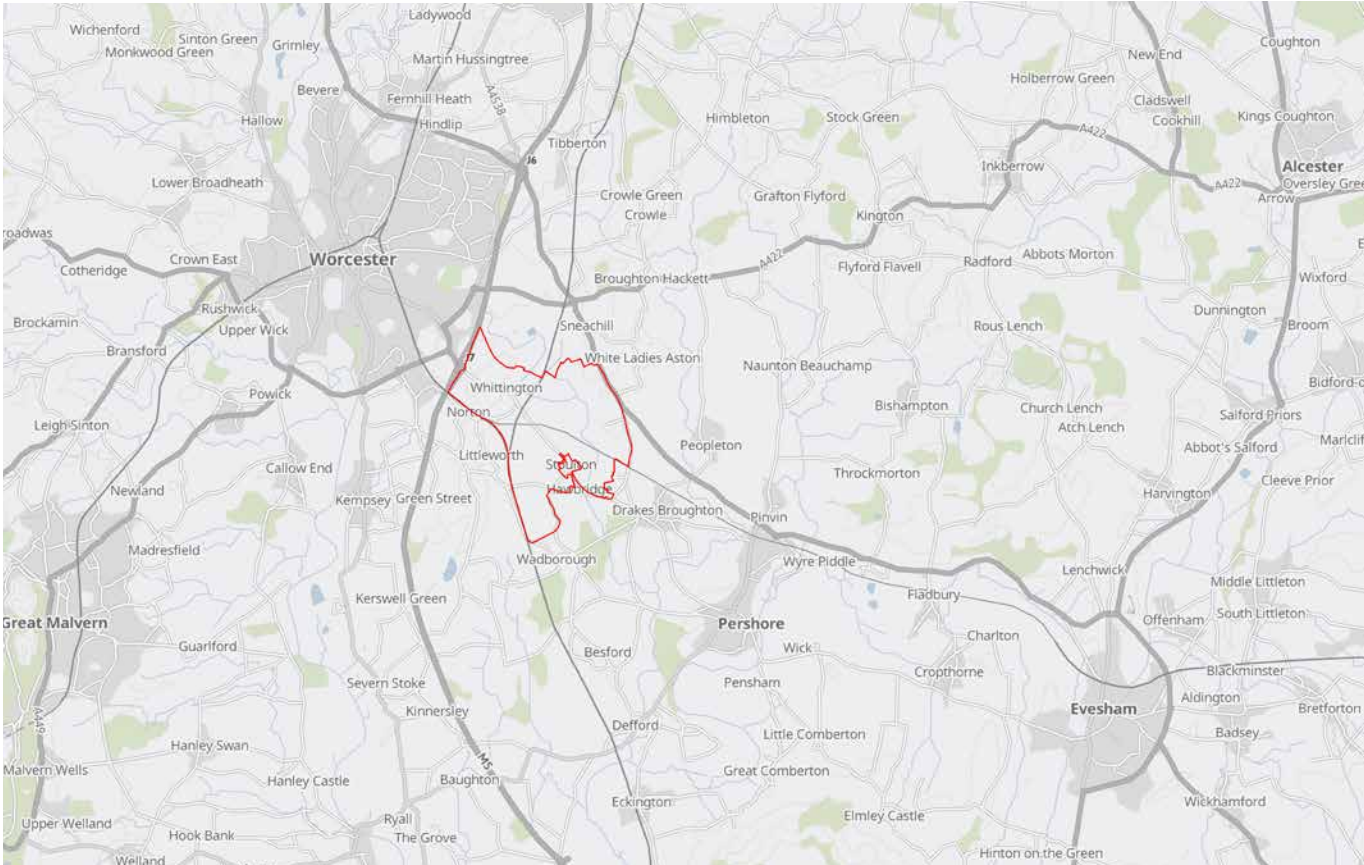


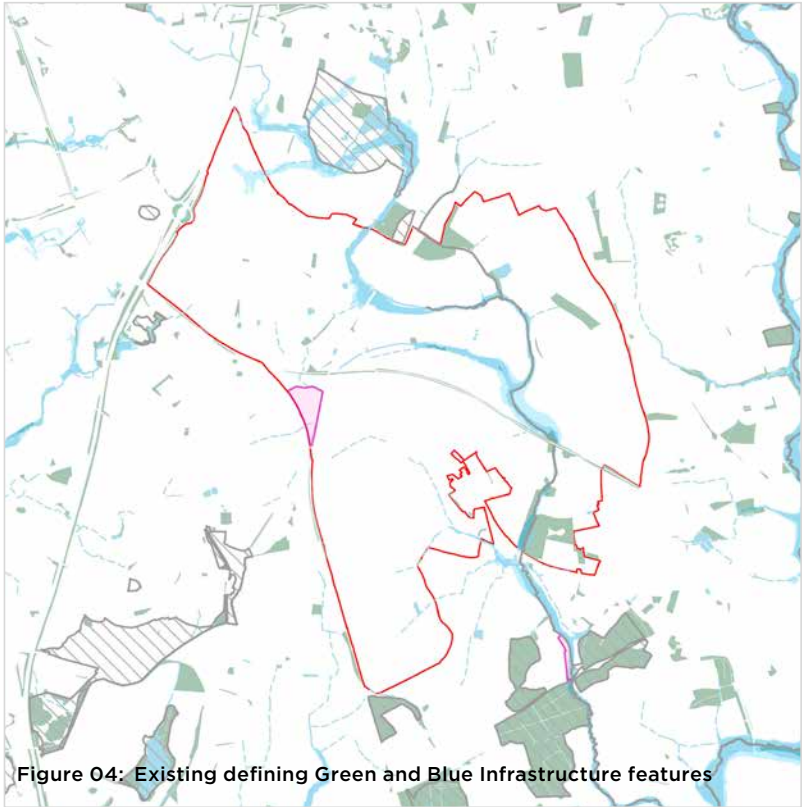
Figure 03: Site and Wider Context Plans

Defining Features

The extensive area of the Allocation has considerable variety, richness and opportunities for development of a new town. The key defining features that influence the overall spatial framework are set out below across four different themes. A more in-depth assessment and analysis of the features, constraints and opportunities of the Allocation is set out in Appendix 2, as part of the Framework Masterplan development.

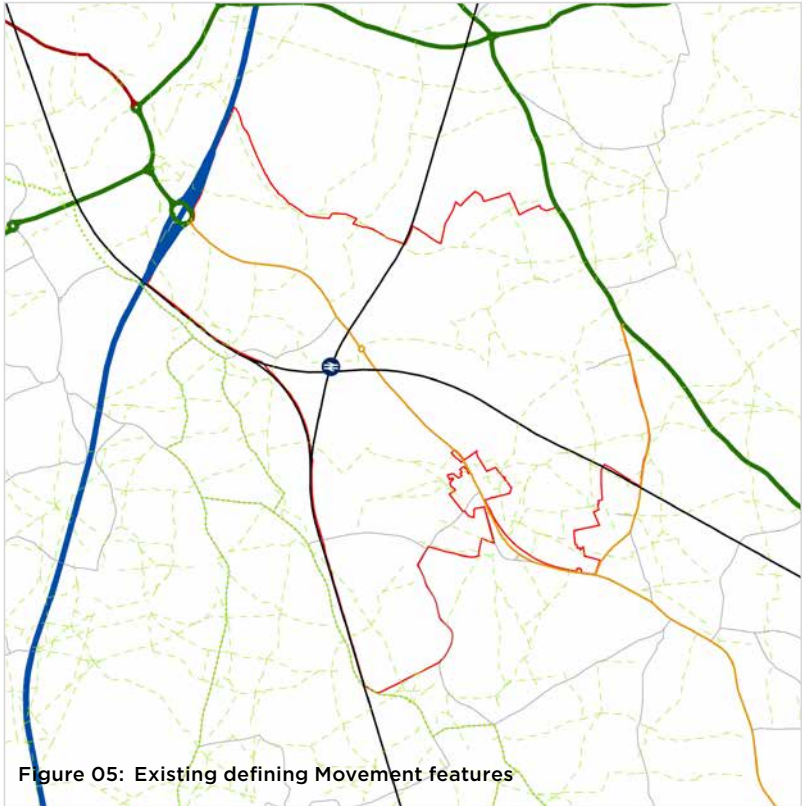
Green and Blue Infrastructure

- Local Wildlife Sites
- SSSI
- Watercourses
- Surface Water Features
- Flood Zone 3
- Flood Zone 2
- Woodland
- Site Boundary



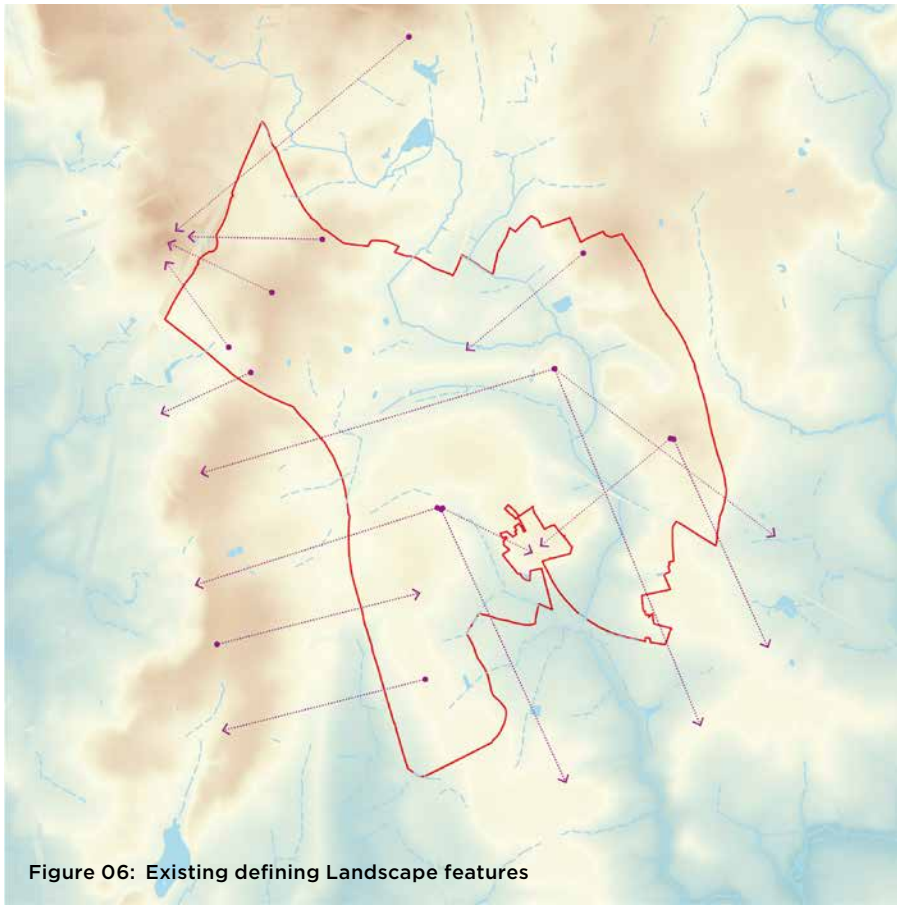
Movement and Connectivity

- Railway Station
- Public Rights of Way
- Railways
- National Cycle Network
- Motorway
- Primary Road
- A Road
- B Road
- Minor Road
- Site Boundary



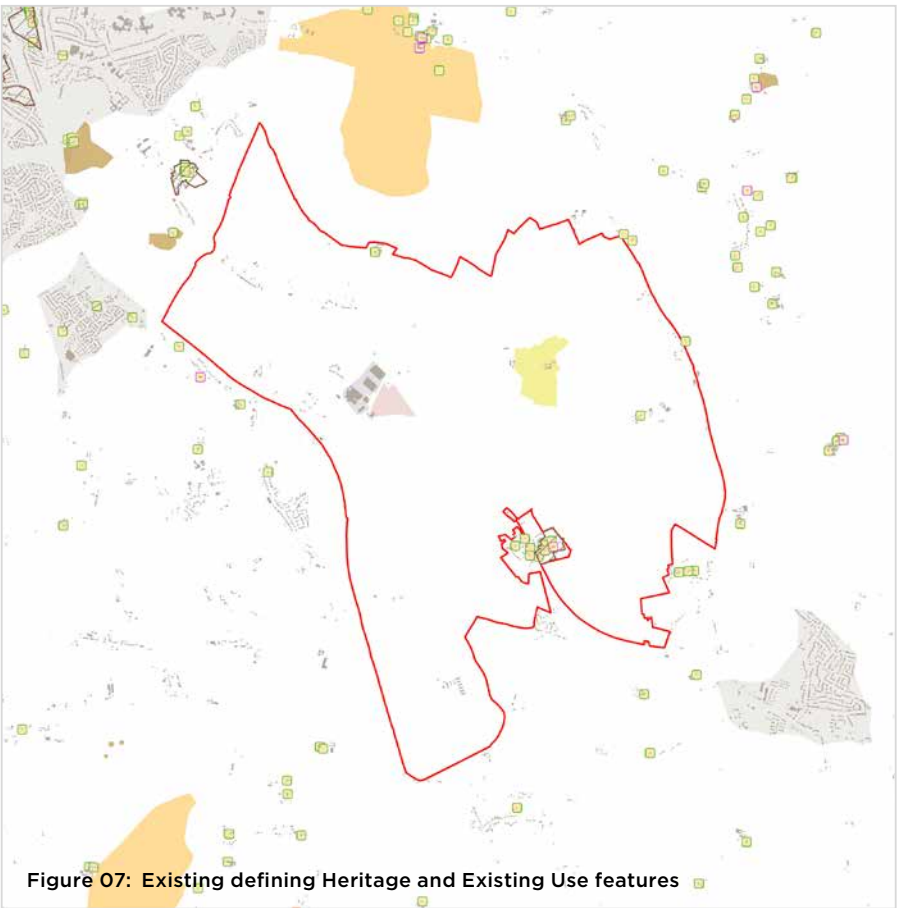
Landscape

- Watercourses
- Surface Water Features
- Elevation
- 86m
- 10m
- Site Boundary



Heritage and Existing Uses

- Existing Buildings
- Mucknell Abbey
- Parkway P&R
- Conservation Area
- Grade 1 Listed Building
- Grade 2* Listed Building
- Grade 2 Listed Building
- Historic Parks and Gardens
- Scheduled Ancient Monuments
- Urban Areas
- Industrial
- Site Boundary



The Existing Landscape

The town will sit within the varied and attractive Worcestershire countryside, and its design and layout has been and will be influenced at all levels by the landscape, both physical and historic.

Station Area



The existing station is approached by a ridge, that sits between two valleys (left and right of image).



The ridge is terminated by Mucknell Abbey, sat at a prominent high point overlooking a north-south valley.

North-West



Western areas have tighter field patterns, with a more rolling topography, clusters and belts of trees.



The landscape is historically related to the Spetchley Estate, forming its agricultural southern edge.



To the south of the B4084, areas that have retained features of historic estate parkland are present.



Further west, views to Crookbarrow Hill are prominent and defining of the landscape.

South



Moving southwards, the landscape becomes an open 'dome' with few field boundaries or features.



The 'dome' landscape extends for considerable distance to the south, with a series of lanes crossing.

East



Upper Wolverton Farm forms a distinctive focal point in the eastern part of the landscape.



The topography has pronounced, steep valleys separating small plateau hilltops with small fields separated by hedgerows.



A north-south watercourse (Stoulton Brook) defines the eastern landscape, with an existing pond sitting within dense tree belts and hedgerows.

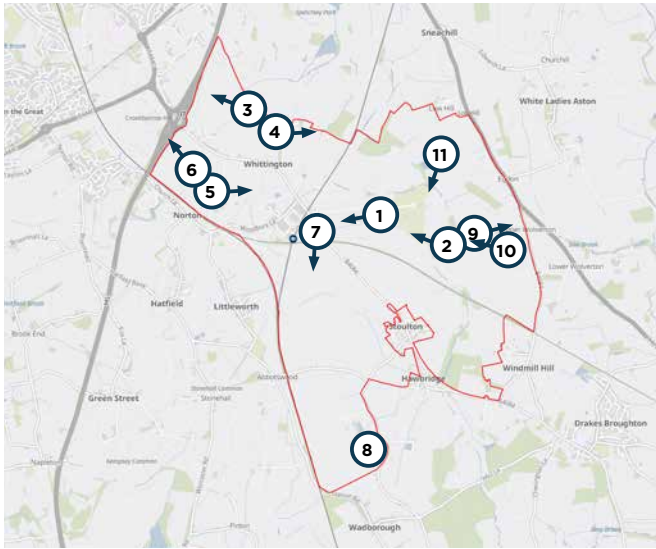


Figure 08: Location of aerial images

Land Control

Wychavon Town will be built out over the duration of the SWDPR Plan Period to 2041 and beyond, as one of the strategic growth areas identified in the local plan to meeting the needs of the area.

The majority of the Allocation is under the control of a number of landowners, developers and land promoters (a mix of freehold control, option and promotion agreements/development partnership agreements).

The major land interests within the Allocation are working together to bring forward Wychavon Town, liaising through an informal arrangement known as the Combined Landowner Group (CLG).

As well as its role as landowner Homes England is involved in a wider enabling role.

A number of smaller landholdings promoted for development also lie within the allocation, and will play important roles in the delivery of housing as well as making contributions towards shared infrastructure. Individual properties, some residential, some commercial and some agricultural will need to be respected and considered in masterplanning and delivery. As well as the existing Parkway Railway station, the Allocation also includes a SSSI (Cooksholme Meadow) and Mucknell Abbey (an Anglican Benedictine monastery).

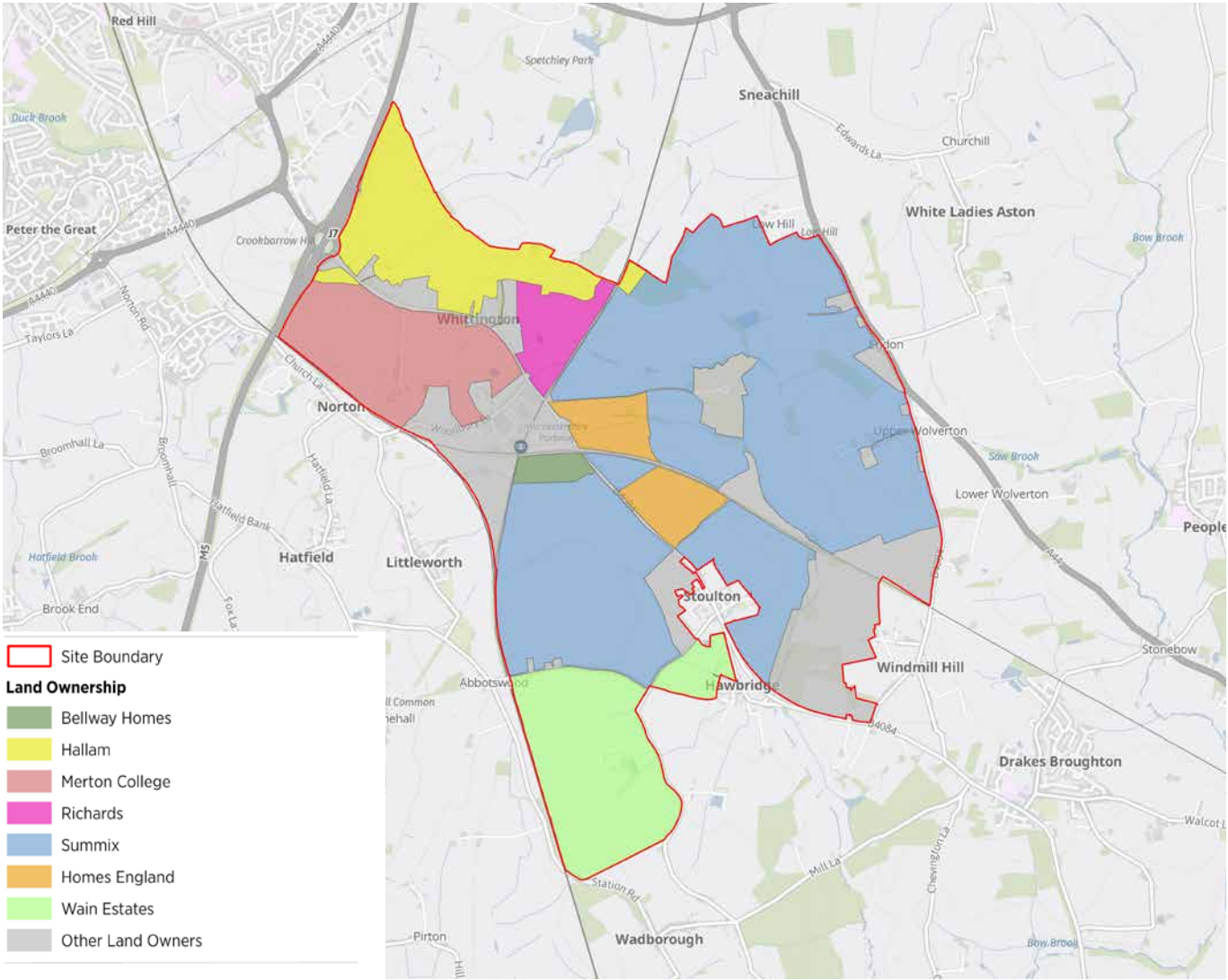


Figure 09: Land Control Plan (June 2026 position)



Figure 10: Birmingham-Gloucester railway line, looking east



Figure 11: M5 to the west of the town, looking south

3.0 VISION

VISION FOR WYCHAVON TOWN

In shaping the future of this new community, a clear and inspiring vision has been prepared with stakeholders to inform the SPD.

This vision not only lays the foundation for the physical development for Wychavon Town, but through consultation, also encapsulates collective aspirations, values and ideals. It embodies everything that the SWCs wish to achieve at Wychavon Town, a place that is vibrant, sustainable and inclusive.

Wychavon Town will be a new community delivering a mix of housing types including 40% of homes being affordable. It will be developed in accordance with sustainable and comprehensive new town placemaking principles, which provides a rewarding place to live, work and play.

As development is landscape-led, the new town and its neighbourhoods are harmonious with the natural and historic environment through significant investment in new green infrastructure, including a new community park.

Comprehensively planned, the new town is underpinned by a vibrant, locally distinctive and viable town centre which supports a wide range of uses that will provide a new destination and asset for the local area. At its heart, and close to the town centre, is the public transport hub, including the railway station, which provides the new community with a full range of accessible local services, as well as the choice to live a sustainable car free lifestyle. The town is well connected, with a strong active travel network both within the development and out to the surrounding areas.





Figure 12: Aerial illustration of town centre and surrounding areas

From the air

Looking south over the town centre, the illustrative perspective shows some of the key structuring elements of the new town centre and surrounding neighbourhoods.

This visualisation is illustrative and any proposals will need to be subject to detailed technical approval.

- 1 Town Centre square
- 2 Pedestrianised High Street
- 2a Servicing and parking away from Pedestrianised High Street
- 3 Town Centre boulevard
- 4 New all-modes bridge
- 5 Existing bridge repurposed for active travel and public transport use
- 6 Worcestershire Parkway Station
- 7 Primary Mobility hub
- 8 Priority Public Transport corridor
- 9 'Ridge Park' connecting southern neighbourhoods
- 10 Secondary school and playing fields
- 11 Links to wider network of parks, open spaces and secondary school

Town Wide Objectives

The vision is underpinned by six key town-wide principles that will govern the design and delivery of Wychavon Town. These are set out in Policy SWDPR55, and are developed in detail here, and their implementation is reflected in the spatial framework and town-wide strategies in the following chapters.



Natural Environment

Providing development that enhances the natural environment, providing a comprehensive green infrastructure network and net biodiversity gains.

The landscape will be at the heart of the development of the Wychavon Town, informing all design and placemaking. This natural and visual backdrop supports a wealth of biodiversity and wildlife that is protected and enhanced. Key views and the setting surrounding landscape and heritage assets will be preserved and enhanced.

Green and blue infrastructure will be integrated throughout the layout and design of the new development, with enhancement of existing green assets, combined with new planting to provide benefits to nature and the new community.

Resilience to flooding by seamlessly integrating water management systems into the design of the town, including an allowance for extreme weather events, will provide resilience to likely climate change.



Towards Net-Zero

Providing development that adopts zero-carbon and energy positive technology to ensure climate resilience.

Wychavon Town will be a development that is designed to mitigate and be resilient against the impacts of future climate change, including the consideration of the risk from overheating and high rainfall events.

The design and delivery of all development and infrastructure will be fundamentally influenced by how they can contribute to the sustainability and climate resilient goals of the new town, across movement, energy use, and the enhancement and restoration of biodiversity and ecosystems.



Movement

Ensuring that the movement framework throughout the town and across the site is integrated and accessible with walking, cycling and public transport designed to be the most attractive forms of local transport.

Active travel and easy accessibility to shops, education and other services will be at the heart of the design and layout of all aspects of Wychavon Town. Development will provide a comprehensive network of high quality, inclusive, safe, legible and direct active travel routes, designed to prioritise active travel over movement by motorised vehicles.

Neighbourhoods and other key trip locations will be connected by public transport and active travel throughout the site and onwards to Worcester and Pershore, as well as to the employment corridor to the east of Worcester, including making use of, and improving upon, the local National Cycle Network routes.

Public transport will be prioritised on key routes, supported by a network of mobility hubs, and all homes will be within walking distance of high-quality sustainable travel options for all journeys, which may include bus-on-demand services.



Mix of Homes

Providing mixed-tenure homes and housing types that are genuinely affordable.

Throughout its development the town will offer a wide range of homes, neighbourhoods and tenures of which 40% will be affordable homes, that provide for the needs of the community and the wider region, to create a mixed, vibrant and balanced place.

Densities will be responsive to the landscape character and topography of its adjacent areas. Higher densities will be expected within the town centre, around neighbourhood centres and at key transport nodes/interchanges.



Strong Centres and Good Facilities

Providing a strong community with recreational, sporting and shopping facilities in walkable, vibrant, sociable neighbourhoods.

Wychavon Town will be a resilient and cohesive community that promotes and facilitates healthy lifestyles, encourages educational activities, leisure and access to jobs for a strong community life.

The town centre will be at the heart of Wychavon Town, with higher density residential neighbourhoods, along with office space, retail, indoor leisure, a transport hub, nursery/primary/secondary education and health/other community facilities.

Neighbourhood centres will provide the social infrastructure required to meet the needs of the neighbourhood it serves. Such infrastructure will include nursery and school provision, community buildings and other local services. Heritage assets in neighbourhoods will have productive modern uses, becoming key parts of the neighbourhood.

The town will have a wide mix of employment uses, including offices, warehouses, light industrial space, co-working opportunities and provision for home working.



Community Engagement

Providing a strong vision, leadership and community engagement for the proposals.

The vision and town principles will underpin all development at Wychavon Town. New homes and facilities will be brought forward under the co-ordinating framework set out in this SPD.

Community engagement will continue to influence the future development of the town, with community oversight and leadership sought from the earliest stages of development to steward and direct the future of Wychavon Town.

Effective stewardship of spaces and places for the long-term will ensure Wychavon Town is successful and thrives in the long term.

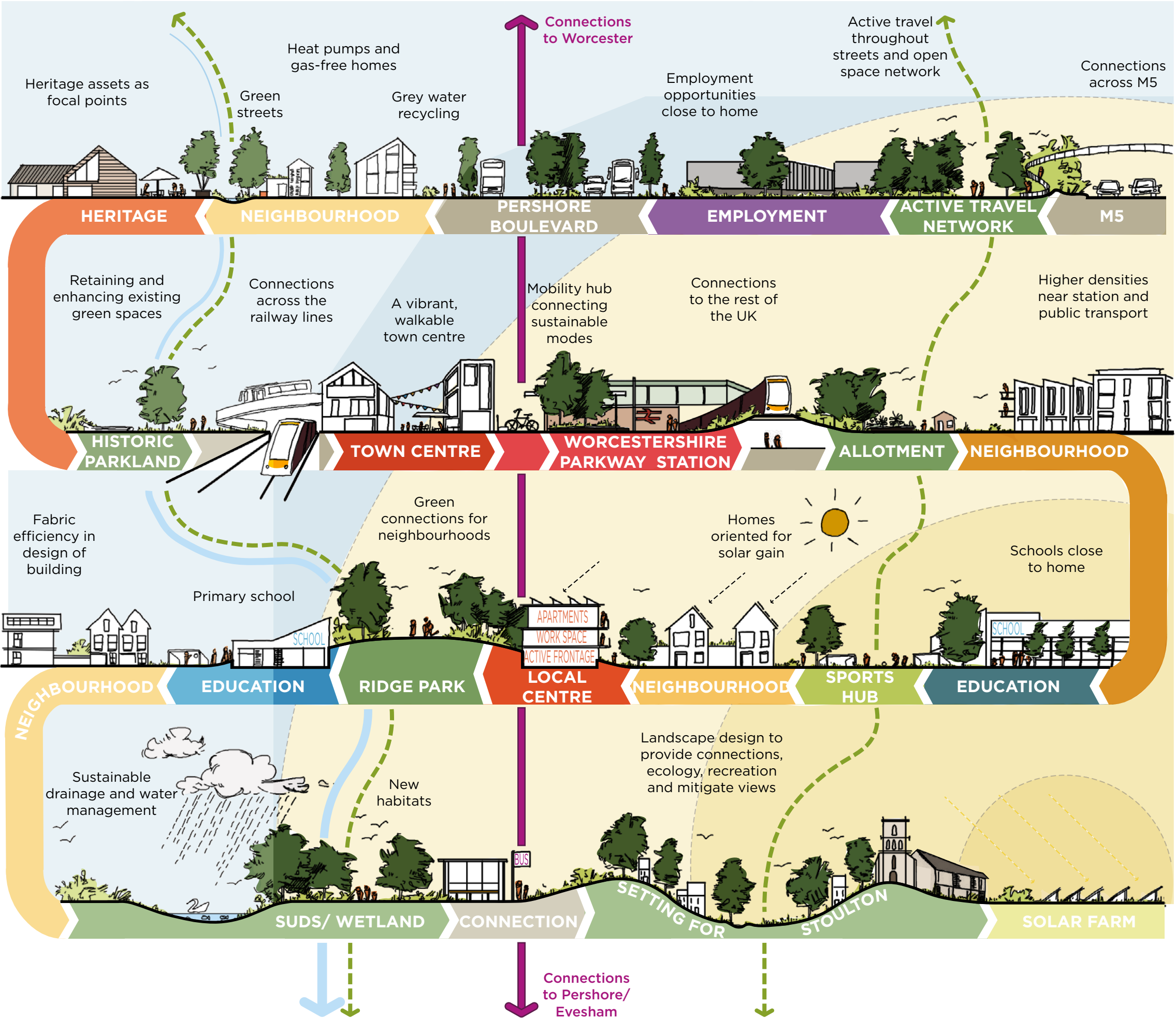
A Sustainable New Town

Wychavon Town is based around a well-connected railway station and offers the opportunity to create a step change in the sustainability of new development in the UK. This SPD sets out how this can be achieved.

Sustainability in the design and delivery of place is considered at a number of scales:

- Locational sustainability on a national and regional scale, with excellent rail links and public transport limiting the need to use private vehicles for many work or leisure trips
- An overall framework plan that emphasises local living and local provision of services, minimising the need to travel
- Active travel networks integrated and prioritised, to make it easy to get about in Wychavon Town without needing to get in the car
- Retention and enhancement of priority habitats and ecology networks
- Integrated multi-functional green and blue infrastructure that provides space for nature to restore and integrate into the town, and to clean and handle water before it returns to the wider environment
- Homes will have high standards of energy efficiency in their design and fabric and will reduce energy usage against standard building regulations so as to mitigate expected rises in energy demand from the electrification of transport and heating
- Deliver solar PV on roofs to benefit the occupiers of the buildings, support energy security.
- Provide battery storage on site to support district heat networks which could be planned for across the development.
- Climate adaptation measures to be required for all buildings, to ensure buildings are adapted to the changing climate
- Clean energy generation using smart energy networks within homes and the overall location and the provision of EV charging infrastructure. Community energy projects will be supported.

A journey through a transect of the new town reveals a wide range of features designed to create a more environmentally, socially and economically sustainable place, set out in the diagram to the right.



4.0 SPATIAL FRAMEWORK

This section establishes the key structuring elements of the town, in particular those that are required to be designed and delivered on a town-wide basis, to deliver the policy expectations, vision and town principles.

At the highest level, all development proposals coming forward within Wychavon Town will be expected to demonstrate how they broadly align with and can achieve these overarching development principles.

The spatial framework comprises three elements:

- Spatial Framework Plan:** The Spatial Framework Diagram establishes the broad structure for development within Wychavon Town and the disposition of key uses, consistent with the Local Plan policy requirements, and underpinned by the 'Big Moves' identified in the Framework Masterplan Evidence Report.

The Spatial Framework Plan incorporates a number of structuring elements. It is an indicative diagram, so the precise alignment of the routes and the locations of buildings will be determined through the planning application process. However, all proposals should take account of the overall framework as the basis for development of the new town.

- Structuring Elements:** A series of spatial structuring elements are provided, reflecting and consistent with Local Plan policy requirements. These are considered important for the success of the town in terms of its co-ordinated and holistic development; and any planning applications should demonstrate how they have accommodated them. These structuring elements are identified on the spatial framework plan/diagram and detailed under the relevant strategies in the following chapter. Where necessary they are supported by further Guiding Principles.
- Guiding Principles:** A series of guiding principles for the development of Wychavon Town, set out across the relevant strategies in the following chapter. These are embedded more flexibly than the structuring elements and fixes. Planning applications are expected to have regard to and implement these guiding principles in the development of their proposals.

The spatial framework sets out a policy-compliant approach for the long-term development of the town. It identifies the key spatial principles and common infrastructure required to ensure the vision and site-wide policy requirements can be delivered in a comprehensive manner through one or a series of individual planning applications. The spatial framework is therefore not a blueprint or detailed masterplan for future development but guidance on how these key principles should be arranged spatially and brought forward as part of a consistent and deliverable approach.

Chapter 6 sets out the approach for the delivery of the Spatial Framework in a timely, co-ordinated and

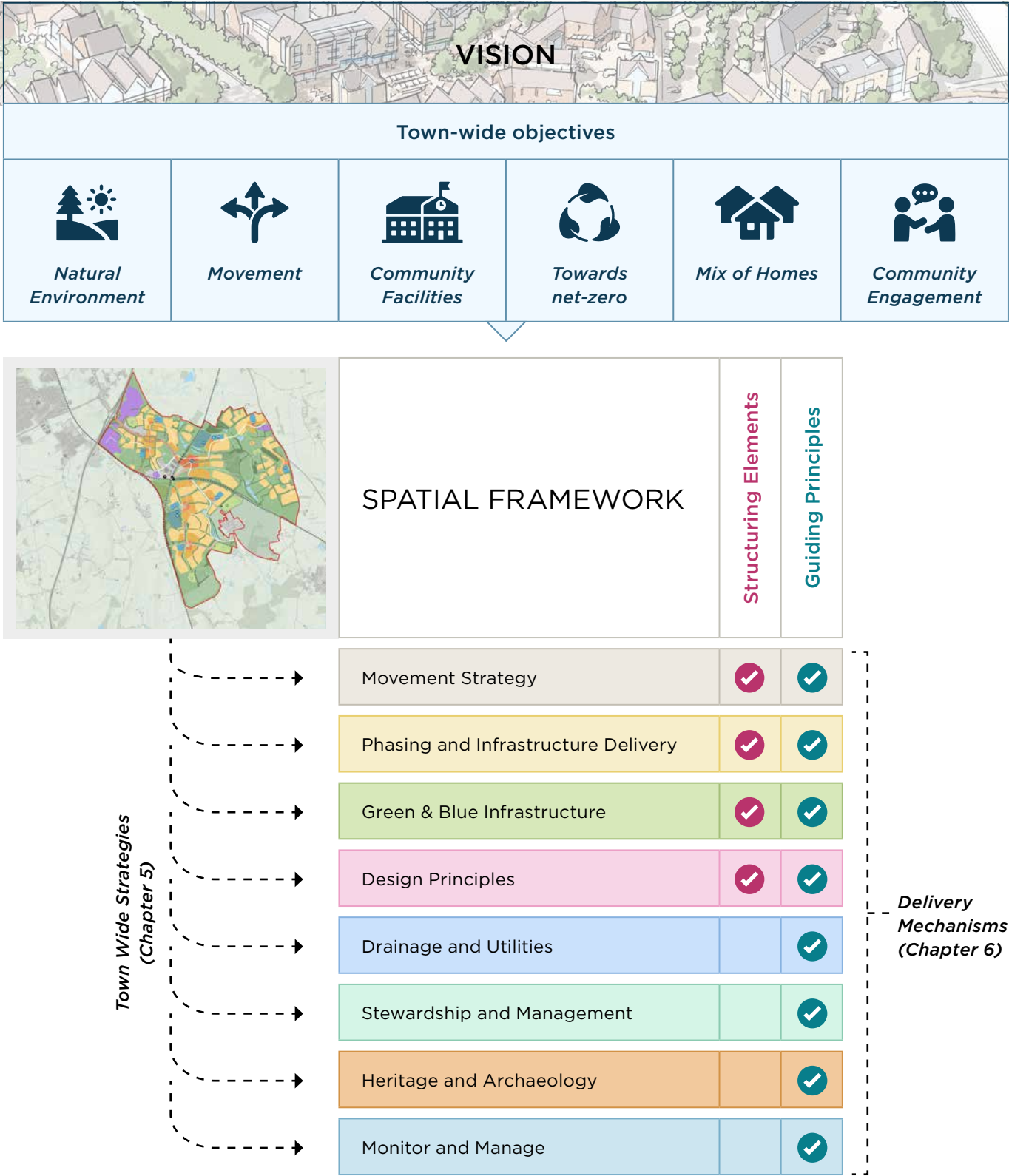
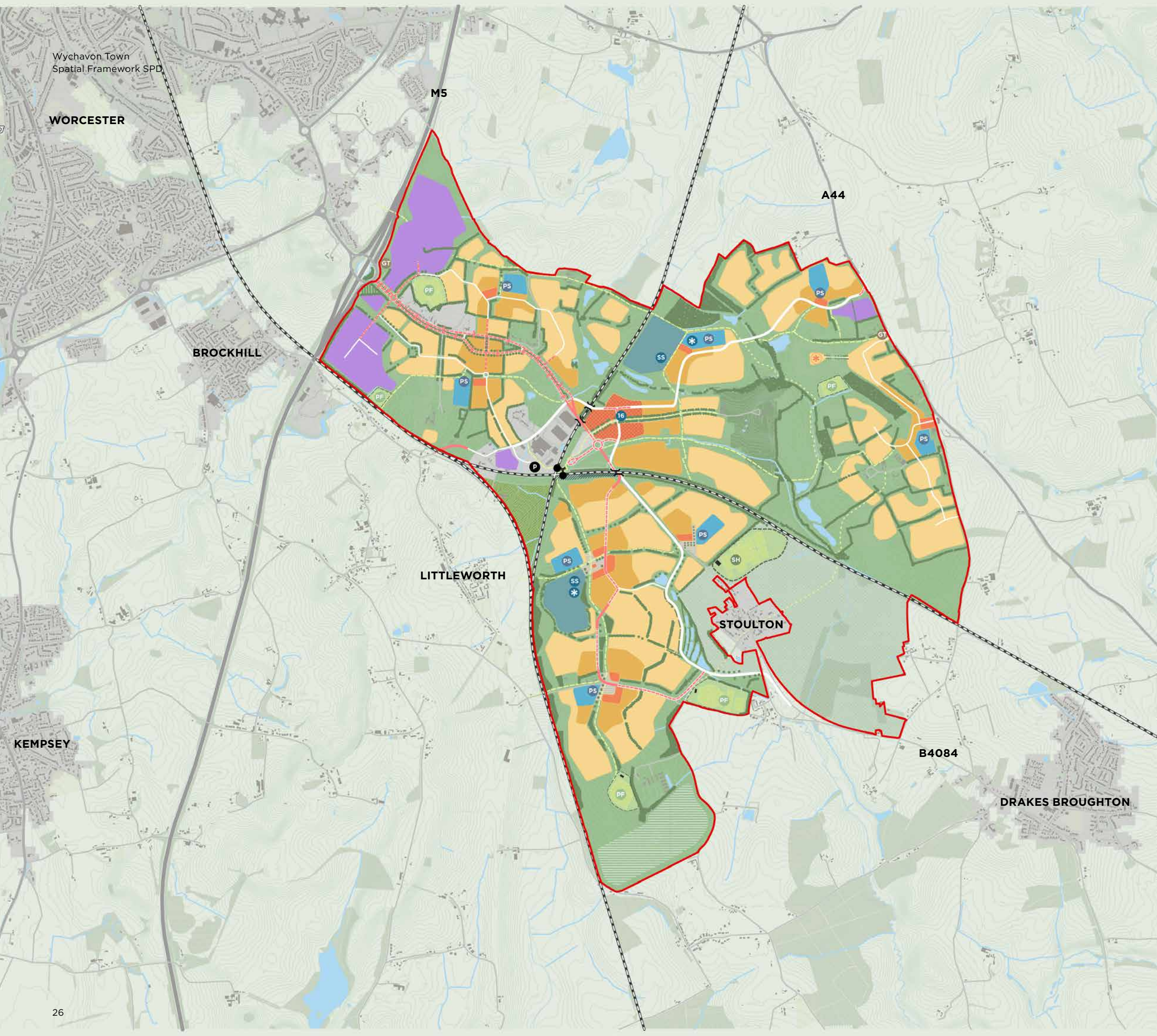


Figure 14: Structure of the Vision, town-wide Principles and Spatial Framework components



- Wychavon Town
Spatial Framework SPD
- Mixed Use Town Centre (indicative extent)
 - Mixed Use Local Centres
 - Higher Density Residential
 - Medium Density Residential
 - Parkland Landmark Building Opportunity
 - Employment
 - PS Primary Schools
 - SS Secondary Schools
 - 16 Post 16 Education Provision (within Town Centre)
 - * SEN School (potential locations)
 - SH Sports Hub
 - PF Potential Locations for Formal Sport Pitches
 - Strategic Green Infrastructure Network (GI)
 - Strategic Blue Infrastructure Network
 - Existing SSSI
 - Potential Solar Farm
 - P Parkway Station Related Parking
 - All modes Primary Street Network
 - Structural Street (Placemaking & Legibility)
 - Public Transport & Active Travel Priority Routes
 - Public Transport Priority within All Mode Corridors
 - Key Active Travel Network (within GI)
 - Stoulton Buffer
 - GT Potential Gypsy & Traveller Sites
 - Land safeguarded for additional platform and dualling of the North Cotswold Line

Figure 15: Spatial Framework Plan

coherent manner.

New Neighbourhoods

The town lends itself to the definition of a series of neighbourhoods, defined by the context and key structuring features.

Wychavon Town is structured around six neighbourhoods, and the town centre, set out in Figure 16 below.

Collectively, Woodhall and Spetchley are occasionally referred to as the ‘Western Neighbourhoods’. Low Hill and Upper Wolverton are occasionally referred to as

the ‘Eastern Neighbourhoods’.

This definition enables the creation of distinctive neighbourhoods within the overall structure of Wychavon Town, detailed under the ‘Design Principles’ Strategy in the following chapter.

It is anticipated that each neighbourhood will establish a high degree of self-containment for daily retail needs, sporting and community space provision, access to local greenspace, and primary school provision. Each will be connected to the town centre and surrounding neighbourhoods through strategic active travel and public transport links.

The design character and placemaking of neighbourhoods will draw its urban design inspiration from the local landscape, heritage assets and its position within the overall town. A more detailed urban design framework for each neighbourhood is set out in the Design Principles strategy.

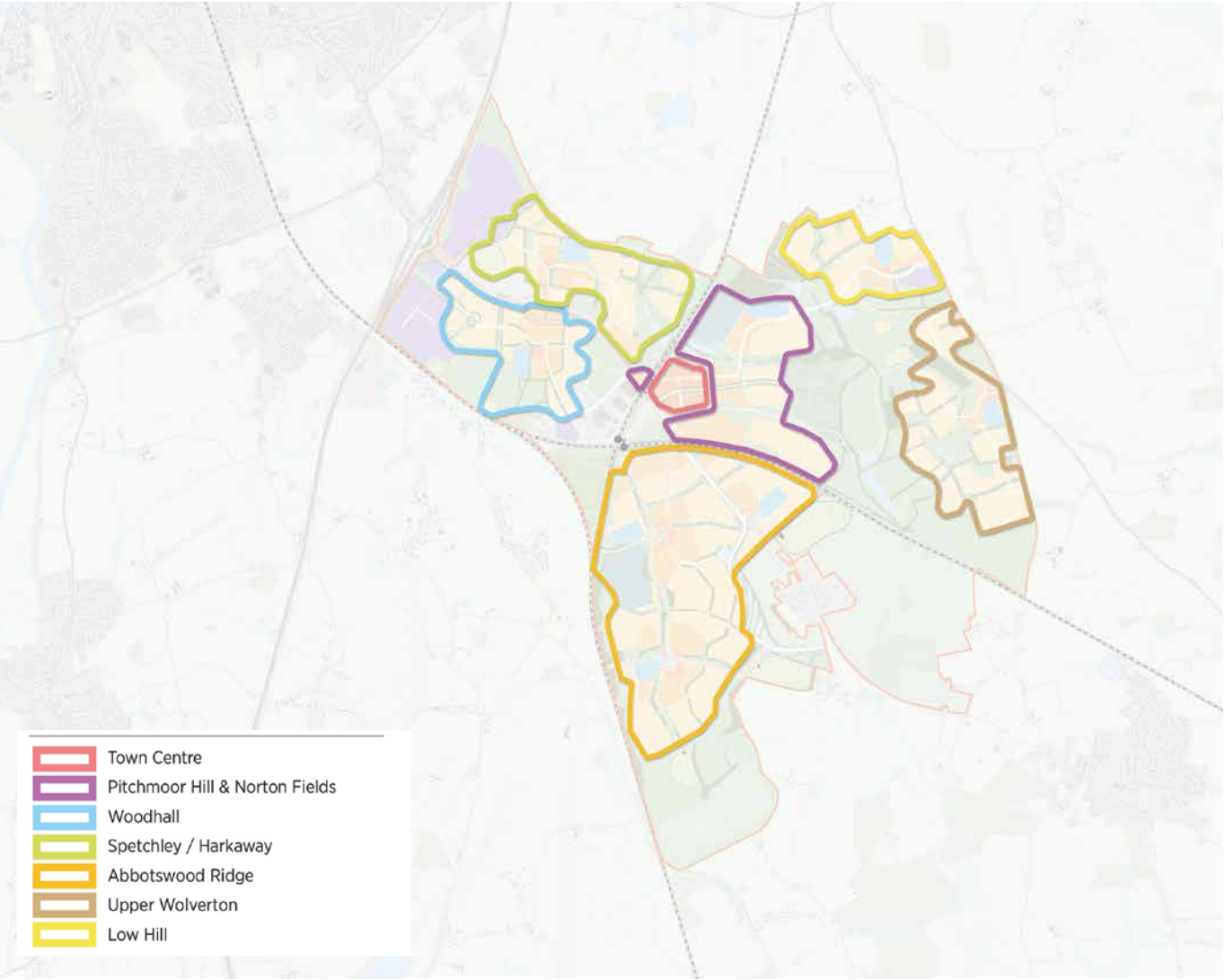


Figure 16: Neighbourhoods

Illustrative Masterplan

An illustrative masterplan has been prepared to demonstrate how the framework could be implemented in practice. It will be used throughout the SPD to illustrate principles in action.

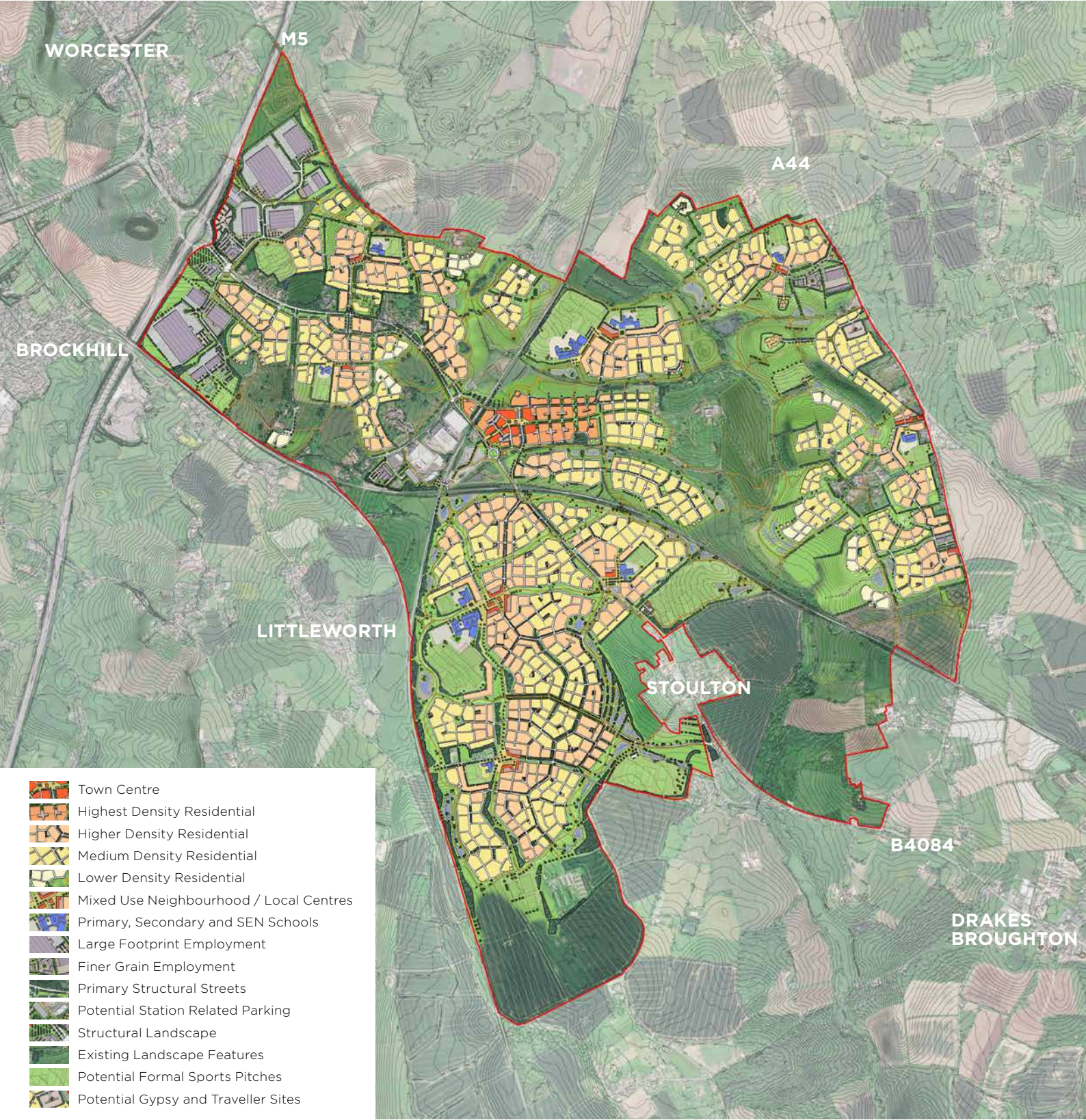


Figure 17: Illustrative Masterplan

5.0 TOWN WIDE STRATEGIES

Wychavon Town will be developed in a co-ordinated and holistic way by all developers working within the defined Allocation. To support the Spatial Framework, this chapter sets out a series of Town-Wide Strategies, that all proposals within the Allocation should consider and incorporate into their design.

Structuring Elements and **‘Guiding Principles’** in the SPD are identified within each of the following Town-Wide Strategies:

- 5.1 Movement
- 5.2 Phasing and Infrastructure Delivery
- 5.3 Green & Blue Infrastructure
- 5.4 Design Principles
- 5.5 Drainage and Utilities
- 5.6 Stewardship and Management
- 5.7 Heritage and Archaeology
- 5.8 Monitor and Manage

Observance to these strategies will support proposals in fulfilling the requirements of policy SWDPR55 governing the development of Wychavon Town.

5.1 MOVEMENT STRATEGY

Wychavon Town will be a place where most journeys can be made by active and sustainable modes, where people can be healthy and active, and places are not dominated by cars.

This vision will be achieved through a co-ordinated movement framework which enables and promotes sustainable movement through the creation of walkable and safe neighbourhoods, an accessible railway station, town centre, schools, and local hubs which enable travel choice, through the use of new and repurposed transport infrastructure.

A local transport model is being prepared for the town and ratified by WDC and WCC for the purposes of agreeing a common methodology against which development proposals and transport mitigation measures can be assessed.

This will ensure a commonality of approach to the assessment of impact and agreement of mitigation provision which meets policy requirements and takes into account the impact of the new town as a whole.

Applications for development within the Allocation boundary will need to demonstrate how they mitigate town-wide impact, include design and mitigation solutions which meet the aims of the Movement Strategy as set out below.



THE AIM OF THE MOVEMENT STRATEGY IS TO:

- Following a vision-led approach to achieve levels of 40% or above trip internalisation, with the majority of internal trips by sustainable modes
- Ensure that all journeys within the new town can be made by active or sustainable means, at all times of the year, both feasibly and as an attractive option over the use of private vehicles
- Ensure that the majority of journeys originating in or having a destination in the town can be made by sustainable means, either by prioritised bus or rail services
- Enable prioritisation of public transport over private vehicles on key routes
- Supporting and providing for Electric Vehicle (EV) charging infrastructure
- Reduce the impact of any residual vehicle journeys on the quality of places and neighbourhoods through routing and the design of streets
- Retain the ‘Parkway’ regional function of the railway station to offer an alternative for regional connectivity to car based journeys.
- Provide movement infrastructure to enable rapid co-development of the neighbourhoods across the town, working to a common delivery framework
- Reduce severance and bottlenecks created by the railway lines and the existing, constrained crossings by providing new or improved crossings

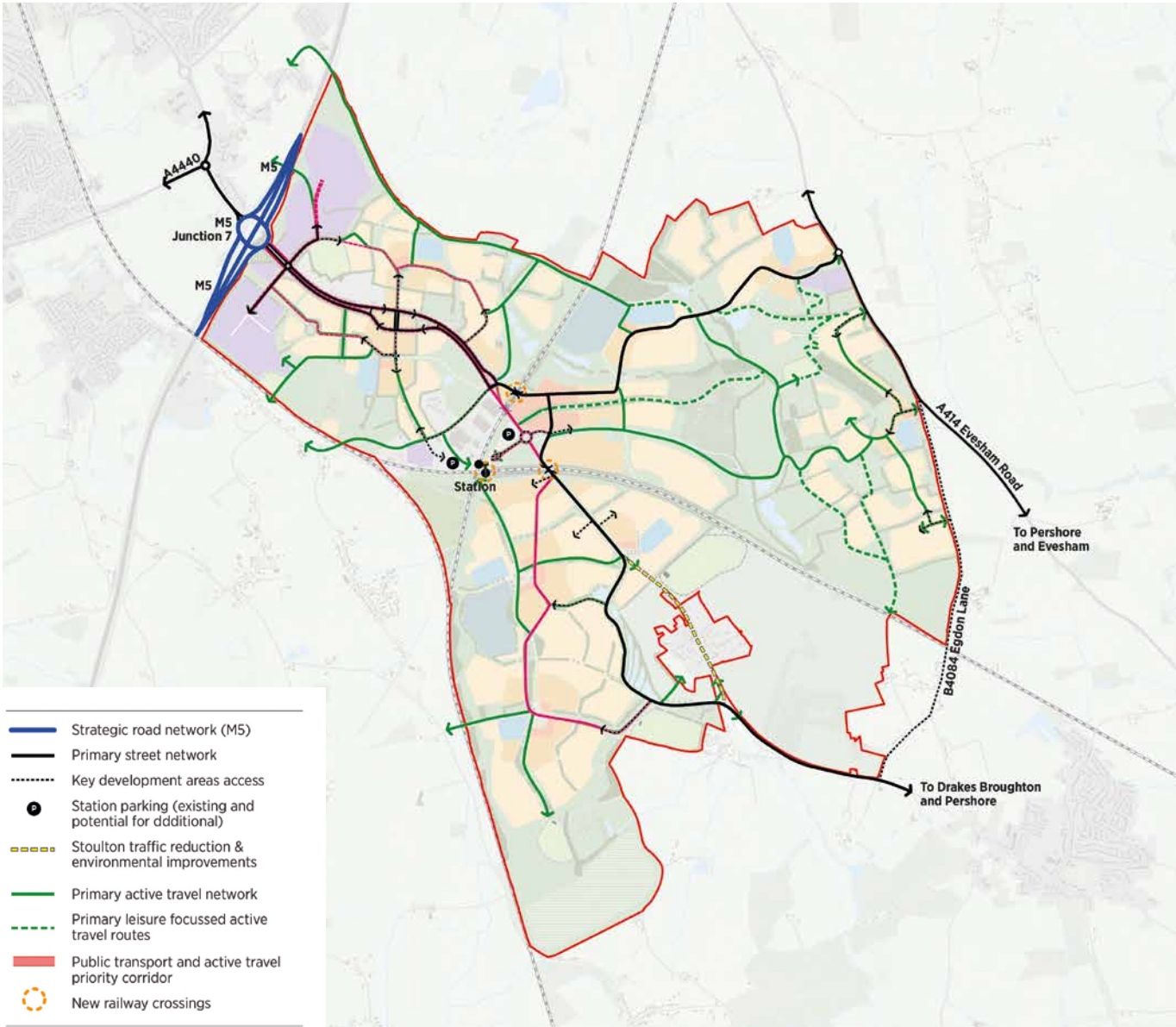
MOVEMENT FRAMEWORK

STRUCTURING ELEMENTS

To ensure the new town is connected internally and externally by sustainable transport modes from the outset, movement within the town will be enabled through the strategic provision of a comprehensive all-modes network, including new or repurposed grade-separated crossings across the railway lines that form a key part of a sustainable transport corridor prioritising public transport and active travel movements along the B4084 corridor.

All proposals for improved connectivity across Wychavon Town will fully consider the relationship with existing public rights of way and ensure the provision for equestrian users and needs of disabled users are understood and provided for.

The B4084 corridor will be repurposed to ensure that levels of activity and use along its length can be managed through a series of design interventions, with the aim of bringing together an exemplary approach to high-capacity low speed human-scaled streets, where active and public transport priority is enabled within a high quality streetscape, which create a low-speed environment.



MOVEMENT FRAMEWORK

STRUCTURING ELEMENTS

STRUCTURING ELEMENTS TO DELIVER THIS PRIORITY NETWORK INCLUDE:

- A new all-modes bridge provided to the north of the existing bridge over the Birmingham-Gloucester line, to ensure there is sufficient safe capacity for active and sustainable travel across the railway lines, without conflicts with vehicle movements
- The existing bridge over the Birmingham-Gloucester line will be repurposed for active travel and public transport priority
- A new road and active travel underpass will be provided under the Cotswold line
- Design of the area near M5 junction 7 that presents a memorable and attractive 'front door' to arriving traffic, while being able to accommodate active travel, public transport and a variety of HGV and vehicle movements
- An all-modes 'boulevard' (known as 'Pershore Boulevard'), along the current B4084 between the M5 and town centre, providing space for active travel, prioritised public transport and vehicle movements within an attractive street
- A re-aligned B4084 to the west of Stoulton, providing an alternative route through the development avoiding the existing village, and which provides development accesses to the Southern Neighbourhoods. Access to the village will be retained, and it will be possible to move through the village by vehicle, but through traffic redirected through reprioritisation of the junction and appropriate signage
- A linking all-modes street between the town centre and the A44 to the east, providing links to new neighbourhoods and the wider road network
- Existing pedestrian underpasses under the railway lines will be upgraded with new lighting and surfacing, and will be connected to the strategic active travel network and will remain part of the public right of way network
- Existing pedestrian footbridges and underpasses over and under the M5 will similarly be upgraded to provide connectivity to Worcester
- Existing uncontrolled pedestrian level crossings on the railway tracks that provide access for Public Rights of Way will be progressively closed to provide safety improvements to the rail network, with existing rights of way diverted within the new active travel network of Wychavon Town

ACTIVE TRAVEL FRAMEWORK

STRUCTURING ELEMENTS

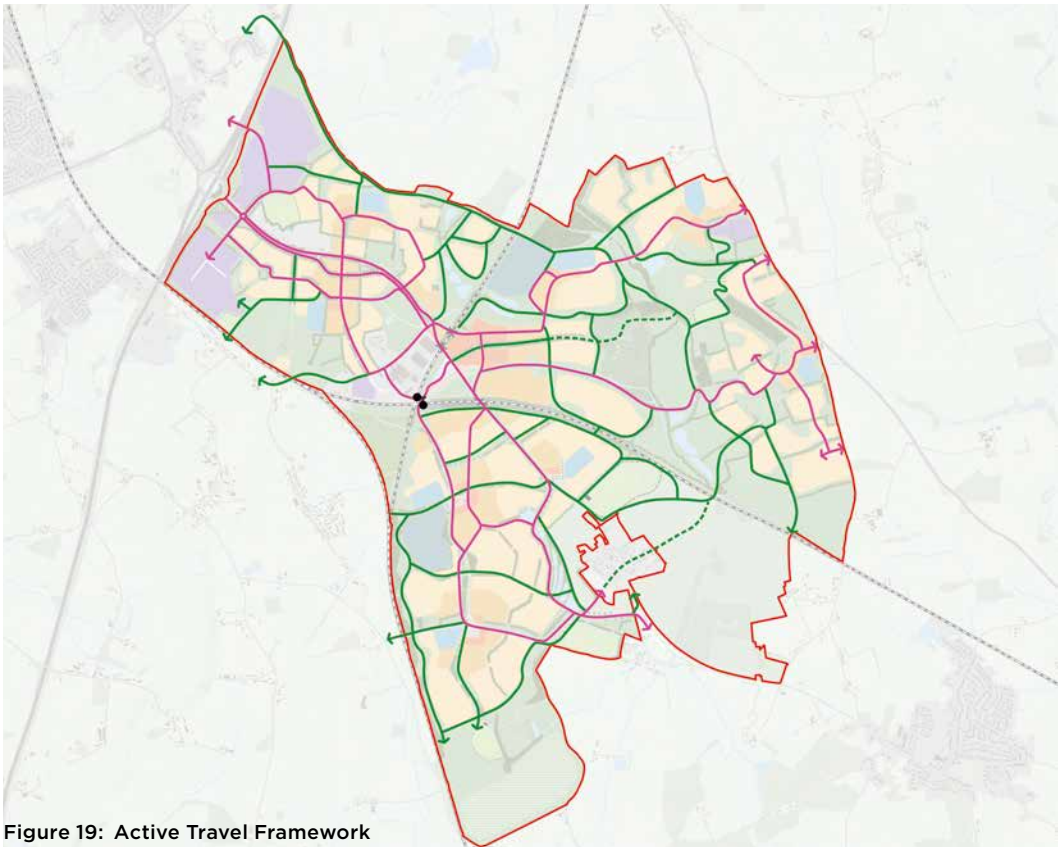


Figure 19: Active Travel Framework

Active Travel Networks

All primary streets within the town will be tree-lined and will include segregated space for each of walking, cycling, public transport (either in priority lanes or within the vehicle carriageway), as well as the main carriageway.

A comprehensive strategic active travel network will run both as part of this all-modes network and through open spaces and green corridors in the green infrastructure network unless it creates duplication. In these instances, active travel routes will be prioritised through green infrastructure. These will be designed in accordance with LTN 1/20 principles or its successors and will connect the whole town. They will be designed to achieve accessibility for all users, including disabled users, children, older users, and for a wide variety of cycles and wheeling vehicles.

In designing and planning new active travel routes consideration should be given to the Rights of Way Improvement Programme to ensure equestrian and disability groups are comprehensively considered.

Local active travel, connecting to the strategic segregated active travel network will largely be provided on-street through the design of streets to prioritise walking and cycling modes, and naturally slow vehicle traffic.

Leisure routes will run through much of the extensive green infrastructure network, and provide quieter, more relaxed provision as an alternative to the strategic active travel network.

PUBLIC TRANSPORT FRAMEWORK

STRUCTURING ELEMENTS

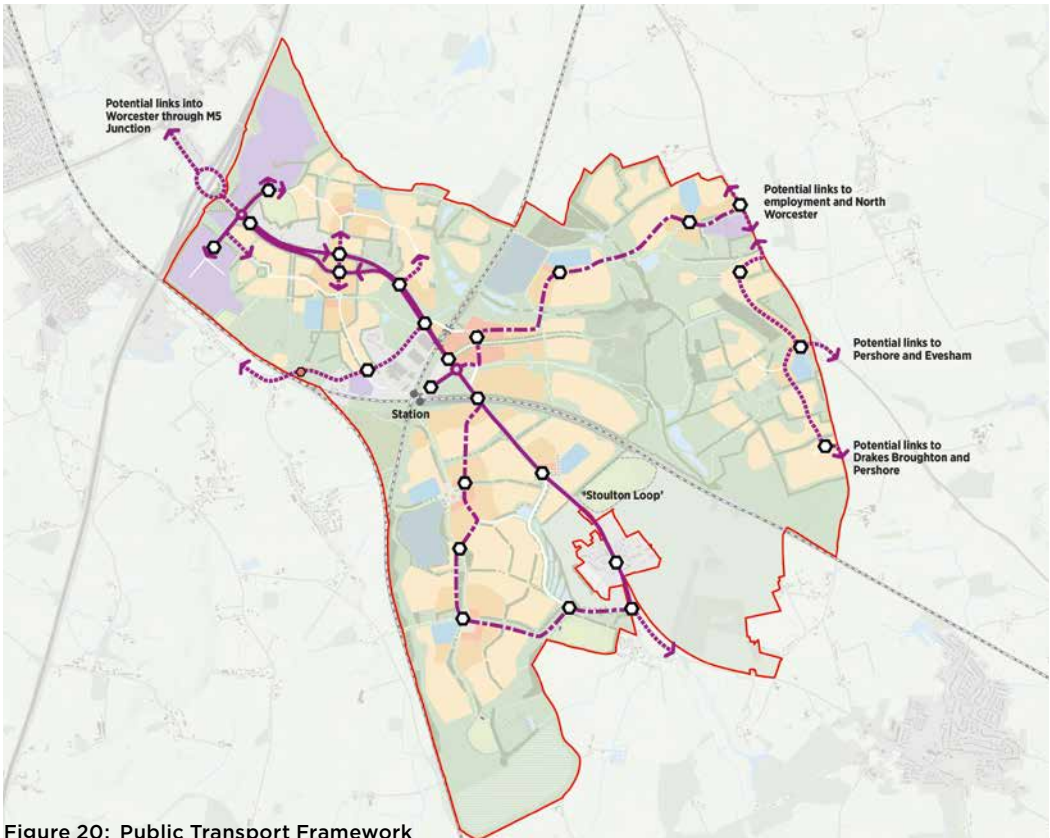


Figure 20: Public Transport Framework

Public Transport Networks

Bus and public transport priority will connect the southern and eastern neighbourhoods through the town centre and northwest towards Worcester, and other destinations such as Pershore and Evesham. Provision will be made for:

- A dedicated route for buses through the town centre on the route of the existing B4084, allowing for good connectivity to both rail station and town centre at a central mobility hub
- A dedicated route for buses over the Birmingham-Gloucester line using the existing bridge, shared with active travel provision
- Space for a bus lane along Pershore Boulevard through the western neighbourhoods
- Bus prioritisation measures (e.g. intelligent signal control) along Pershore Boulevard and through the M5 junction
- Potential for additional conversion of the Woodbury Lane bridge to bus and active travel use

Bus service provision will be made through the southern neighbourhoods using on-carriageway routes. Running parallel to or within the green ridge linear park, using a series of modal filters to connect suitable north-south streets or dedicated bus-only streets so that a continuous, direct bus route can connect local centres to the town centre.

Bus service provision will be made through the eastern neighbourhoods using on-carriageway running within the new primary street link towards the A44.

The railway station will be connected to the whole town via strategic active travel routes, a mobility hub for public transport, and will also have convenient vehicle access from the M5 and surrounding villages to continue to switch what would otherwise be car journeys onto the rail network.

RAILWAY AND MOTORWAY CROSSINGS

STRUCTURING ELEMENTS

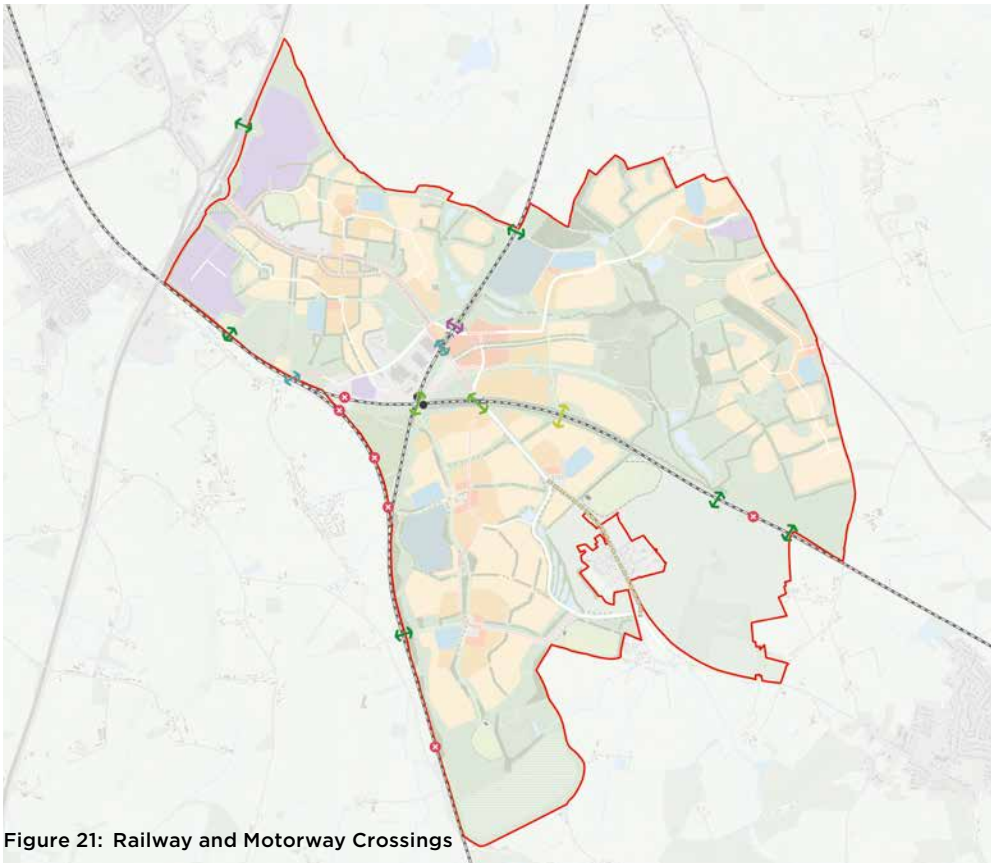


Figure 21: Railway and Motorway Crossings

Crossings

- A new all-modes crossing of the Birmingham-Gloucester line must be provided to the north of the existing Norton overbridge. It should provide segregated space for vehicles, cycleways and pedestrian footways.
- A wider road underpass through the railway embankment must be provided under the existing Cotswold Line. It should provide segregated space for cycleways, and pedestrian footways. It should be well lit, and have passive surveillance from built form from at least the southern end.
- The existing B4084 Norton Bridge over the Birmingham-Gloucester line should be repurposed for active travel and public transport use only, with public transport likely using a shuttle arrangement with intelligent signal control to manage available space.
- A north-south active travel route adjacent to the Birmingham-Gloucester line, running under the Cotswold line through the gap in the existing railway bridge should be provided.
- New crossings should be implemented at the right time in the right place and in accordance with the Monitor and Manage Strategy in this SPD
- Existing pedestrian underpasses under the railway lines should be connected to the strategic active travel network of the new town. They should be upgraded to include lighting, hard surfacing, good drainage, wayfinding and could include public artwork. Where located near to development, they should have passive surveillance from nearby built form.
- Bridge and underpass crossings of the M5 should be connected to the strategic active travel network of the new town and towards Worcester. The northern underpass should be upgraded to include lighting, hard surfacing, good drainage, wayfinding and could include public artwork. The bridge to the north of Junction 7 should be overlooked from surrounding development.
- Existing unmanned pedestrian level crossings should be closed and public rights of way diverted to enhance the safety of the rail network.

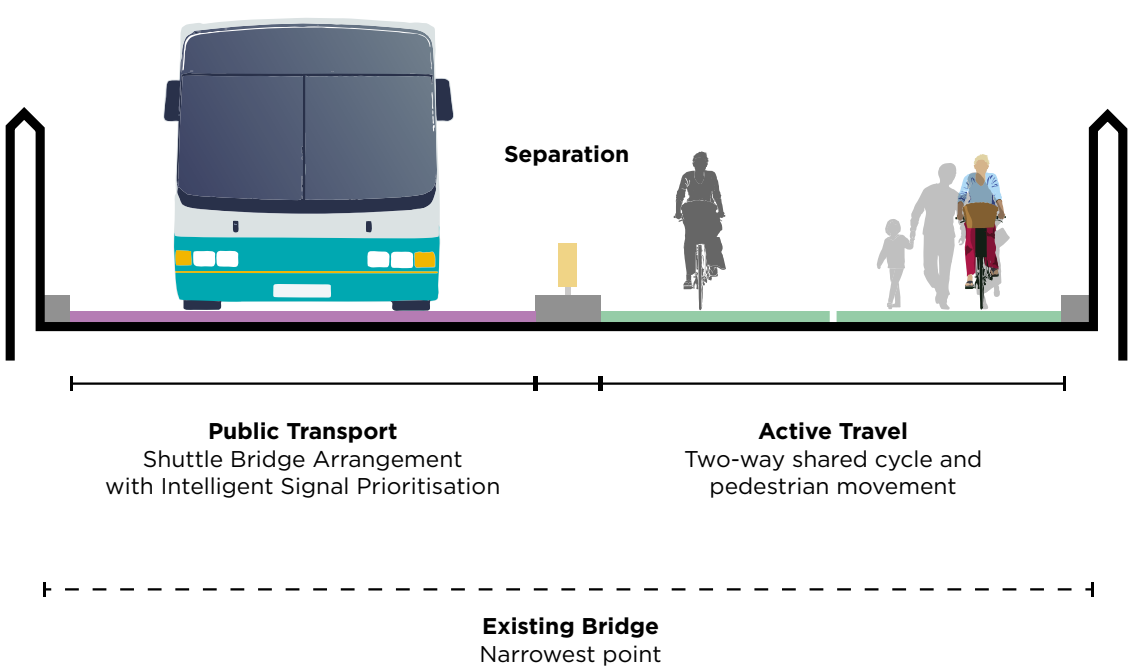
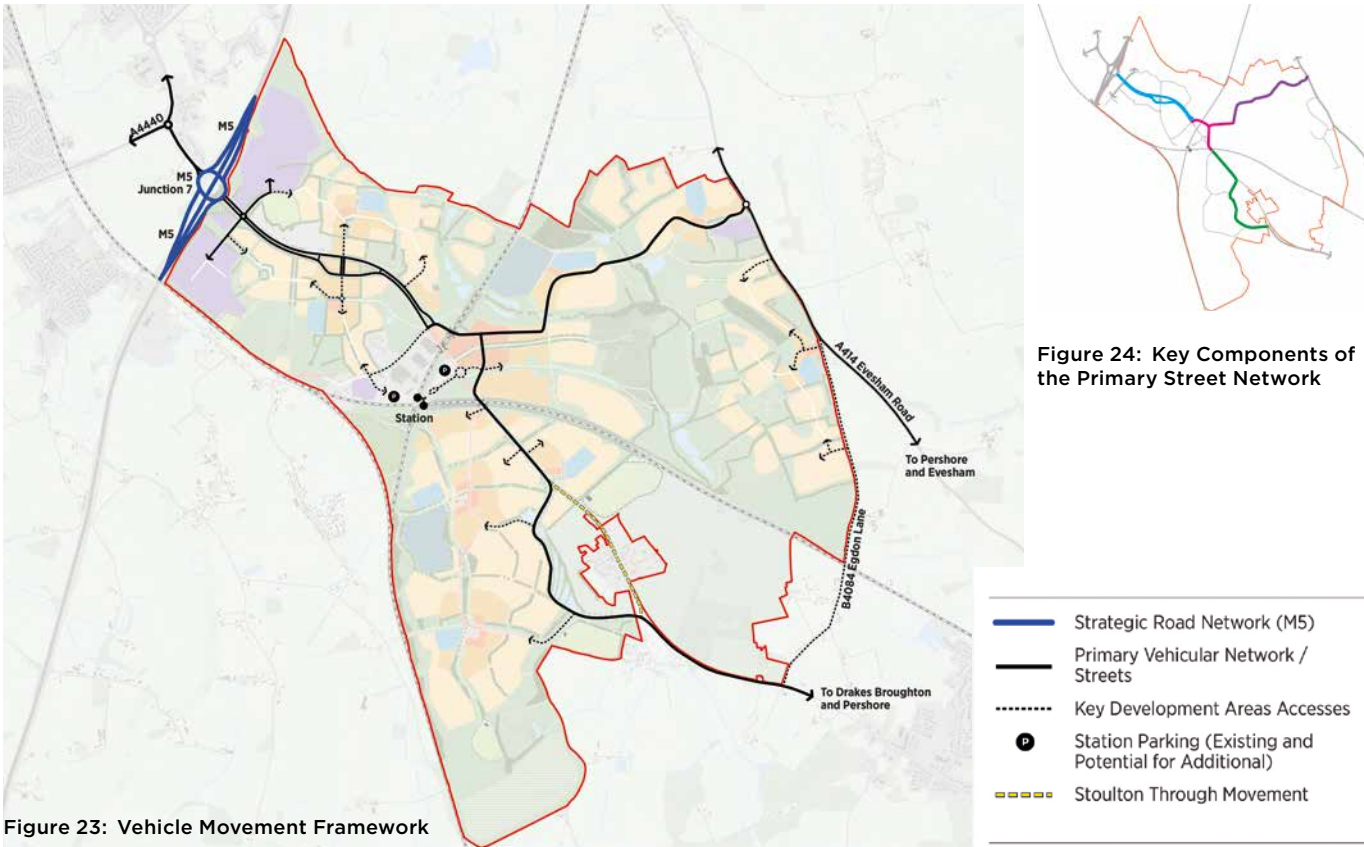


Figure 22: Section showing potential reconfiguration of existing Norton bridge for public transport and active travel

VEHICLE MOVEMENT

STRUCTURING ELEMENTS



All-Modes/Primary Street Network

- Development should implement or connect to the primary street network as set out in the Spatial Framework Diagram.
- Streets identified as part of the primary all-modes street network should be designed in accordance with the relevant guidance set out in the 'Primary Street Network Design Principles' set out in the following sections (identified in the diagram on the right).
- The primary street network will be designed for a 30mph speed limit, with the exception of the town centre, where it should be designed for a 20mph speed limit.
- Where junctions require more than priority junctions, signalised intersections with controlled active travel crossings should be the default preference over roundabouts.
- Regular controlled active travel crossings should be provided to align with key streets and active travel routes and desire lines across the primary street network.

- The B4084 must be carefully designed to recognise its combined function for use by both existing and future residents.
- The primary street network will be delivered subject to the provisions of the Monitor and Manage strategy, which will assess performance against the trip internalisation target of 40%.
- The all-modes primary street network will reduce or remove through vehicle traffic from the hearts of neighbourhoods, allowing them to become places where the movement of people and quality of placemaking is prioritised over the needs of the private car.

As well as overarching town-wide principles, key characteristics for different parts of this network are set out later in this strategy, for four key areas:

- Western neighbourhoods: 'Persore Boulevard'
- Southern neighbourhoods: Southern development access street
- Eastern neighbourhoods: A44 link street
- Town Centre Infrastructure

GUIDING PRINCIPLES FOR MOVEMENT

GUIDING PRINCIPLES

To achieve the aims and settlement wide movement strategy, all development proposals within the Allocation should observe the guiding principles set out below.



Neighbourhood Street Design

- Street design below that of the Primary Street Network identified in this SPD should have regard to with the principles set out in the Worcestershire County Council Streetscape Design Guide, and other street design guidance in force at the time of application determination, such as Design Codes and Manual for Streets.
- All streets should be tree-lined where possible with a variety of species, layout and coverage to complement their location in the street hierarchy and overall identity of place.
- Street trees should provide shade, cooling, linear habitat for biodiversity, surface water absorption and an attractive street scene, appropriate to their context
- Streets within neighbourhoods should prioritise pedestrians and cyclists over vehicles.
- Streets within neighbourhoods should be designed for a 20mph speed limit.
- Neighbourhoods should generally be designed so that vehicle traffic is limited to access from the primary street network into the neighbourhood, and vehicles are not routed through the neighbourhood.
- Modal filters can ensure public transport and active travel can move through neighbourhoods
- Local centres should use the design of streets to ensure place quality and the needs of people are prioritised, and vehicle speeds are limited.
- Wayfinding and legibility of place principles should be observed to ensure pedestrians and cyclists can find their way easily.



Houten, Utrecht



Millennium Village, Greenwich

Active Travel Provision

- Strategic active travel provision should be provided as set out in the Movement Framework above to connect neighbourhoods to each other and the town centre.
- Within neighbourhoods, segregated cycleways should be provided on secondary streets. For local streets lower in the hierarchy, street design should create a safe environment for cyclists to use the carriageway. Footways should be provided on most streets except for the lowest-level mews or lane-style streets.
- All active travel infrastructure should be designed and delivered to LTN 1/20 standards or its successors and should be fully accessible for all users.
- Active travel provision across the M5 towards Worcester should be provided away from Junction 7, using an improved route and improved existing bridge to the north of J7 and via Church Lane and Brockhill Village.
- Existing Public Rights of Way should be retained where possible and form part of the active travel network. Most should be retained as-is or improved where necessary and used as leisure routes through green infrastructure corridors and networks.
- Leisure routes in open spaces should consider the needs of equestrian users where appropriate, and where there are bridleways make appropriate provision

- Connections should be made to National Cycle Network route 442 to the west of the new town.
- Active travel routes should incorporate clear wayfinding

Public Transport Provision

- Bus priority will be provided in line with the Movement Framework, and reviewed in line with the Monitor and Manage Strategy.
- The primary street network should be able to accommodate buses throughout, in line with the guidance set out in 'Buses in Residential Development' published by the Bus Centre of Excellence.
- Secondary streets through neighbourhoods should be able to accommodate buses along their length. Where modal filters operate to prevent private vehicle traffic from moving between neighbourhoods, buses should be able to pass through.
- Secondary streets where bus services are anticipated should be designed with regard to the principles of 'Buses in Residential Development' published by the Bus Centre of Excellence and the Worcestershire Streetscape Design Guide.
- Homes should be within 400m walking distance of an accessible bus stop
- Bus-on-demand services or other innovative approaches to providing wider access to public transport will be supported



Eddington, Cambridge



Wolvercote Mill, Oxford

Mobility Hubs

A hierarchy of mobility hubs, affording convenient and attractive interchange between sustainable modes of travel, should be provided at local centres (and employment areas) and within the town centre. Homes should be within 10 minutes walk of a mobility hub.

The town centre mobility hub, located at the western edge of the town centre to bridge the gap between the railway station and town centre, should provide as a minimum:

- Covered bus stops suitable for interchange
- Real-time bus information, and a town centre transport information point
- A cycle parking hub with extensive secure parking
- Cycle maintenance facilities
- Connections to the strategic active travel network
- Access to the railway station and high street
- Space for micro-mobility hire points
- Potential for delivery collection lockers and other convenience facilities
- Bus-on-demand and other community transport provision
- Potential for EV and e-bike charging points

Local centre and employment area mobility hubs should provide as a minimum:

- Covered bus stops on the prioritised bus network
- Real-time bus information
- Secure cycle parking
- Connections to the strategic active travel network
- Potential for car club spaces and small car charging hubs
- Potential for delivery collection lockers and other convenience facilities
- Co-located facilities within the surrounding local centre
- Access to the railway station and high street
- Space for micro-mobility hire points
- Appropriate bus-on-demand and other community transport provision
- Potential for EV and e-bike charging points

Smaller-scale mobility hubs, serving local needs, may be provided to enhance the coverage of provision throughout the town.



Vehicle Movement

- Vehicle movement should be directed towards the primary street network set out in the Spatial Framework Diagram/Movement Framework Plan. The use of modal filters to restrict vehicle movement between neighbourhoods ('rat running') and make active travel the prioritised and most attractive travel option is encouraged.
- In the southern neighbourhoods, the B4084 will be redirected to run along the Southern Development Access Street to the west of Stoulton. Access to the village will be retained, and it will be possible to move through the village by vehicle, however through traffic will be redirected through reprioritisation of the junction and appropriate signage. Traffic calming measures and environmental improvements along the current B4084 through the village should be provided to ensure amenity within the village in terms of noise, air quality, road safety and appearance (including the setting of the Conservation Area) is not unduly impacted as a result of new development.



Access to Existing Development

- Access to existing employment units from Woodbury Lane will be retained
- Access to existing homes along the B4084 and A44 within the settlement boundary will be retained. Homes along the B4084 will retain access in line with the principles set out under 'Design of the Primary Street Network, Western Neighbourhoods' below.
- Access to Mucknell Abbey through the town centre should be maintained at all stages of development.



Worcestershire Parkway Railway Station

Worcestershire Parkway Railway Station is a vital asset to the new town. Today, it functions as a regional station for the surrounding area, allowing people to make the bulk of their journey by train instead of by car. It has good access to the strategic and local road network to facilitate this.

Long-term, the Parkway station will become integrated with the town, and its character and function will inevitably change. It may take on more of an 'Interchange' station function, serving the town primarily and facilitating onward journeys by active travel, public transport and by car (for those living outside of Wychavon Town).

As such vehicle access to the station from surrounding rural areas and the M5 should be facilitated, ensuring that journeys by car can be intercepted and brought onto the rail network conveniently, but this should not compromise the quality of place around the railway station, which should focus on active travel, public transport, and its links to the town centre and surrounding neighbourhoods.

Development principles for the station are:

- To work with station operators too seek opportunities to optimise parking provision at the railway station and to align with the Movement Framework.

- The potential for a future western entrance to the station, north of the Cotswold line, should be retained and new development should not prejudice its delivery.
- Disabled parking, drop-off and existing bus stops should be retained close to the current entrance of the railway station.
- Cycle parking provision should be enhanced around the station as part of investment in active travel provision.
- The potential for a future east-west active travel crossing suitable for cycling, in addition to or replacing the existing pedestrian bridge over the Birmingham-Gloucester line, should be retained.
- Convenient vehicle access to Worcestershire Parkway station from the surrounding area and the M5 should be retained at all stages of development.
- Land to the south of the Cotswold line platform shall be safeguarded for a future dual track upgrade to the Cotswold line, and an extra platform at the station.
- A direct active travel connection from the current station entrance towards the new town centre High Street should be retained and enhanced through wayfinding, landscape improvements, public art and potential temporary or 'pop-up' uses along the way.

DESIGN OF THE PRIMARY STREET NETWORK

Town Centre/Station Area

Movement within the town centre area is critical to ensuring the functioning of the overall town and the achievement of policy goals in sustainable transport and high quality placemaking. Having a rail station already in place is an unrivalled opportunity to create a new town centre based on sustainable movement principles from the outset. As such, the location and design of the town centre's movement network aligns with and supports the move to sustainable movement outcomes.

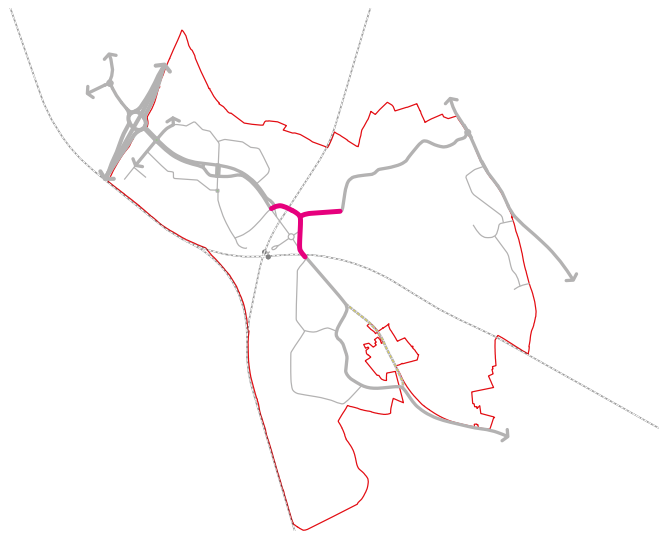
Town centre movement is strongly connected to the provision of new crossings and movement around the railway station, the principles for which are set out in a previous section in this strategy.

A framework for town centre movement (active travel, public transport and vehicle movement) is set out below, along with a diagram to demonstrate how the framework could be applied to the design of infrastructure and its relationship with built form.

Guiding Principles for managing movement and street design within the Town Centre are:

- Reducing severance between the town centre and rail station by rerouting vehicle traffic from the existing B4084 to the east of the core town centre area, and repurposing the B4084 for public transport and active travel use.
- A pedestrianised 'High Street' running east-west along the high point of the ridge within the town centre.
- Ensuring that development forms and infrastructure connectivity does not prejudice the priority and ease of active travel movement between the new Town Centre and the railway station area.

By moving general traffic away from the front of station, a genuine, multi-modal transport interchange is formed at the heart of the new town. High quality public realm without the blight of general traffic provides a fitting gateway experience for rail and bus passengers arriving at the Parkway Station and creates a gateway and clear 'line of sight' to aid legibility to and from the new town centre whilst also facilitating the necessary modal shift from the wider development.



GUIDING PRINCIPLES

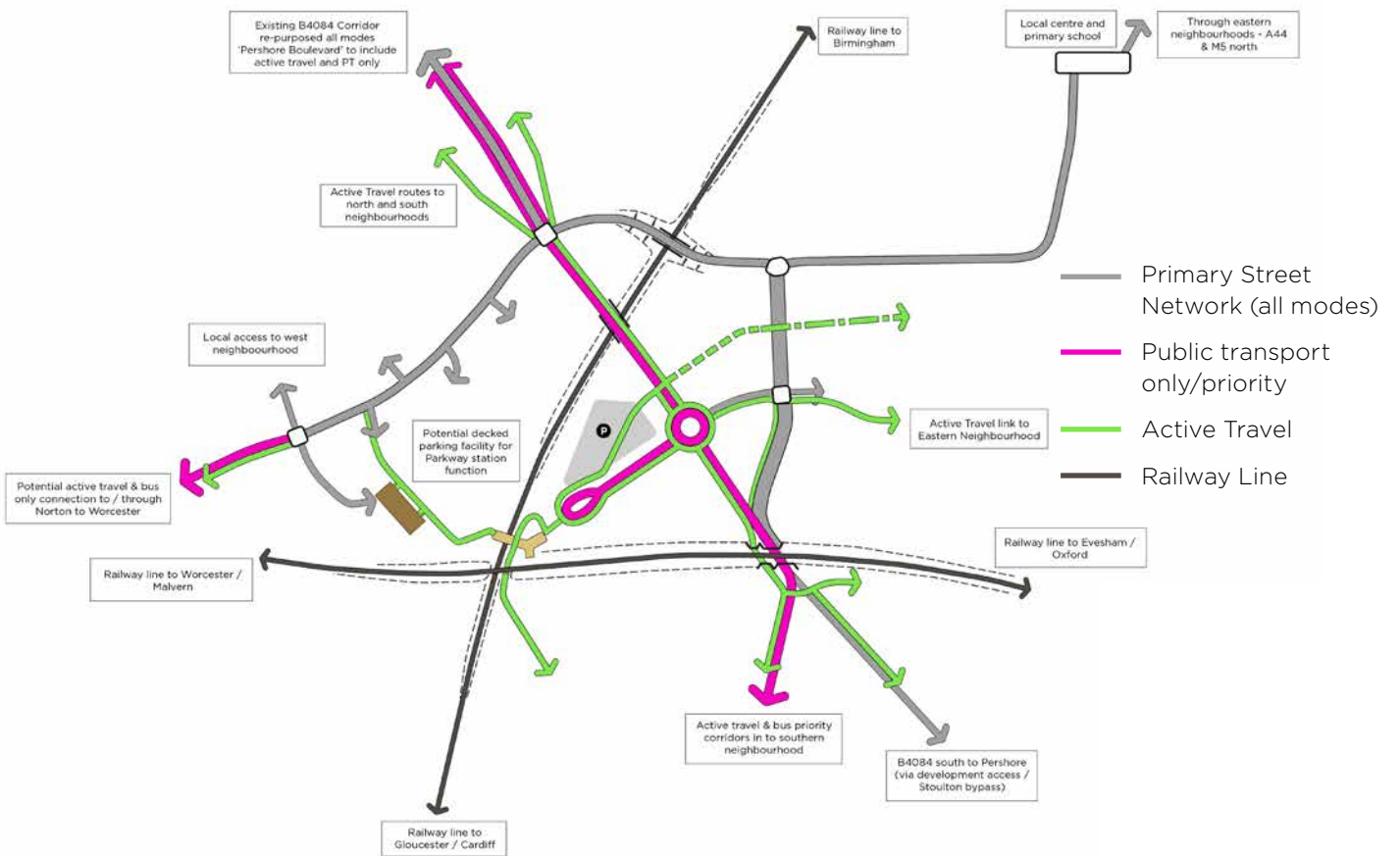


Figure 25: Indicative Town Centre Area Detailed Movement Framework

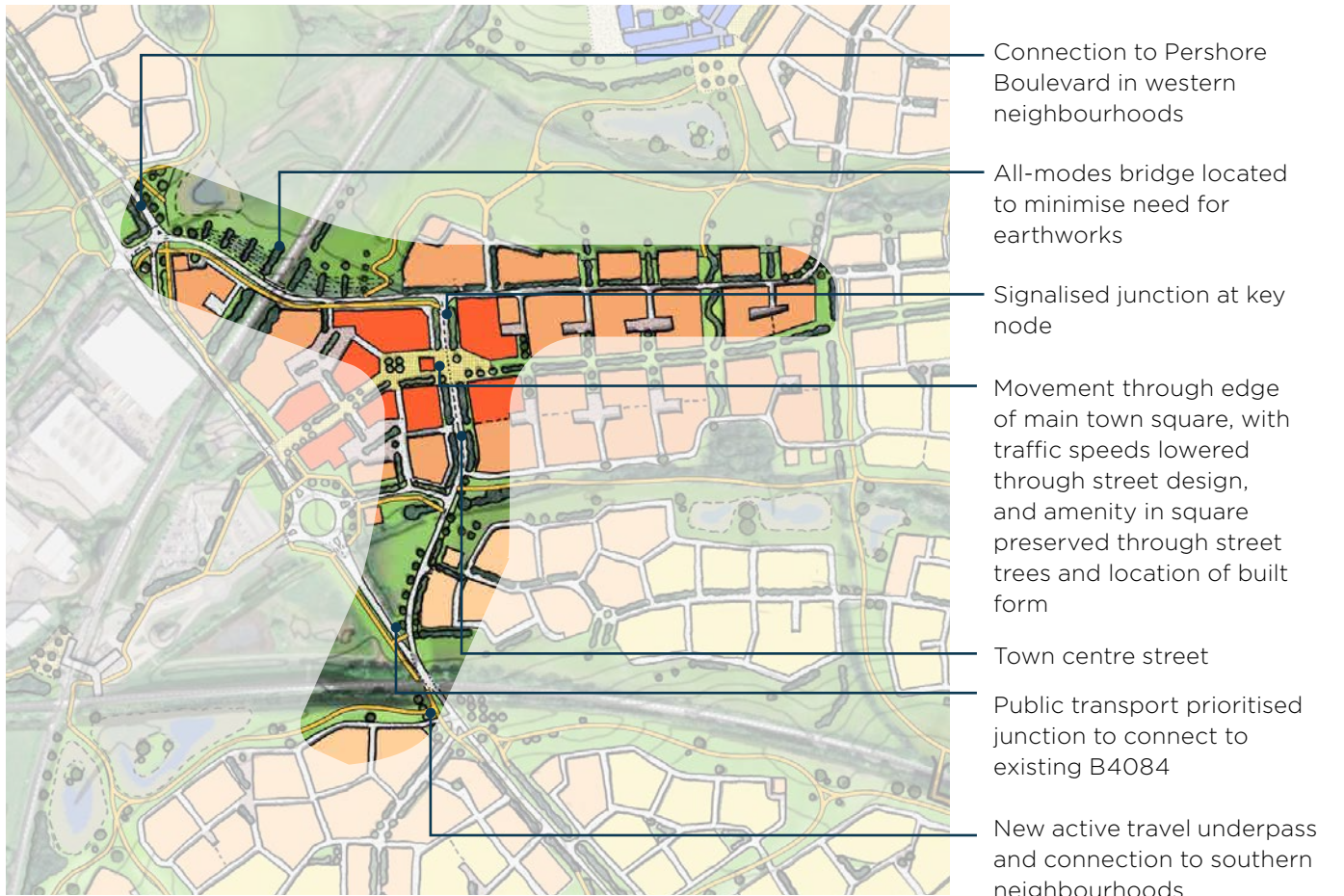


Figure 26: Illustrative Masterplan - Town Centre Primary Streets



Figure 27: Illustrative town centre boulevard visualisation

Town Centre Boulevards

The primary street network in the town centre will be an urban street, where cars are slowed through design to 20mph or less, and trees, planting and landscape features provide an attractive environment for people to use. Active travel will be encourage through segregated space, there will be regular crossings, and water will be a feature of the street through the use of planted swales.

This visualisation is illustrative and any proposals will need to be subject to detailed technical approval.

- 1 Trees lining the street
- 2 Planted swales to handle surface water runoff
- 3 Segregated cycle space
- 4 Regular safe and attractive pedestrian crossings
- 5 Mixed use active frontages facing the street
- 6 Homes and apartments fronting the street
- 7 Vehicles slowed through street design

Within the town centre, the primary street network will be traffic-calmed boulevards or streets, that prioritise walking and cycling, and limit the impact of vehicle movements on the town centre environment. Placing the primary street to the east of the mixed-use core town centre development area will reduce any residual severance effects.

The diagram below demonstrates how the Town Centre Primary Street could be implemented to achieve the above, taking into account changes in gradient and the need to maintain a pedestrian-dominated town centre environment:

Street Section

- Design speed of 20mph as a maximum speed limit
- Vehicle carriageways should be minimised in width at all times
- A flexible central area of the carriageway to provide traffic calming, green infrastructure, crossing refuges and occasional turning lanes should be provided
- Occasional traffic calming measures such as build-outs/narrowing, carriageway deviation and changes of material at pedestrian crossings should be used to keep vehicle speeds low
- Active travel provision should be provided in line with LTN 1/20 principles

Junctions and Crossings

- Where the primary street crosses the pedestrianised High Street, a traffic calmed square should be provided with the street adopting similar hard landscape materials as the surrounding public realm. Low bollards or other separation features should be used to reduce traffic and pedestrian conflict.
- Junctions with primary streets should be signal controlled with pedestrian crossings integrated
- Regular controlled pedestrian crossings should be provided

Green Infrastructure

- Existing landscape along the B4084 should be accommodated within the new central median and along the northern edge as much as possible
- Drainage swales and strategic drainage attenuation should be integrated within the design of the street as set out in the street section
- Street trees should be provided frequently as set out in the street section, with enough space provided between tree, carriageway and built form to give potential for the tree to grow to 20m+ in height
- A variety of native tree species should be used, with foliage above eye level

Details and Materials

- Road signage to be minimised and reduced in visual impact wherever possible
- High quality materials, surfacing and street landscaping consistent along the length of the boulevard will be used in order to create an attractive public realm.



Figure 28: Indicative Section for Primary Street within Town Centre



Figure 29: Character Precedents for Primary Street within Town Centre

Western Neighbourhoods

Movement through the western neighbourhoods between Worcester, the M5 and the town centre/ railway station area is critical to the success of the sustainable travel strategy at Wychavon Town. At present the B4084 runs from the M5 junction (7) through this area. It is bounded by existing hedgerows, mature trees and existing properties. It is two lanes throughout with no space within the existing carriageway to either reallocate space for segregated active travel or public transport prioritisation.

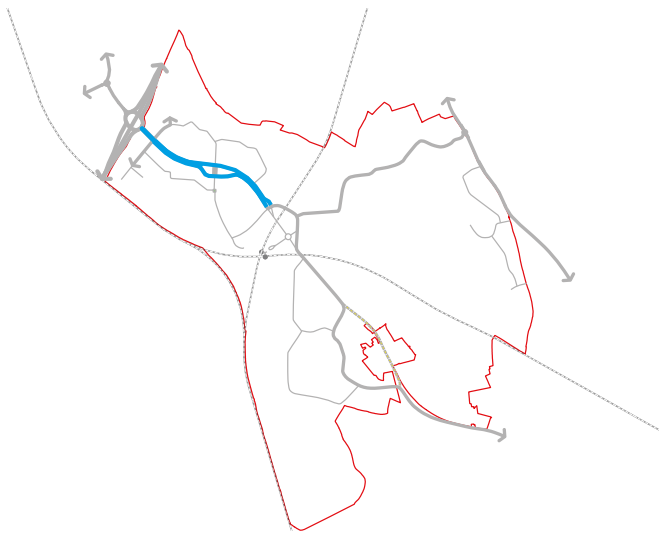


Figure 30: Illustrative Pershore Boulevard Layout (Western Neighbourhoods)

The primary street network in this neighbourhood will need to accommodate:

- Active travel movements from approximately 2500 homes towards the town centre across the Birmingham-Gloucester railway line, and between the neighbourhoods
- Public transport (buses) from the southern and eastern neighbourhoods, town centre and in the western neighbourhoods towards Worcester
- Vehicle movement from the M5 junction towards the Parkway station
- Existing vehicle movements along the B4084, and any rise due to residual movements from the new town where they are not on sustainable modes
- HGV access to the employment areas adjacent to the M5
- Safe routes to schools, including effective safe walking/active travel routes to the secondary school from the outset.

The primary street network in this neighbourhood has been designed to retain access for existing residential properties by retaining the existing B4084, and integrating it into the wider primary street network.

Impacts on existing properties due to construction works should be mitigated through all construction phases, and mitigation measures should be set out in a Construction Environmental Management Plan (CEMP) submitted as part of planning applications.

This will be accommodated through the provision of a Boulevard typology, retaining eastbound movement along the current B4084 alignment, it will:

- Provide space for continuous active travel provision
- Provide space for continuous public transport prioritisation
- Be an attractive, pleasant place to be, with overlooking and active frontages, and low traffic speeds
- Provide regular crossing points between neighbourhoods and not act as a barrier
- Retain existing landscape, mature trees and green infrastructure as part of its design
- Be able to handle access to existing properties and mitigate the impact of additional traffic and activity
- Be a distinctive, well-designed focal point for the western neighbourhoods

The illustrative masterplan demonstrates how Pershore Boulevard could be implemented to take into account existing properties/accesses and land ownership constraints.

Pershore Boulevard will vary in character along its length. It will be landscape rich but will also include fully segregated walking and cycling infrastructure, bus priority with space and capacity for general traffic. Crossings will be plentiful and traffic speeds low.

In places it will front new development and new neighbourhoods, or open spaces, or existing properties. Four sections below demonstrate how this can be handled at different locations and conditions along its length.

Street Section

- Design speed of 30mph as a maximum speed limit
- Vehicle carriageways should be minimised in width at all times
- Active travel provision should be provided in line with LTN 1/20 principles

Junctions and Crossings

- Junctions with primary and structural streets should be signal controlled with pedestrian crossings integrated
- Regular controlled pedestrian crossings should be provided where secondary streets and other desire lines meet the Boulevard, as well as at regular intervals to ensure any potential severance on surrounding areas due to new infrastructure is prevented, and communities are integrated

The Monitor and Manage approach to the design of sustainable infrastructure provision considers how investment in new infrastructure can be futureproofed against changes in technology or behaviour.

The preferred design response for the Boulevard provides for a bus lane and general traffic lane in each direction, either side of a centrally located landscape median. This design response allows for the re-apportionment of modes using the carriageway over time to allow for adaptation of behaviours /evolution of technology within the delivery period of the town without the need to re-design (enlarge/add lanes) or revisit the construction of the carriageways.

Green Infrastructure

- Existing landscape along the B4084 should be accommodated within the new central median and along the northern edge as much as possible
- Street trees should be provided frequently as set out in the street section, with enough space provided between tree, carriageway and built form to give potential for the tree to grow to 20m+ in height
- A variety of native tree species should be used, with foliage above eye level

Details and Materials

- Road signage to be minimised and reduced in visual impact wherever possible
- High quality materials, surfacing and street landscaping consistent along the length of the boulevard will be used in order to create an attractive public realm.

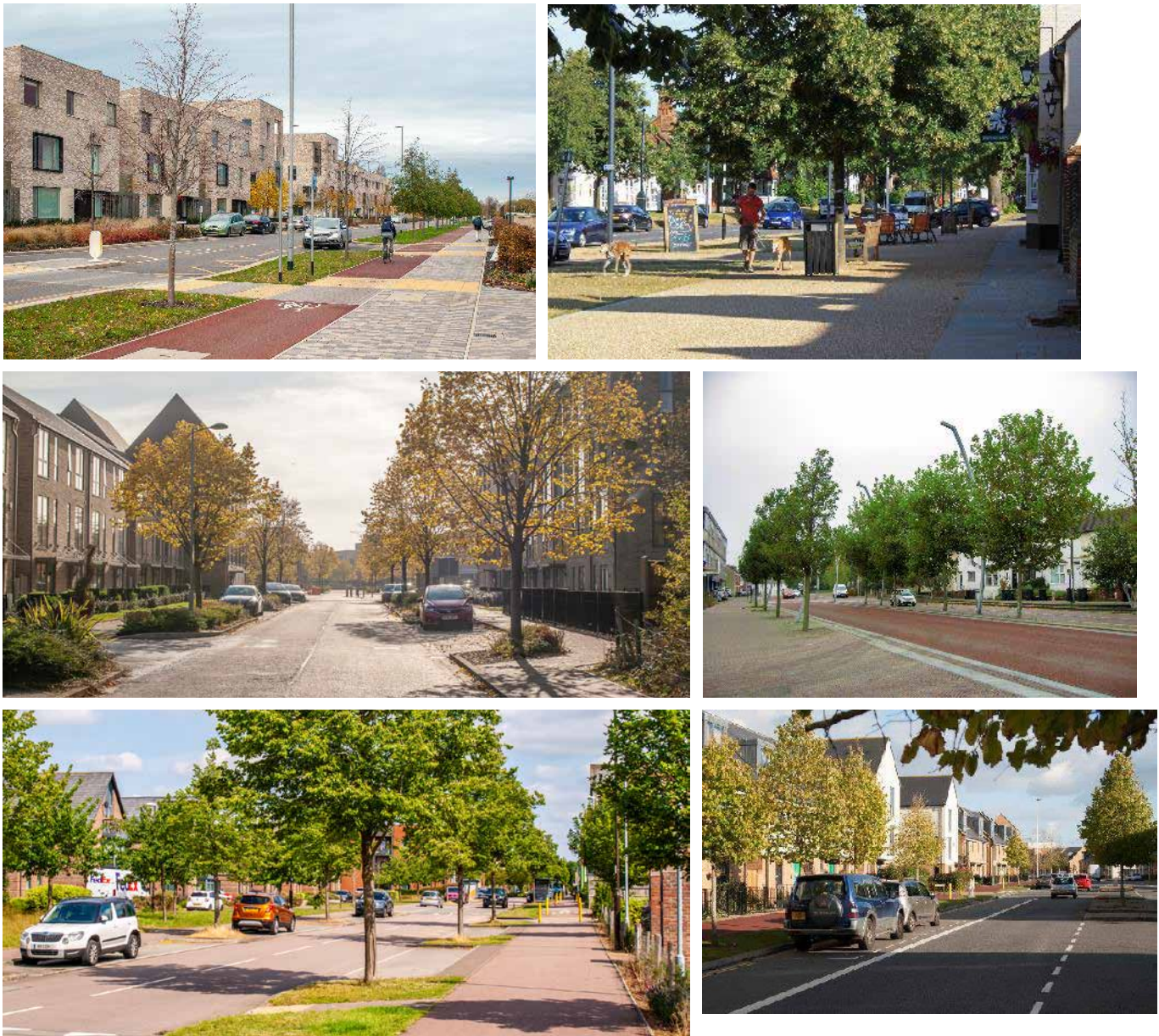


Figure 31: Precedent images for landscape, movement and built form character for Pershore Boulevard in western neighbourhoods

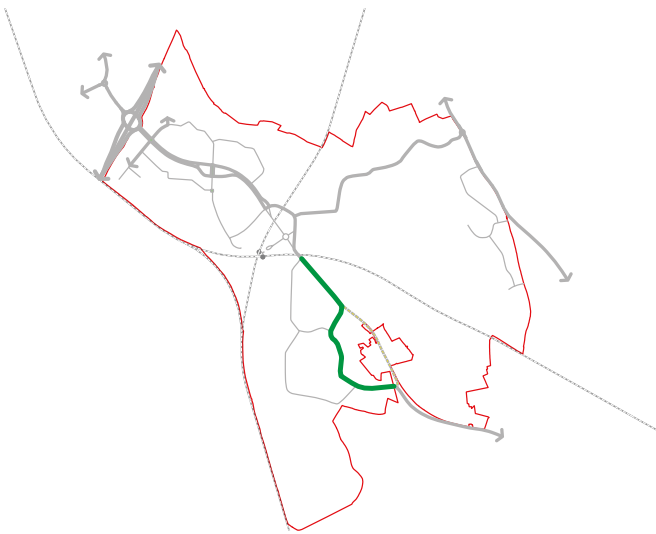


Figure 35: Indicative Section for Primary Street within Western Neighbourhoods - split area close to centre of neighbourhoods

Southern Neighbourhoods

Movement in neighbourhoods proposed to the south of the Cotswold line will be based around two interrelated pieces of infrastructure which together aim to prioritise active travel and public transport, remove through traffic from neighbourhoods and walkable local centres, mitigate the impact of development on Stoulton and surrounding villages, and provide high quality landscape and open space for the neighbourhoods. These pieces of infrastructure are:

- a development access street to the west of Stoulton and in the eastern part of the new neighbourhoods; and
- a tree-lined 'green ridge' linear park connecting the main local centre nodes with the railway station and town centre (set out under Green and Blue Infrastructure Strategy).



The development access street will be designed to have low traffic speeds, with frequent active travel crossings between the neighbourhoods fronting the street to the west and the landscape beyond, particularly existing Public Rights of Way.

Street Section

- Design speed of 30mph as a maximum speed limit
- Vehicle carriageways should be minimised in width at all times
- Occasional traffic calming measures such as build-outs/narrowing, carriageway deviation and changes of material at pedestrian crossings should be used to keep vehicle speeds low
- Active travel provision should be provided in line with LTN 1/20 principles

Junctions and Crossings

- Junctions with primary and structural streets should be priority junctions or signal controlled with pedestrian crossings integrated
- Regular pedestrian crossings with central refuges should be provided where secondary streets, public rights of way and other desire lines meet the street, and should provide access to the landscape and countryside to the east of the street

Green Infrastructure

- Drainage swales and strategic drainage attenuation should be integrated within the design of the street as set out in the street section, forming a coherent and natural part of the street scene and softening the visual impact of highway infrastructure
- Tree planting and landscape should be informal and naturalistic, softening the edges of development and providing a countryside edge. Varied street trees should be used on the development side, with planting and street trees of a variety of heights on the eastern countryside side.
- A variety of native tree species should be used

Details and Materials

- Road signage to be minimised and reduced in visual impact wherever possible
- High quality materials, surfacing and street landscaping consistent along the length of the boulevard will be used in order to create an attractive public realm.

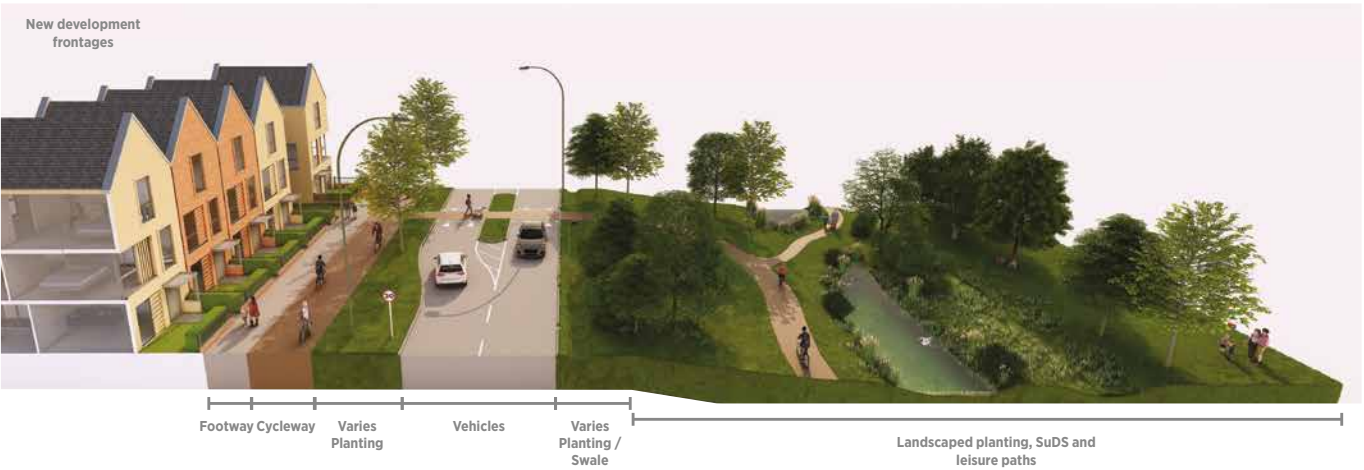


Figure 36: Indicative Section for Primary Street along Southern Development Access Street



Figure 38: Precedent Images for use of landscape within street sections and crossing points

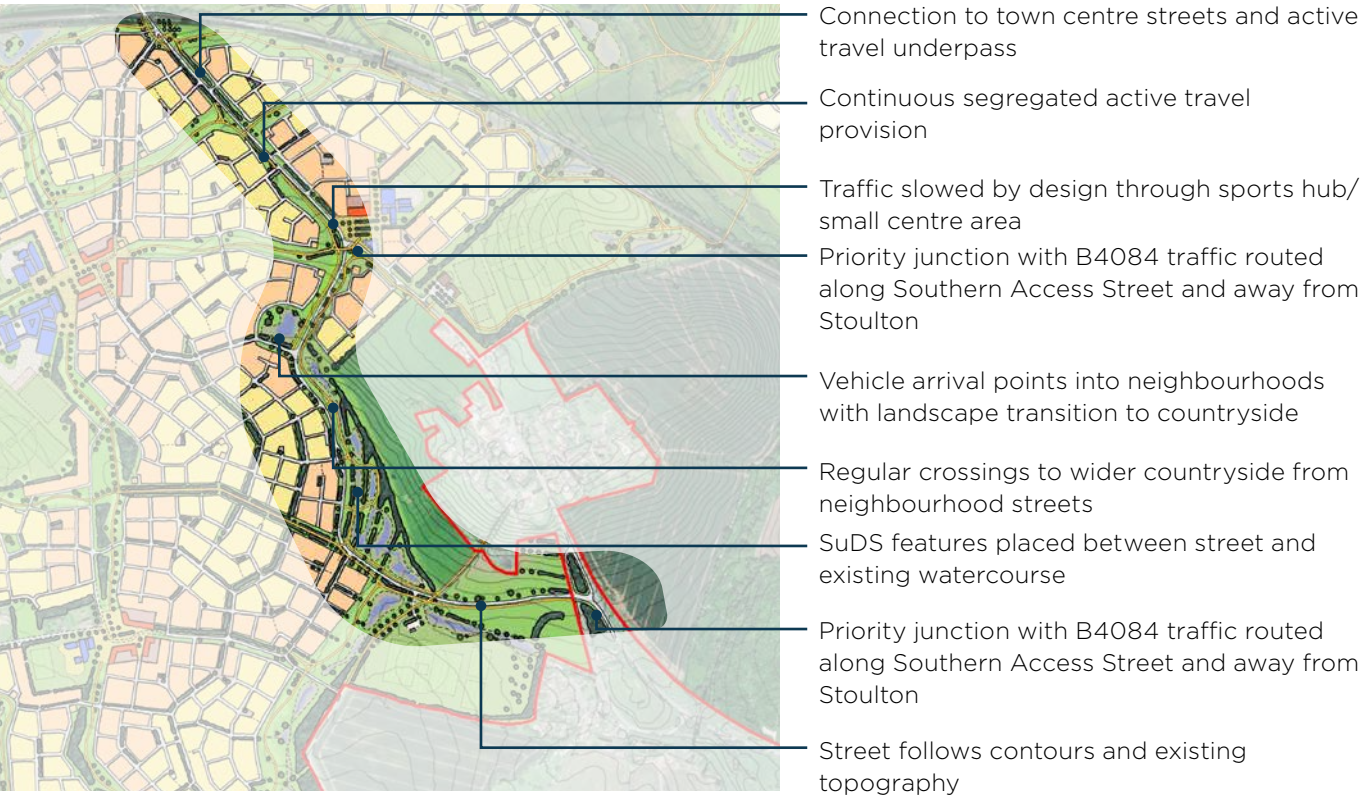


Figure 37: Illustrative Southern Access Street Plan



Figure 39: Illustrative Southern Access Street visualisation

Southern Access Street - Movement, Green and Blue Infrastructure, and Placemaking Combined

The street will be designed to be part of the landscape, providing an attractive interface between the landscape to the east and the new neighbourhoods to the west. Regular crossings will ensure good access to the countryside.

This visualisation is illustrative and any proposals will need to be subject to detailed technical approval.

- 1 Homes fronting the street and landscape
- 2 Vehicles slowed to 30mph through street design
- 3 Regular safe and attractive pedestrian crossings
- 4 More formal tree-lined avenue character along street
- 5 Footpaths to access the wider landscape
- 6 Wildflower and species-rich grass planting
- 7 SuDS features within landscape between street and existing watercourse, planted with new habitats
- 8 Planting becoming more natural away from street

Eastern Neighbourhoods – A44 Link Street

East of the town centre, a primary street will link the existing B4084 to the A44, providing access to and from the town from the east. This street will also connect the eastern neighbourhoods with the town centre, and will run through areas of varying topography, and existing and planned green infrastructure corridors. As such it will likely vary in character along its length, but will observe a series of core principles throughout.

The link street will accommodate active travel, public transport (within the carriageway) and vehicle movement. It should be designed to align with existing topography, minimising cut and fill requirements. Changes in direction, moments such as local centres, and crossing points of green corridors should be used to reduce traffic speeds through design of the street, rather than it being designed to engineered ‘distributor road’ standards throughout.

Figure 42 opposite sets out key locational design principles along the street for changes in direction, local centres and green corridor crossings.

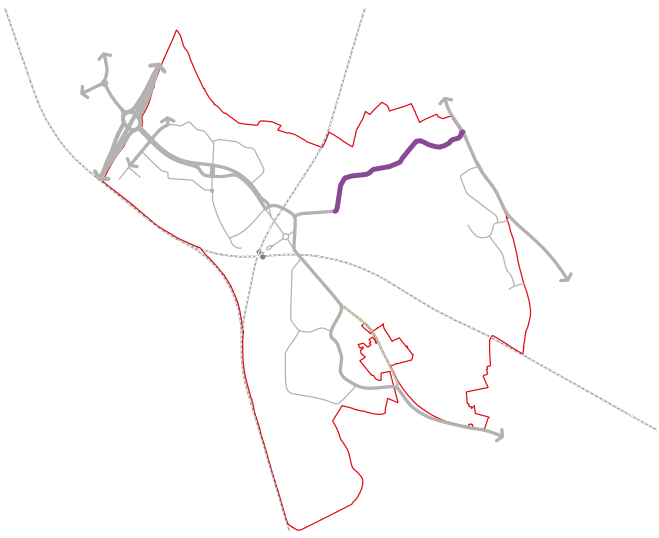


Figure 40: Character and landscape precedents for Primary Street Network in eastern neighbourhoods



Guiding Principles for design of the street are:

- Design speed of 30mph with sections reduced to 20mph through local centres and adjacent to educational facilities
- Vehicle carriageways should be appropriate to use of the road (both form and function), and built highway infrastructure should be minimised in scale wherever possible
- A flexible central area of the carriageway to provide traffic calming, green infrastructure, crossing refuges and occasional turning lanes should be provided
- Occasional traffic calming measures such as build-outs/narrowing, carriageway deviation and changes of material at pedestrian crossings should be used to keep vehicle speeds low
- Active travel provision should be provided in line with LTN 1/20 principles or its successors
- Drainage swales and strategic drainage attenuation should be integrated within the design of the street, forming a coherent and natural part of the street scene and softening the visual impact of highway infrastructure
- A variety of native tree species should be used
- Junctions with primary and structural streets should be priority junctions or signal controlled with pedestrian crossings integrated
- Regular pedestrian crossings with central refuges should be provided where secondary streets, public rights of way and other desire lines meet the street, and should provide access to the green open space network
- A clear road signage strategy developed which minimises the need for signage and visual impact
- High quality materials, surfacing and street landscaping consistent along the length of the boulevard will be used in order to create an attractive public realm, with consideration of the maintenance and replacement costs of the design materials throughout their lifetime.
- Public transport prioritisation measures to be included on the approach to the A44 junction and the town centre primary street network



Figure 41: Illustrative Eastern Neighbourhoods A44 Link Plan

Changes in Direction

- Changes in material and street section to emphasise and reinforce slower speeds
- Use of marker buildings to terminate views approaching change of direction
- Side streets where direction changes to usually be active travel access only, to minimise vehicle and pedestrian/cyclist conflicts

Local Centres

- Changes in material, narrowing of carriageway and changes in street section to emphasise and reinforce slower speeds
- Where used, on-street parking to assist with traffic calming
- Use of marker buildings in local centre built to terminate views approaching any changes of direction
- Frequent pedestrian crossings with central refuges

Green Corridor Crossings

- Align route to existing topography to minimise engineering requirements and visual impact on green open spaces. Use changes in direction to slow traffic flow.
- Trees and planting to be included on causeways, embankments or other features required to carry street across or through a green or blue corridor.
- Pedestrian crossings with central refuges, changes in material and carriageway narrowing to slow speeds.

5.2 PHASING AND INFRASTRUCTURE DELIVERY STRATEGY

Wychavon Town, as a new standalone settlement, will be supported at all stages of its growth by the provision of necessary community and social infrastructure, that will enable it to become a thriving town for all its residents and users.

Local provision of community infrastructure has a vital role to play in both creating a vibrant, well-served community, and in reducing the need for vehicle trips within and outside the new town.



THE AIM OF THE PHASING AND INFRASTRUCTURE STRATEGY IS TO:

- Co-ordinate the provision of education, health, sports, leisure and other community facilities as the town develops
- Support the key structuring principle of 'town centre first', with a strong town centre being developed in parallel with the new neighbourhoods
- Ensure that land for facilities is available at the right time
- Ensure that town-wide community infrastructure is co-ordinated amongst developers and across different neighbourhoods
- Specify which community infrastructure should be handled at a neighbourhood and individual developer level
- Set out appropriate delivery models for community infrastructure
- Create the conditions for self-containment and trip internalisation set out in the Movement Strategy, by providing required facilities and community infrastructure within appropriate catchment distances as neighbourhoods are developed
- To support town-wide sustainable energy infrastructure

Town-wide approach

Distinctive and interconnected neighbourhoods, with excellent sustainable travel links to a thriving town centre and between the neighbourhoods, will be the bedrock of the new community at Wychavon Town.

A hierarchy of community and social infrastructure embedded appropriately in these places is therefore essential for the success of the new town. The Framework Masterplan sets out the distribution of land uses to enable the creation of such a place, with facilities placed to support the development of vibrant, well-served neighbourhoods and a resilient town centre.

Provision of community infrastructure requires close collaboration and dialogue between developers, local authorities and potential service providers (both public and private sector). Required items for delivery are specified in the schedule in Chapter 6, taken from the Infrastructure Delivery Plan; a 'live' document prepared in support of the local plan and kept up to date to reflect the latest position.

Development at Wychavon Town will rely on the timely delivery of this infrastructure in compliance with triggers for development which will be set as part of the outline planning application approvals process.

Because of the way in which development will be brought forward through a series of separate planning applications, in order to ensure funding of this infrastructure is in place and sites are available for these uses, a Framework s106 arrangement will be put in place (see below).

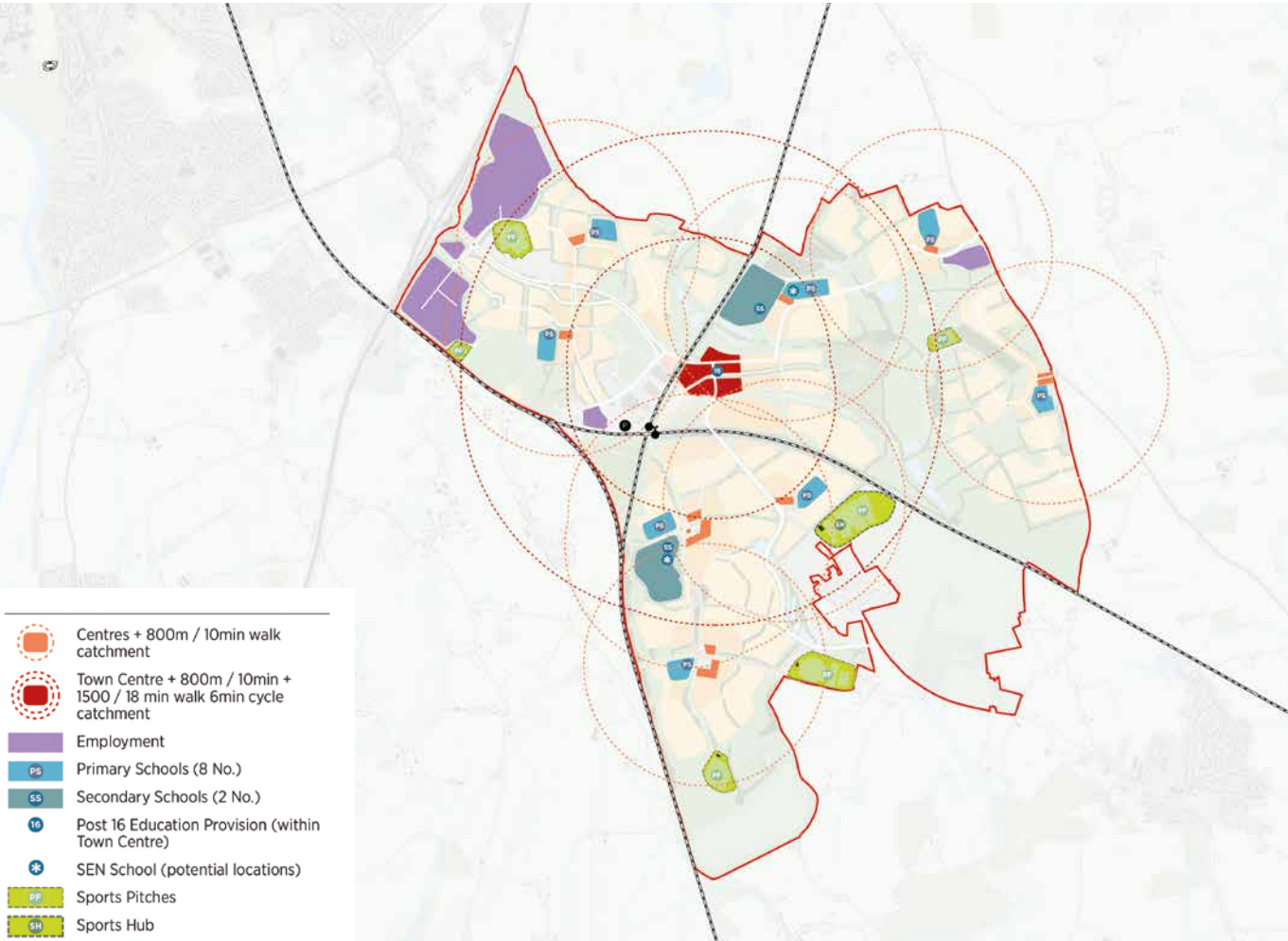


Figure 42: Key Community Facilities and Catchments

STRUCTURING ELEMENTS FOR COMMUNITY INFRASTRUCTURE

All development proposals within the Allocation will be expected to observe the structuring elements and guiding principles for community infrastructure that are set out below, across a range of key themes.

STRUCTURING ELEMENTS FOR CENTRES:

Town Centre Facilities

Structuring elements for the delivery of facilities and services in the town centre are set out below:

- The town centre should be brought forward for development concurrently with early phases of other neighbourhoods. It should continue to grow in parallel with the growth of neighbourhoods, creating a dynamic and resilient centre for the community and asset for the town throughout its growth.
- The town centre should be based around a core pedestrianised 'High Street' which hosts retail floorspace and key civic and community facilities. This is illustrated within the Design Principles Strategy.
- All ground floors of buildings within the core town centre should be designed for flexible non-residential use, and either constructed as retail or commercial ground floors with appropriate access, ducting and ceiling heights, or be suitable for future conversion.
- As well as residential uses, the town centre should host as a minimum the following key facilities:
 - > Primary retail floorspace, including comparison and convenience shopping
 - > Flexible office and co-working space
 - > Civic functions, such as a library, large community centre or multi-purpose hub and Safer Policing neighbourhood unit
 - > A mobility hub providing interchange between active travel, bus and rail services
 - > Post-16 education provision
 - > Any primary healthcare facilities
 - > Outdoor civic space/public realm for community events
 - > High quality public realm
- Specified town centre facilities should be delivered in accordance with the requirements of the Framework s106 Agreement once in place.

Neighbourhood Centre/Local Centre Facilities

Structuring elements for the delivery of facilities and services facilities within local centres are set out below:

- Local centres are intended to serve daily and regular needs of residents within their surrounding neighbourhoods
- Anticipated uses include:
 - > Convenience retail
 - > Community spaces
 - > Small-scale flexible commercial units, for example hairdressers, pharmacies
 - > Cafes, restaurants, and other similar uses
- Residential use within local centres will be expected, for example as apartments above retail or higher-density residential close to the centre
- Reuse or integration with existing farmsteads and existing buildings is encouraged
- Occasional use by residents of other neighbourhoods will be supported by the provision of distinctive uses that vary between centres, for example specialist shops, arts provision, cultural spaces or other provision unique to the centre
- Local centre should not compete with each other, or with the town centre, with higher order facilities located in the town centre
- Ground floors of buildings within the core of local centres should be designed for flexible non-residential use, and either constructed as retail or commercial ground floors with appropriate access, ducting and ceiling heights, or be suitable for future conversion.

STRUCTURING ELEMENTS



Figure 43: Examples of varied local centre characters



Figure 44: Illustrative local centre visualisation

Local Centres at the heart of neighbourhoods

Located throughout the new town, local centres will form the hub of neighbourhoods. Each will be distinctive and reflect the character of the landscape and neighbourhood. They will host a mix of uses to serve nearby homes such as shops, community spaces, cafes and leisure uses, along with residential dwellings at higher densities. Local centres will have strong links to nearby green open space networks, and integrate children's play facilities. Sustainable mobility hubs, active travel routes and public transport connections will connect them to the rest of the town.

This visualisation is illustrative and any proposals will need to be subject to detailed technical approval.

- 1 Green open space and informal play
- 2 High quality public realm, walking connections and materials
- 3 'Spill-out space' for ground-floor uses
- 4 Distinctive architecture defining key buildings
- 5 Mobility hubs to connect active travel and public transport
- 6 Connections to wider green open space networks
- 7 Residential apartments and homes
- 8 Facilities such as parcel lockers
- 9 Public art integrated within landscape design

Education

The following principles will be expected to be built into the parameters, designs, conditions and planning obligations for individual planning applications to ensure that education provision in the town can be funded, delivered and open at the optimum time to ensure maximum levels of self-containment for residents whilst ensuring the schools can be staffed and run effectively.

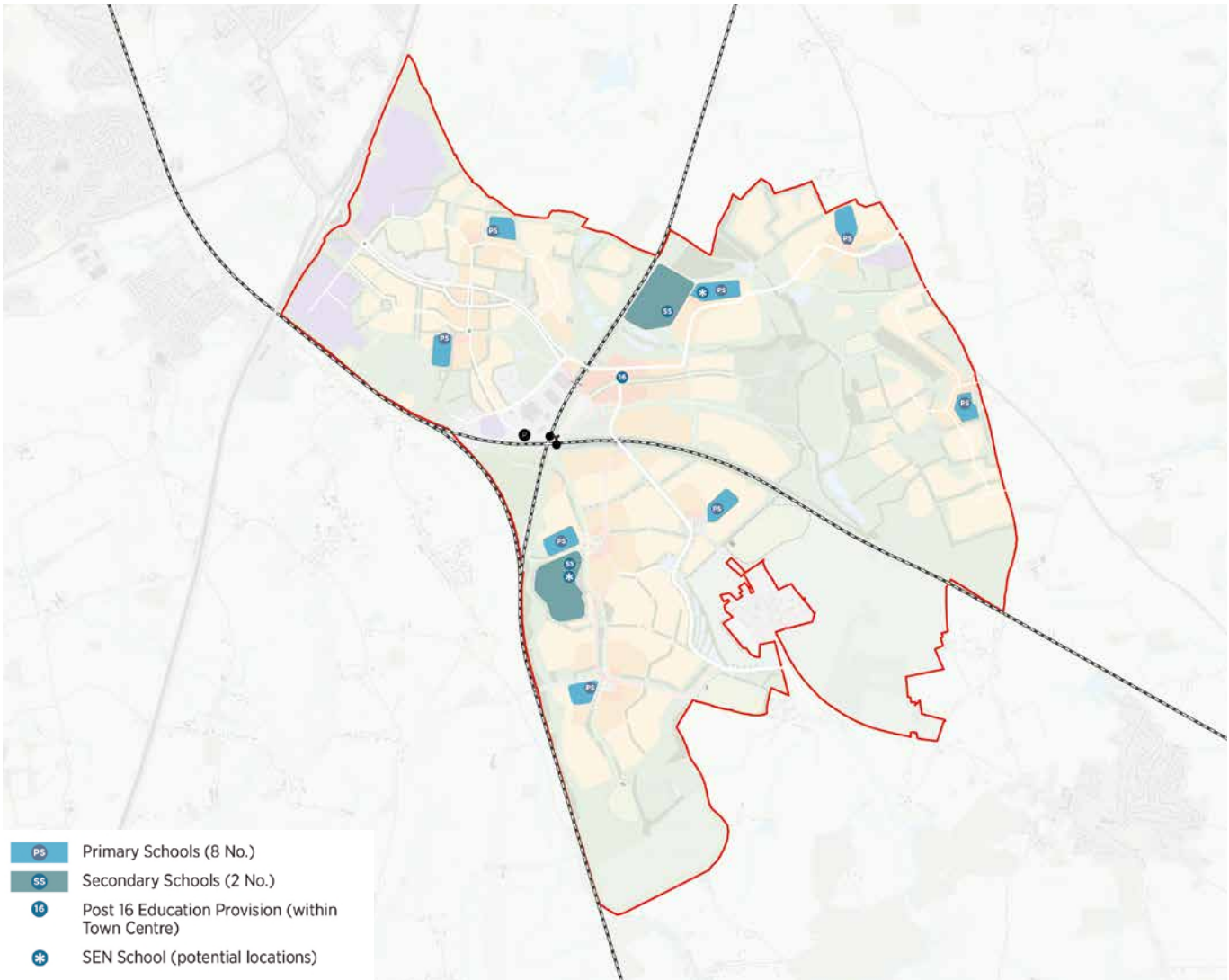


Figure 45: Schools and Catchments

School sites and buildings should be planned and designed to adapt and respond positively to changes over time:

- Primary schools should be co-located with local centres and at key nodes within the active travel network. Masterplanning should ensure that all homes are located within 800m (10 minutes) walking distance of a primary school, on local streets or via active travel networks.
- Primary schools should be either 2FE (420 pupils) in size (preferred), or 3FE (630 pupils). A phased opening approach can be considered to assist with self-containment of the school catchment and place allocation during the development of Wychavon Town.
- Primary schools will include on-site Early Years provision.
- Locations of schools required to meet the currently-anticipated provision arising from the town are shown in the spatial framework diagram. Primary school provision should be located to serve their local neighbourhood, with 1FE of primary school provision typically serving approximately 600 homes; subject to detailed assessment.
- Sites for the two Secondary Schools required are designed to be directly accessible by active travel from the majority of the town. They are co-located with local centres, and positioned close to Primary school locations so as to enable all-through provision if needed in early stages of development as a way of managing fluctuations in pupil yield over the life of the town's build out without the need for temporary facilities.
- To avoid any need for home to school transport in mainstream education, all homes within the Allocation **must** at no point during any phase of development be further than the statutory walking distances to school of:
 - > 2 miles to a primary school and
 - > 3 miles to secondary school
- Routes to schools must be fully accessible routes with footways, crossings and street lighting.
- Secondary schools should be served by frequent public transport, and their entrances positioned at key nodes within the town-wide active travel network.

- Secondary school playing fields should back onto the wider green infrastructure network, to complement it and reduce the severance effect on the surrounding neighbourhood.
- Other school playing fields should be 'wrapped' by residential development backing onto the edge of playing fields, so that schools become an integrated part of the built-up area and do not create inactive edges along streets.
- All schools should have sufficient vehicle and coach access for staff and operational uses.
- All education provision will be designed to comply with the most up-to-date version of Department for Education requirements for site size, building accommodation and other specifics.
- Post-16 provision should have a facility within the town centre, to provide vitality and activity, as well as enable wider accessibility by rail or bus from the surrounding area. Wider post-16 provision such as vocational training may be located throughout the town.
- The SEN School should be co-located with the secondary school and with direct access off the primary movement network as most of the pupils will arrive by car or specialist transport. It should be located adjacent to the green infrastructure network to allow for its use as part of the educational programme of the school.
- All education facilities should be delivered in accordance with the Monitor & Manage strategy

Community Facilities

The following principles will be expected to be built into the parameters, designs, conditions and planning obligations for individual planning applications to ensure the timely provision and appropriate scale of local services and facilities to serve the neighbourhood catchment population.

- All neighbourhoods should be served by an appropriate level of community space / building within 10-15 minutes' walking distance of most homes.
- Community buildings/halls should provide flexible space for clubs, activities, parties, events and other gatherings.
- The individual neighbourhoods will be served by at least three community spaces, with at least one in the western neighbourhoods (west of the railway line), at least one in the southern neighbourhoods (south of the railway line), and at least one in the eastern neighbourhoods (east of the Community Park).
- Central neighbourhoods adjoining the town centre can be served by the town centre community space, or these neighbourhoods may also host a facility, depending on assessed need.
- Neighbourhood community spaces should be varied in design, reflecting and contributing to the character of their surrounding neighbourhoods.
- Where possible, re-use of existing farm or other buildings for community use is encouraged.
- Neighbourhood community spaces should be located within or close to local centres, and accessible from the active travel network and by frequent public transport.
- Community spaces are ideally co-located near other complementary facilities and land uses, such as primary schools, cafes, play areas, sports provision and green open spaces.



Figure 46: The Barn at Houlton, reuse of existing farm building to provide a community hub

Sports Provision

- Indoor sports provision identified in the Infrastructure Delivery Plan should be located at a combined indoor and outdoor Sports Hub, located north of Stoulton village and south of the Cotswold railway line or as part of dual use at the secondary school.
- Town-wide outdoor sports provision as identified in the Infrastructure Delivery Plan should be located at the Sports Hub and as part of the secondary schools for dual use. This includes all floodlit pitches.
- Floodlit pitches at the Sports Hub should be located away from existing residential areas and surrounded by structural planting to provide mitigation for any residual visual impact.
- Locations for neighbourhood-level sports pitches will be provided as set out in the Green Infrastructure Strategy. These will include small-scale changing room and club house facilities, and are likely to be unlit.
- Other sports uses that may come forward should be located at sites that are accessible by public transport and active travel and complement the existing provision of sports facilities provided to serve the needs of residents of the new town.
- Support for the dual use of sports provision at secondary schools.

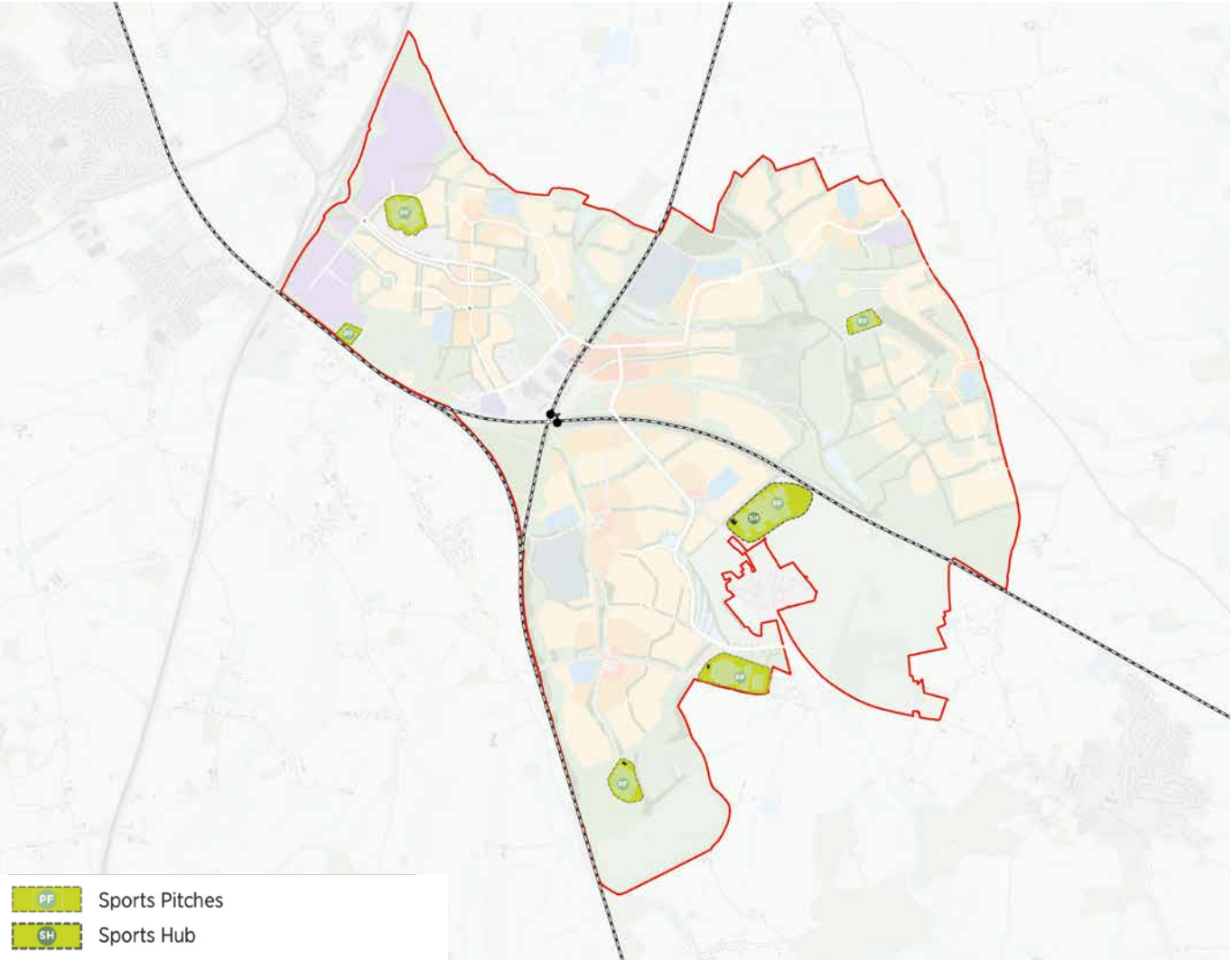


Figure 47: Opportunities for playing fields and sports facilities

Gypsy and Traveller Sites

- 20 serviced pitches for Gypsy & Traveller Provision should be provided in line with policy requirements of SWDPR55 and ongoing assessments of need. Policy-compliant sites are identified in the spatial framework diagram, to be confirmed through feasibility assessment
- Gypsy & Traveller sites should be located close to primary street or wider network access and will be suitably landscaped and screened to respect the surrounding environment and provide amenity for site residents.
- Sites should ensure provision of necessary services, access to active travel connections so that residents may make use of the town's facilities.
- Gypsy & Traveller sites will be approximately 0.5ha in size, each with 10x 500m2 pitches.

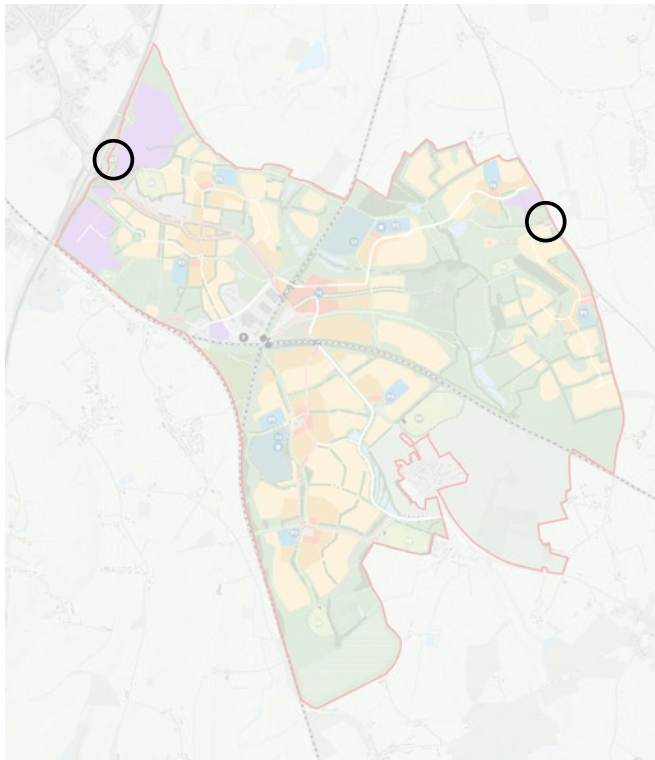


Figure 48: Potential Gypsy and Traveller Sites

Other

- Any primary healthcare facility should be provided within the town centre and delivered in collaboration with the NHS, providing the most suitable form of premises that can achieve NHS requirements for the new town and local area.
- Premises for the Safer Neighbourhood Team (or similar) is likely to be co-located with a community hub in the town centre.

PHASING PRINCIPLES

To achieve and sustain the housing delivery trajectory set out in the Local Plan, and to achieve the step change in mode shift required in policy, Wychavon Town must:

- Have a number of different development locations delivering homes simultaneously;
- Have a number of different types of homes, neighbourhoods and environments being delivered simultaneously to provide variety in the market;
- Connect these locations through sustainable transport infrastructure and green infrastructure, and choose early-phase development to support this infrastructure;
- Build homes in locations where there are facilities accessible by active travel means, and homes can be part of '20 minute neighbourhoods' with appropriate supporting facilities from an early stage;
- Maximise opportunities to develop land that can provide financial support towards developing the necessary infrastructure needs identified.

As a new town, there will need to be up-front capital investment in 'town-wide' infrastructure, such as rail crossings, open spaces, town centre amenities and public realm. To achieve a sense of place at all stages, and to embed sustainable travel habits from the start, this will need to be undertaken early. To ensure that the settlement wide strategies and the programme for 'town wide' infrastructure set out in the SPD can be delivered, it is likely that an infrastructure planning applications will be required to be prepared and determined.

This supports the ambition to achieve rapid development of new homes at Wychavon Town, with the facilities and infrastructure needed to support them. Because of the way in which development is likely to come forward through a series of separate applications, this will result in the concurrent delivery of a number of neighbourhoods.

The overarching approach to phasing and delivery is to enable the early implementation of the reimagined B4084 to achieve a sustainable transport corridor through the whole extent of the town aligned with active travel routes and walkable catchments.

To achieve the aims of the strategy, phasing principles are set out for the initial stage of development, early-medium stages (approximately up to 3,000 homes) and later stages of development of the town (including beyond the Plan period).

A separate section sets out how the phased development of the town centre could be achieved.

Initial Stage Development Phasing Principles

Early stages of development will be concentrated on development locations aligned to key sustainable travel infrastructure delivery, and to support the early development of amenities, facilities and places across the site which can be accessed by sustainable means.

Phasing strategies for individual applications within the town should demonstrate that at early stages of development:

- Homes are linked to the local centre and town centre by high quality active and sustainable travel connections as identified in the Infrastructure Delivery Plan and Spatial Framework
- Emerging neighbourhoods are supported by local provision of day-to-day retail and primary school provision (in line with the Monitor & Manage Strategy) at the designated local centre set out in the Spatial Framework, at the earliest possible opportunity
- Strategic green open spaces are in place to provide amenity, access to nature, water management and active travel provision
- Locations are physically and financially contributing towards the development of the infrastructure that makes up the movement framework, by locating along key parts of the all-modes network. This is particularly the case for early development of the reimagined B4084 corridor which will underpin sustainable movement throughout the new settlement.

GUIDING PRINCIPLES

The following areas of the spatial framework are suggested as likely to come forward first, aligned with anticipated infrastructure delivery:

- Development of a range of higher density homes and facilities at the town centre concurrently with wider neighbourhood development;
- Development at a variety of locations in the southern neighbourhood, unlocked only through the southern development access street to the west of Stoulton and provision of active travel links to the town centre;
- Development in the western neighbourhoods located to support early provision of local centre/schools alongside active travel links to the town centre;
- Development of the employment areas adjacent to the M5, responding to market demand;
- Potentially, employment development at the A44 junction with the link road into the town centre, albeit that the provision of this link is considered unlikely to be implemented in the early phases and therefore active travel links to the town centre will be imperative for any mixed use or residential development in this location.
- A secondary school, likely provided in a phased manner with 4FE provision initially, and potentially as an all-through school to accommodate a fewer number of pupils per year over a wider age range. The secondary school will be connected to the town centre and emerging neighbourhoods through strategic active travel connections identified on the spatial framework.
- The SEN school is to be co-located with the delivery of the first secondary school

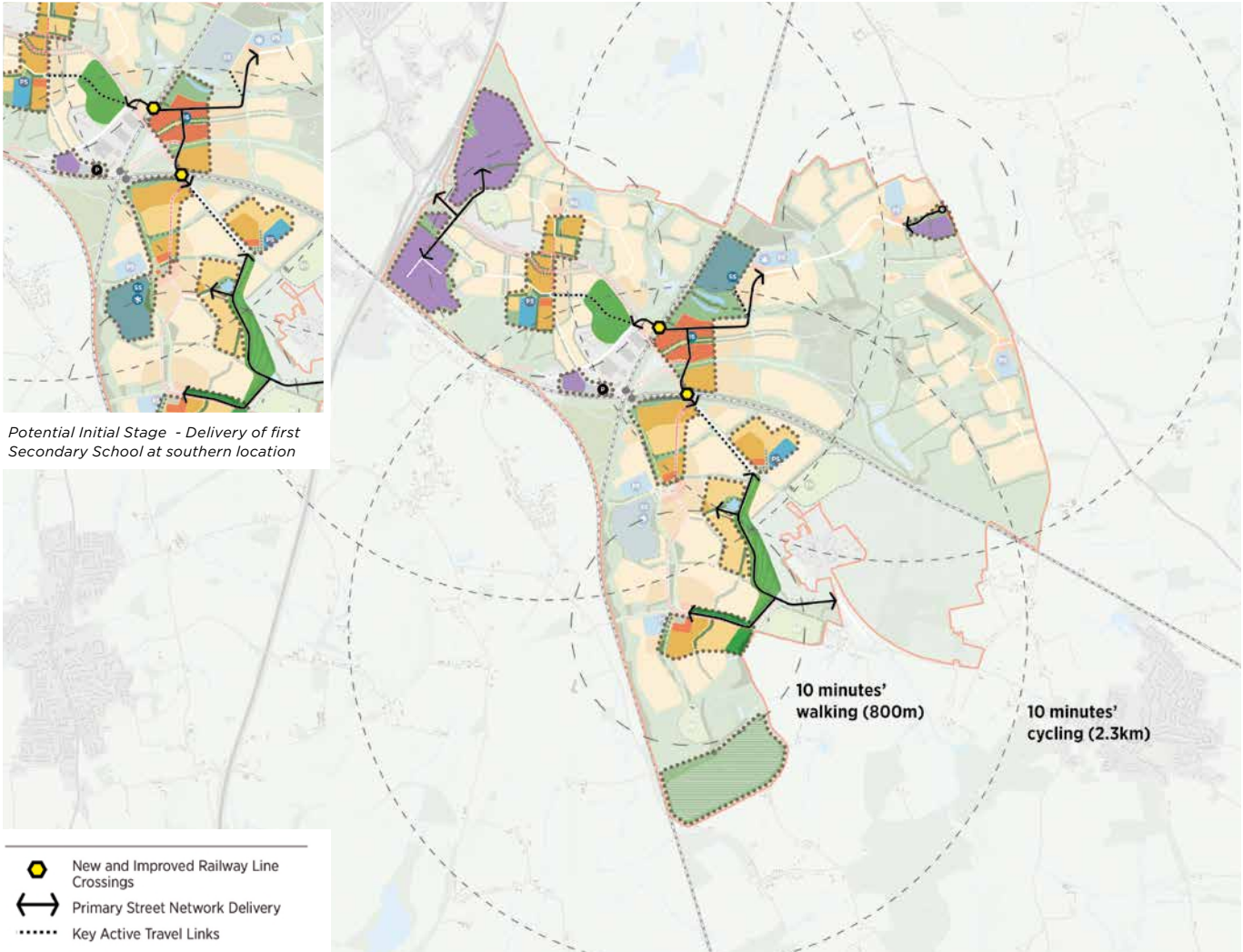


Figure 49: Potential Initial Stage Phasing Locations

GUIDING PRINCIPLES

- Staged development of green open space corridors around the town centre, towards the southern neighbourhoods, and at Norton Hall to the western neighbourhoods
- Development that will support the provision of the identified railway crossings as part of the movement framework.

Early-Medium Stage Development Phasing Principles

After the initial stages of development have laid the basis for key infrastructure and the rapid delivery of neighbourhoods, following stages will build upon these initial neighbourhoods and connections.

Development in any location should only be undertaken if the following design principles are followed and can be implemented:

- The new neighbourhoods must be connected to the town centre by segregated or traffic-free active travel links from their outset;
- Early phases of green infrastructure networks should be developed to bridge gaps between new neighbourhoods and the town centre;

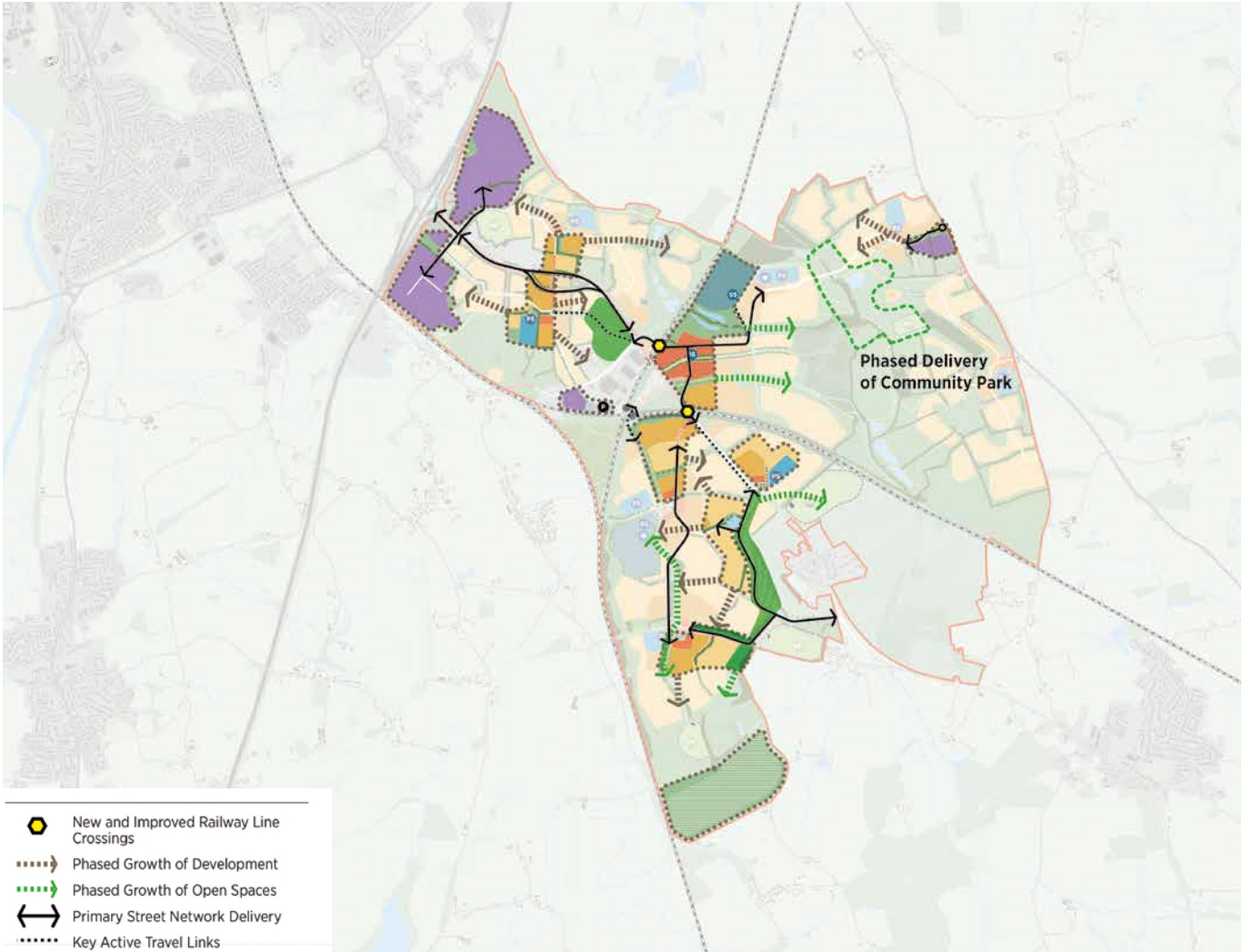


Figure 50: Later Stage Phasing Principles

- Intermediate development locations along key movement links into the town centre to minimise the gaps between new neighbourhoods and support the town centre;
- New neighbourhoods should be served by a local centre from an early phase to provide local amenities, and all should be within a short walking distance of a primary school.

The most distant development of both the most southerly part of the southern neighbourhoods, and the northeastern neighbourhood adjacent to the A44 are both at similar distances from the town centre, around 2km. Early development in these locations would be supported under the following circumstances:

- If safe and active travel routes to the town centre and secondary school can be provided alongside residential development;
- If additional development outlets and housing typologies are needed to complement market requirements in other areas of the town, and to ensure the housing trajectory can be reached by ensuring a full range of housing needs and demands are addressed;
- If development is needed to fund the development of key movement infrastructure that benefits the whole town and surrounding area through provision of early development receipts;
- If it unlocks key sustainable movement infrastructure for the bulk of later development to enable benefits at the point of occupation;
- If it can be demonstrated that development will benefit the town centre's economic sustainability by maximising the potential catchment required to support the town centre land use proposed.

These principles and later stage growth principles are set out in Figure 51.

Later Stage Phasing Principles

Beyond the initial stages of development, which will enable the delivery of the essential infrastructure and first neighbourhoods, a series of growth principles will apply to phasing considerations:

- Development sited to support the completion of the all-modes primary street network and other key movement infrastructure, responding to continually assessed need under a Monitor and Manage approach;
- Connecting together the initial neighbourhoods through development, along key streets and links;
- Expansion of the green infrastructure network in response to development of neighbourhoods.

Post-Plan period stages of development are likely to be focussed on development in the east, around Upper Wolverton and Low Hill, once sufficient development has occurred in the town centre and northeast, as well as the Community Park, to be able to minimise the gap to the town centre across the green infrastructure corridor. Further south, development will continue to expand the southern neighbourhoods east and west from the re-imagined B4084 corridor towards the railway lines, strengthening their overall quantum and supporting the provision of new facilities in local centres through additional walkable catchments.

PHASING OF KEY INFRASTRUCTURE

Timely Delivery of Key Infrastructure

Key infrastructure identified in this SPD will be delivered so as to support the growing community, and will be front-loaded, ensuring sustainable growth patterns are enabled from the start.

Movement infrastructure will be delivered in line with the Monitor & Manage Strategy, which sets out the key items of infrastructure for early delivery, and those which are dependent on the emergent patterns of movement in future years of development.

Education provision will similarly be delivered in line with the Monitor & Manage Strategy over the long-term. Early provision of both primary and secondary schools within the Allocation will be required to ensure the sustainable growth of neighbourhoods and prevent the need for school transport provision and the need to drive to school outside of the new community.

It is anticipated that early provision of secondary education will be a priority for the new town, with a phased opening and sustainable growth of the school, in line with growth of neighbourhoods. This provision will be important to assist with placemaking quality, the building of a community, and to ensure active travel habits to school are embedded early.

Other infrastructure delivery phasing principles are set out in the Infrastructure Schedule within chapter 6.

TOWN CENTRE PHASING

GUIDING PRINCIPLES

Current Situation



Early Development

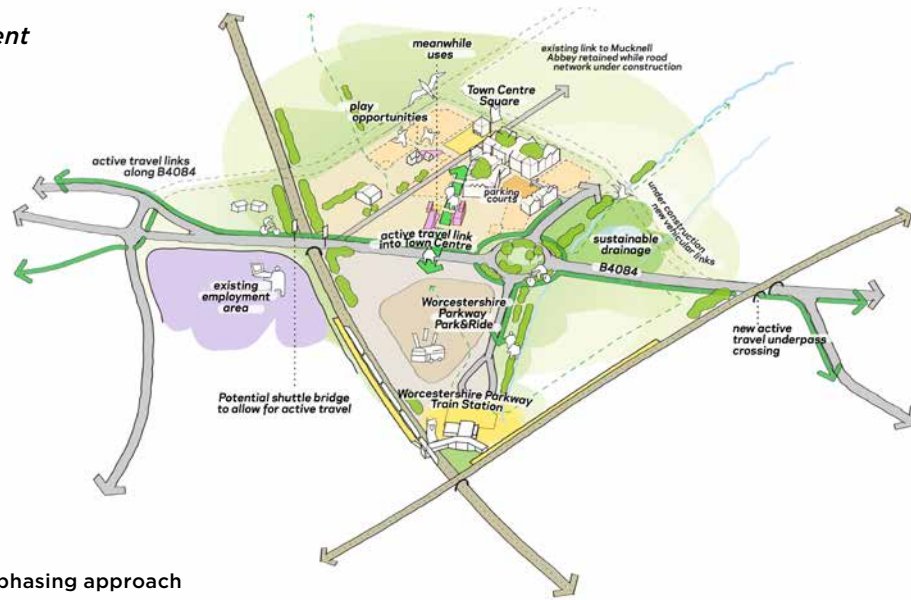


Figure 51: Illustrative Town Centre phasing approach

The town centre will provide the placemaking heart of the new settlement. It will grow and evolve with the town as a whole, but should feel like a coherent place throughout the extensive period of growth.

This section sets out a series of principles for the phased development of the town centre to achieve those aims, which are illustrated in the diagrams on following pages.

Initial stages of town centre development should:

- Establish the Town Centre Square and surrounding built form
- Provide an active travel link along the line of the planned High Street towards the railway station, including a controlled crossing over the existing B4084

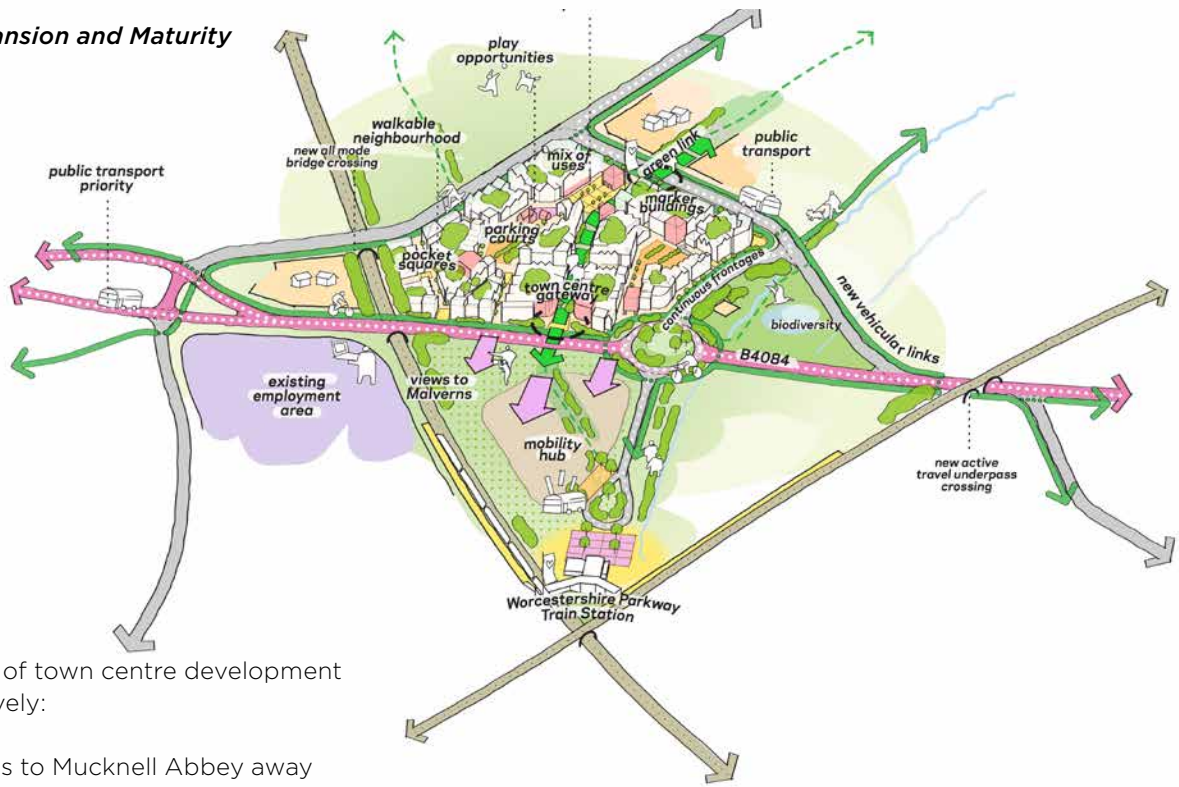
- Surround the emerging High Street with meanwhile uses
- Establish active travel connectivity into the town centre from western neighbourhoods through a temporary shuttle bridge arrangement on the Norton overbridge
- Establish active travel connectivity into the town centre from southern neighbourhoods through early delivery of the active travel underpass adjacent to the existing B4084 bridge under the Cotswold line
- Retain access to Mucknell Abbey through the town square

GUIDING PRINCIPLES

Building Out



Expansion and Maturity



Following stages of town centre development should progressively:

- Move access to Mucknell Abbey away from the town square and connect to the primary street network once completed
- Grow residential neighbourhoods to the north, south and east of the growing town centre, once the north-south town centre primary street has been delivered
- Create frontages to the green corridors to the north and south of the town centre
- Progressively add uses, commercial space and facilities along the High Street towards the railway station

5.3 GREEN & BLUE INFRASTRUCTURE STRATEGY

Wychavon Town with its diverse geology will be set within an extensive, continuous network of accessible landscape and green open spaces, providing health and physical activity benefits, amenity space, contact with nature, active travel provision and natural management of water. This will create and enhance ecological habitats, mitigate impacts on existing properties and uses, and provide an exceptional setting for development and new neighbourhoods.



THE AIMS OF A TOWN-WIDE APPROACH TO THE DESIGN AND DELIVERY OF GREEN AND BLUE INFRASTRUCTURE IS TO:

- Ensure sufficient open space across a range of typologies is designed and delivered both within neighbourhoods and for the town as a whole;
- Establish the placemaking and functional use of each typology
- Make the most of the potential for multi-functional open spaces
- Protect existing habitats and green infrastructure on site and in the surrounding area
- Set out the broad approach to achieving Biodiversity Net Gain requirements and enhancing natural habitats and connected ecological and landscape networks across the town
- Establish the principles of, and opportunities for, accommodating water and blue infrastructure within the wider landscape and open space networks and to integrate sustainable drainage features within the street network, public realm and wider landscape in a consistent, high quality and well-designed manner

GREEN INFRASTRUCTURE FRAMEWORK

STRUCTURING ELEMENTS

The diagram below sets out the key spatial fixes for green infrastructure elements set out in Policy and shown in the Spatial Framework Diagram.

Landscape and green spaces should cover a minimum of 40% of land area within the town. Each neighbourhood will be nestled within the existing landscape, connected by a network of strategic open spaces and include walkable access to local and town-wide Green Infrastructure (GI) assets, thereby tying the town together overall. Consideration will be given to the existing Public Rights of Way network and the Worcestershire Improvement Plan to ensure opportunities to utilise and/or improve the networks are included as the town is developed.

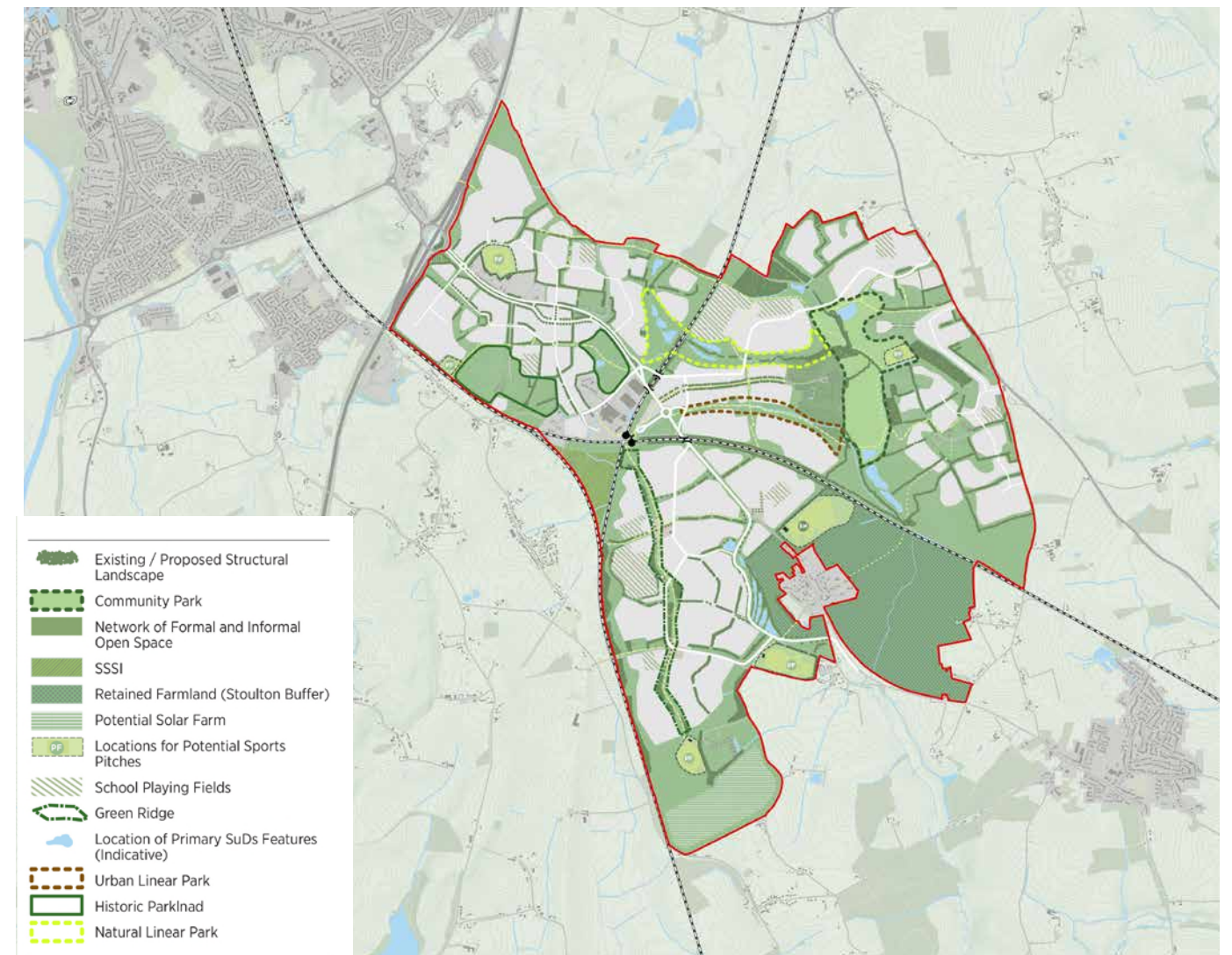


Figure 52: Indicative Green Infrastructure Framework

There are several areas of structural landscape shown on the GI Diagram which are Structuring Elements for the new town:

Existing GI and Structural Landscape Assets

Existing Green Infrastructure assets such as hedgerows and mature trees will be retained wherever possible and will form the basis for the masterplanning of individual neighbourhoods and employment areas. Their presence provides immediate maturity, established ecology networks, and a historic link to the landscape character of the place.

Community Park

The Community Park will be a town-wide asset based in an exceptional landscape setting. The Park will reflect what is special about the town and will be a key destination within the town as well as a focal point for the surrounding neighbourhoods.

Urban Linear Park

More formal structural greenspace along the existing watercourse fronted by town centre development, running east-west to the south of the town centre. With a south-facing aspect and proximity to the High Street it will be a popular and vibrant town park, integrating water management (SuDS) and natural habitats further east.

Natural Linear Parkland

More natural structural greenspace to the north of the town centre, centred around an existing watercourse and green infrastructure corridor and providing the opportunity for links to the wider countryside to the north.

Mucknell Abbey Setting

The tranquil and rural setting of Mucknell Abbey will be retained through the design of the Community Park to its east, associated green infrastructure and the scale and orientation of the built development edges of the neighbourhoods closest to it.

SSSI

Cooksholme Meadow will be protected so it can become a more enhanced, protected habitat with very limited human access so as to provide a haven for nature. A minimum 15m offset is required.

Stoulton Village Buffer

A defined area in the south east of the allocated Allocation surrounding Stoulton village will largely be retained in agricultural use to maintain the separation of settlements, maintain the character and setting of the existing village and reinforce the distinctiveness of different parts of the town. Use of the buffer for sports pitches will be considered provided that the amenity and character of Stoulton is protected

Ridge Park

A new landscaped park running north-south along the existing high point (ridge) of the landform, required to assimilate new development into the wider landscape and to mitigate visual impact from Stoulton Village and existing communities/settlements to the south and west.

Sports Hub and Playing Fields

There is a requirement to provide a Sports Hub for Wychavon Town which in its scale and function will serve the whole community. Located in the north eastern part of the Southern Neighbourhood, the Sports Hub comprises built sports facilities and a range of playing fields, and will be a town-wide asset for all to use and a facility to bring the whole community together. It could be co-located with one of the Secondary Schools to help maximise the opportunity for shared use of community facilities.

Historic Parkland

Two significant areas of historic parkland exist within the western neighbourhoods, around Norton Hall and Wood Hall Farm. These are key structuring features and placemaking assets which will be retained and enhanced as part of the design of new built development and green infrastructure.

In addition to the key Structuring Elements, the following open space typologies will be provided within each Neighbourhood in line with local plan requirements/standards, accommodated within the wider open space framework, and are noted where relevant:

- Allotments and community gardens
- Community orchards
- Children's play

GUIDING PRINCIPLES FOR GREEN INFRASTRUCTURE

To achieve the aims of the town-wide GI Strategy, all development proposals at Wychavon Town should observe the overarching principles for green and blue infrastructure set out below:

- Existing green and blue infrastructure, including hedgerows, mature trees, extant orchards, historic parkland areas, ponds and watercourses should be retained wherever possible and incorporated into development as a feature. Minor removals can be undertaken to provide access through linear features.
- Use green infrastructure to create a strong, defensible and visually attractive edge to the new town.
- Provide a varied network of spaces that link seamlessly to each other along the identified green networks. Green infrastructure and open spaces should be provided in line with the locational requirements of the spatial framework, and the design principles set out below under 'Open Space Typologies'.
- Achieve and where possible exceed Biodiversity Net Gain requirements, and enhance and connect habitats to create rich, varied ecological networks throughout the new neighbourhoods and town.
- Net Gain will be achieved on-site, within the overall Allocation boundary. Individual applications will be expected to demonstrate on-site BNG; if it is necessary to deliver BNG via a 'pooled' approach, then this provision will be made as part of the Framework S106 arrangements and agreed with all relevant landowners prior to the submission of planning applications.
- Provide tree-lined streets throughout the development, as also set out in the Movement Strategy.
- Ensure open spaces are safe, attractive and (where accessible to people) can be accessed and enjoyed by those of all abilities.
- Integrate blue infrastructure in the form of sustainable drainage systems (SuDS) throughout green spaces and corridors. This will include the use of swales, ponds, rain gardens and other source control and attenuation features.
- Provide neighbourhood-level amenity spaces and children's play in line with Fields in Trust guidance

Habitat Protection

The Allocation contains a number of known irreplaceable and priority habitat areas, and may contain more subject to more detailed survey work.

Irreplaceable habitats are not suitable for development, and their setting and connectivity to other complementary habitats should be protected through design.

These habitats are shown indicatively to the right and have been considered in the spatial frameworks set out in this SPD.

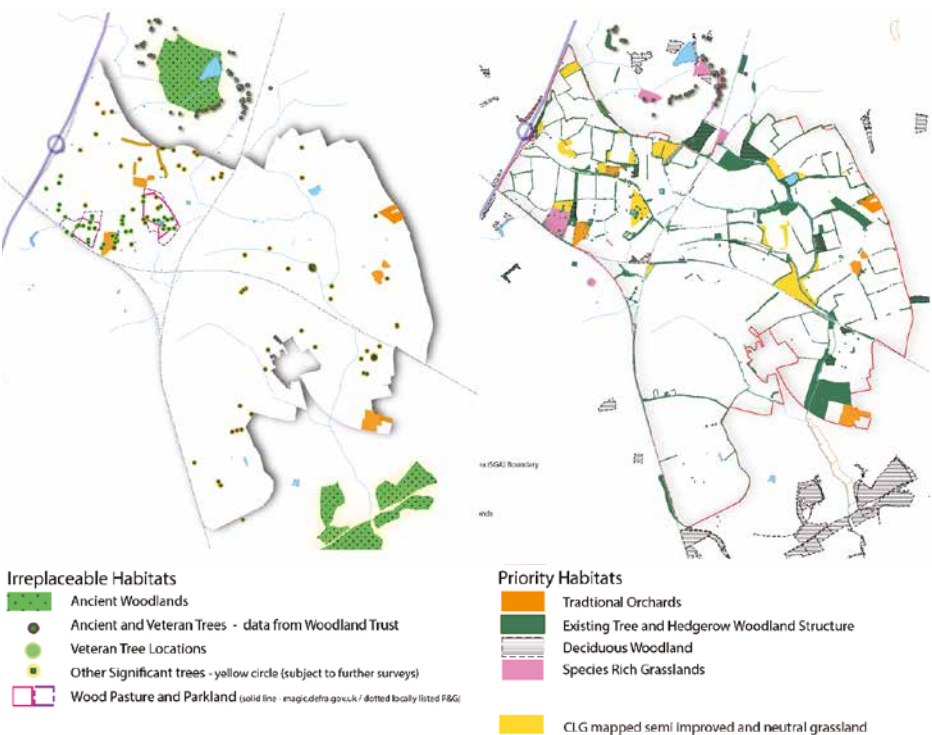




Figure 53: Illustrative Ridge Park visualisation

Ridge Park

The north-south Ridge Park will be the defining feature of the southern neighbourhoods, providing connectivity, landscape character and mitigation, as well as space for a wide variety of uses such as play, sports, exercise, relaxation, food production and natural habitats.

This visualisation is illustrative and any proposals will need to be subject to detailed technical approval.

- 1 Tree and copse planting to provide treed skyline
- 2 Homes fronting the park
- 3 Continuous high-quality active travel connections
- 4 Public transport link
- 5 Connections to local centres
- 6 Sports, play and other facilities integrated throughout the park
- 7 Connections to other open space networks

GREEN INFRASTRUCTURE TYPOLOGY GUIDING PRINCIPLES

GUIDING PRINCIPLES

Guiding principles for each of the key Structuring Elements shown on the GI Framework Diagram are set out below.

Community Park

The Community Park sits to the east of the Town Centre within an attractive, treed valley around an existing stream and pond, and will be overlooked by Mucknell Abbey as well as the eastern neighbourhoods.



Key functions	• A key integrator of communities: gathering, relaxation, meeting • Capable of hosting Town-wide events • Active travel/Local Mobility Hub • Children's play • Visitor Centre • Surface water management • Setting for Mucknell Abbey
Design principles	• Naturally-focused children's adventure play location • Identify locations for higher activity (e.g. café and visitor centre/interpretation/community building) close to main active travel routes • Identify areas of more natural focus that retain existing landscape, paths, and GI networks • Views from key locations to Mucknell Abbey • Overlooking for active travel routes from eastern neighbourhoods at access points into the park • Attract recreational use away from surrounding natural spaces and protected habitats • Predominantly natural or semi-natural landscape with no more than 5% of the area built upon (excluding any car parking facilities) • Wayfinding and trails throughout • Clear mix of spaces, areas of activity alongside areas of quiet • A network of formal and informal walking routes
Spatial focus	• Town-wide attraction/destination • Neighbourhood use for surrounding neighbourhoods
Typical levels of activity	• High in certain locations, medium in more natural locations
Biodiversity approach	• Enhancement of existing watercourse and banks • Wildflower planting within grassed areas • Retention and enhancement of existing tree belts and hedgerows to provide habitat networks • Graduation of approach from amenity-focused to focus on biodiversity away from main paths and access points

GUIDING PRINCIPLES

Urban Linear Park

A more formal green open space fronted by town centre development, to the south of the town centre. With a south-facing aspect and proximity to the High Street it will be a popular and vibrant town park.



Key functions	• Gathering, relaxation, meeting • Town centre events • Active travel • Children's play • Surface water management • Food production opportunities (e.g. community garden)
Design principles	• Formal and informal children's play provision as key animator of space • Flexible spaces/moments where small events could take place • Strong built frontage facing south onto park • Use of northern edge as focus for cafes and other spill-out uses • Well-lit utility active travel routes along northern edge • High levels of seating, relaxation and gathering spaces of varying sizes • More natural character closer to the watercourse and further towards the east and Mucknell Abbey - continuous character change into Community Park environment • Wayfinding and interpretation throughout • Spaces to discover and connect with nature
Spatial focus	• Town-wide attraction • Neighbourhood use for town centre residents
Typical levels of activity	• High
Biodiversity approach	• Enhancement of existing watercourse and banks • Wildflower planting within grassed areas • Planting to be generally more formal and focused on amenity

Natural Linear Parkland

As the linear parkland will be in two halves, separated by the railway line, an opportunity exists for a change in character from more open in the west to more enclosed and intimate, bounded by tree belts, in the east.



Key functions	• Recreational walks • Access to nature for town centre residents • Access to nature and the outdoors for all school pupils • Active travel • Surface water management • Habitat networks
Design principles	• Informal paths through trees and naturally planted areas • Recreational active travel routes, surfaced with resin-bound gravel • Wayfinding and interpretation throughout • Spaces to discover and connect with nature • Continuous character that flows into Community Park to the east • Attract recreational use away from surrounding natural spaces and protected habitats • Maintain a clear distinction in character between more open western section and the more enclosed eastern section.
Spatial focus	• Neighbourhood use for town centre occupants/ northern parts of western residential neighbourhood
Typical levels of activity	• Medium
Biodiversity approach	• Enhancement of existing watercourse and banks • Increase in tree cover • Planting to be generally more natural and focused on habitat network enhancement • Use of surface water management features to provide additional habitats



Ridge Park

A tree-lined north-south linear park overlooked by development at the centre of the southern neighbourhoods, providing a distinctive spine through the entirety of the southern neighbourhoods for active travel, events, and access to the wider town.



Key functions	• North-south strategic active travel and local active travel links • Landscape mitigation and setting • Events • Health and physical activity • Children’s play • Neighbourhood amenity spaces
Design principles	• Built form fronting onto space throughout • Continuous, prioritised active travel route north south, with regular east-west cross links • Regular seating and wayfinding features • Tree planting to reach an ultimate height of >20m within 15 years to provide strong treed skyline and significant tree cover/shade • Good levels of enclosure from prevailing winds on ridge top • More formal character further north and closer to local centres • More natural character further south and further from local centres • Hard landscape at local centres, with trees brought through to provide continuity • Conveyancing swales to connect to wider SuDS network • Use of trees and deviation to frame views to local centre landmarks and towards wider countryside • Include features such as informal sports pitches, playgrounds and informal play features, trim trails, community gardens and natural exploration along the length of the park to increase activity and enliven journeys
Spatial focus	• Neighbourhood usage
Typical levels of activity	• High
Biodiversity approach	• Priority on amenity and function • Native species planting



Sports Hub and Playing Fields

Formally planned and managed areas for organised sports, with sufficient areas provided for changing and club facilities at each location where required. Formal sports pitch provision is located throughout the Allocation (designed to serve the needs of each neighbourhood, with a higher order facility at a ‘Sports Hub’ to the southeast of the town centre.



Key functions	Sports provision (Community Use)
Design principles	- Offer a range of different sports pitches (catering for a broad range of ages and abilities) - Include areas of meadow, scrub and tree planting to provide complementary spaces for nature in the margins - Provide complementary trim trails and other ways of being active outside of organised sports - Provide screen planting at exterior edges - Minimise excess light spill from lit facilities through the design of lighting fittings - Lit facilities placed closer to built-up areas - Located on sufficiently flat land to avoid significant earthworks / cut and fill construction - Use of playing fields as ‘separator’ between different land uses (such as large-format employment and residential areas)
Spatial focus	- Settlement- -wide function (Sports Hub) - Neighbourhood usage of local sports pitches
Typical levels of activity	- Specialist use - High activity when in use
Biodiversity approach	- Priority on amenity and function - Habitat creation in margins and edges



School playing fields provide visual openness, ecological links and opportunities and settings for existing development. They may be open to public use subject to Community Use Agreements being obtained.

Key functions	School play and sports provision
Design principles	- Include areas of meadow, scrub and tree planting to provide complementary spaces for nature in the margins - Extend GI network with playing fields forming a transition into development (playing fields at the edges of neighbourhoods) - Provide screen planting at exterior edges - Minimise excess light spill from lit facilities through the design of lighting fittings - Lit facilities placed closer to school buildings - Potential for community use outside school hours, with consideration for alternative community entrances outside school buildings
Spatial focus	- School use - Community Use Agreements with schools where co-located to ensure shared facilities can maximise the benefit of the facilities
Typical levels of activity	- Specialist use - High activity when in use
Biodiversity approach	- Priority on amenity and function - Habitat creation in margins and edges

Other Natural and Informal Open Space

There will also be an extensive network of existing green spaces and development edges that provide habitat links and localised access to natural spaces.



Key functions	• Ecological habitat corridors • Buffer space / edges • Localised access to nature • Surface water management
Design principles	• A variety of paths and routes for walking, cycling, equestrian and other recreational use • Mosaics of natural habitats and retained trees and hedgerows to provide the best possible home for thriving natural ecosystems • Minimised artificial lighting to minimise disturbance to wildlife and provide a countryside feel • Surface water attenuation features integrated in a way that provide natural habitats and an attractive environment
Spatial focus	• Local neighbourhood usage
Typical levels of activity	• Low
Biodiversity approach	• Creation of ecological corridors • Focus on biodiversity enhancement



Historic Parkland

There are a number of areas of historic parkland within the Allocation, most notably at Norton Farm and Wood Hall Farm. These exist in the traditional English parkland style of grazed grass and isolated mature trees within a managed landscape and topography. They should be successfully assimilated into the masterplanning and design of neighbourhoods and the placemaking opportunity arising from their retention should be maximised.



Key functions	• Landscape setting • Recreational walking and riding • Active travel links • Food production opportunities (e.g. orchards)
Design principles	• Retention of mature trees in open grassland landscape • Strategic active travel links with low-height and low-level lighting along route, using resin-bound gravel • Seating along active travel links • Footpaths and mown links within grassland, along desire lines to key surrounding uses (e.g. Wood Hall Farm) • Mown areas for picnics and relaxation • Built form overlooking • Small areas of orchards to reflect historic land usage • Generally open character, with framed views across areas of rolling topography and to wider countryside
Spatial focus	• Local neighbourhood usage
Typical levels of activity	• Medium
Biodiversity approach	• Wildflower meadow and grassland management • Native planting



Mucknell Abbey setting

The tranquil and rural setting of Mucknell Abbey will be retained through the design of the Community Park to its east, associated green infrastructure and the scale and orientation of the built development edges of the neighbourhoods closest to it.

Key functions	Retention of the existing character and tranquility of the Abbey and its grounds
Design principles	- Lower heights and intensity of development on land immediately to the west - Use of landscape features to screen noise and activity and maintain core character within Abbey Grounds - Protect the integrity of the Abbey environment and mitigate the impacts of development by providing where appropriate screens to enhance/improve views. - Protect and enhance views to the Abbey and make it a visible part of the new settlement - Potential to move the existing Public Right of Way through the grounds north into linear park, to preserve character and existing levels of use of this space. This would be subject to the Public Path Order process.
Spatial focus	Grounds of Abbey not for public use
Typical levels of activity	Low
Biodiversity approach	Land management practices to encourage species within working farmland, eg. regenerative agriculture

SSSI

Cooksholme Meadow will be protected so it can become a more enhanced, protected habitat with very limited human access so as to provide a haven for nature. It is a potential location for strategic biodiversity net gain.

Key functions	Protected natural habitat
Design principles	- Remove as much human access as possible - Habitat management enhancement through development contributions - Retain essential, controlled service vehicle access from Woodbury Lane - Buffer from SSSI to development of minimum 15m - Planting should use native species and stock of local provenance. Grassland should establish using local seed sources and should not include cultivars - Current drainage regime should be maintained with no changes that could increase nutrient inputs or sediment deposition.
Spatial focus	No access
Typical levels of activity	Very low
Biodiversity approach	- Ecology prioritised - Connect to surrounding habitats to ensure SSSI does not become an island

Stoulton Village Buffer and other retained farmland

Significant areas of the Allocation can be retained as farmland. Such areas may be suitable for Biodiversity Net Gain with targeted changes to agricultural management practices. Much of the retained farmland is within the ‘Stoulton Buffer’ surrounding the village of Stoulton.

Key functions	Retained agricultural use with some scope for sports pitches provided that they are not floodlit adjacent to Stoulton
Design principles	- Retain as is - Protect the Stoulton Brook corridor, Stoulton Woods and agricultural land. - Protect the built and natural environment of the village. - Protect the integrity of the Conservation Area and mitigate the impacts of development by providing where appropriate screens to enhance/improve views. - Protect and enhance views to St Edmunds Church. - Retain existing PRoW access, including the Millennium Way
Spatial focus	Countryside access for southern neighbourhoods and Stoulton village
Typical levels of activity	Very low on majority with the exception of any sports pitches and public rights of way
Biodiversity approach	Land management practices to encourage species within working farmland, eg. regenerative agriculture

An opportunity exists to extend sports pitch provision into the Stoulton Buffer (northwest of the village) as a way of providing benefit to the village while retaining the overall function of the buffer. They would be suitable in this location with the following guiding principles:

- Provided with a robust landscape buffer (minimum 20m wide, mixed tree species reaching 15-20m, with understorey planting).
- Pitches should be oriented carefully; associated access, parking, and buildings must remain north and west of the buffer.
- Fencing and lighting should be low-impact, with minimal light spill. Operational hours should be conditioned as part of a planning permission.

BLUE INFRASTRUCTURE GUIDING PRINCIPLES

The successful management of water within Wychavon Town should provide ecological, technical and amenity benefits for people and nature.

Blue infrastructure has a vital role to play in managing the flow of water through the town, and providing ancillary benefits to people, place quality and nature. At Wychavon Town it will work in tandem with the green infrastructure to deliver these benefits.

All proposals should observe the following key principles:

Use of water in placemaking

- Existing waterbodies and watercourses should be retained and incorporated into the design of places where possible.
- Opportunities for natural enhancement to existing watercourses to restore habitats and natural flow habits should be considered and incorporated
- Water drainage routes should follow natural flow routes and topography, defining a network of spaces where blue infrastructure will be integrated
- Water and drainage should be retained and revealed on the surface as much as possible
- Water should be incorporated into the design of streets and public spaces through the use of swales, rain gardens, ponds and other micro-scale features.
- The use of water within play features can create distinctive and interesting places, and is encouraged, subject to safety and amenity being considered at a detailed level.
- Water bodies and associated habitats can provide localised microclimate benefits in built-up areas, and should be incorporated where possible into public spaces to ensure their continued use in hotter weather under climate change conditions

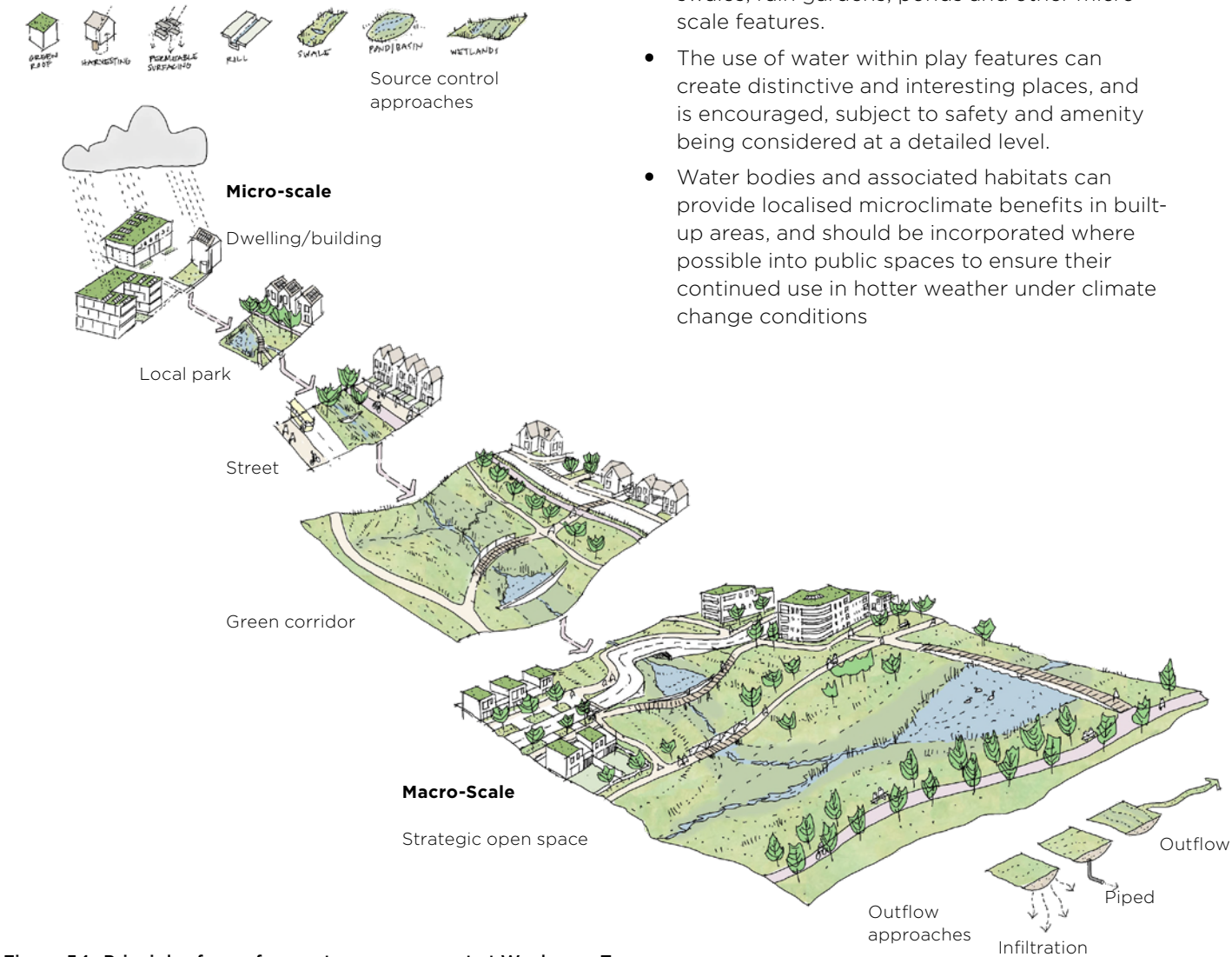


Figure 54: Principles for surface water management at Wychavon Town

Sustainable Drainage Systems Design

The use of Sustainable Drainage Systems (SuDS) will be the primary approach to delivering blue infrastructure throughout Wychavon Town. It should be approached as a placemaking and design task for its exceptional potential benefits for people, nature and place, not solely led by engineering considerations.

- The principles set out in National standards for sustainable drainage systems (SuDS) (MHCLG, 2025, or standards in force at time of application) should be observed
- Surface water management features should be designed to reflect the context in which they sit. In more urban parts of the town they can be more formal components, and will reflect the need for efficiency of space, source control, and conveyancing features such as rills and swales. In more natural open spaces and the strategic green infrastructure network, SuDS features should be designed as integral parts of the natural landscape, with natural habitats that can be occasionally inundated and wet created.
- The use of the Urban Greening Factor (UGF), advocated by Natural England's Green Infrastructure Framework, is encouraged for the provision of surface water control within development areas. A target UGF measure of 0.4 is suggested.
- SuDS should also filter and clean rainwater and runoff before it reaches the wider environment. This can be achieved by natural and engineered means. The use of natural planting and habitat creation to filter most rainwater (except for contaminated runoff) is encouraged, with its wider ecology and placemaking benefits.

The functional drainage aspects of blue infrastructure are covered separately by the Drainage and Utilities Strategy.

Micro-Scale: Street SuDS Features



Planted street swales for infiltration or conveyance



Street 'rain gardens' and conveyancing rills/drains

Figure 55: Typical SuDS features at micro-scale and source control level

Intermediate Scale: Green Corridors



Check dams within swales to slow flow and provide permanent water



Informal and formal landscape and planting opportunities to create variety of place and habitat

Figure 56: Typical SuDS features at green corridor scale

Macro-Scale: Strategic Open Space



Permanent water can create attractive and interesting places within wider open space networks



Water management in accessible wet landscapes with a variety of planting types and habitats

Figure 57: Typical SuDS features at macro-scale of strategic open space water management

5.4 DESIGN PRINCIPLES STRATEGY

Development at Wychavon Town is expected to bring together influences from the surrounding natural, historical and built context to inform the design of new built form and spaces.

The result will be a town made up of harmonious identities which create a special sense of place, that is instantly recognisable as rooted in this rural part of Worcestershire.

Wychavon Town will be not only a well contained and self-functioning place to live and work with amenities, leisure and cultural facilities, but also a distinctive destination for visitors and workers. They will be encouraged to arrive by public transport, to explore and enjoy a new town with its wide-ranging facilities, its connections to the wider landscape and the distinctive neighbourhoods.



Town-wide approach

Wychavon Town will be held together by a strong, distinctive and human-scale town centre and railway station. The town overall and its neighbourhoods will be designed around 20-minute neighbourhood principles, where facilities for daily life are within a short walking distance of home.

Built form, movement networks, open spaces and setting within the surrounding landscape will be considered as a whole and not in isolation. Their collective design will influence the success of many other aspects of the town, including movement, health and wellbeing, sustainability, quality of life and the vibrancy of new places and spaces.

To achieve the aims and town-wide design principles strategy, all development proposals within the town should observe the key principles set out below

- Co-locating complementary uses to create mixed-use destinations, accessible by active travel and public transport, such as primary schools close to local centres
- Ensuring that the transitions between neighbourhood edges are coherent and do not create sudden changes in character
- Using existing landscape to provide an instant setting and maturity such as open spaces, protected spaces, screening.
- Locating large-scale uses such as secondary school playing fields and employment areas at the edges of neighbourhoods and the GI network, to minimise severance in the built-up area
- Transitions of densities, heights and intensity of the built form from rural edges towards the town centre, using a transect approach to move from rural to urban character
- Use of traditional Worcestershire building types, techniques, and materials, evident in surrounding villages and settlements, should be employed to ensure that this local character and identity is embodied within new development
- Areas where the existing landscape and heritage character is less influential areas could use new and innovative styles of architecture
- Scale of public realm, streets and open spaces should draw upon local contextual examples, making reference to their enclosure by built form and green infrastructure

THE AIM OF THE DESIGN PRINCIPLES STRATEGY IS TO:

- Secure the most important components of placemaking at a town-wide and neighbourhood-wide level
- Set out the distinctive influences that each broad neighbourhood will draw from in terms of landscape, heritage, connectivity and intensity of built form
- Ensure that the settlement of Wychavon Town is legible, coherent and feels as 'one place', appropriate to and inspired by its surroundings with a strong sense of place identity
- Reinforce the aims of the movement strategy to prioritise active and sustainable travel through the design and layout of neighbourhoods

TOWN-WIDE DESIGN FRAMEWORKS

STRUCTURING ELEMENTS

STRUCTURING ELEMENTS FOR DESIGN FRAMEWORKS:

Neighbourhoods

Six distinctive residential neighbourhoods will be arranged around the town centre, set out in the plan below. They are defined by the varying landscape in which they sit and their connectivity.

Proposals should have regard to the neighbourhood urban design frameworks under each neighbourhood area in this strategy.

- The Town Centre: the heart of the town on a natural ridge in the landscape
- Pitchmoor Hill & Norton Fields: town centre living with the landscape on the doorstep
- Woodhall: inspired and influenced by the historic parkland in which it sits
- Spetchley: homes within a rolling, traditional landscape
- Abbotswood Ridge: linked by its ridgetop park that brings the community together
- Upper Wolverton: set above slopes down to the park and the town centre
- Low Hill: traditional linear village with shops, schools and workspace

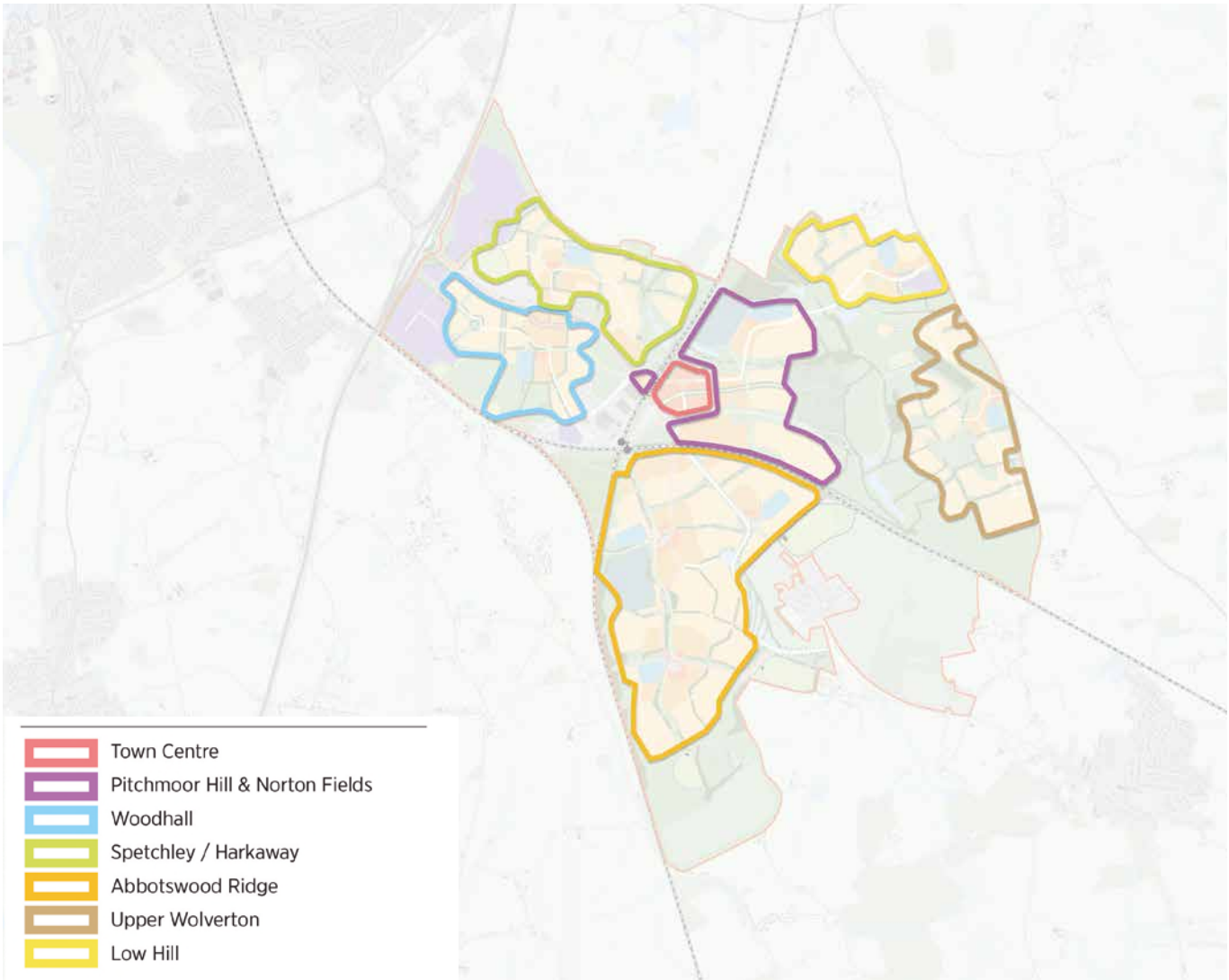


Figure 58: Neighbourhoods plan

STRUCTURING ELEMENTS

STRUCTURING ELEMENTS FOR DESIGN FRAMEWORKS:

Densities

Wychavon Town will make efficient use of land and will adopt an integrated model of transport connectivity and land use to determine appropriate densities, along with landscape and character considerations.

Highest residential densities will be close to public transport routes, local centres, the town centre and railway station.

Lower residential densities will be located at rural edges and closer to sensitive heritage assets and landscapes.

Heights

Building heights will typically be between 2 and 3 storeys for most residential neighbourhoods, depending on the landscape context.

The town centre is likely to have areas of 4 or even 5 storey buildings along the High Street and main town square.

In the town centre and some local centres, there may be an opportunity to have localised heights that are taller for distinctive public buildings that will punctuate the skyline.

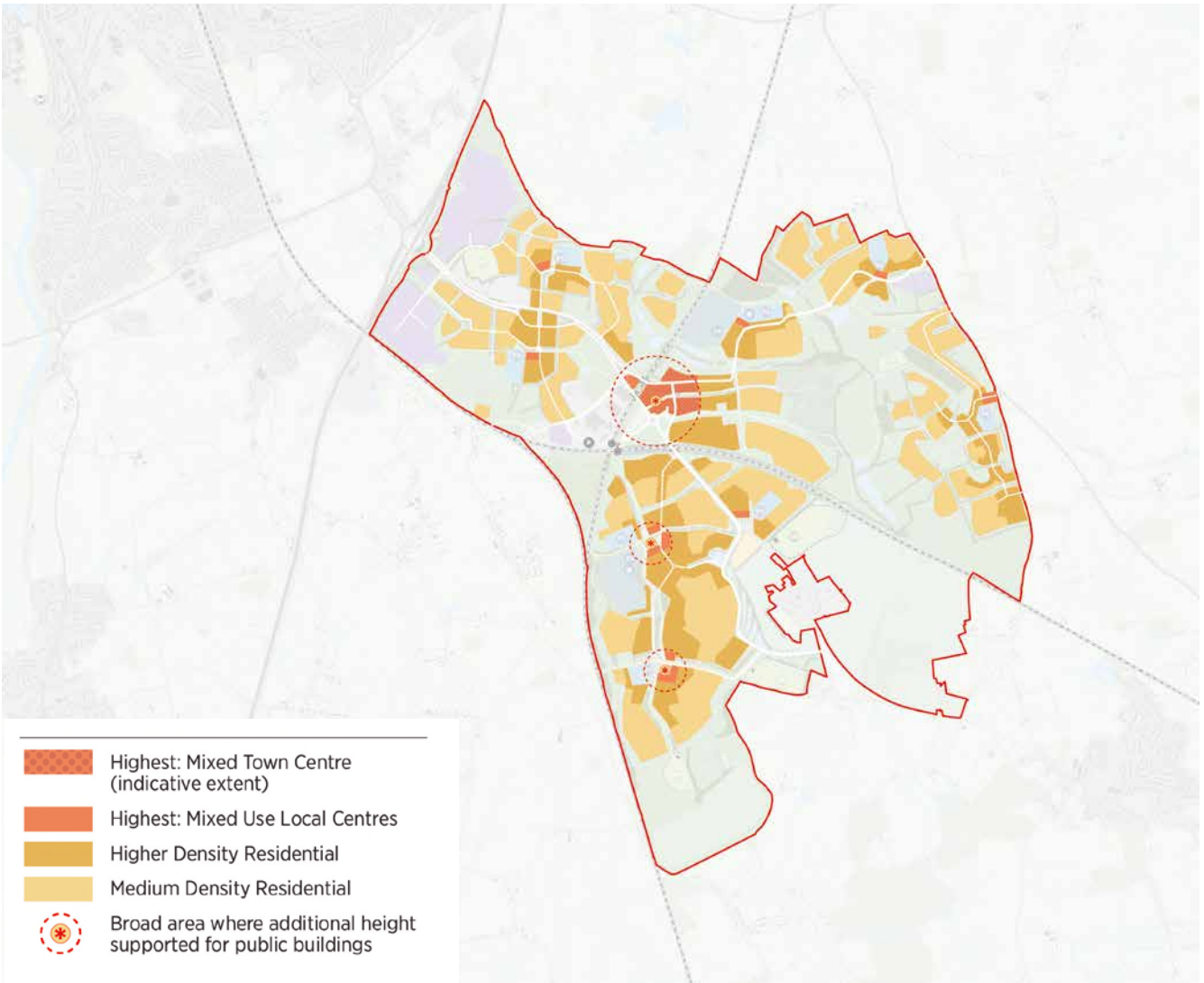


Figure 59: Densities and Heights plan

THE TOWN CENTRE

The town centre is the defining part of the town. It will have a generally compact, walkable linear form, sitting on a ridgeline above two surrounding valleys running east-west, occupying a prominent location in the landscape.

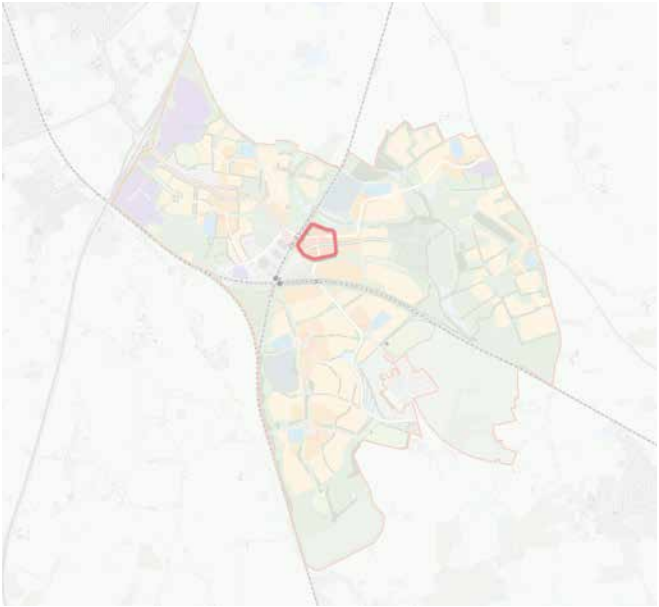
The town centre's key axis will be a pedestrianised High Street that runs broadly east-west, aligning westwards to the station and eastwards along the ridge. It will be punctuated by a major public space at the heart of the town, and will have smaller courtyards and lanes running north-south off it.

To the south of the town centre, built form will descend the ridge and provide a strong, south-facing frontage onto the urban linear park based around an existing watercourse. As a contrast, to the north of the town centre, a more natural green corridor will run, with a secondary school and SEN school sitting to the north of it.

To the west, the changes to the movement along the B4084 will break down the existing severance created by the infrastructure and car park between the town centre and railway station. In the long term it is anticipated that future development on this axis could further unite the station and the town centre into a cohesive whole. As such, any design of the town centre (uses and infrastructure) should reflect the need to create an environment which does not turn its back on the station area, but instead emphasises the east-west orientation and legibility for active travel.

The scale of the town centre will be an important consideration in its future sustainability and viability. There is a case that the town centre should not be precisely 'zoned' at this stage, as the edges of the town centre blend into areas of 'town centre-adjacent' higher density housing, allowing the town centre to grow and respond to emerging demand as the town develops, and allowing for flexible ground floor units with residential development above to form part of 'town centre living'.

The Spatial Framework Plan identifies an area of approximately 300m x 300m, covering a site area of almost 10ha. This is comparable in size to mixed-use town centres of historic market towns in Worcestershire and the wider south of England, recognising that the boundaries of such town centres that have developed over a considerable period of time do not have 'hard' edges and include a good proportion of higher density residential development.



Key Design Principles

- Landscape character
 - > Use of east-west ridge to create prominent town centre
 - > Flanked by different characters of open space reflecting their aspect (formal/active to the south, informal/quieter to the north)
 - > Formal planting and street trees within town centre streets
 - > 'Market town park' to the south
 - > Wooded, quieter green corridor to the north
- Key land uses and facilities
 - > Retail, Cafes, Restaurants and other mix of uses
 - > Offices / small-format employment uses
 - > Community Facilities including a council hub, with Library, police facilities, contact point for council services and bookable spaces available
 - > Post-16 Education Centre
 - > Railway Station
 - > Primary Mobility Hub
 - > Higher-density Residential
 - > Healthcare facilities
- Densities
 - > Core town centre mixed use areas typically around 75-120dph

Key Places and Spaces



- Town centre / rail station mobility hub
- Natural linear park
- Pedestrianised High Street
- Focal point town square
- Town centre boulevard
- Courtyards and side streets
- Urban linear park
- Link to railway station



Flexible public realm to support vibrancy



Pedestrian high street, side streets and courtyards



Human-scaled buildings and public spaces



Inclusion of green infrastructure and play features



Higher-density town-centre living with low-traffic streets

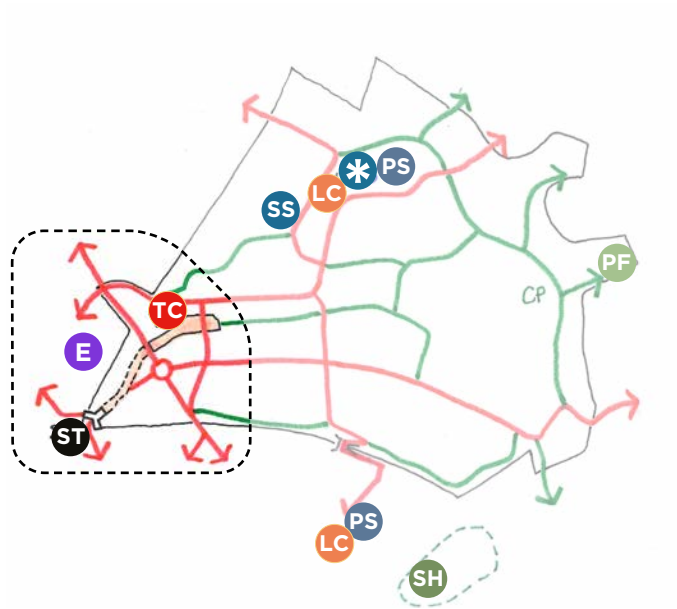
Active Travel Framework

The town centre sits at the heart of the active travel network and is connected to all neighbourhoods by segregated utility active travel infrastructure. The network is continuous with the surrounding residential neighbourhoods.

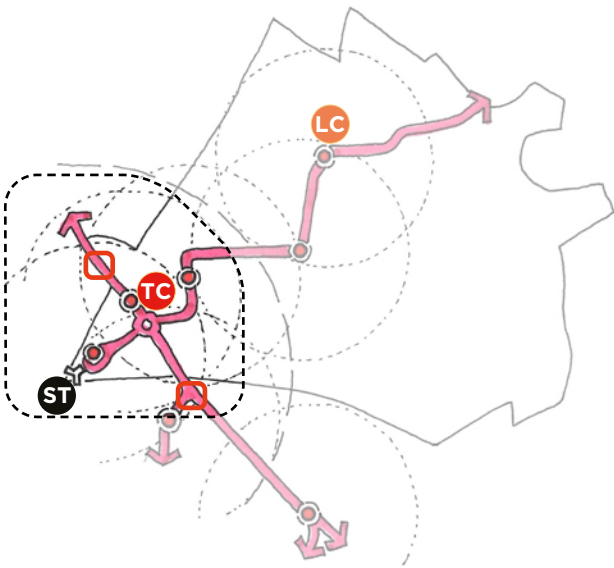
Leisure networks run through the linear green spaces to the north and south of the town centre.

A pedestrianised High Street sits at the heart of the town centre, and is aligned so that it connects with the rail station and can be extended in the long-term to close the gap between town centre and rail station.

- Primary “utility” active travel network
- Primary leisure active travel network



Town centre shown in the context of the wider connecting neighbourhood of Pitchmoor Hill / Norton Fields.



Public Transport Framework

Public transport runs to the southwest of the core town centre on a dedicated street (repurposing the existing B4084). This reduces the severance between station and town centre, offers public transport prioritisation through the busiest part of the town, and provides space for a comprehensive mobility hub at the end of the High Street.

- Prioritised public transport / bus route
- Public transport priority measures

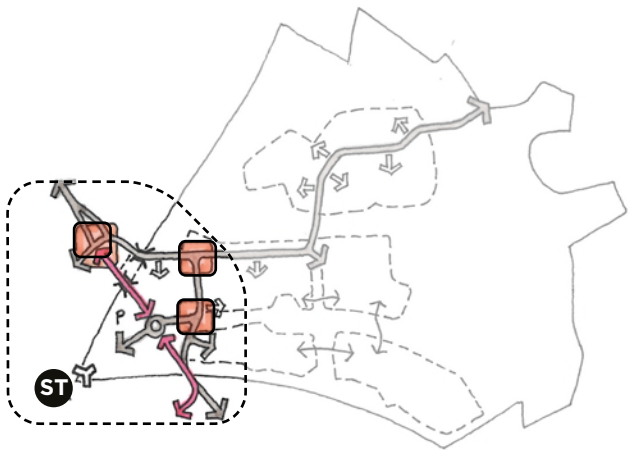
Vehicular Movement Framework

Vehicles will move through the town centre on the primary street network as set out in the Movement Strategy, running to the east of the core town centre and rail station area.

Highway network access to the railway station will be provided to the existing station car park and a potential new car park to the west of the station, accessed from Norton Lane.

Vehicle movement in neighbourhood areas will be on streets designed to prioritise people.

- Primary street network
- Prioritised public transport / bus route
- Signalised junctions with active travel provision
- Neighbourhood vehicle access points



Landscape Framework

The town centre will have a graduation of landscape characters, from a core ‘civic’ High Street and town centre with formal tree planting and street planting, graduating to a natural linear park to the north and a more urban linear park to the south.

To the east, the High Street will transition to a strongly tree-lined active travel street that provides east-west connections through this neighbourhood.

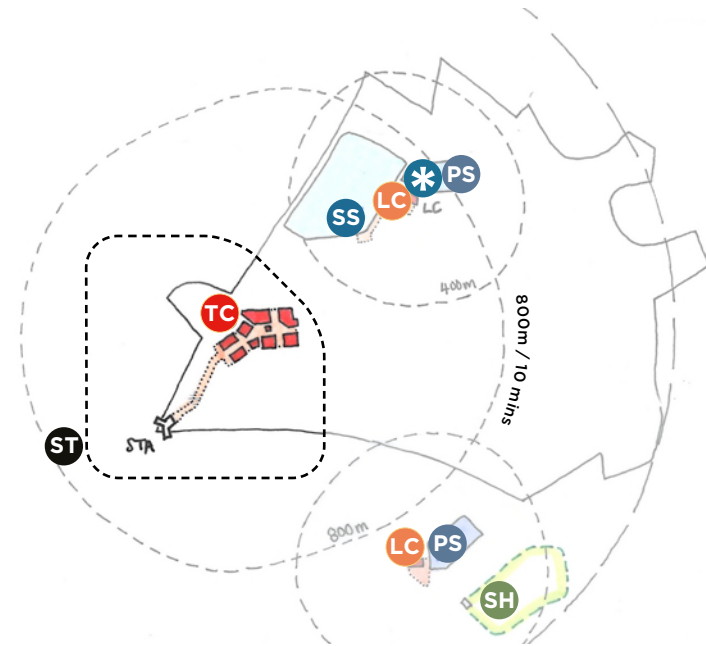
Buffer planting along the railway line should be strengthened.



Walkable Neighbourhood Framework

The town centre will provide facilities for the whole town, as well as for parts of its immediate neighbourhoods.

Education facilities are likely to be provided in the town centre itself - the Post-16 centre, which will provide facilities for the town and wider area. Primary and secondary + SEN schooling will be provided in the adjacent neighbourhoods.



Urban Design Framework

The town centre is the key location for placemaking within Wychavon Town. Its structure is of an east-west High Street along the existing ridge between two valleys, with activity concentrated in the area between the railway station and main town square.

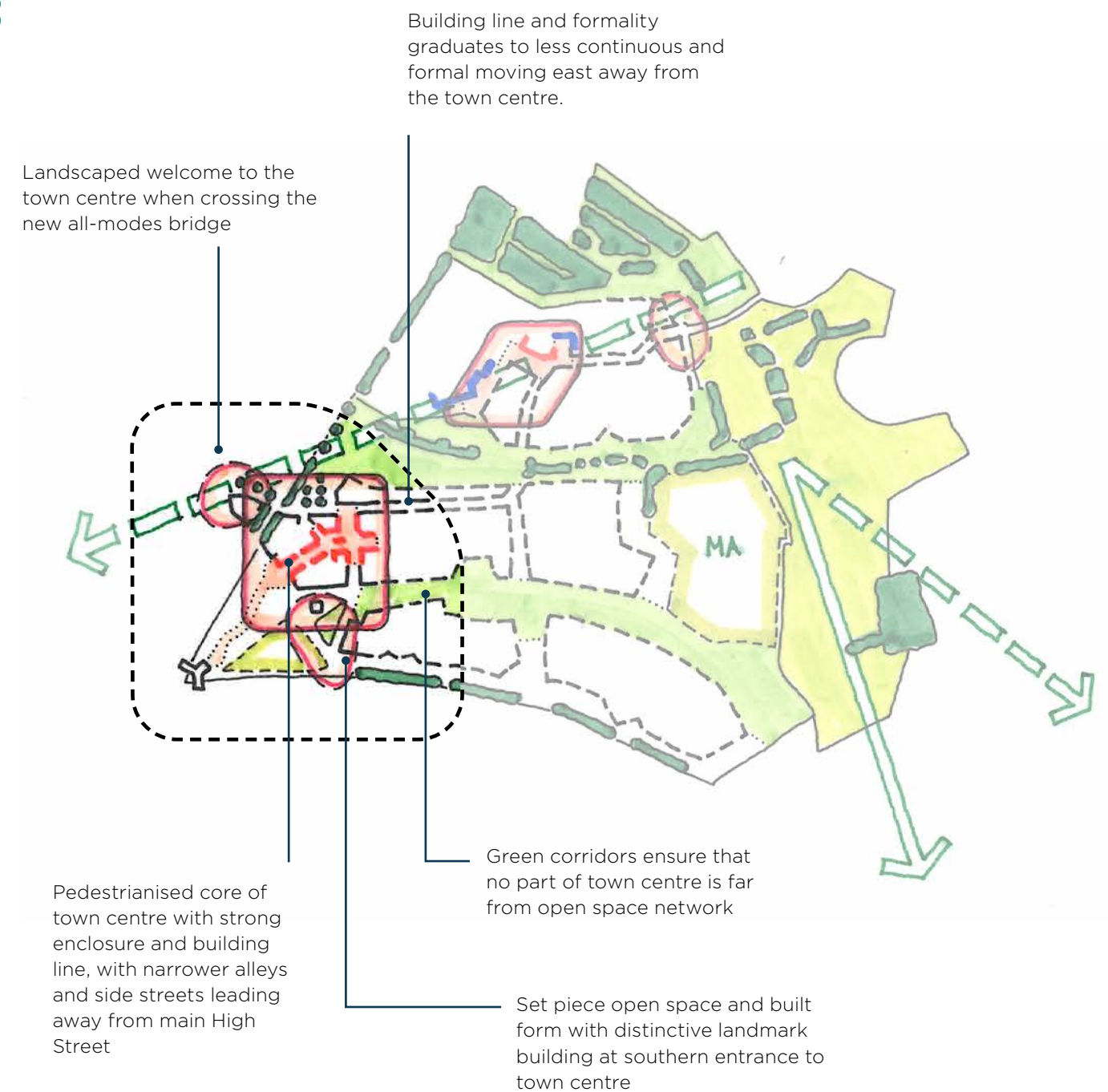




Figure 60: Illustrative Ridge Park visualisation

Arriving at the Town Centre from the Railway Station

The town centre will be based on a strong axis from the railway station, through the busy High Street towards a main square sitting on the ridge. It will have a bustling mix of uses, with a tree-lined pedestrian street environment at its heart, with smaller lanes running from it. The existing B4084 will be converted to public transport and active travel uses, reducing severance between the town centre and the railway station.

This visualisation is illustrative and any proposals will need to be subject to detailed technical approval.

- 1 Active travel link to railway station
- 2 Bus route and town centre mobility hub
- 3 Tree-lined High Street with retail, community and civic uses
- 4 Residential apartments within the town centre
- 5 Visible route to main town square from station

PITCHMOOR HILL / NORTON FIELDS

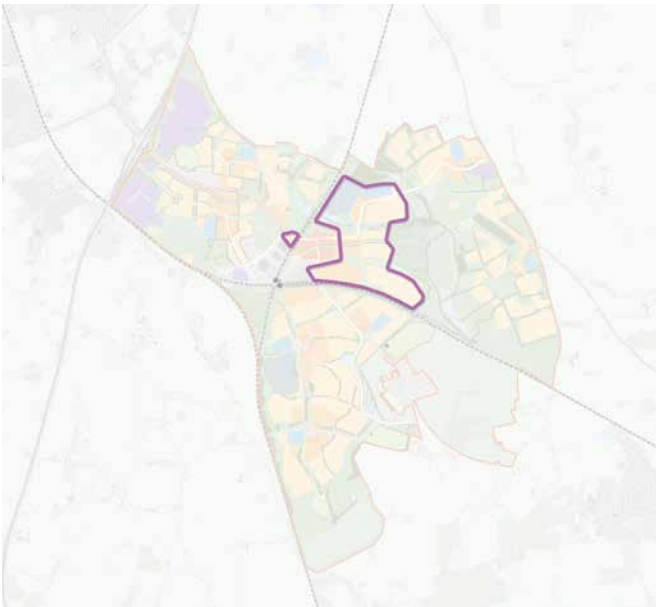
GUIDING PRINCIPLES

Pitchmoor Hill / Norton Fields are neighbourhoods that sit north, south and east of the town centre. They will be medium density residential neighbourhoods that graduate in density and formality further from the heart of the town centre and approach the setting of Mucknell Abbey.

A north-south green active travel corridor will link the neighbourhood areas to the secondary school and local centre in the north, and cross the key east-west routes into the town centre. The neighbourhood will offer the greatest opportunity for low-car living, and the design of streets, spaces and dwelling typologies will reflect this.

Key Design Principles

- Landscape character
 - > Linear parkland running through the neighbourhoods connecting east toward the Community Park
 - > Glimpsed views to linear parks through north-south orientation of streets down hills to valley bottoms
 - > Tree-lined urban streets
 - > Small-scale green open spaces and squares amongst homes
 - > Green edge with the use of orchards and buffer planting to transition to Mucknell Abbey setting
- Key land uses and facilities
 - > Local centre
 - > Secondary school
 - > Primary school
 - > Residential
- Densities
 - > Edges close to Mucknell Abbey typically around 35dph, Flanking neighbourhood areas typically around 75dph (as defined on Densities Plan), core town centre mixed use areas typically around 75-120dph



GUIDING PRINCIPLES

Key Places and Spaces



- Connection to Low Hill
- Community Park
- Primary school + SEN
- Local centre
- Secondary school
- Natural linear park
- Green streets and connections
- Urban linear park
- Connection to Upper Wolverton



Streets and public realm design to put people first



Higher density residential typologies



Pocket parks integrated throughout neighbourhood



Mews and lanes providing character and pedestrian connectivity

Active Travel Framework

GUIDING PRINCIPLES

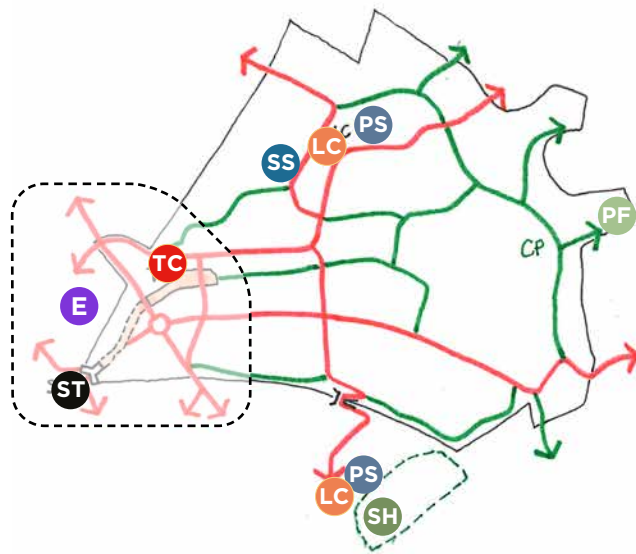
The neighbourhood's active travel connectivity is strongly related to the town centre, with walkable and cycleable connections convenient for all homes.

There is an extensive network of utility active travel routes that connect town centre, local centre and the surrounding neighbourhoods.

Leisure networks run through the linear open spaces, around the edge of residential areas and through the Community Park to the east.

In the southeast of the neighbourhood, there is an opportunity to provide further connectivity towards the local centre, primary school and Sports Hub located south of the railway line, through the provision of a new bridge or appropriate crossing. Such improvements to connectivity would be supported and can enable more sustainable travel opportunities for homes in this area.

- Primary "utility" active travel network
- Primary leisure active travel network



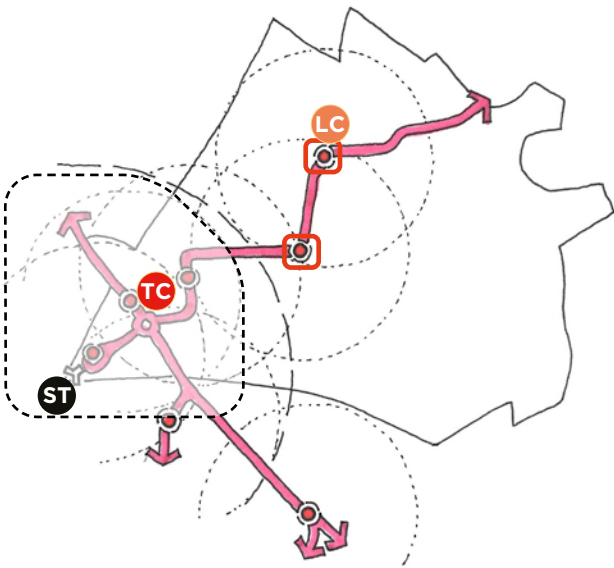
Neighbourhood shown with the context of the neighbouring town centre.

Public Transport Framework

Public transport runs along the primary street network and then into the town centre or Low Hill neighbourhood to the northeast.

Key junctions at the edge of the town centre or local centre may have public transport prioritisation measures if determined through the Monitor & Manage strategy.

- Public transport / bus route
- Public transport priority measures



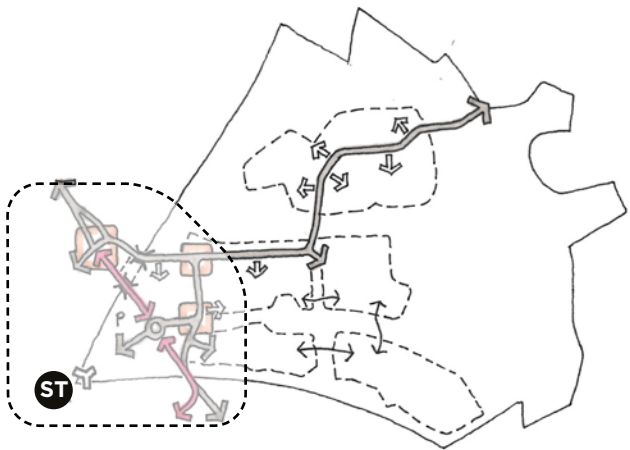
Vehicular Movement Framework

GUIDING PRINCIPLES

The primary through vehicle movement will be the town centre - A44 link street, part of the primary street network. It will provide vehicle access to all residential areas, with southern areas connected through slow-speed cross-parcel links to the primary street network.

Vehicle movement in neighbourhood areas will be on streets designed to prioritise people and will not allow through access.

- Primary street network
- Neighbourhood vehicle access points



Landscape Framework

The neighbourhood will have strong linear park links to the Community Park to the east, with an increasingly naturalistic feel to the parks further east.

The northern edge will retain the existing woodland planting and will use school playing fields to transition to the countryside edge.

Existing hedgerows, woodlands and mature trees will be retained to provide maturity of landscape in the emerging neighbourhoods.

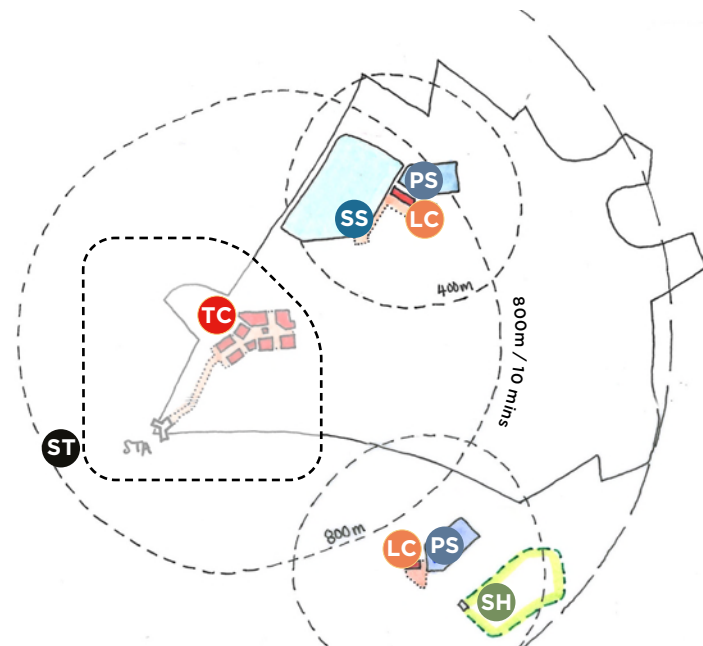
Buffer planting and a natural edge to the railway lines will be provided, with sustainable drainage systems integrated in these spaces and linear habitats to connect wider ecological networks.



Walkable Neighbourhood Framework

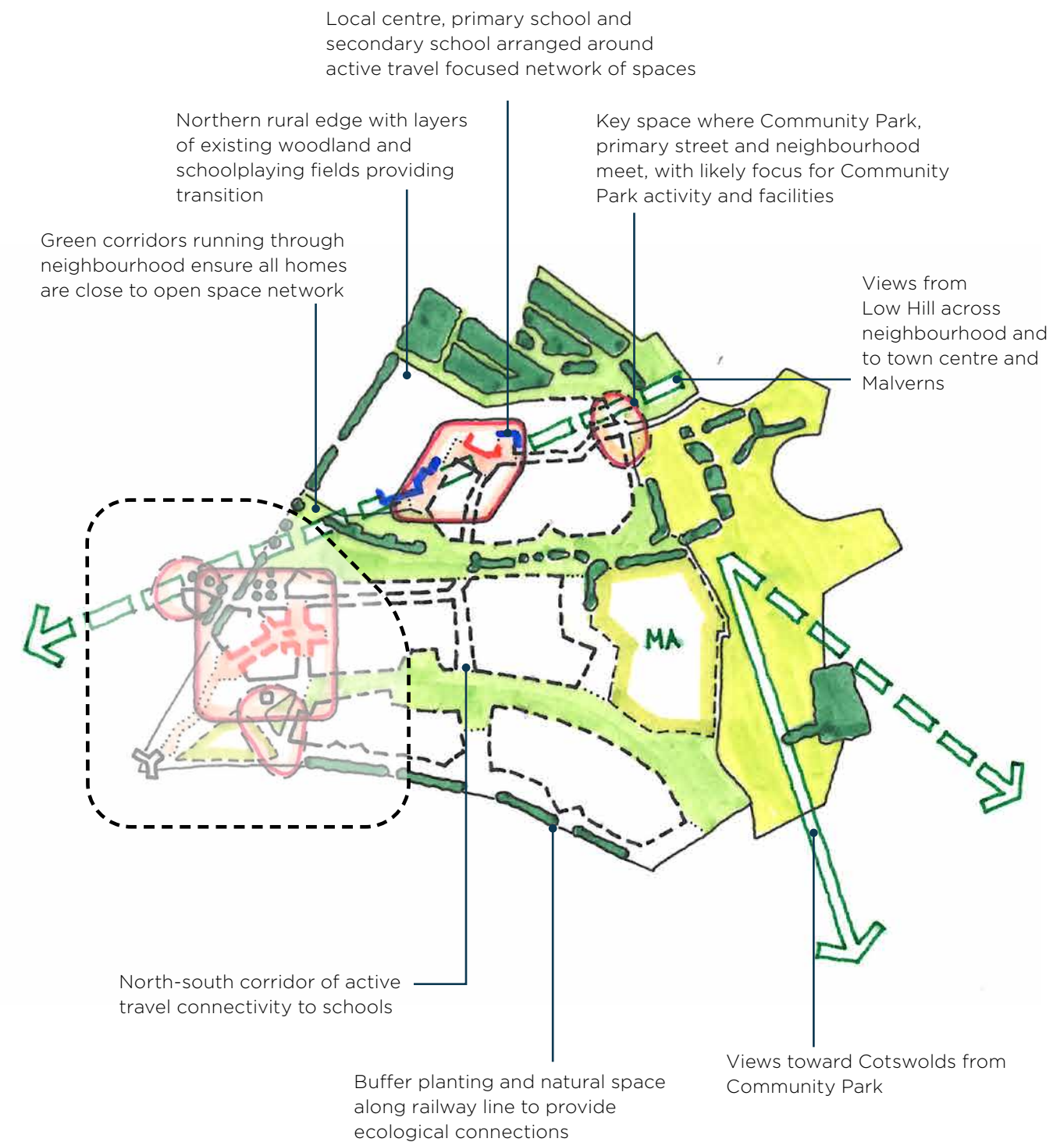
The town centre will provide many of the facilities for the neighbourhoods, and the local centre in the north of the neighbourhood will be more limited in size and level of facilities as a result. It will host a primary and secondary school, which may be phased as an all-through school in the early parts of development.

In the southeast of the neighbourhood, walkable coverage of these parcels is more limited and there is an opportunity to provide further connectivity towards the local centre, primary school and Sports Hub located south of the railway line, through the provision of a new bridge or appropriate crossing. Such improvements to connectivity would be supported and can enable more sustainable travel opportunities for homes in this area.



Urban Design Framework

The neighbourhood will have varying character in its northern, central and southern sections, with denser, more formal and more urban parts of the neighbourhood located closer to the town centre, graduating towards the north and east to less formal, greener and more integrated with the open space network and natural landscape.



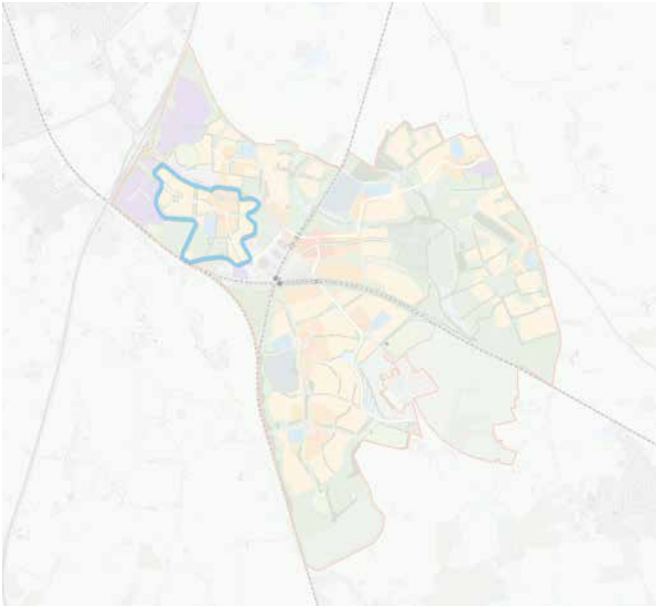
WOODHALL

GUIDING PRINCIPLES

The Woodhall neighbourhood in the west of the town will be influenced by the historic parks and gardens landscape in which it sits (Woodhall Farm and Norton Hall). It will retain historic rights of way as key routes, and will be focused on the ridge that runs north-south in the centre of the neighbourhood, with the cluster of farm buildings around Woodhall Farm forming a community hub connected to green open space, with views beyond.

Key Design Principles

- Landscape character
 - > Retention and enhancement of historic parks and gardens
 - > View corridors to Crookbarrow Hill and Malvern Hills from high points
 - > Retention of existing hedgerows and field patterns
 - > Retention of existing PRow where possible
- Key land uses and facilities
 - > Local centre
 - > Primary school
 - > Residential
 - > Employment
 - > Small-scale sports pitches
 - > Early activation community hub and mixed uses around the existing farmstead of Woodhall Farm
- Densities
 - > Typically around or above 35dph, selected areas typically around or above 55dph (as defined on Densities Plan)



GUIDING PRINCIPLES

Key Places and Spaces



- 'Gateway' environment at M5 arrival point
- Historic access to farm as structuring element
- Tree-lined streets and boulevard environment
- Local centre and primary school
- Active travel connection through historic parkland to town centre
- View corridor to Crookbarrow Hill
- Retention of historic parkland open space
- Access towards potential new station car park



Wolvercote Mill, Oxford
Variety of street and space types to create interest and attractive residential environment.



Horsted Park, Chatham
Streets designed for people and active travel first



The Avenue, Saffron Walden
Retention of existing mature trees and hedgerows in development



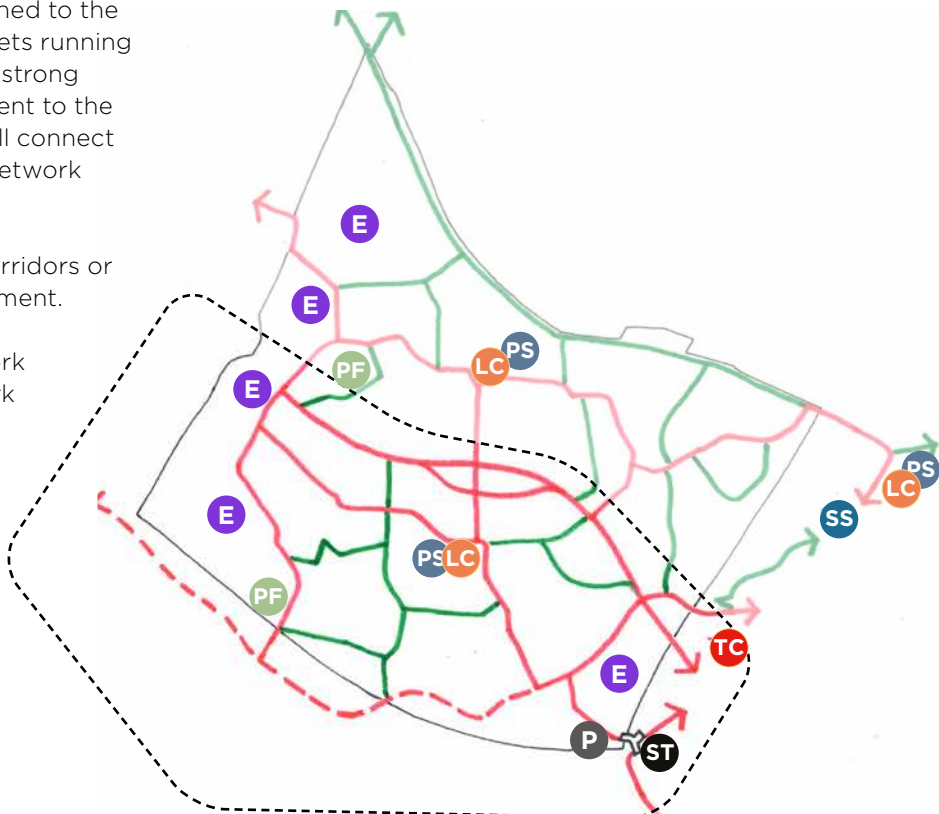
Existing farm building cluster to form a focal point for development and the open space network

Active Travel Framework

The main utility active travel routes are aligned to the primary street network and secondary streets running through the neighbourhoods. There will be strong connectivity to the employment area adjacent to the M5. Routes to the south over the railway will connect the neighbourhood to the National Cycle Network towards Worcester.

Leisure routes will primarily follow green corridors or through the open historic parkland environment.

- Primary “utility” active travel network
- Primary leisure active travel network



Neighbourhood shown with the context of the adjacent Spetchley neighbourhood to the north

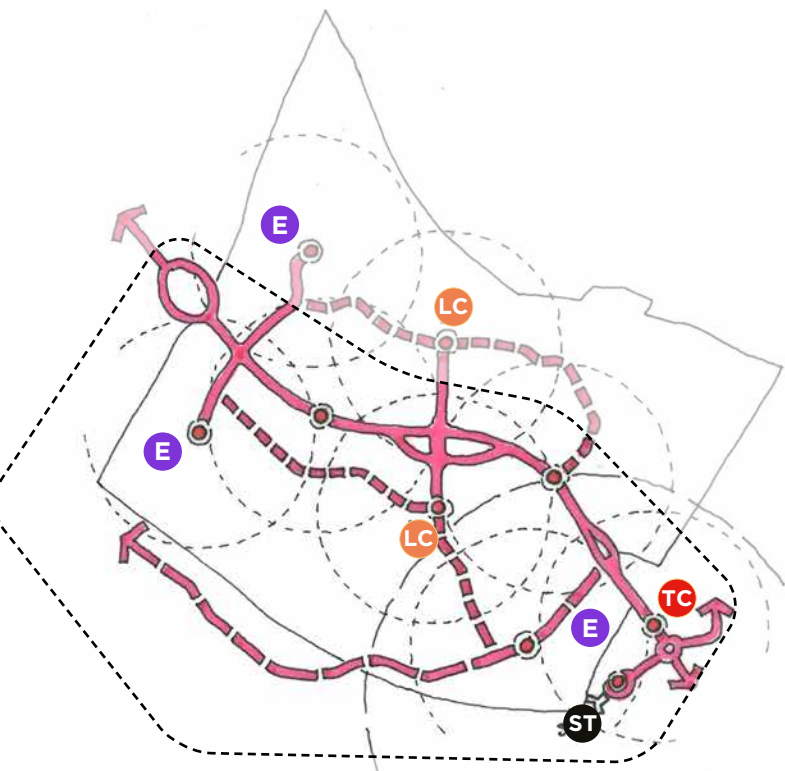
Public Transport Framework

Pershore Boulevard will provide bus routes between the town centre and Worcester, with strategic stops serving the neighbourhoods to ensure the most direct and attractive services. Prioritisation will be provided in line with the Monitor & Manage Framework.

An alternate route to Worcester’s southern suburbs and surrounding villages can be provided along Norton Lane and through Norton.

Local bus services can be provided along the neighbourhood secondary streets, connecting neighbourhoods and the town centre.

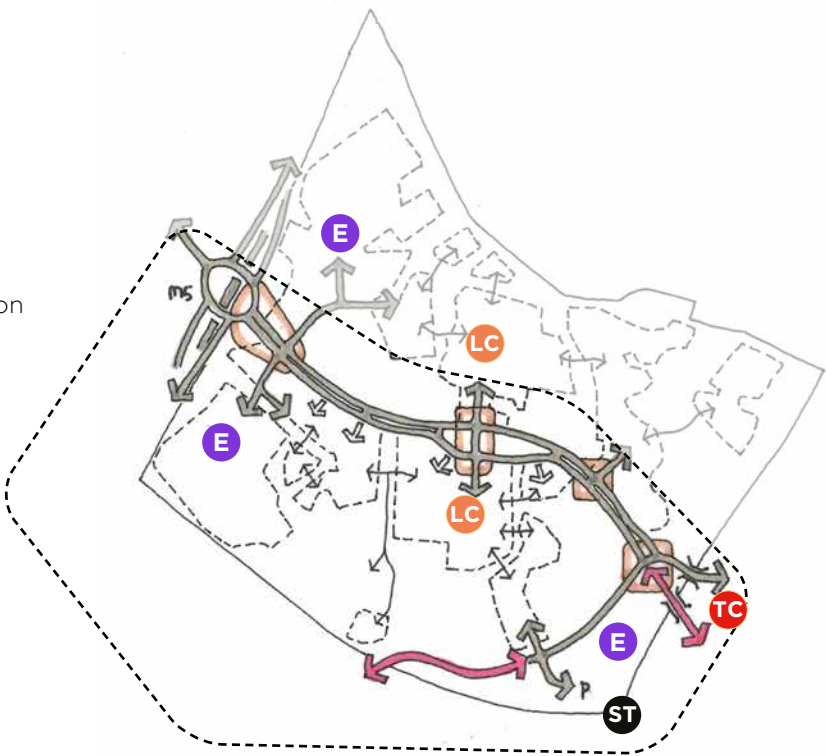
- Prioritised Public transport / bus route
- Potential additional bus route
- Potential local bus routes



Vehicular Movement Framework

Through vehicular movement to the town centre, southern and eastern neighbourhoods, Worcestershire Parkway railway station and onwards onto the highway network will be on Pershore Boulevard. Vehicle access into neighbourhoods for non-through or local movement will be provided at key points on Pershore Boulevard.

- Primary street network
- Key junctions with active travel provision
- Neighbourhood vehicle access points
- Public transport priority



Landscape Framework

The retention of existing hedgerows, trees and priority (or irreplaceable) habitats forms the basis for the landscape framework. Development will be framed by the retention of existing mature landscape features, linking to the strategic open spaces formed by the existing historic parkland environments.

In the west, view corridors to Crookbarrow Hill and the Malvern Hills will be retained, radiating from a key open space.

A structuring east-west green corridor will link the town centre, historic parkland, local centre/primary school and then run west towards the view corridor to Crookbarrow Hill.

The historic driveway route to Wood Hall Farm will form another structuring element north-south in the western part of the neighbourhood.

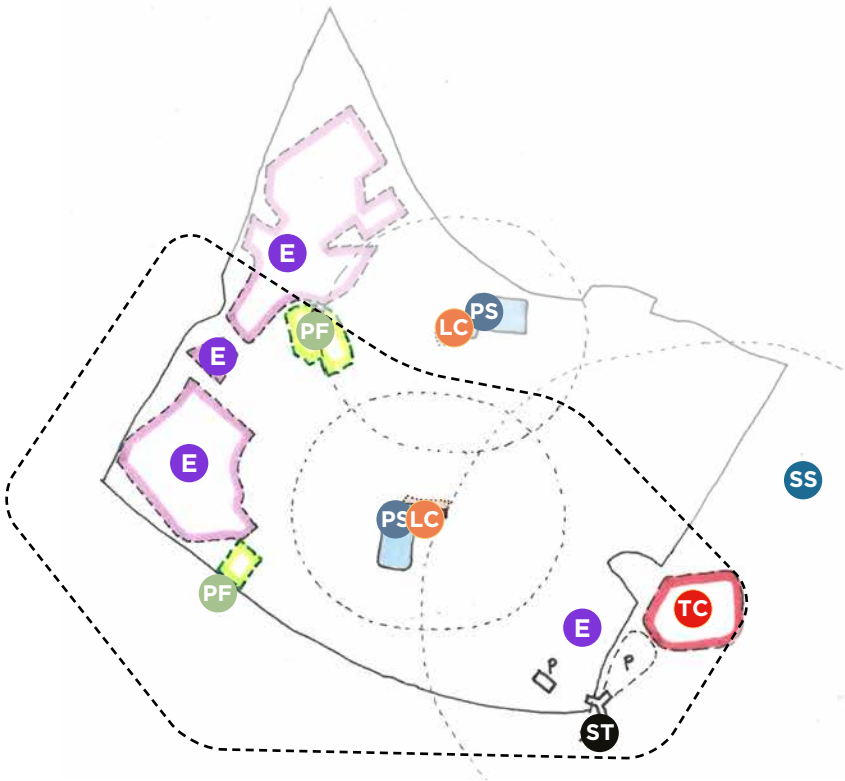


Walkable Neighbourhood Framework

The neighbourhood is served for daily needs by a centrally located local centre and co-located primary school, on the main east-west and north-south neighbourhood-level movement corridors.

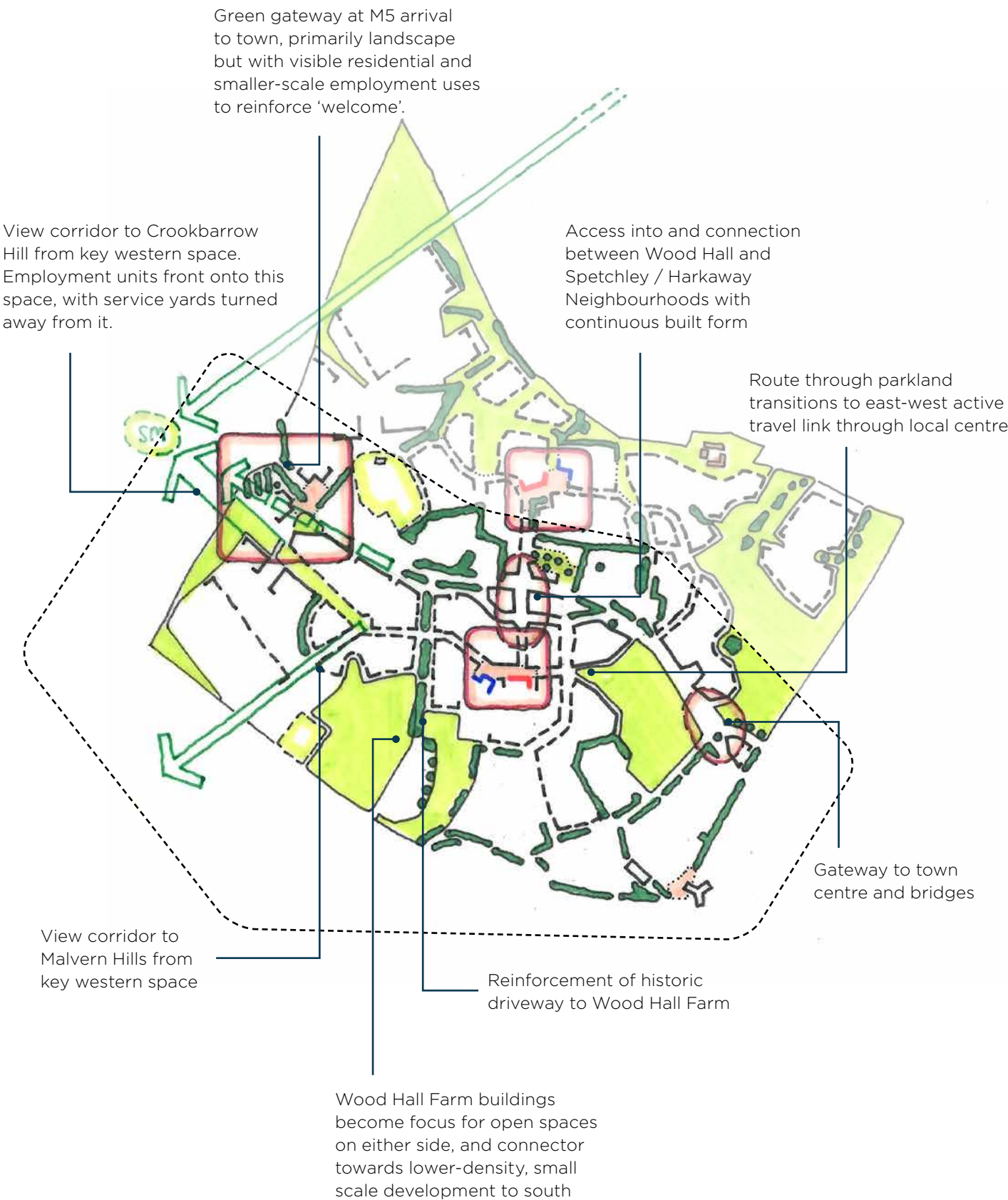
The town centre provides additional facilities and a walkable catchment in the eastern half of the neighbourhood.

The large areas of employment land at the western edge of the neighbourhood will be integrated with active travel connections to ensure walkable access to jobs.



Urban Design Framework

The neighbourhood will have varying character in its northern, central and southern sections.



SPETCHLEY / HARKAWAY

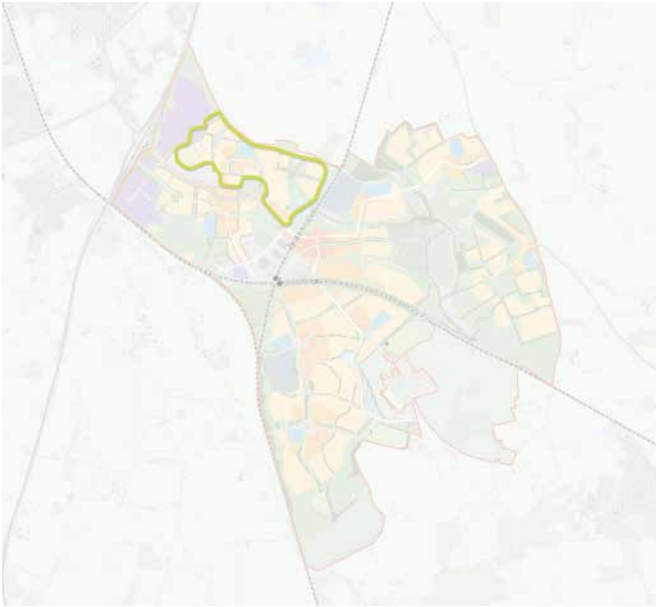
GUIDING PRINCIPLES

The Spetchley / Harkaway neighbourhood in the north west of the new town will be influenced by the field patterns and topography of the landscape character of the area, generally sloping toward the north with views towards Spetchley Park. A historic lane (Botany Bay Lane) defines the northern edge of the neighbourhood. The presence of water in the landscape will drive the creation of green corridors and open spaces, with the focus for development being on the ridge of land that separates two valleys.

The scale, massing and character relating to the Spetchley Park and Gardens should be a key influence to create a distinctive neighbourhood.

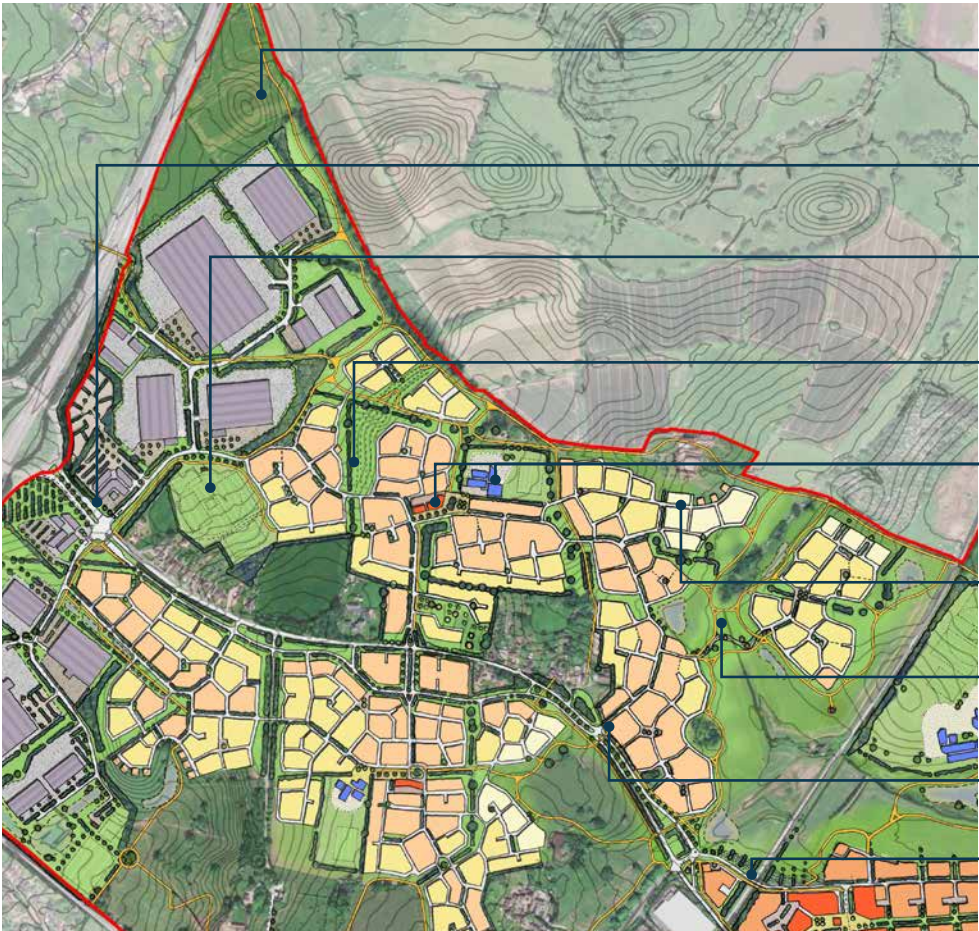
Key Design Principles

- Landscape character
 - > Green corridors around watercourses
 - > Retention of existing hedgerows and field patterns where feasible to ensure the delivery of a coherent legible and well planned community
 - > Use of new structural landscape and existing topography changes to relate new development sensitively to existing residential uses on Pershore Road
 - > Retention of pockets of historic landscape (such as orchards) and woodland along the historic lane at the northern edge of the neighbourhood
- Key land uses and facilities
 - > Local centre
 - > Primary school
 - > Residential
 - > Employment
 - > Sports pitches
- Densities
 - > Typically around or above 35dph, selected areas around or above 55dph (as defined on



GUIDING PRINCIPLES

Key Places and Spaces



- Retention of planned view from Spetchley House to Crookbarrow Hill
- 'Gateway' environment at M5 arrival point
- Playing fields to provide buffer to existing properties
- Use of existing hedgerows to structure neighbourhood
- Local centre and primary school
- Lower density rural edge
- Strategic open space and drainage network
- Tree-lined streets and boulevard environment
- New all-modes bridge to town centre



Swales and water management integrated with streets

Small-scale spaces within residential parcels creating variety



Built form overlooking strategic open spaces and water networks

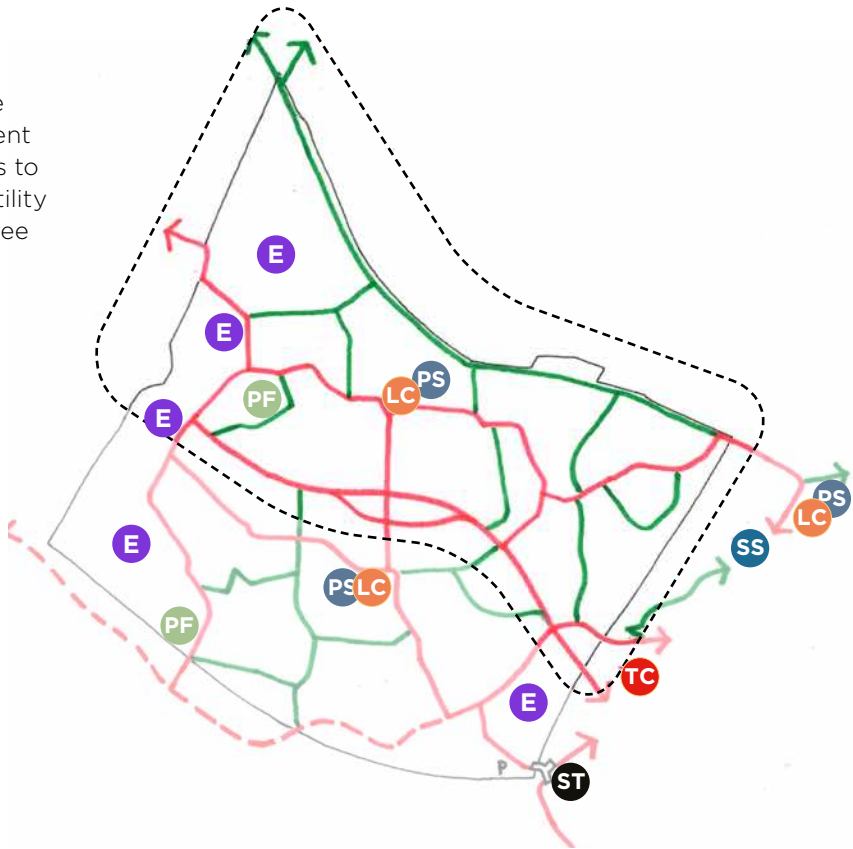


Active Travel Framework

The main utility active travel routes are aligned to the primary street network and secondary streets running through the neighbourhoods. There will be strong connectivity to the employment area adjacent to the M5 and Wood Hall to the south. Connections to Worcester across the M5 will extend the primary utility network. There will be good connections to the three railway crossings towards the east,

The leisure network will run through open space and hedgerow corridors, and connect to the east-west green route at the northern edge of the neighbourhood.

- Primary “utility” active travel network
- Primary leisure active travel network



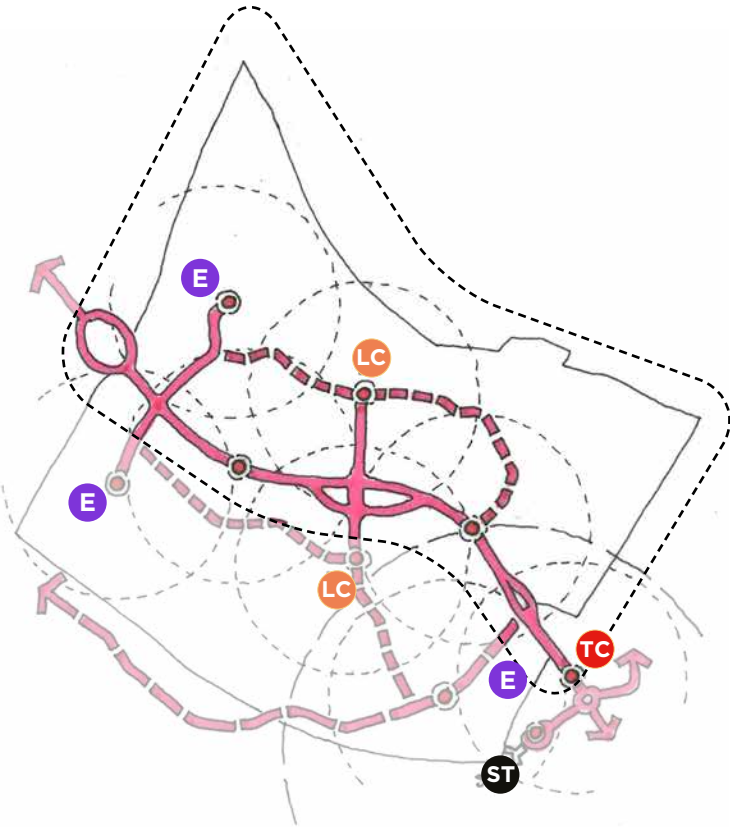
Neighbourhood shown with the context of the adjacent Wood Hall neighbourhood to the south

Public Transport Framework

Pershire Boulevard will provide bus routes between the town centre and Worcester, with strategic stops serving the neighbourhoods to ensure the most direct and attractive services. Prioritisation will be provided in line with the Monitor & Manage Framework.

Local bus services can be provided along the neighbourhood secondary streets, connecting neighbourhoods and the town centre.

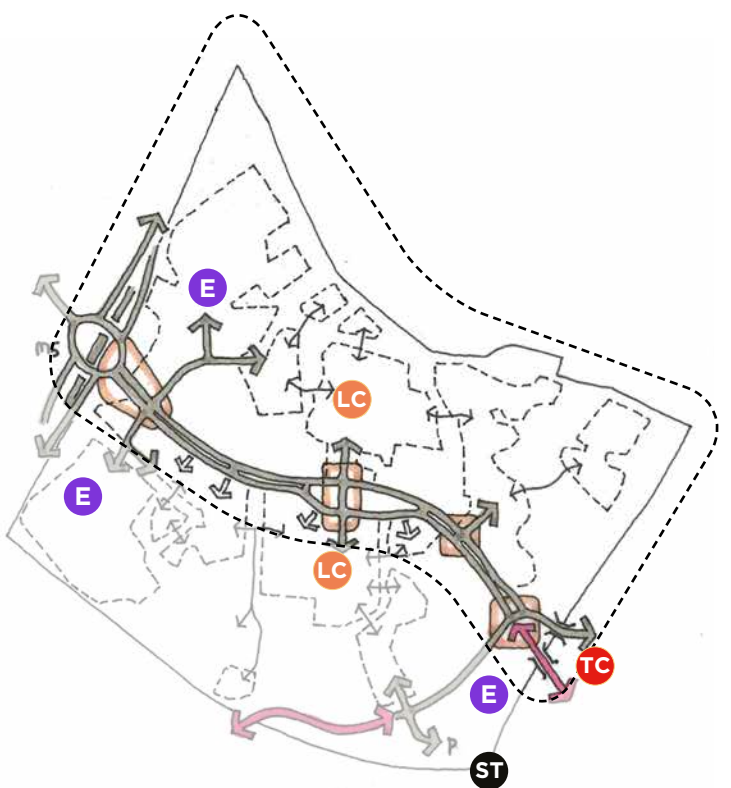
- Public transport / bus route
- Potential additional local bus route



Vehicular Movement Framework

Through vehicular movement to the town centre, southern and eastern neighbourhoods, Worcestershire Parkway railway station and onwards onto the highway network will be on Pershire Boulevard. Vehicle access into neighbourhoods for non-through or local movement will be provided at key points on Pershire Boulevard.

- Primary street network
- Key junctions with active travel provision
- Neighbourhood vehicle access points

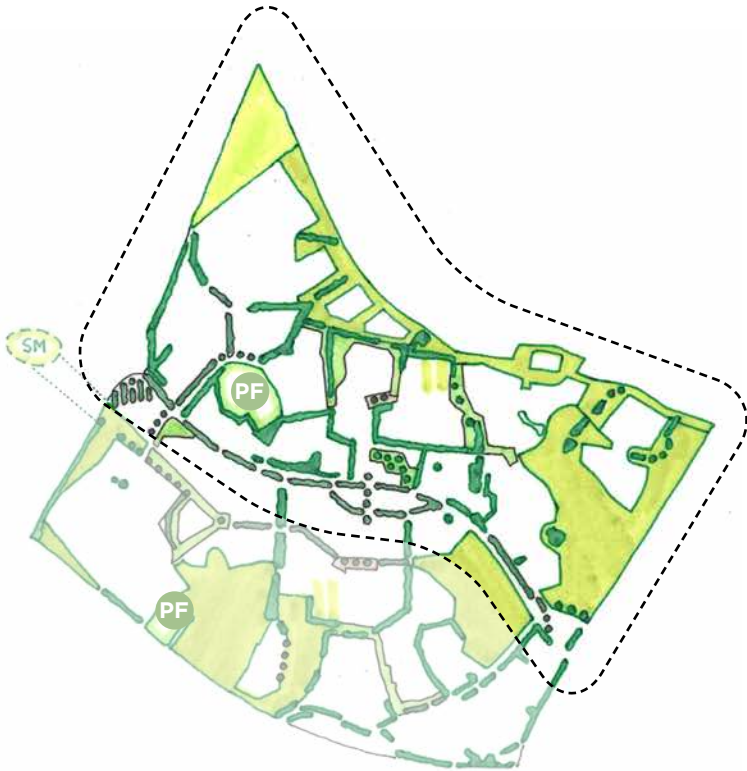


Landscape Framework

The retention of existing hedgerows, trees and priority (or irreplaceable) habitats forms the basis for the landscape framework. Development will be framed by the retention of existing mature landscape features, linking to the strategic open space formed by the watercourse corridor in the east.

Green corridors will connect north-south along existing field boundaries, graduating from more formal along Pershire Boulevard to more natural at the northern edge.

New structural planting to provide protection for existing residents will connect to existing networks of green infrastructure, extending their use as ecology corridors.

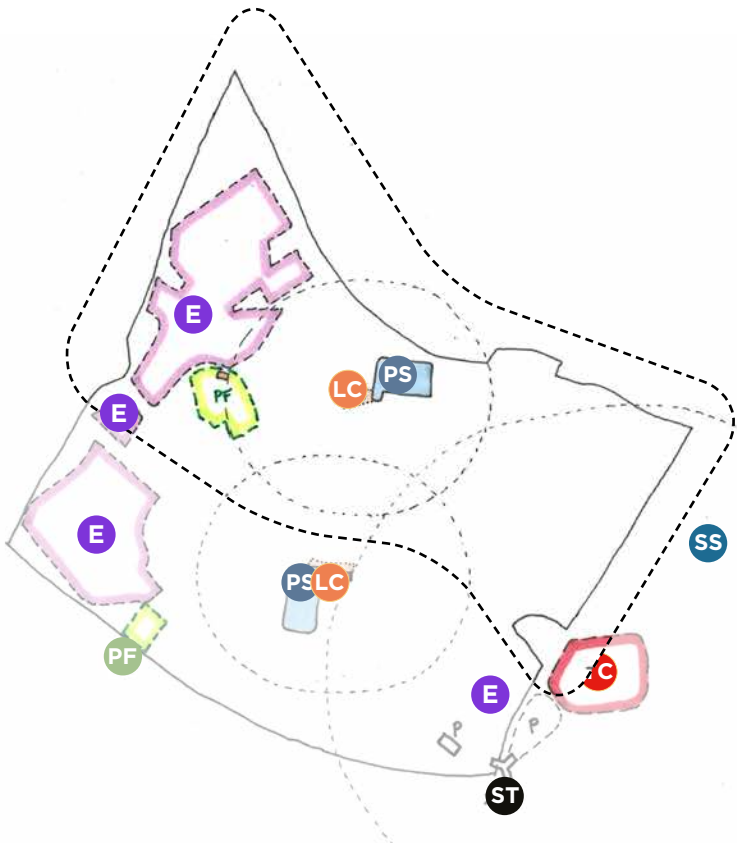


Walkable Neighbourhood Framework

The neighbourhood is served for daily needs by a centrally located local centre and co-located primary school, on the main east-west and north-south neighbourhood-level movement corridors.

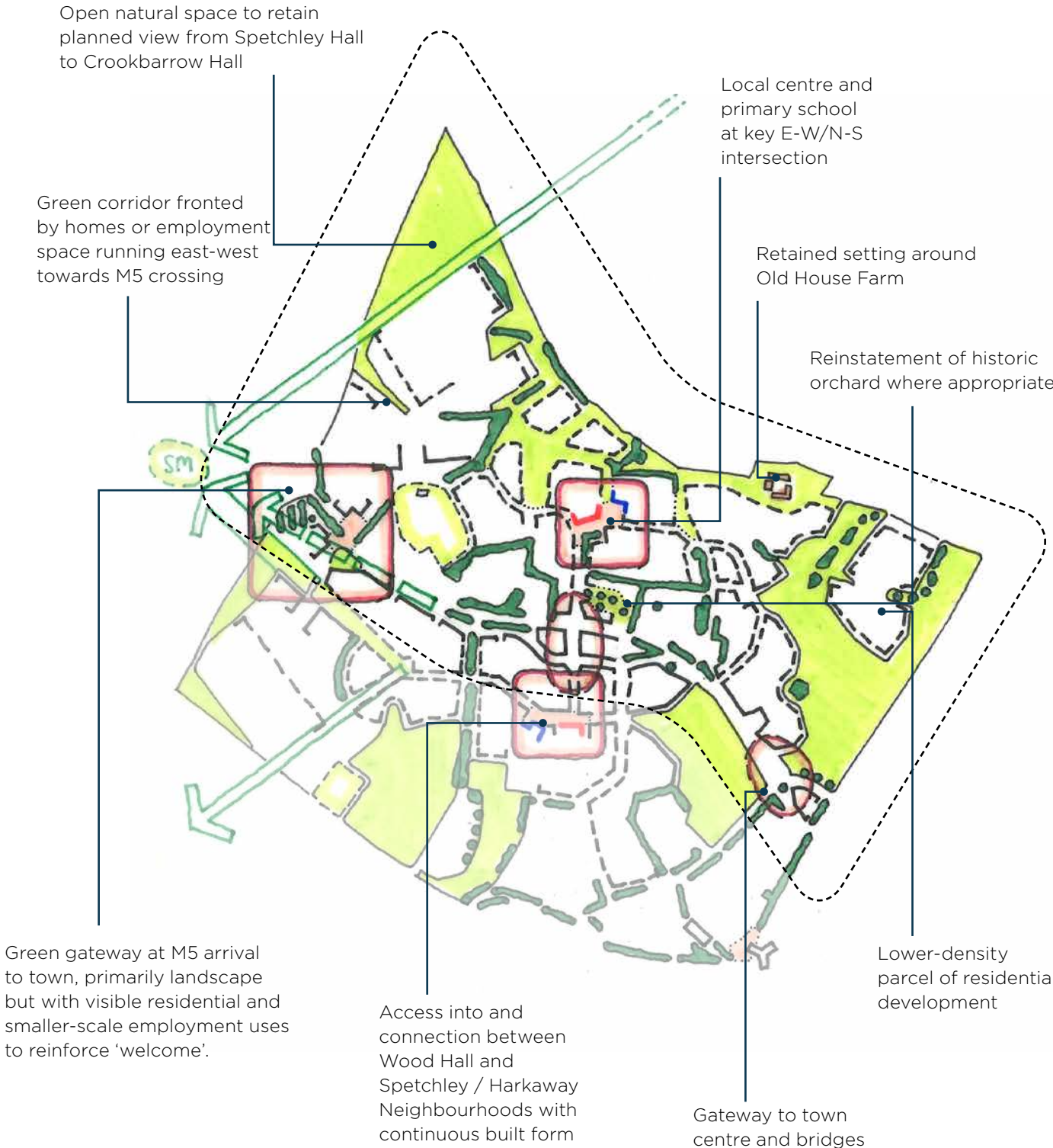
The town centre provides additional facilities and a walkable catchment in the eastern half of the neighbourhood. The secondary school will be accessible via active travel routes at the main railway crossing points.

The large areas of employment land at the western edge of the neighbourhood will be integrated with active travel connections to ensure walkable access to jobs.



Urban Design Framework

The neighbourhood will have varying character in its northern, central and southern sections.



ABBOTSWOOD RIDGE

GUIDING PRINCIPLES

Densities Plan)

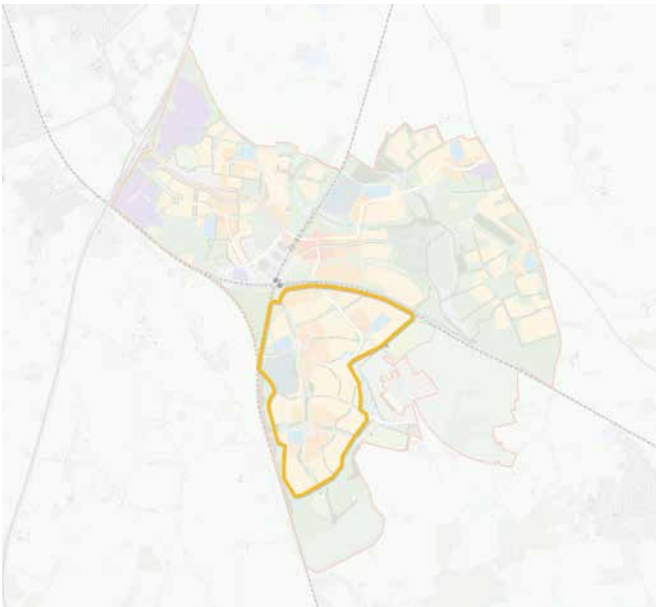
Abbotswood Ridge, a neighbourhood that runs to the south comprises the largest neighbourhood of the town, and will have variation in character north-south. This neighbourhood is defined by a very open, rising landscape 'dome', very few field boundaries with a prairie-like character, and a visual relationship with the village of Stoulton, which sits at a high point in the landscape between two valleys.

Homes, facilities and key spaces will be anchored around a treed ridgeline linear park that provides strategic active travel and links together local centres that punctuate the park at key east-west route intersections, where key views will be retained. Structural planting will be used in layers in streets to soften the visibility of built form from Stoulton and Littleworth, reflecting the historic village's existing blend of green and built form.

This extended neighbourhood could have up to three distinctive centres, two of which are on the ridgeline linear park and one of which is adjacent to the Sports Hub and primary school. Each will be differentiated by their uses, scale and adjacency to the town centre.

Key Design Principles

- Landscape character
 - > Treed green ridge park defining centre of neighbourhood
 - > Breaking up of open 'dome' landscape with structural planting layers
 - > View corridors to Malverns and nearby valleys and villages
- Key land uses and facilities
 - > Up to 3x Local centres
 - > 3x Primary schools
 - > Residential
 - > Secondary school
 - > Sports Hub
 - > Other sports pitches
- Densities
 - > Typically around or above 35dph, selected areas around or above 55dph (as defined on Densities Plan), areas closest to railway station around or above 75dph.



Local centres that link to a linear green park



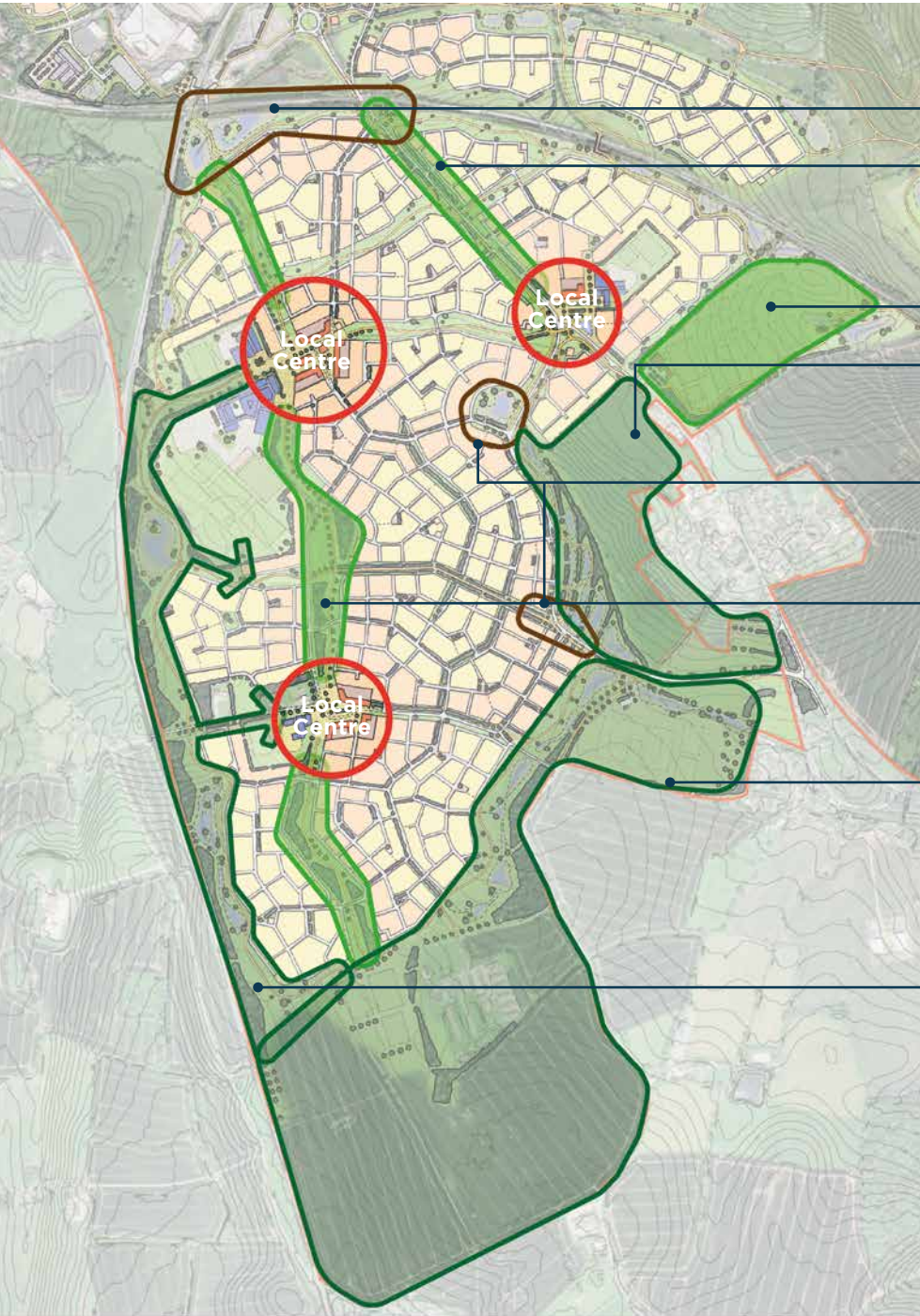
Streets focused on people and active travel



Networks of large-scale open space easily accessible

GUIDING PRINCIPLES

Key Places and Spaces



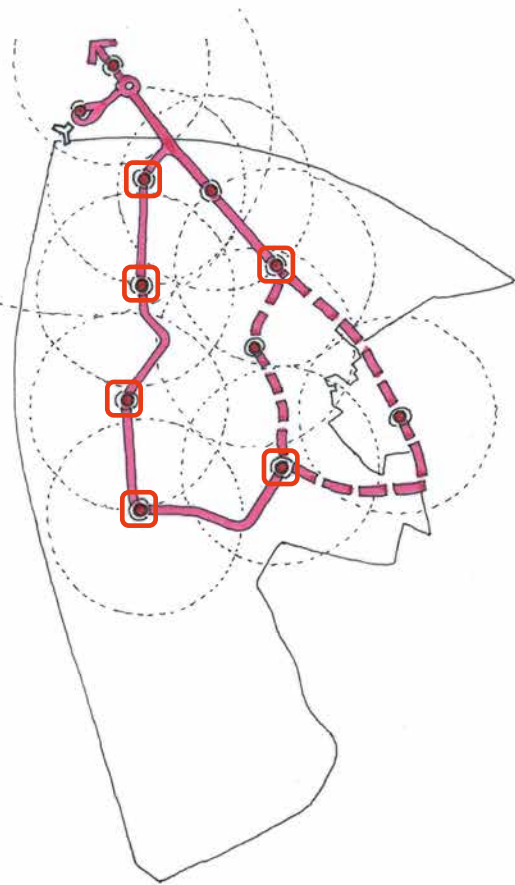
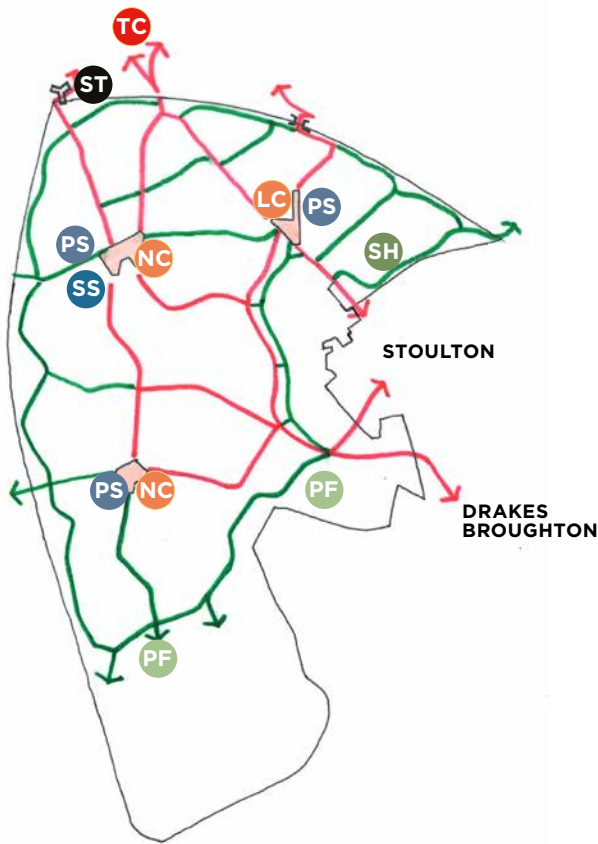
- Integrating / transition with the new town centre and existing station
- Primary Tree-Lined Street
- Sports Hub
- Stoulton Buffer
- Development Gateways transitioning from open space to residential areas and entering neighbourhood
- 'Ridge Park' - defining feature of neighbourhood, set out in Green and Blue Infrastructure Strategy
- 'Wadborough Park' - opportunities for sports, new habitats and solar power generation to the south
- 'Abbotswood Park' Copses and habitats along railway edge

- Centres
- Transition spaces and development gateways
- 'Civic' character open space
- 'Natural' character open space

Active Travel Framework

The active travel network connects the local centres and town centre via a primary network of segregated, lit and utility-focused routes. It is supported by a network of leisure-focused routes that run through linear open spaces and green infrastructure corridors, that are typically run towards the green edge of the neighbourhood.

- Primary “utility” active travel network
- Primary leisure active travel network



Public Transport Framework

Public transport runs north-south to connect the local centres to the town centre, and then potentially onwards to Pershore or returning via Stoulton, or the western edge of the neighbourhood.

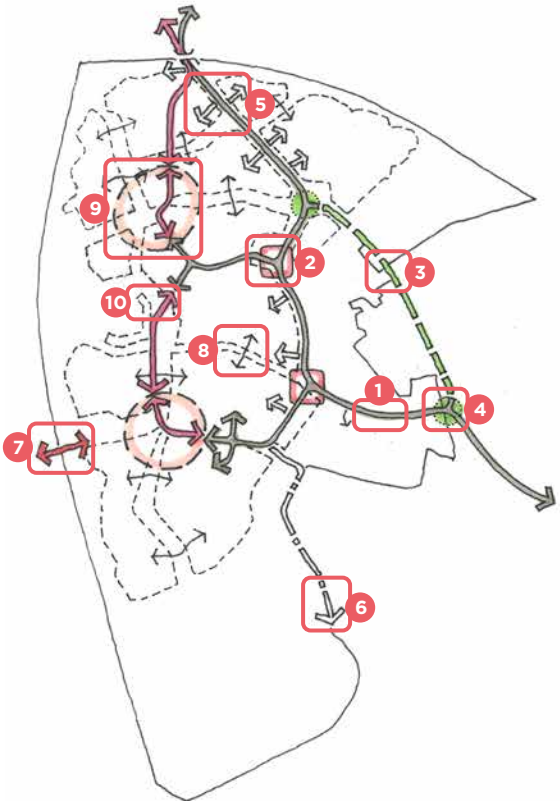
At key nodes such as local centres and crossings of green infrastructure corridors buses are afforded priority to move with modal filters preventing through vehicle traffic, or prioritised intelligent signal control.

- Prioritised public transport / bus route
- Potential alternative bus 'loop' options
- Public transport priority measures

Vehicular Movement Framework

Access to neighbourhoods will be from the Primary Street Network, typically east-west on low-speed neighbourhood streets. North-south movement will be restricted to the primary street network.

1. Re-aligned B4084 primary street providing access to new development and through traffic – providing relief to Stoulton Village
2. Primary vehicular access junctions in to core development area
3. Existing B4084 through Stoulton downgraded for local access only
4. Vehicular flow directed away from existing route through Stoulton (right turn required)
5. Indicative secondary accesses from primary street to development parcels
6. Access to Wadborough Road from new primary street
7. Existing vehicular bridge reduced to active travel and local access only (no through traffic)
8. Indicative connections between development parcels
9. No general movement for vehicles through mixed use centres – for public transport, active and service access only
10. Prioritised public transport links through core development area



1. Stoulton Buffer
2. Layered structural planting within landform
3. Wadborough Park
4. Abbotswood Park

Landscape Framework

The landscape framework aims to bring structure to an open and exposed landscape, retaining key views and mitigating the visibility of development so it sits within a green skyline. The ridgeway park will provide a treed skyline for development, and layered structural planting on the western slopes will break up the visibility of a compact neighbourhood.

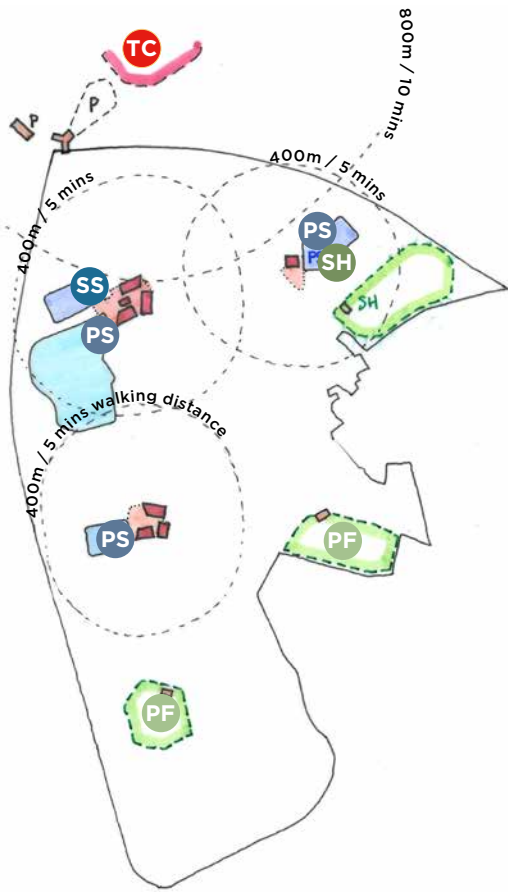
The compact form of the neighbourhood is structured with a series of green corridors and a ridgeway park. A range of larger-scale open spaces are located towards the periphery. Playing fields are located strategically to extend the green 'buffers' while still providing important functions for the new neighbourhood.

The Stoulton 'buffer' will be a major open space which transitions from Abbotswood Ridge towards agricultural use and the existing village of Stoulton. It will include informal amenity, SuDS, new habitats, footpaths and the potential for sport.

To the far south an opportunity exists for solar power generation within the Allocation area.

Walkable Neighbourhood Framework

Local retail, commercial / community uses, sports facilities and schools will be co-located or grouped together at the heart of neighbourhoods. Facing onto high quality public realm, these uses will work together to create nodes of activity and pleasant places to meet and spend time. Such uses will be located along or at PT routes and stops, and be well accessed from the active travel network. Each centre or facility will create a recognisable destination in its own right, but in its scale and function, will be complementary to the town centre to the north.



Urban Design Framework

Key views are retained from the local centres towards the Malverns and to the Cotswolds, with occasional glimpsed views through development elsewhere. Key marker buildings and opportunities for architectural differentiation are located at key nodes and terminating key views along movement networks and as part of open spaces. Civic open spaces and primary streets have a more urban frontage character than natural open spaces and rural, external edges.

Mixed use local centres providing for day-to-day needs of residents within a walkable distance. Vertical mixed use buildings fronting and spilling out in to a flexible central urban space that includes a mobility hub. Schools will also form an active component of these centres – also where possible for community dual use

The key development gateways from the re-aligned B4084 – announced by feature buildings and landscape/townscape

The Stoulton Buffer provides separation and mitigation to Stoulton but also opportunities for informal amenity space, surface water attenuation, buffer planting and leisure routes for public access to appropriate parts of the buffer

East-west green corridors provide links from Ridge Park to the wider countryside

The structural 'ridge park' – a key feature of this neighbourhood. An active space for formal and informal use, structural copse planting and where appropriate opportunities for feature buildings at key nodes. This space also serves to provide a 'landscaped ridge' from the wider area, ensuring this neighbourhood sits well in the overall landscape

Further opportunities for partial/glimpsed views from within the neighbourhood and the 'ridge park'

Opportunity to maximise views from key places/spaces to Malvern Hills and Bredon Hill

Structural planting to the rail line providing visual and noise mitigation (where required) and assisting in ensuring the overall development sits well within a mature landscape setting

Frontages on to the 'ridge park' should generally be continuous to provide good enclosure and natural surveillance of this key space

Other key structuring frontages requiring special attention as legible spaces and connections throughout the neighbourhood

Opportunities for formal sports provision as part of the neighbourhood – providing active functional use of open spaces and transitions to existing settlements

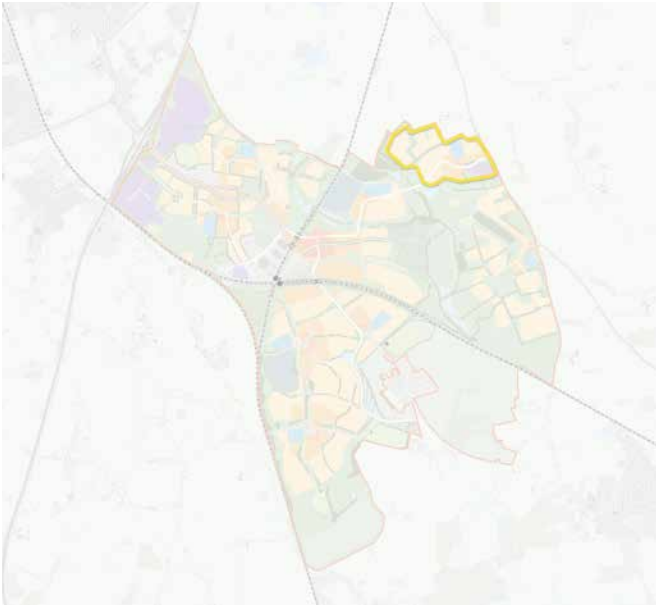
LOW HILL

GUIDING PRINCIPLES

The Low Hill neighbourhood will be a more self-contained, traditional linear village-like area inspired by historic upland village forms such as Stoulton or Crowle. Built form layout will relate to the contours and existing field boundaries, with strong links down the slopes towards the community park to the south. At the heart of the neighbourhood will be a small-scale local centre on the main street, which will reflect traditional village forms, landscape, open spaces and architecture.

Key Design Principles

- Landscape character
 - > Retention of existing hedgerows and field patterns
 - > Use of topography to set up views to Community Park
 - > Development filtered by tree belts and hedgerows
 - > Use of new structural landscape and existing topography changes to relate new development sensitively to existing residential uses on A44 Evesham Road
- Key land uses and facilities
 - > Local centre
 - > Primary school
 - > Residential
 - > Small-scale employment adjacent to A44
- Densities
 - > Typically around or above 35dph, selected areas around or above 55dph



GUIDING PRINCIPLES

Key Places and Spaces



- Lower density, more rural edge
- Retention of existing hedgerow corridors
- Linear village street and central local centre
- Primary street follows contours and existing landscape
- Smaller-scale employment buildings close to A44
- Landmark development at prominent location overlooking Community Park



Variety of village-style open spaces formed from existing green infrastructure corridors



Graduated rural edge to the north with links to open spaces



Courtyards and quiet spaces away from main street



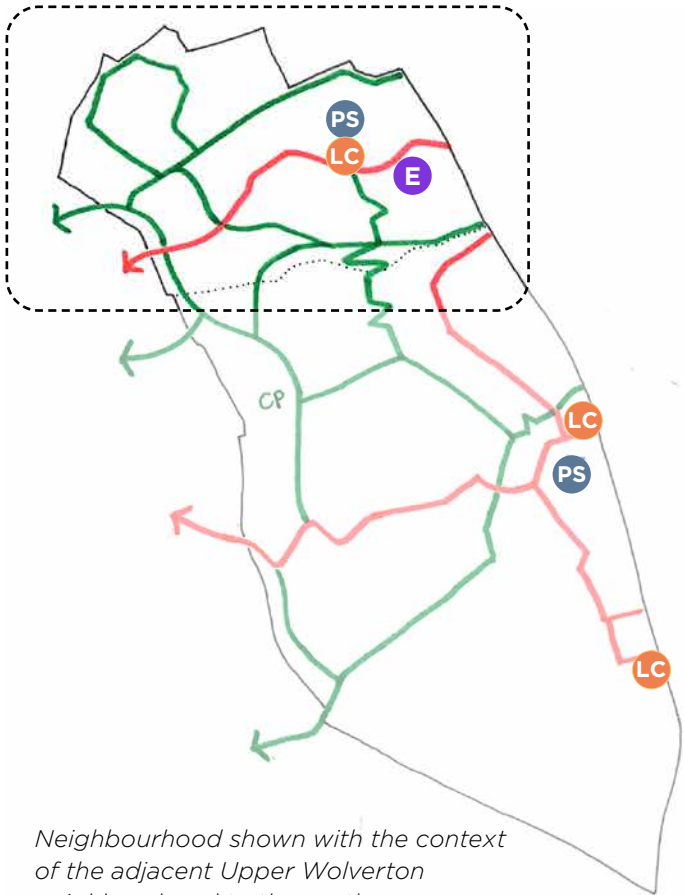
Accessible active travel links to Community Park

Active Travel Framework

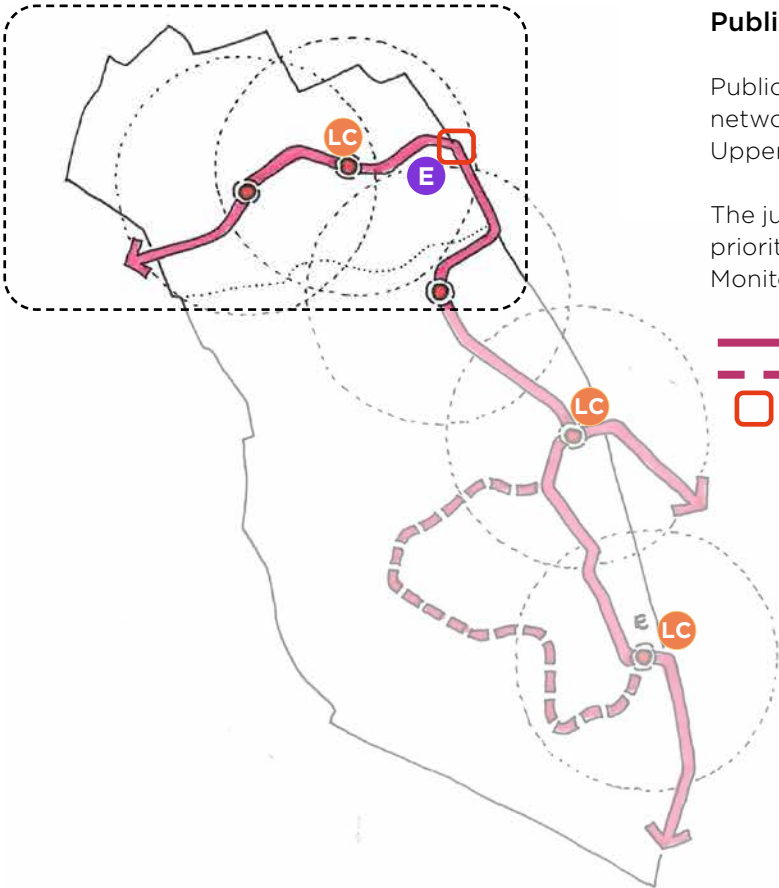
Low Hill will be a comparatively small neighbourhood and based along a linear main street, which as part of the primary street network will have dedicated active travel infrastructure within it. This forms the main east-west connection towards the town centre and community park.

The leisure network will be extensive, running into and through the extensive green open spaces that surround and link into the neighbourhood. They will connect to the community park to the west, and towards Upper Wolverton to the south.

- Primary “utility” active travel network
- Primary leisure active travel network



Neighbourhood shown with the context of the adjacent Upper Wolverton neighbourhood to the south



Public Transport Framework

Public transport runs along the primary street network to the A44 before heading south towards Upper Wolverton.

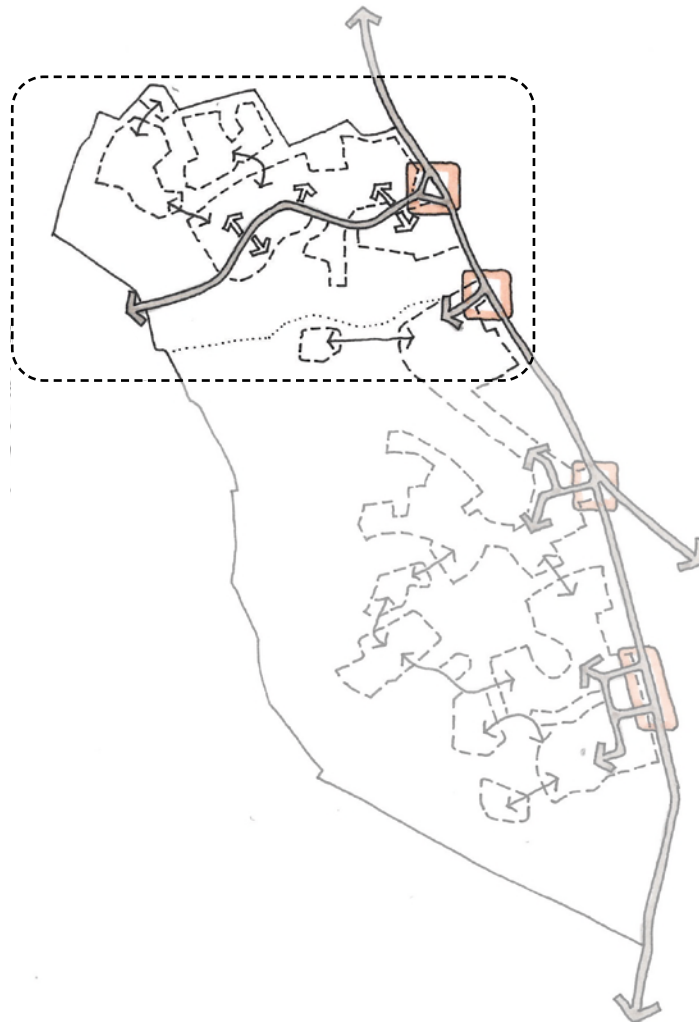
The junction with the A44 may have public transport prioritisation measures if determined through the Monitor & Manage strategy.

- Public transport / bus route
- Potential additional local bus loop
- Public transport priority measures

Vehicular Movement Framework

The main east-west street will provide the main vehicle access into development parcels, which will be designed to only provide vehicle access to properties and not provide a through route through residential areas.

- Primary street network
- Key junctions with active travel provision
- Neighbourhood vehicle access points



Landscape Framework

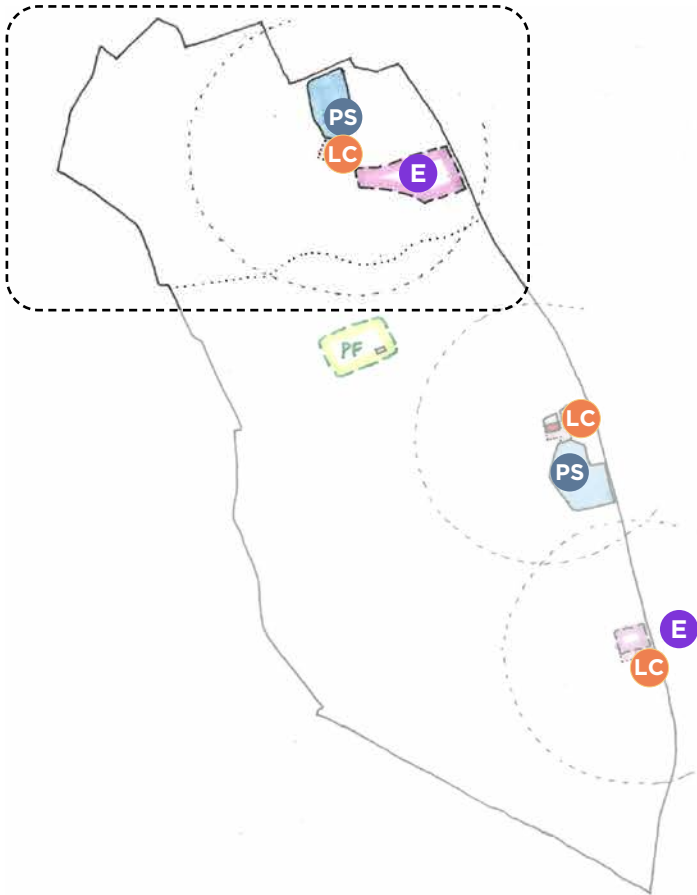
The northern edge will retain lines of existing hedgerows and mature trees to structure the development parcels, and provide active travel connections towards the Community Park and open space network.

Green connections will be made from the local centre towards the open space network to the south.

Walkable Neighbourhoods Framework

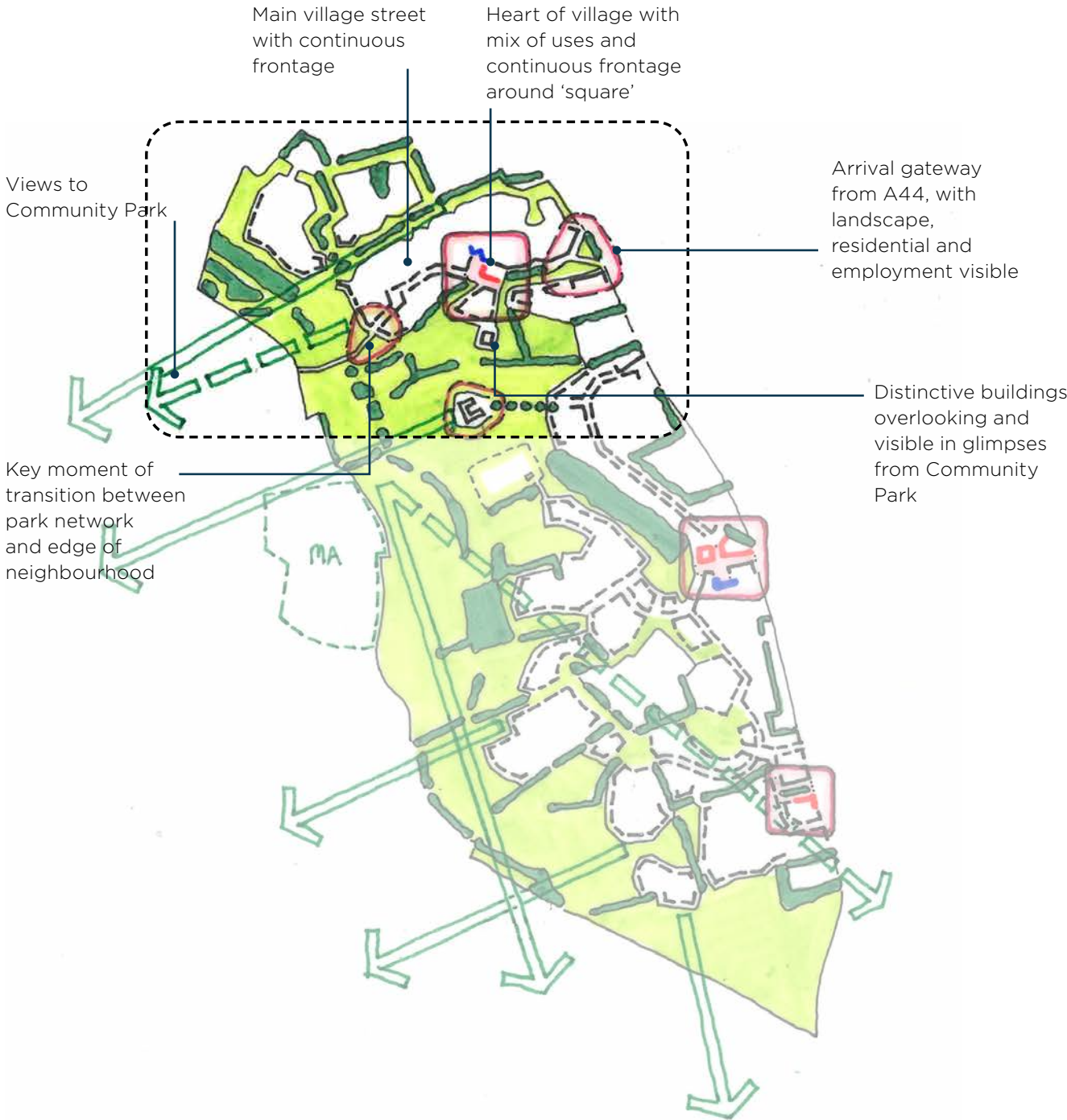
Low Hill neighbourhood is one of the smallest neighbourhoods within Wychavon Town and will be served by a single local centre and primary school, with a few minutes' walk of all homes.

A small employment area adjacent to the A44 will also be within catchment of homes to provide some local job opportunities.



Urban Design Framework

The neighbourhood is anchored by the east-west primary street, with development intensity falling away to the north and south, filtering to the Community Park, open space network and surrounding countryside. The heart of the neighbourhood will be small in scale and with links outwards to the open space network.



UPPER WOLVERTON

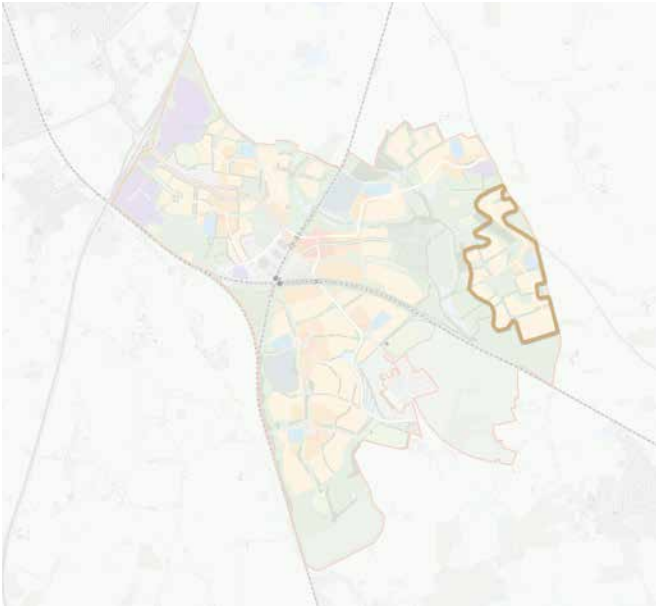
GUIDING PRINCIPLES

The Upper Wolverton neighbourhood is defined by its varied topography, steep valleys and strong existing hedgerows and tree belts. This influence means it will have a more dispersed, semi-rural character which is based around the historic farmstead cluster (Upper Wolverton Farm and Lower Wolverton Farm). These will be retained and form a potential location for early activation of the neighbourhood.

The neighbourhood will have good connectivity down the slopes to the west towards the community park and the town centre. Its development form will be governed by the existing topography and retained green infrastructure of hedgerows and tree belts. At the northern end of the neighbourhood, an opportunity exists for a landmark building cluster overlooking the Community Park and complementing Mucknell Abbey across the valley.

Key Design Principles

- Landscape character
 - > Retention of existing hedgerows and field patterns
 - > Use of topography to set up views to Community Park
 - > Development filtered by existing and new tree belts and hedgerows
 - > Use of new structural landscape to relate new development sensitively to existing residential uses on A44 Evesham Road
- Key land uses and facilities
 - > Local centre
 - > Primary school
 - > Residential
 - > Small-scale sports pitches
 - > Retained community hub and mixed uses around the existing farmsteads
- Densities
 - > Typically around or above 35dph, selected areas around or above 55dph



GUIDING PRINCIPLES

Key Places and Spaces



- Landmark development at prominent location overlooking Community Park
- Lower density, more rural edge
- Regular active travel links to Community Park
- Local centre and primary school
- Setting of Upper Wolverton Farm retained
- Retention of existing hedgerow corridors
- Potential development on slopes with bespoke layouts and design of homes to address topography
- Smaller local centre opportunity



Distinctive built form edge to valley below



Green links through neighbourhoods



Retention of existing mature trees within green corridors and streets



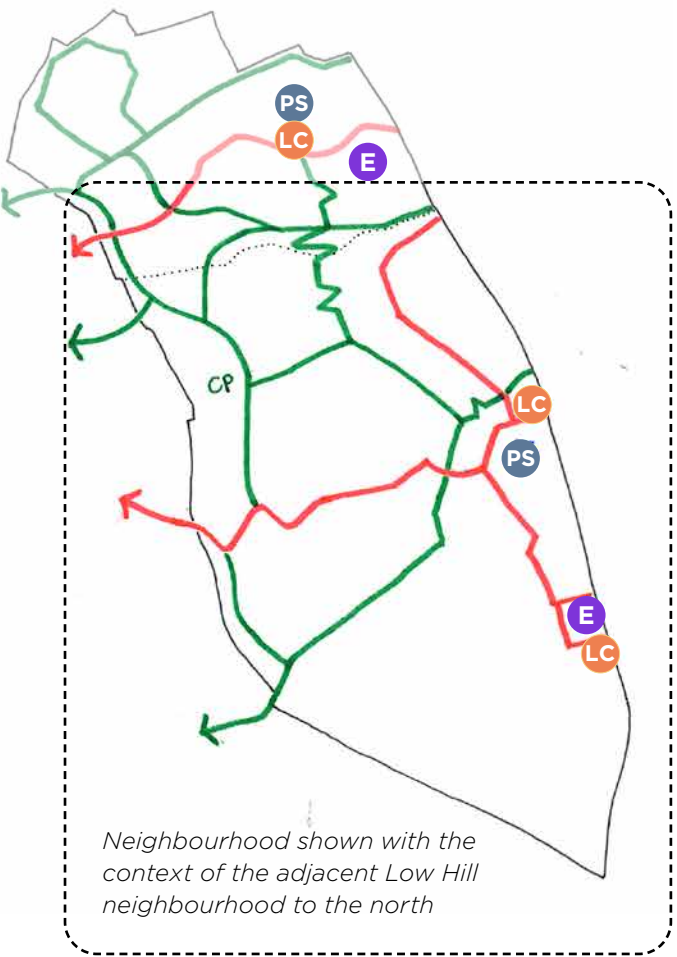
Use of topography to create spaces along active travel links

Active Travel Framework

Primary utility active travel provision is delivered through the main north-south secondary street, and a strategic connection to the town centre towards the west running through the southern part of the Community Park.

Leisure networks connect to Low Hill to the north across the valley, and through open space corridors through the neighbourhood parcels.

- Primary “utility” active travel network
- Primary leisure active travel network

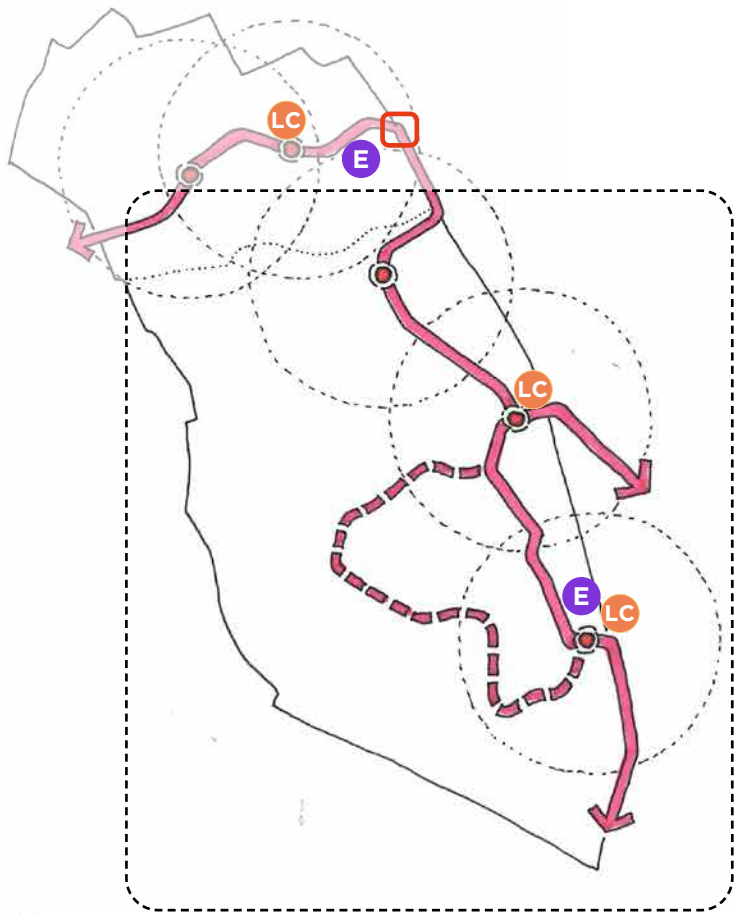


Public Transport Framework

A primary public transport route will connect from the A44 through the neighbourhood, before continuing toward Evesham along the A44 or to Pershore to the south.

Local public transport may also be provided through a loop arrangement between the residential parcels, which would connect back to the town centre along the main primary street link through Low Hill.

- Public transport / bus route
- Potential additional local bus loop
- Public transport priority measures

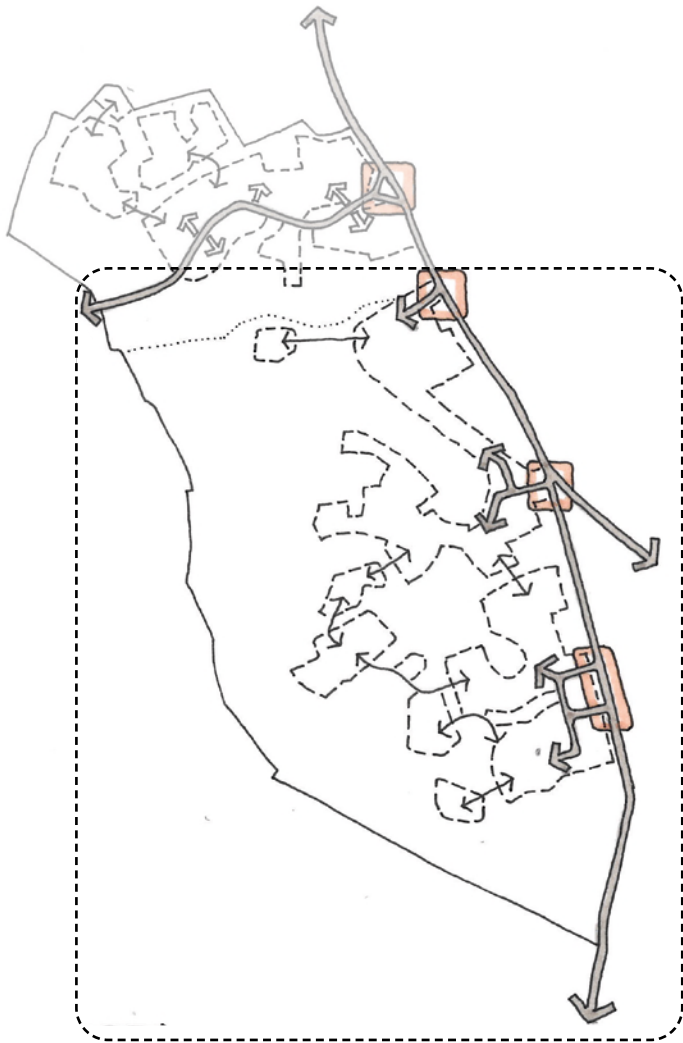


Vehicular Movement Framework

The A44 will serve as the primary vehicle access point and through movement corridor for the neighbourhood, with residential parcels designed for local access only.

Local access streets will provide low-speed connectivity between parcels, prioritising active travel.

- Primary street network
- Key junctions with active travel provision
- Neighbourhood vehicle access points



Landscape Framework

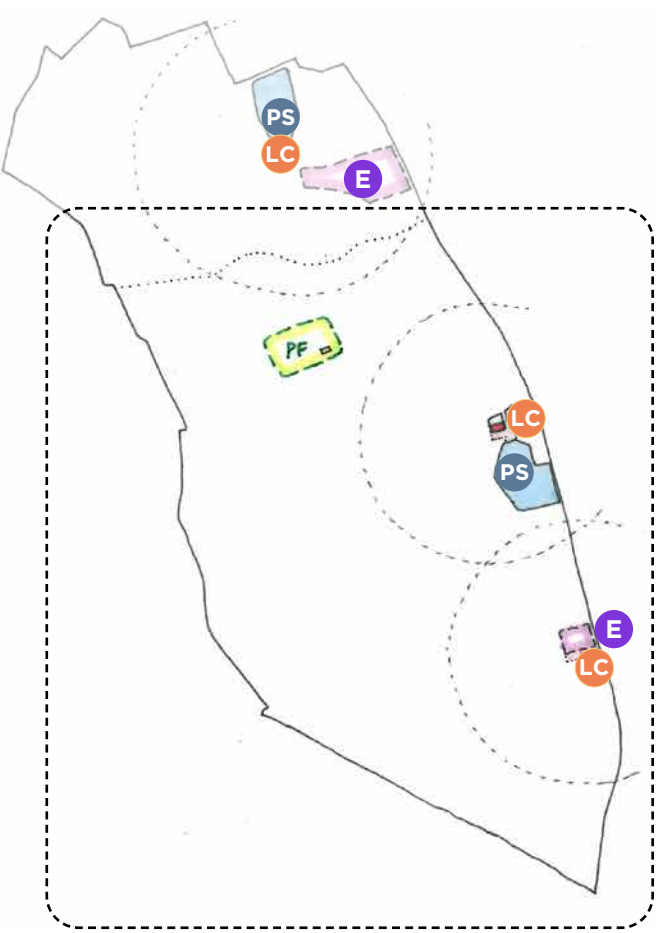
There is an extensive network of existing green infrastructure that forms a strong structure for new development. The radiating pattern of hedgerows centred on Upper Wolverton Farm will provide connections out to the open space network. Retained blocks of woodland provide further structure and natural green spaces for new residents.

Existing properties along the A44 would benefit from structural planting to mitigate the impact of the new neighbourhood on them.



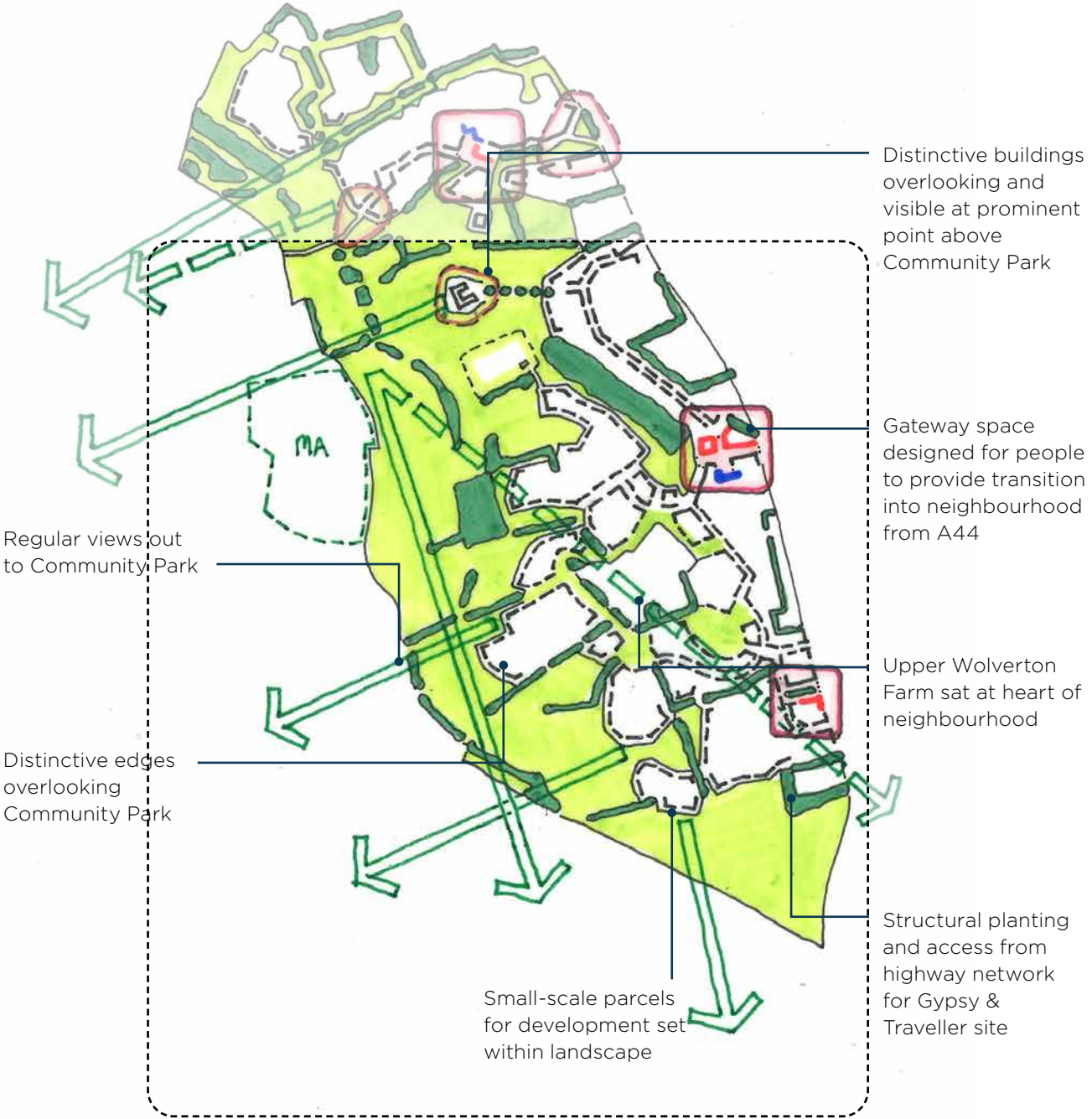
Walkable Neighbourhoods Framework

The neighbourhood is served by two key locations that provide walkable coverage for homes. The northern location, with the most catchment, will host the primary school and is connected to the neighbourhood through the active travel network. The southern location will host a smaller scale centre and a small opportunity for employment space.



Urban Design Framework

The neighbourhood is defined by views out towards the Community Park and valley to the west, and enclosure defined by the strong existing hedgerow and tree network. The access network focuses activity towards the eastern edge. Upper Wolverton Farm provides an attractive green heart to the neighbourhood around which other areas radiate.



5.5 DRAINAGE AND UTILITIES

Wychavon Town includes areas of fluvial and surface water flood risk, as well as existing watercourses that will need protection from pollutants and stormwater runoff. All new development should be free of flood risk, should mitigate any additional flood risk caused by development, and be supported by co-ordinated provision of essential utilities.

Town-wide approach

Surface water drainage will be managed using all appropriate features of Sustainable Drainage Systems (SuDS) to slow the flow of water during rainfall events to that of greenfield runoff rates. SuDS will discharge in line with national guidance on the drainage hierarchy.

SuDS will be considered at catchment level, and strategic blue infrastructure such as detention or infiltration basins as part of town-wide green infrastructure networks will be managed as part of the town-wide infrastructure.

SuDS features will be used as integrated parts of placemaking, beginning with localised street-level infiltration, conveyancing and detention before transitioning to strategic level SuDS integrated with the green infrastructure networks, supporting biodiversity and new habitats as a multifunctional use of land.

Supply of key utility services is a complex technical area, and requires the input of a wide range of service providers. As this is a new town, utility provision to the site and in the local area is currently insufficient to support the level of growth across electricity, fresh and foul water, and strategic upgrades and connections will need to be undertaken. The SPD does not prescribe alignments or technical requirements, but does set out broad principles to ensure future function and to avoid compromising the quality of place.

The provision and usage of utility capacity should not compromise other key strategies, particularly that of the delivery of the town centre early in the life of the town.

THE AIM OF THE DRAINAGE AND UTILITIES STRATEGY IS TO:

- Ensure that surface water runoff from the new town as a whole is maintained at green-field runoff rates
- Mitigate surface water runoff at a catchment basin level
- Prevent pollution to surrounding watercourses and habitats from surface water runoff
- Mitigate against any potential increase in flood events in the surrounding area due to new development
- Maximise the potential for biodiversity net gain and ecological enhancement from the use of water within Sustainable Drainage System
- Ensure that sufficient capacity of utilities for all sites is delivered at the appropriate point of development
- Provide modern utility services such as full fibre broadband and mobile network coverage to all homes
- Anticipate future needs for utility upgrades and changes within the new town
- Ensure existing uses remain served by adequate utilities and are not adversely affected by changes arising from new development

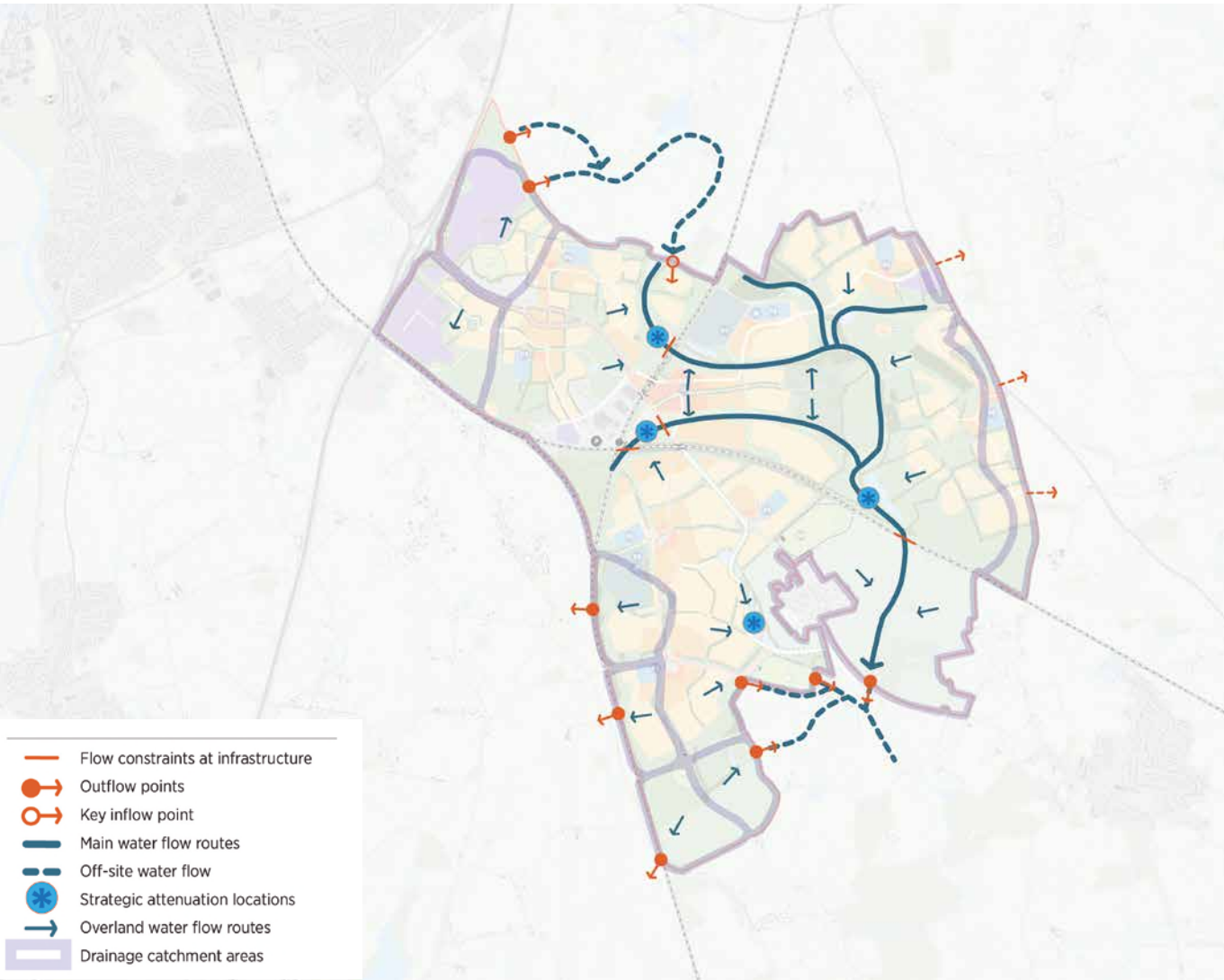


Figure 61: Drainage and Water Framework

GUIDING PRINCIPLES

To achieve the aims and town-wide strategy, all development proposals at Wychavon Town should observe the principles for drainage and utilities that are set out below.



Figure 62: Sustainable drainage as part of the overall landscape

Surface Water Drainage

- Development should be sited using a sequential approach with the most vulnerable uses located only where appropriate.
- Any vulnerable development within medium and high-risk zones which as a consequence result in the raising of ground levels will be discouraged.
- Developments must be laid out so as to ensure that any exceedance of that development's surface water drainage system's capacity (whether caused by rainfall exceeding the scheme design, or by blockage or other failure) does not lead to residential, employment or any other property flooding.
- Areas at risk from surface water flooding should be integrated into green infrastructure.
- Surface water drainage should be managed at a catchment level as set out on the strategy plan above, and each identified drainage area should be considered as a whole. Applications will need to demonstrate that the necessary downstream infrastructure will be provided.
- All development should implement Sustainable Drainage Systems (SuDS) principles, with water detained as close to the source as possible. Where technically possible, sufficiently clean water should be allowed to infiltrate.
- Use of tanks, crates, piped features and culverts will only be supported where a feasible overland alternative is not possible.
- Discharge to foul sewerage or surface water sewerage will not generally be supported, strategic discharge of runoff from development areas should discharge to surface water bodies after filtration of at least two stages of treatment.
- The Drainage Strategy for any given parcel will need to be informed by the condition and capacity of the receiving watercourse(s) at the time the parcel is being brought forward for delivery.

GUIDING PRINCIPLES

- In all cases, surface water drainage systems should be designed, constructed and function in accordance with national standards, and measures must be put in place for the maintenance of those drainage systems for the lifetime of the development. Where appropriate, surface water drainage systems, including SuDS, shall be offered to an appropriate authority (such as Severn Trent Water) for adoption.
- Attenuation of surface water which will discharge to a rate limited to the existing undeveloped rate of runoff for the same event ('green field runoff rates');
- Existing pre-development flow rates and locations into existing watercourse should be understood and considered in design, to ensure that 'greenfield runoff rates' are not discharged at a single point that can overwhelm and damage existing watercourses
- Source control drainage, where water is absorbed or detained locally before it drains to the strategic network, will be implemented preferentially, where demonstrated to be practical and means for adoption and maintenance can satisfactorily be provided;
- Existing ditches and watercourse channels will generally be retained within the Site;
- SuDS features will provide multifunctional uses to support landscaping, amenity, and ecological benefits;
- Each SuDS feature will provide one stage of water quality treatment. A combination of conveyance and detention features within a surface water drainage design will provide at least two to three stages of treatment;
- Up to 10% urban creep (gradual increase in impermeable surfaces such as driveways, patios) added on to the impermeable area of residential catchments in line with the Lead Local Flood Authority (LLFA) Guidance.
- Parcel specific Drainage Strategies should also set out how surface water runoff will be managed during construction, along with details of how SuDS features will be protected during construction.

Electricity

- Existing electrical capacity serving the site may be used to enable early development phases. An equitable approach to the distribution of this capacity should be agreed by all sites prior to submission of applications, and should respect the requirement for development of the town centre alongside other neighbourhoods and development.
- A new strategic connection to the National Grid, and supporting primary substation will need to be provided to support the continued growth of the new town. This will require agreement amongst landowners about its location and onward connectivity. Alignments of key utility provision that are within the primary movement network will be supported.
- Strategic utility connectivity should be co-ordinated and agreed amongst sites, with assurances between sites that connections will be provided through and across land ownership boundaries.
- Strategic connectivity should be undertaken in conjunction with any new access or adapted access provided across the railway, e.g. integrated within the new all-modes bridge or as part of underpass upgrades.
- Electricity provision should anticipate much higher levels of usage in the future due to electric heating, electric car charging and other electrification of existing carbon emission sources.
- A flexible electricity network should be provided that can support future distributed and zero-emission sources, as well as distributed battery storage within homes. It should be connected and integrated to the National Grid and local distribution networks.
- Enable future connection to a potential solar farm in the south of the new town.
- All strategic and local electricity provision should be provided underground to avoid unsightly overhead cables. Cables should be placed within primary movement infrastructure where possible, within accessible shared ducts.

Potable Water and Foul Water

- Potable water strategic provision should be agreed with Severn Trent Water and ideally could follow a similar general alignment as strategic electricity provision for efficiency of infrastructure construction and future maintenance
- Water efficiency measures will be required in all homes to limit water usage to the targets defined in policy SWDPR 36 of 110 litres per person per day.
- Off-site waste water treatment work upgrades will need to be provided to handle the additional needs of 10,000 homes. This should be co-ordinated across the strategic sites in the foul drainage catchment area and there are on-going meetings with Severn Trent that will consider the infrastructure required for Worcestershire Parkway. Ofwat’s recent ‘Overview of Severn Trent Waters PR24 Final Determination’ addresses the investment needed for the period 2025 – 30. This process has recognised the pressures within South Worcestershire and both parties are working together to progress proposals within the current and future investment periods.
- At the current time Severn Trent propose that flows will ultimately discharge to Powick via a connection into the Norton Barracks catchment to the south west. Severn Trent will eventually pick that up, just upstream of the original connection point, and redirect via critical infrastructure to be built within the neighbouring South Worcester/Hopfields development when that is delivered. Initially that will take all flows to Worcester Sewage Treatment Works while work is done to improve Powick. Ultimately, it is proposed that Severn Trent will then redirect flows from Parkway and Hopfield from Worcester back into Powick when investment there is complete. It is acknowledged that discussions will continue with all parties, including developers, as proposals develop.

Telecoms

- Full fibre optic broadband provision to all new homes, commercial and community premises will be required where appropriate.
- 5G (or later standards) of mobile network coverage are expected to be achieved throughout the new town. This will require a network of transmission stations. Where possible these should be integrated within built form to avoid visual intrusion.

Other

- Development at Wychavon Town is anticipated to be subject to the Future Homes Standard, when it is introduced. This means that homes in the new town will not use gas for heating, and gas supply will be limited to specialist uses where it cannot be replaced, primarily commercial or civic. As such major new gas infrastructure is not anticipated.
- For future flexibility and management, shared utility ducts should be incorporated into street design for the local provision of utilities to serviced plots.
- Strategic utility provision is to be within shared, accessible utility ducts where technically feasible, particularly in locations where it crosses railways and primary movement infrastructure.

5.6 STEWARDSHIP AND MANAGEMENT

The effective stewardship and management of the key placemaking assets at Wychavon Town will be critical to its success in the long-term. This will only be achieved if it is considered and secured from the outset, with an effective, community-led governance mechanism and an agreed, stable form of funding. The delivery of green and blue infrastructure has an important role for place making and must be incorporated into long term stewardship plans.

Town-wide approach

The stewardship and management strategy has two key strands:

- Stewardship, Governance and Legacy, which sets out how the new community will take ownership of their place, have influence and engagement, and will be able to steer the long-term vision of the new settlement.
- Management of Assets, which consists of design principles to be established through planning applications and mechanisms for the adoption and successful long-term care of places.

Building a new community is a significant undertaking, and is substantially more than homes and infrastructure. Its success will be down to empowering the people of the new town to take ownership and responsibility, and have pride and ambition for their place.

Landowners, developers, the council and community stakeholders will all play a part in establishing enduring relationships and networks that will guide the new town forward. This will be a process that takes time and has several stages.

THE OVERALL AIMS OF THE STEWARDSHIP AND MANAGEMENT STRATEGY ARE

- To ensure the new community is empowered to make decisions about their places and spaces
- To ensure places are designed with long-term management in mind
- To secure sufficient funding streams to support the upkeep of high-quality places and spaces in the long term
- To ensure that all parts of the new town contribute equitably to the upkeep of, and benefit equally from town-wide assets
- To ensure that residents of the new town are not subject to varying fees or management charges
- To build a strong, resilient community able to manage, maintain and change their places and spaces into the future
- To support and streamline the adoption process for developers by setting the expectations around the timely and structured transfers of community assets.

GUIDING PRINCIPLES

Short Term – Establishment of a Community

During initial phases, the priority will be on enabling the creation of a new community by helping to form networks and clubs, identifying champions and local leaders, and providing space for people to meet and get together.

Applications will need to demonstrate a strategy for early community-building, including:

- Financial support for, or direct provision of, community-building and programming of events, clubs, interest groups amongst early residents to enable early building of networks and ownership of the emerging place

- How they will support the LPA with the establishment of resident’s groups, steering groups or community design panels within new neighbourhoods as a precursor to a future Town Council.
- The provision of an appropriate physical presence for community uses and programmes, either as permanent space or temporary provision, within each neighbourhood and the emerging town centre. This should include a town centre ‘community room’ or hub where residents can engage with all emerging plans for development and change in the new town, as well as take part in co-design sessions, engagement events and other innovative ways of being involved in the growth and planning process at Wychavon Town.

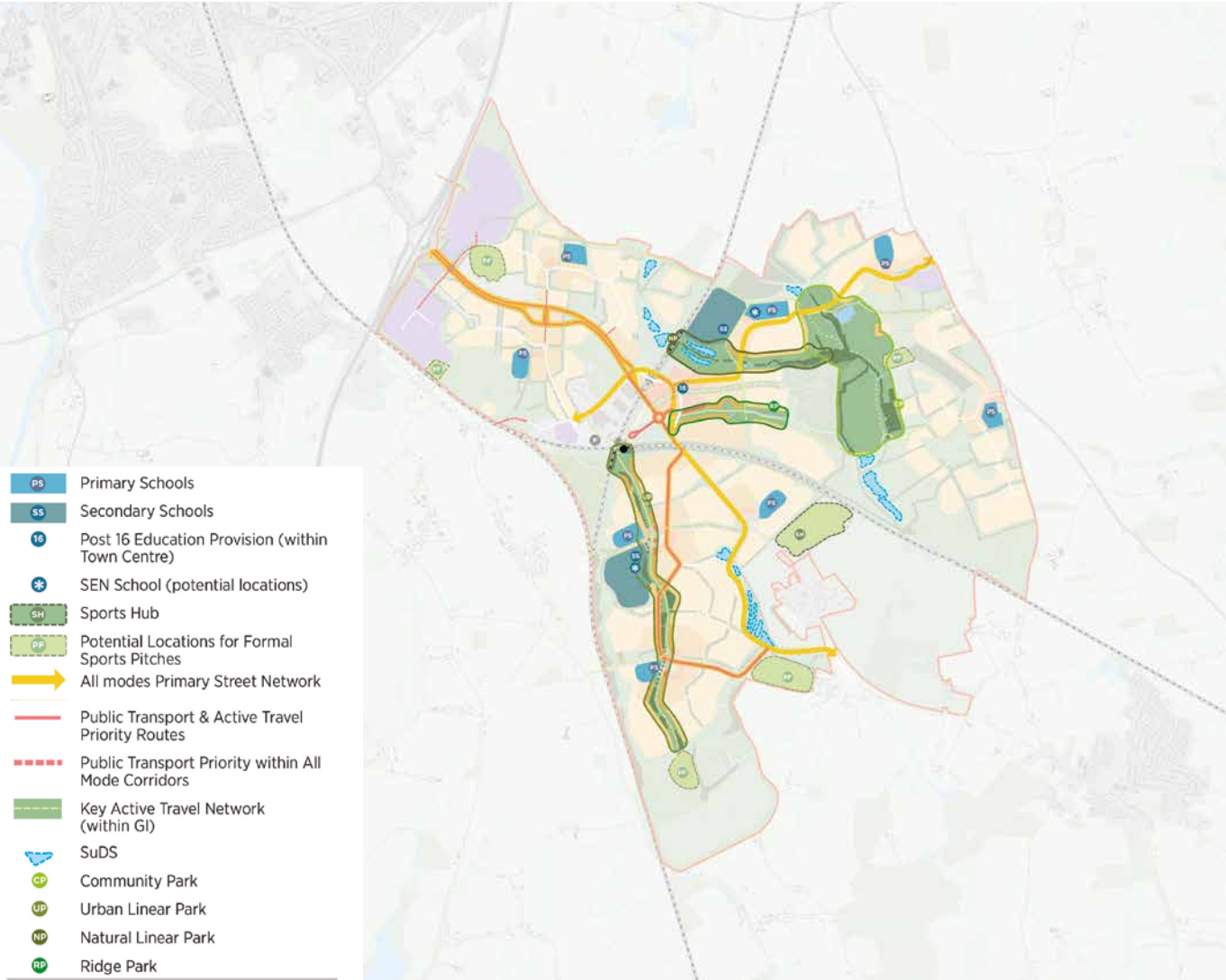


Figure 63: Key assets for the town-wide stewardship and management strategy

The growing town centre will play an essential role in the development of the new community, giving it identity, physical space to meet, and public realm in which to build ties. This can be enabled by early provision of facilities, and the use of spaces in and around the town centre for community events.

Medium/Long-Term – Establishment of Governance Structures to Take Forward the Vision

Following the initial stages of community development, more formal structures to represent the community will be developed. This is a crucial period where infrastructure will be developed and new neighbourhoods grown

The area of Wychavon Town is currently split between a number of different existing parishes. It is the intention of the council to establish a new Town Council for Wychavon Town to bring these functions together and provide a clear and transparent governance structure.

The town council will play a role in the ongoing management of town assets (set out in a following section), and play a role in steering the development and growth of the town. They will become consultees on planning applications and play an active role, alongside the local planning authority, in steering the ongoing growth of the town over its development period, and beyond.

Applications will need to:

- Set out their strategy for handing governance to the community over time, including clarity on development model and ‘exit strategy’, in line with the principles around management of assets set out below.
- Set out how they will engage with emerging governance structures as part of their planning strategy for bringing forward different sites, ensuring that feedback and community views are meaningfully listened to.

Management Of Assets

The new community will be brought together and made distinctive and successful by its common assets. These include community uses, public realm, green infrastructure, open spaces and movement networks. It will be served and enabled by its essential infrastructure.

The table to the right sets out the key assets that are considered by the Stewardship and Management Strategy, and their anticipated or preferred long-term management arrangements. This is expected to be common across the entire settlement.

All planning applications will need to demonstrate:

- What assets within their application fall within the categories set out in figure 65
- That they have engaged sufficiently with the relevant adopting authorities and have in-principle agreement that the proposed solutions are suitable
- A strategy for management of these assets in the short-term prior to adoption
- How they will provide the appropriate financial sustainability for the management of the assets, through asset transfer, commuted sums or other arrangements. This should align with the provisions in the Framework Section 106 agreement (see Section 6)

To ensure that these assets are designed and delivered in a way that enables cost-effective long-term management, they should implement the following design principles:

- Open spaces, streets, blue infrastructure and surface water drainage features, along with other key infrastructure, should be designed to the adoptable standards of the relevant authority noted in the table above.
- Early engagement with the relevant authority should be undertaken to establish relevant design standards and requirements, and suitability of proposed concepts and detailed implementation plans.
- Materials should be selected on the basis of longevity and low lifetime maintenance costs, rather than initial capital cost. Materials with higher long-term maintenance costs will attract higher commuted sum or endowment requests upon adoption.

Asset Type	Anticipated Adopting or Management Authority	Relevant SPD Strategy
Strategic Highways including Primary Street Network	Worcestershire County Council	Movement
Neighbourhood Highways	Worcestershire County Council	Movement
Mobility Hubs	Worcestershire County Council	Movement
Segregated Active Travel Network	Worcestershire County Council	Movement
Public Realm, including in the Town Centre and Local Centres	Wychavon District Council	Design Principles
Sustainable Drainage Systems (SuDS) – Strategic Highways including Primary Street Network	Worcestershire County Council	Movement / Green Infrastructure/ Drainage and Utilities
SuDS – Development Areas	Wychavon District Council or Severn Trent Water	Green Infrastructure / Drainage and Utilities
Community Park Urban Linear Park Natural Linear Park Ridge Park	Wychavon District Council	Green Infrastructure
Neighbourhood Open Spaces	Wychavon District Council or future Town Council	Green Infrastructure / Design Principles
Sports Pitches and Facilities	Wychavon District Council or future Town Council	Phasing and Infrastructure Delivery
Schools	Worcestershire County Council / Academy Trusts	Phasing and Infrastructure Delivery
Children’s Play	Wychavon District Council or future Town Council, depending on scale	Green Infrastructure / Phasing and Infrastructure Delivery
Community Buildings	Wychavon District Council or future Town Council, depending on scale	Phasing and Infrastructure Delivery
Public Rights of Way	Worcestershire County Council	Movement / Green Infrastructure

Figure 64: Adopting authorities (or their successor) and guidance for key town-wide assets

All long-term management or adopting authorities will need to have a financially sustainable approach to anticipated maintenance and capital expenditure on assets for the long-term. This can be achieved through the following approaches, in their preferred order:

- The provision of income-generating assets from developers to the adopting authorities that can be demonstrated to reliably cover the long-term costs of maintenance of the adopted assets, and the costs of managing the income-generating asset. This should be secured through a Framework Section 106 agreement. This may include the endowment of:
 - > Commercial units and property, including within the town centre
 - > Residential units to be maintained on a build-to-rent basis
- The provision of a suitable commuted sum to the adopting authority, that can form the basis of a ring-fenced investment or similar arrangement. Commuted sums should be able to demonstrate that they can support the anticipated maintenance costs for at least a 20 year period. This should be secured through the Framework Section 106 agreement.
- Management companies or organisations with ongoing service charges to residents and commercial occupiers. This approach is strongly discouraged and should be used if no other alternative is available. They should be time-limited and temporary, and all efforts made to secure a position where residents do not have to pay charges.

Where a management company or organisation is needed to step in to ensure long-term management of assets (for example due to temporary delays in adoption of assets, or a change in the future position of the adopting authority), a single entity should cover the whole of the new town, with a consistent approach to management fees across all neighbourhoods. It should have representation from Wychavon District Council or its successor following Local Government Reorganisation and any future Town Council or other community representation from the new town.

5.7 HERITAGE AND ARCHAEOLOGY STRATEGY

Wychavon Town and its surrounding context is rich in heritage assets, historic landscapes and archaeology. They will form a vital role in continuing the identity of the place as it undergoes change, and will form rich assets for the creation of new places within the design of new neighbourhoods

Town-wide approach

Retention of existing heritage assets, and sensitivity to their setting and historic context, have informed the overall spatial framework. Historic open landscapes are respected and broadly incorporated into the green and blue infrastructure network, and retained heritage assets are positively considered as placemaking components, with potential for early activation of neighbourhoods.

Key features of the spatial framework include:

- The former parkland landscape of Woodhall and Norton Hall are retained where appropriate as a distinctive part of the green infrastructure network.
- Mucknell Abbey is surrounded on three sides by strategic green infrastructure, to ensure its work can continue in the context of the new town, while helping to make the community of monks and nuns a part of the wider town.
- The setting of Spetchley Park and Gardens is considered through the location of land uses and green infrastructure within the spatial framework diagram.
- The need to maintain amenity within, and the character of Stoulton Village, has informed the positioning and design parameters for a development access road and layers of structural landscape in the areas to the west, as well as the location of sports pitches to the north-west. The village is surrounded by a retained agricultural buffer.

THE AIM OF THE HERITAGE AND ARCHAEOLOGY STRATEGY IS TO:

- Preserve and enhance existing heritage assets including scheduled monuments, parks and gardens, archaeological and built heritage assets, and historic views such as Crookbarrow Hill.
- Ensure the archaeological potential of the town is investigated and mitigated where possible, by design.
- Use design to ensure designated and non-designated heritage assets have a functional use which will help to ensure the longevity of the heritage asset.

GUIDING PRINCIPLES

- Historic lanes and routeways are retained where feasible as routes within the new town, particularly as active travel routes, with their existing character retained as much as possible.
- The traditional farm buildings/farmsteads at Wood Hall Farm and Upper Wolverton are retained as focal points for potential activation of their surrounding new neighbourhoods, and are set in sufficient open space.
- Views of Crookbarrow Hill from key points within the town are retained as open space corridors.

To achieve the aims and town-wide strategy, all development proposals at Wychavon Town should observe the principles for heritage and archaeology that are set out below.

- Development will protect the setting of heritage assets through sensitive design, the use of low-density, low height construction in the vicinity of those assets and preservation of green space in sensitive locations.
- Understand, protect and enhance the landscape and setting of Crookbarrow Hill.
- Be sensitive to the wider setting of, and views from, nationally recognised historic Park and Garden landscapes near the site – the Grade II* Listed Spetchley Park to the north and the Grade I Listed Croome Court to the south, designed by Capability Brown.

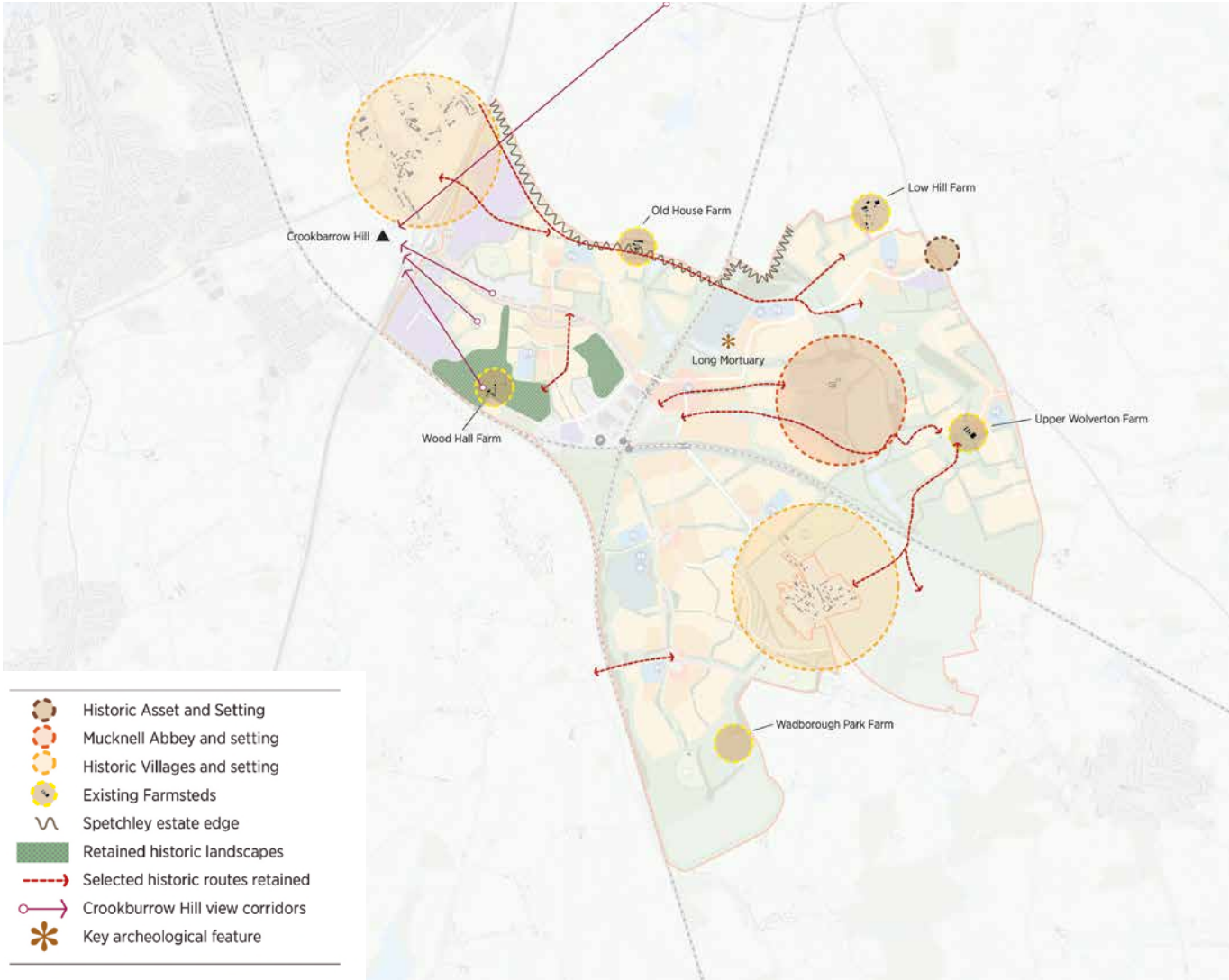


Figure 65: Historic Environment features at Wychavon Town

- Protect principal views and connected sightlines between Crookbarrow Hill and its setting, as the hill makes a strong contribution to place, landscape character and offers opportunities for creating multifunctional corridors through the development area.
- Protect and buffer features such as landforms, routes, veteran trees and hedgerows associated with the former parkland landscape or other distinctive landscapes such as ridge and furrow, and look for opportunities to integrate this into the wider green infrastructure network.
- Protect and buffer woodland, mature trees, former hedgerow and administrative boundaries and the existing green infrastructure associated with historic lanes and routeways that are amongst the oldest heritage assets and are highly sensitive to change.
- Develop opportunities to enhance and restore extant historic hedgerows that form an important part of the existing green infrastructure network.
- Historic waterbodies, including their associated structures and buildings, should be preserved, buffered and where appropriate be sensitively integrated into site SuDS.
- Buffer and protect the historic character and setting of traditional farm and listed buildings.
- Use existing built Heritage Assets to inform the style, scale, materials and setting of any future development. This will help ensure that the area retains and strengthens its identity into the future whilst respecting the legacy of its past.
- Draw upon a wide range of architectural forms to create vernacular homes which are in keeping with the unique heritage, architectural forms and construction materials found in Worcestershire, within and in the vicinity of Wychavon Town.
- The town centre and local centres will reflect the organic development of towns and settlements within Worcestershire which have evolved over centuries. These should be designed on a human scale ensuring that each building or group of buildings has a clear distinction which also reflects the use of the building
- Develop opportunities to provide publicly accessible physical and digital interpretation of the historic environment.

There are a number of areas of research that all individual developments within the wider corridor should aim to address in their preliminary desk-based heritage assessments and fieldwork. A focus on these specific areas should help to create a more holistic overview of the historic environment within the town and individual neighbourhoods. Developers should not restrict themselves only to these specific research themes below, but should include them in their overall assessment of the historic environment within their site.

- Assess the archaeological record of the environs surrounding Crookbarrow while considering the feature's prominence from the prehistoric through to the post medieval;
- Assess the possibility of wider prehistoric occupation to the north east of Mucknell Farm, in particular the potential Neolithic Long Mortuary Enclosure and associated ritual landscape;
- Assess the relationship of Crookbarrow Hill to Romano-British communications and settlement;
- Research the form and character of the known deer parks and assess with satellite imagery, map regression and other evidence to confirm probable extents and identify any surviving parkland features;
- Assess existing settlement form (including farmsteads), the relationship of settlement to its landscape setting, the hierarchy of streetscapes, historic buildings (designated and non-designated) and materials;
- Research the network of Holloways and tracks that seem to abound in the area;
- Understand the importance of the railway to the landscape and the two halts that once existed here;
- Assess the survival and history of the orchards that were once abundant within the development corridor, and any potential for restoration.

Illustrative Examples of Key Locations

Upper Wolverton Farm

The neighbourhood of Upper Wolverton will be based around the existing complex of buildings, orchards, open spaces and hedgerows at its heart.

- 1 Retention of existing buildings and open spaces
- 2 Connecting footpaths and cycleways
- 3 Sensitive setback of lower-density residential development
- 4 Retention of existing hedgerows and field structure, and location of built form to minimise visibility from within and around the existing farm complex
- 5 Local centre and mixed uses sited a short distance away



Crookbarrow Hill View Corridor

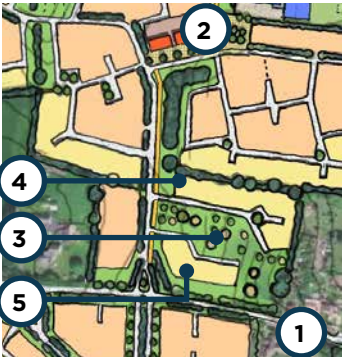
Views to Crookbarrow Hill from the western neighbourhoods will be retained through the use of carefully-design view corridors.

- 1 Crookbarrow Hill
- 2 Key open space within neighbourhood
- 3 View corridor with tree planting to maintain framed views and minimal street crossings
- 4 Employment service yards moved outside of view corridor

Historic Orchard Landscape

A remnant historic orchard landscape is present between the local centres in the western neighbourhoods. Although no longer extant, its historic presence should be referenced to provide a high-quality environment for new homes.

- 1 Pershore Boulevard
- 2 Local centre (Spetchley / Harkaway Neighbourhood)
- 3 Restoration of orchard landscape as quiet green open space
- 4 Residential development facing onto orchard
- 5 Residential development separating orchard space from boulevard



5.8 MONITOR AND MANAGE STRATEGY

The progress toward Wychavon Town’s goals for sustainable travel and community infrastructure will be continuously assessed using a Monitor & Manage (M&M) approach. Early development phases will benefit from infrastructure certainty, while subsequent phases will be subject to review and validation to confirm outcomes and successes. This process will guide decisions on future infrastructure delivery and investments and ensure alignment with the site’s overarching Vision.

Town-wide approach

In the past it has been typical for transport planners to employ a school of thinking known as ‘Predict and Provide’. This means that in essence tools are utilised which take historic data and then use it to forecast a future.

A Predict and Provide approach can ‘bake in’ what has gone before as being an acceptable and inevitable future. In transport terms this means continuing to design and cater for car-based transport by providing an ever-greater amount of highway capacity and road space because this is what the future is predicted to need.

This infrastructure and investment response has the inevitable consequence of further enabling these forecasts because they are being designed for. This in turn creates a vicious circle whereby building more roads make it easier to drive which allows more people to drive which then requires more roads to continue catering for the predicted trend.

This results in outcomes which are now entirely contrary to national policies and the vision at Wychavon Town. Therefore, an alternative model for transport planning is now considered appropriate which challenges the default assumption of automatic traffic growth. This revised approach is known as ‘Vision and Validate’ which is focused on

the outcomes desired, and planning for achieving them through designing the transport and behavioural interventions to help achieve this vision.

‘Monitor and Manage’ as a concept sits within the Vision and Validate model. Monitor and Manage as an approach was developed as is a way of addressing uncertainty through an adaptive planning process and can divorce strategic land planning from the inherent uncertainties of strategic infrastructure planning and funding.

A Monitor and Manage planning (and delivery) model requires infrastructure certainty for the early phases of a development before then addressing the longer-term phases through reassessment and revalidation that occurs with the passing of time and decisions. This adaptive planning approach ensures that the **right infrastructure is provided at the right time**, true to the Vision and outcomes desired.

The ‘Manage’ part of Monitor and Manage need not be infrastructure provision, but instead should consider a wide range of measures to ensure that outcomes are met, with a focus on early interventions and programmes such as travel planning, active travel improvements and bus service improvements that can head off the need for costly provision of highways improvements.

At Wychavon Town this approach, which has been pioneered in the transport planning field, is being extended to cover the provision of educational facilities. It can often be difficult to predict with certainty the level of school provision needed for a long-term, strategic development, particularly where there is a high mix of housing anticipated and little precedent for forecasting demographic requirements many years into the future. To avoid the over- or under provision of these essential parts of the community, the provision of secondary and primary education will be subject to a similar approach.

Example of Monitor & Manage in practice: Waterbeach New Town

Waterbeach New Town is a major residential-led development located on the former Waterbeach Barracks and Airfield site to the north of Cambridge. The scheme will deliver up to 6,500 new homes, alongside schools, health and community facilities, open spaces, and transport infrastructure. The overarching transport vision is to create a sustainable, multi-modal network that reduces reliance on private cars, supports active travel, and integrates with regional transport systems, secured through relocation of Waterbeach railway station, new bus infrastructure and capacity, strategic improvements to the A10 corridor, enhanced walking and cycling connections. The s106 agreement associated with the outline planning consent establishes a trip budget for the development, which sets limits on the number of vehicle trips generated during peak hours on the A10 corridor. This budget is monitored and reviewed through Transport Assessments submitted for each Phase of development. If the development exceeds the agreed trip thresholds, it may trigger additional mitigation requirements.

The s106 agreement secures a Transport Monitoring Scheme to ensure compliance with trip budgets and assess the impact of development, implemented by Cambridgeshire County Council and funded by a Monitoring Contribution, which includes:

- Installation of Automatic Traffic Counters (ATC) and other equipment.
- A programme for data collection and reporting.
- Principles for determining when monitoring may cease.
- A Transport Monitoring Protocol that guides how data is interpreted and what constitutes a Material Exceedance (i.e. a significant breach of the trip budget).

The County Council is responsible for determining whether an exceedance is material, based on factors such as extent, frequency, and permanence.

A Transport Strategy Review Group is also established, whose role includes reviewing Transport Assessments and Transport Technical Notes submitted for each Phase, advising on the adequacy of proposed mitigation measures, and recommending additional enhancements as required. Such mitigations would be funded through a Transport Enhancement Fund, a financial mechanism established to support additional transport mitigation measures beyond those already secured through early contributions and strategic infrastructure, to be used where vehicle trip generation exceeds the agreed thresholds. The TSRG works collaboratively with the County Council and other stakeholders to ensure that transport infrastructure and services evolve in line with the development’s growth, while maintaining alignment with the overarching transport vision of reducing car dependency and promoting sustainable travel.

THE OVERALL AIMS OF THE MONITOR AND MANAGE STRATEGY ARE

- To ensure the Vision for the town is adhered to and delivered in the most appropriate way possible in the future, responding to emerging patterns and evidence of successes
- To achieve, through continuous monitoring and provision of the right infrastructure, a high level of sustainable modal share and trip internalisation for travel to, from and within Wychavon Town
- To ensure that additional highways infrastructure within the settlement and on the wider network is delivered only if it is necessary, instead prioritising efforts to achieve the vision of highly sustainable travel
- To ensure a step change in travel habits at Wychavon Town, avoiding the effects of overproviding highway infrastructure that traditional modelling (‘Predict and Provide’) approaches can result in
- To extend this approach to the delivery of educational facilities, continually monitoring the level and form of provision of primary and secondary education, to ensure that schools are provided to match development and demographic growth and maximise the use of schools by their neighbourhoods. To include understanding of the lead in time for the delivery of education infrastructure.

Key Infrastructure subject to this approach

Key items of infrastructure subject to the Monitor & Manage approach have been identified in this strategy, along with the reasons and indicators to monitor. These are:

Item	Reasons
Public transport prioritisation and highway space allocation along Pershore Boulevard	The need for prioritisation and highway space allocation will be assessed against emerging trip patterns and junction performance for sustainable transport, and adjustments may need to be made to ensure the Boulevard functions appropriately to achieve the overall sustainable travel vision.
Parking provision and locations at Worcestershire Parkway railway station	The need for car parking for trips from the wider region will be monitored and considered as the town grows and service levels from the station grow as anticipated.
Active travel infrastructure, crossings and entrances at Worcestershire Parkway railway station	The need for improved west-east active travel crossings (i.e. for cyclists or disabled users) will be considered in light of movements between these neighbourhoods and the railway station, and the southern neighbourhoods. New entrances from the west or south may be considered in light of passenger traffic in future.
Off-site highway infrastructure improvements	The capacity of off-site highway infrastructure will be assessed, and the trip budget set to minimise the need for investment in off-site capacity improvements, consistent with the vision-led approach to avoid ‘baking in’ further car dependency.
Secondary School Provision	The level of secondary school provision will be delivered in light of actual pupil numbers and pupil yield experienced in the new town.
Longer-Term Primary School Provision	The level of primary school provision may need to be reconsidered in light of actual pupil numbers in neighbourhoods, and pupil yield experienced in the new town. This may take the form of providing more/fewer 3FE schools, or more/fewer schools overall.

Early stage infrastructure

Early stages of development at Wychavon Town under a Monitor and Manage approach require infrastructure certainty. Infrastructure in these categories identified as needed in the short-term in the Infrastructure Delivery Plan should be delivered as follows:

Item	Reasons
Early phases of a secondary school	To ensure there is provision from early occupation within statutory walking distances at Wychavon Town, and to reinforce sustainable travel habits
Primary schools to support initial development locations	To ensure there is provision from early occupation within statutory walking distances at Wychavon Town, and to reinforce sustainable travel habits
Appropriate primary street network highway infrastructure	To ensure that there is sufficient and safe movement capacity within the highway network for all modes of travel, particularly sustainable travel. The Primary Infrastructure will be designed and applied for separately by the Local Authorities.
All-modes railway bridge	To ensure that sustained rapid development of the neighbourhoods is supported by this key piece of movement infrastructure, which will take some time to deliver. The exact timing of this is subject to M&M but will be required in the early stages of development.
Shuttle bridge conversion of B4084 overbridge	To put in place necessary active travel connections from west to east for access to the town centre and to provide direct connectivity to the existing railway station.

Monitoring Mechanisms

Transport

As part of the necessary planning controls, transport trip budgets (i.e. the forecast number of person or vehicle trips generated by the development) shall be established. These will be first identified through the strategic highway model for the allocation and then refined at the Outline Planning Application (OPA) stage for individual land parcels through a robust vision-led transport modelling and Transport Assessment process. The overall trip budget will need to be disaggregated appropriately across development plots, and will serve as a key benchmark against which to assess applications for individual plots as the development is built out.

Through the development control process, the Worcestershire Councils can ensure continued progress towards the sustainable transport vision for Wychavon Town by only permitting further development which sits within the overall trip budget, or requiring additional mitigation if a material exceedance of the trip budget is exceeded.

To ensure enforceability and long-term accountability, trip budgets must be formalised through Section 106 (s106) agreements, effectively embedding the conclusions of the submitted Transport Assessment (TA) within the legal planning obligations associated with the development. This approach provides a legal basis for refusing additional development which is contrary to the agreed trip budget, ensuring that developers are committed to delivering sustainable travel outcomes and can be held accountable if agreed thresholds are exceeded.

Throughout the lifetime of the development, particularly in the case of phased delivery, ongoing monitoring of emerging demand against the agreed trip budget will be required. This should be undertaken through the deployment of sensor-based technologies (e.g. Automatic Traffic Counters, ANPR cameras, or pedestrian and cycle counters), which enable real-time or periodic data collection on travel patterns, modal share, and network performance. This empirical data will be essential for:

- Reassessing the accuracy of original TA assumptions;
- Understanding actual travel behaviour and network impacts;
- Identifying any emerging pressures or capacity constraints that differ from those anticipated.

Where monitoring identifies that the development is not performing in line with the agreed transport vision or that there is a significant divergence from projected outcomes, a process of reassessment will be triggered which considers the additional mitigation measures necessary to bring the development back in line with the vision.

To enable a proactive response, s106 agreements should include provision for contribution to a monitoring and mitigation fund. This fund can then be drawn upon to implement remedial measures where necessary, in response to ongoing monitoring. These measures may include, but are not limited to, additional investment in sustainable transport infrastructure, enhanced public transport provision, active travel incentives, promotional campaigns, or demand management interventions. The aim is to ensure that the overarching transport objectives of the development—such as reducing car dependency, encouraging mode shift, and supporting network resilience—remain achievable even as conditions evolve over time.

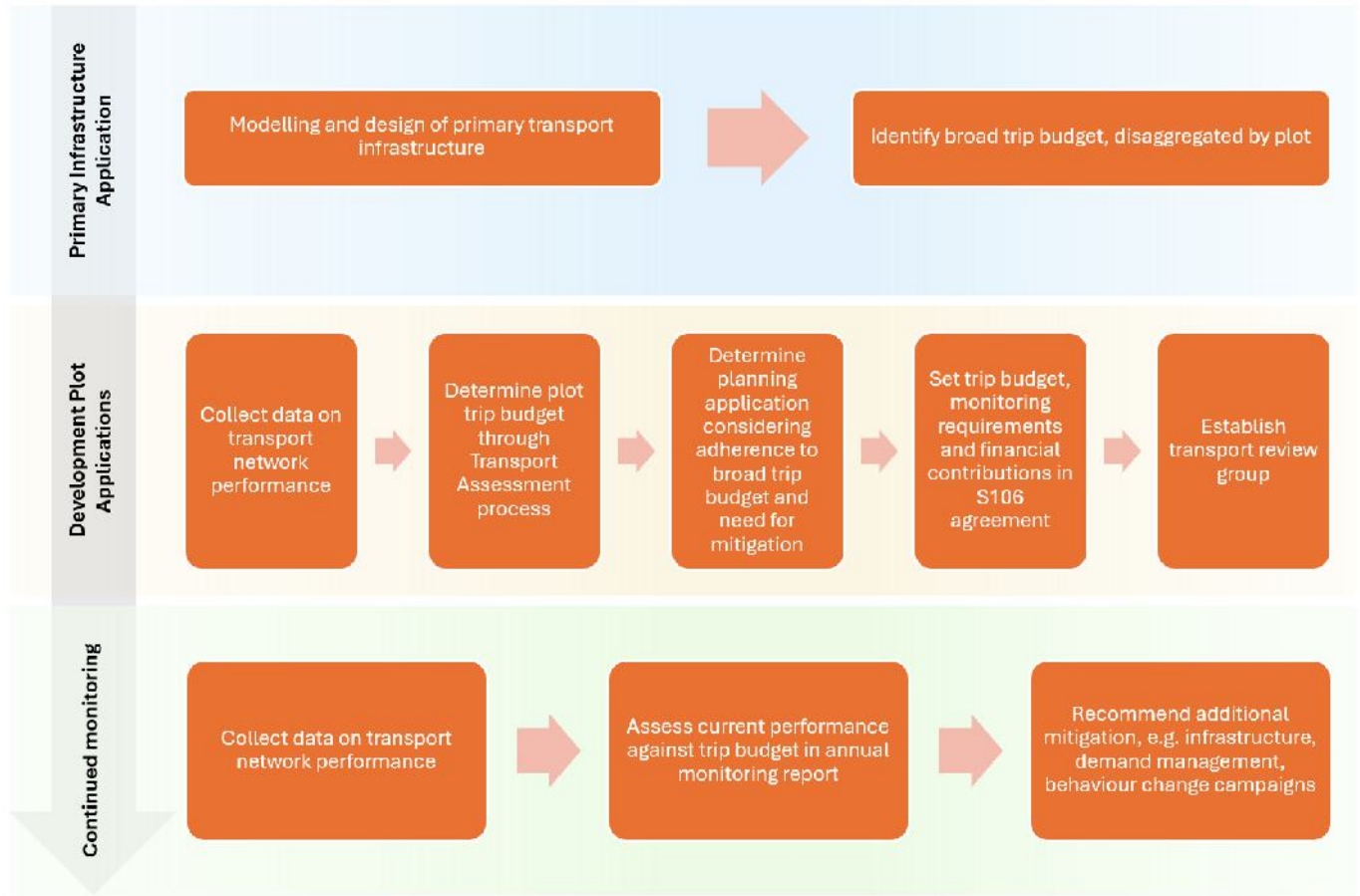


Figure 66: Monitor and Manage process for transport monitoring

Education

Educational monitoring will follow a similar approach to transport. Anticipated pupil numbers and needs (i.e. the forecast number of pupils generated by the development and its town-wide context) shall be established at the Outline Planning Application (OPA) stage. These numbers will serve as a key benchmark against which future performance can be assessed. Throughout the lifetime of the development, particularly in the case of phased delivery, ongoing monitoring of pupil provision will be required, collected and assessed by the Education authority (Worcestershire County Council). This empirical data will be essential for:

- Reassessing the accuracy of original assumptions;
- Identifying any emerging pressures or capacity constraints that differ from those anticipated.

Where monitoring identifies that the development is not performing in line with the agreed education vision or that there is a significant divergence from projected outcomes, a process of reassessment will be triggered. This may involve the submission of an updated Education Assessment or equivalent technical note that reconsiders provision in light of current conditions.

To enable a proactive response, s106 agreements should include provision for a monitoring and mitigation fund. This funding can be drawn upon to implement remedial measures where necessary, or reconsideration of the locations and forms of education provision across the town. This should be undertaken in close collaboration with the local authority and education authority.

Governance

As set out above, the principles of Monitor & Manage will be secured through s106 agreements pursuant to the outline planning consent and subsequent reserved matters approvals, which will ensure development is only permitted where it is consistent with the transport vision for Wychavon Town through adherence to the trip budget (following mitigation); and funding is secured both to monitor outcomes and introduce additional mitigation as required. Developers will therefore be required, through the development control process, to adhere to the trip budget and contribute to mitigation.

Implementation of the Monitor & Manage framework will be overseen by a Transport Review Group (or similar) with the purpose of facilitating coordination between partners over delivery of the Wychavon Town transport strategy. Key responsibilities of the Review Group will be:

- To implement a transport data collection protocol which enables outcomes of the transport strategy to be monitored, including traffic volumes, public transport ridership, walking and cycling demand, user satisfaction rates, and journey times
- To report on performance of the transport network as development is built-out, both through reporting requirements in the Transport Assessments for new development plots and ongoing through town-wide annual monitoring reports
- To review the need for mitigation on a regular basis and make recommendation to Worcestershire Councils regarding the appropriate mitigation strategies and allocation of funding.

The Review Group will be led by Wychavon District Council and formed of representatives from the South Worcestershire Councils (Worcester City, Malvern Hills District and Wychavon District Councils), Worcestershire County Council, National Highways, Network Rail, and relevant landowners and development partners. Funding for the Review Group will be sourced from the monitoring and mitigation fund, secured through s106 agreements.

An indicative governance structure for the Monitor & Manage framework is shown below:

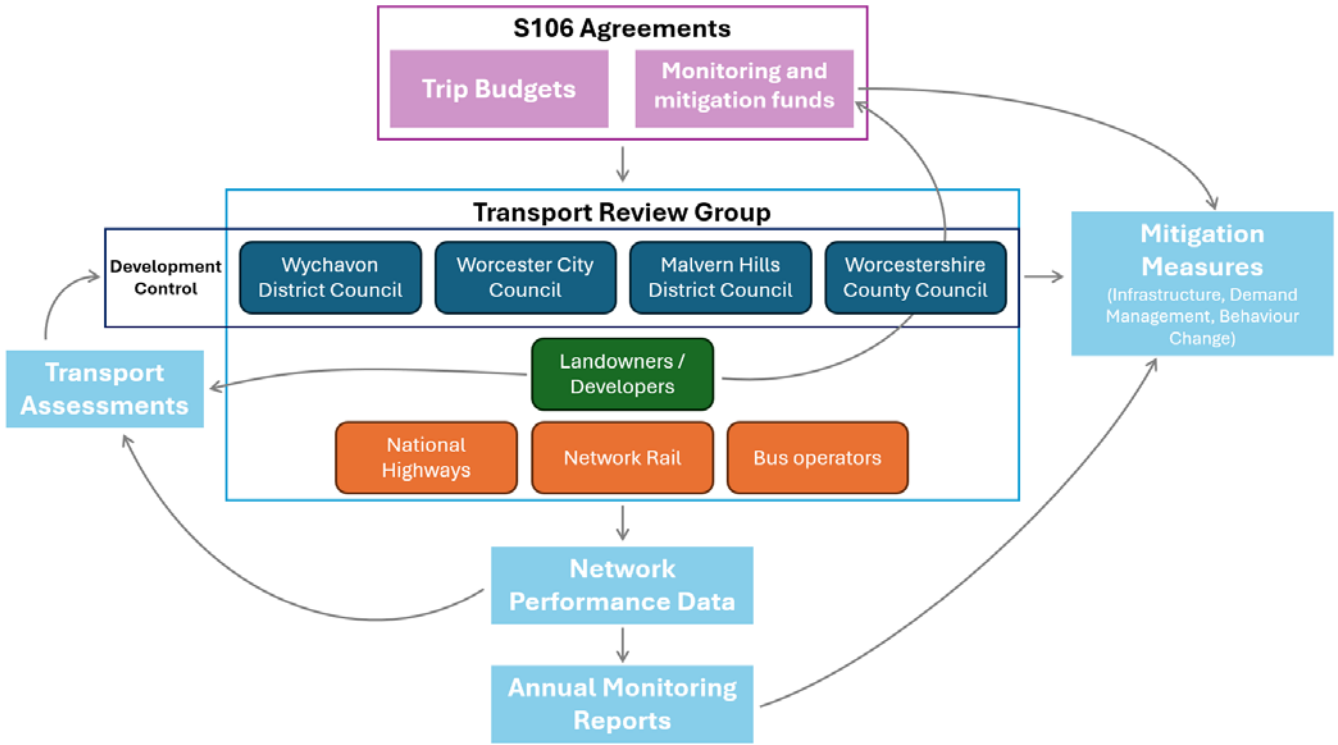


Figure 67: Indicative Monitor and Manage governance overview

6.0 DELIVERY

Wychavon Town will be delivered in the main by the Combined Landowner Group, working with public sector partners. Wychavon District Council will take a leading role in ensuring that the vision and key infrastructure are delivered, along with high levels of design quality.

Ensuring that new development and investment opportunities help to strengthen the local economy and benefit the local community will be fundamental to the success of the new settlement. In particular there will be an ambition and expectation to connect local people with new job and training opportunities including during the construction and delivery period.

To achieve the ambitious aims at Wychavon Town, a co-ordinated approach will need to be taken by all parties. This SPD sets out a series of mechanisms by which this can be achieved.

This chapter sets out:

- key matters requiring co-ordination
- the key infrastructure to be delivered
- delivery options and mechanisms for key infrastructure
- the preferred approach to Section 106 agreements to fund such delivery

Development is likely to be consented through a series of outline planning applications submitted by each landowner/promoter, with the timing and level of provision of infrastructure confirmed through planning conditions and obligations, and further details agreed through design coding and Reserved Matters Applications for development parcels. WDC will work with the landowners to progress and facilitate the town including the use of compulsory purchase powers as and when appropriate.

A Construction Environmental Management Plan (CEMP) will be required to be prepared for the development and each planning application. The CEMP will outline how the construction of Wychavon Town will be managed to minimise the negative environmental impacts and comply with regulations.

Key Co-ordinating Matters

The effective delivery and success of the new community will depend on a number of interrelated issues. These fall within the following two categories:

- First, those issues that require a town-wide design and delivery solution to be resolved and secured through planning applications and s106 agreements.
- Second, the way in which individual developments coming forward for approval within Wychavon Town under the terms of Policy SWDPR55 and other local plan policies will need to demonstrate effective co-ordination of design and delivery to be considered acceptable to the planning authorities.

Set out below are the key town-wide matters identified, together with a summary rationale for their inclusion:

1. Connectivity and Sustainable Travel

The town benefits from exceptional connectivity regionally and nationally, particularly in the form of sustainable rail travel options. This opportunity will be connected throughout the town with excellent active and sustainable travel networks to help work towards Net Zero ambitions and create a exemplary quality of place that is not reliant on or dominated by private vehicular travel – in both the short and the long term.

Movement networks inherently cross the boundaries of landownership patterns and must be coordinated at a town-wide level. At Wychavon Town there is also a significant amount of severance between potential new neighbourhoods caused by the presence of the railway lines, as well as severance towards Worcester by the presence of the M5. As a result these boundaries will require new crossing infrastructure to secure effective connections for the benefit of the whole settlement, which will require coordinated design, delivery and agreed spatial frameworks between neighbouring developers. Active travel networks and public transport provision must be joined-up in design and delivery, ensuring seamless connectivity within and between the emerging neighbourhoods.

2. Consistency and Complementarity of Design Approach

Wychavon Town is more than a strategic development allocation, it is a brand new settlement that will create its own place identity. It will also be developed over a considerable period of time.

In future years it should not be apparent in the new settlement where landownership boundaries are today, but instead Wychavon Town should be a seamlessly integrated place. Policy SWDPR55 set out the matters to be addressed at a town-wide scale, and this SPD set out how this is to be delivered.

Although its neighbourhoods will vary in character, it is vital that each neighbourhood sits comfortably within a commonly-agreed design context for the whole settlement and that commitment to design and placemaking principles for development are shared amongst all developer and landowner parties, along with a clear spatial framework for all features of the new settlement that will cross landownership boundaries. Development proposals which seek to ‘go it alone’ and are designed in isolation will not be considered acceptable.

3. Approach to Common Infrastructure Delivery and Phasing

The effective delivery of Wychavon Town will be enabled by the timely provision of supporting infrastructure, across movement networks, green and blue infrastructure, community facilities and the new town centre. Investment in these items of infrastructure will be supported by phased development of connected, well-served neighbourhoods.

The planning for the new settlement recognises that whilst flexibility will be required to adapt to future unforeseen needs and circumstances, certain items of infrastructure need to be fixed in order to provide the planning authorities, service providers and stakeholders with an acceptable level of certainty of delivery (from a technical, phasing and funding perspective).

4. Successful Assimilation of Existing Features and Communities

The development of an entirely new settlement will involve considerable transformation of the landscape and local area. Wychavon Town is endowed with a range of landscape characters, existing heritage assets and a rich history. It has a wide range of ecological habitats and protections.

All of these assets will make the new settlement an attractive, environmentally-resilient and healthy new place to live, if developed in line with the principles of this SPD. The new settlement will be designed through a landscape-led approach, using the existing topography, green infrastructure and built form heritage to develop a strong and cohesive place identity with distinctive neighbourhoods. Effective protection, treatment and enhancement of views, heritage settings, the existing environment and the consideration of historic landscapes will be key to successful design and placemaking.

Existing uses and properties within Wychavon Town will need to be retained and protected, and incorporated into the design in a sensitive and positive manner. A positive spatial and functional relationship with existing communities in close proximity to Wychavon Town will also need to be demonstrated.

KEY INFRASTRUCTURE

The following table and plan sets out the key infrastructure for Wychavon Town, set out across:

- Off-site Transport & Movement
- On-site Transport & Movement
- Green Infrastructure
- Flood Mitigation & Blue Infrastructure
- Education
- Sport and Recreation
- Community Infrastructure
- Utilities

Infrastructure is summarised in the table on the following pages. The plan to the right shows the indicative locations of spatial infrastructure.

Anticipated infrastructure phasing is indicated in the following categories, subject to testing and monitoring of need:

- Short-term: delivery before 1500 dwellings
- Medium term: between 1500-3000 dwellings
- Long-term: 3000-5000 dwellings
- Post-plan / Phase 2: 5000+ dwellings

**SEN provision to be co-located with the first of secondary school E2 or E6*

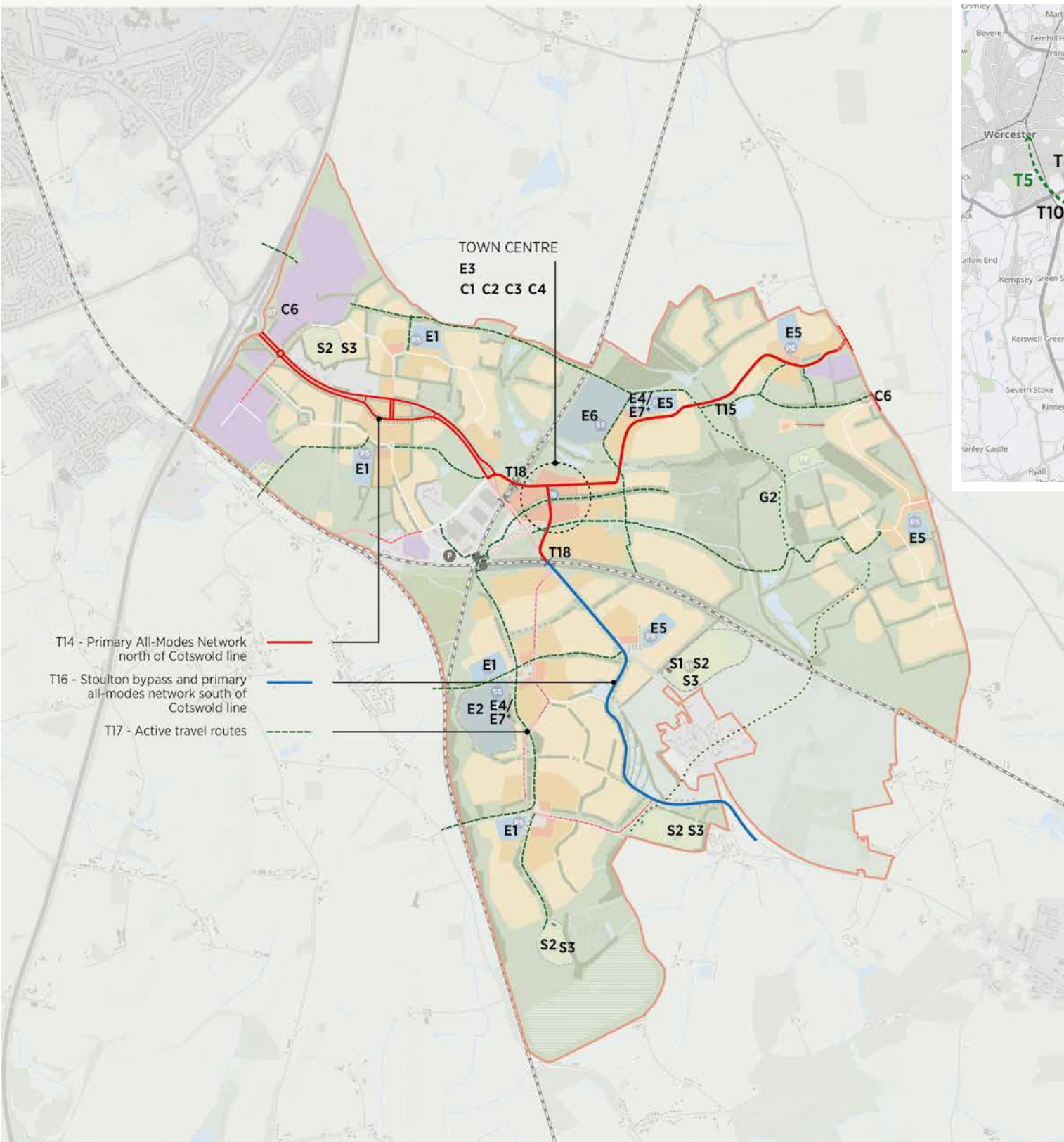


Figure 68: On-Site Infrastructure Locations

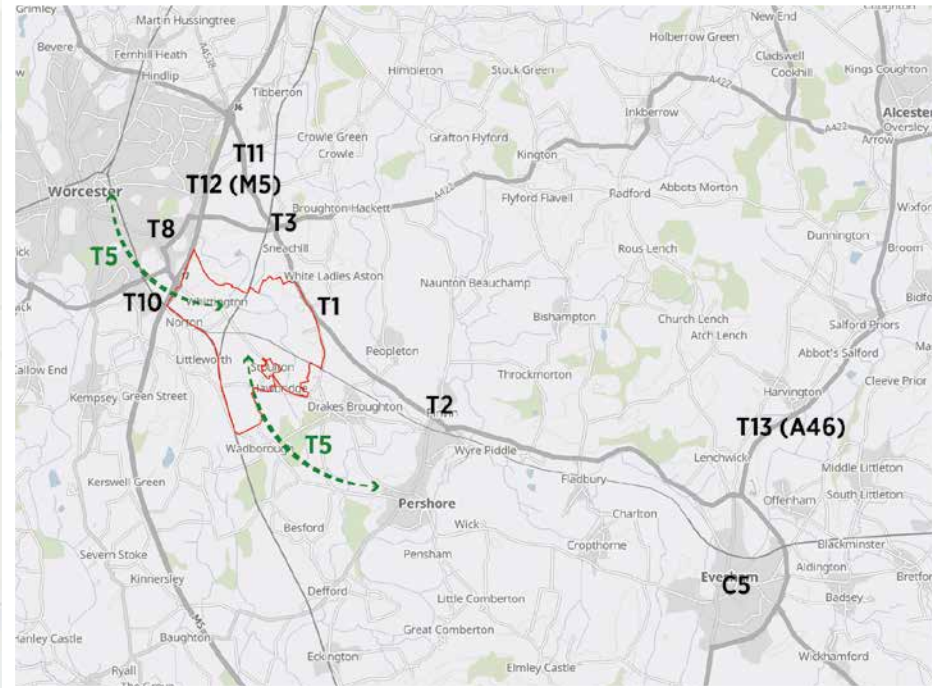


Figure 69: Off-Site Infrastructure Locations

No.	Item	Priority	Subject to Monitor & Manage?	Lead Organisation
TRANSPORT				
Off-Site				
T1	A44/B4084 Egdon Lane, Egdon. Signalisation of the junction.	Short-Term		Worcestershire County Council
T2	A44/A4104 Terrace Road ‘Pinvin’ junction, Pershore	Short-Term		Worcestershire County Council
T3	A44/A422 roundabout, Spetchley	Medium-Term	Yes	Worcestershire County Council
T4	ITS improvements – Automatic Vehicle Location (AVL)/ RTI system on bus routes and signal junctions.	Throughout	Yes	Worcestershire County Council
T5	Worcester-Parkway-Pershore Active Travel Corridor	Short-Term		Worcestershire County Council
T6/ T7	Service and connectivity improvements as part of the Bus Service Infrastructure Plan (BSIP).	Throughout	Yes	Worcestershire County Council
T8	Redhill Island - £5M with £340,000 already secured (project needed 2029/30)	Short-Term		Worcestershire County Council
T9	TBC Phase 2 estimated local highway network mitigation	Long-Term	Yes	Worcestershire County Council
T10	Norton Road/Crookbarrow Roundabout 2x Traffic Management / Constraints in Norton and Brockhill Villages	Medium-Term	Yes	Worcestershire County Council
T11	Pershore Lane / B4636 Local widening of western arm	Medium-Term	Yes	Worcestershire County Council
T12	M5 mitigation measures	Throughout	Yes	National Highways
T13	A46 mitigation measures	Throughout	Yes	National Highways
On-Site				
T14	Primary street network. including Pershore Boulevard, eastern A44 link, boulevards in town centre	Phased Throughout	Yes	Developer, Worcestershire County Council
T15	Eastern link road bridge across existing valley	Medium-Term		Developer
T16	"Primary street network - Southern Development Access Street"	Short-Term		Developer, Worcestershire County Council
T17	Network of active travel routes through scheme	Throughout		Developer
T18	2 new rail crossings: 1x widened underbridge and 1x all-modes bridge	Short-Term		Developer, Network Rail
GREEN INFRASTRUCTURE				
G1	Allotments and Community Orchard Provision	Throughout		Developer
G2	Community Park and other Neighbourhood Parks	Throughout		Developer
G3	Natural Green Space	Throughout		Developer
FLOOD MITIGATION & BLUE INFRASTRUCTURE				
F1	Sustainable Drainage Systems and associated drainage network	Throughout		Developer

No.	Item	Priority	Subject to Monitor & Manage?	Lead Organisation
EDUCATION				
E1/ E5	17FE Primary School Provision and associated Nursery Provision, across 2FE or 3FE primary schools	Throughout	Yes	Developer, Worcestershire County Council
E2/ E6	14FE Secondary School Provision, across up to two sites	Throughout	Yes	Developer, Worcestershire County Council
E3	Post-16 Education Provision as College or Sixth Form Centre	Short-Medium Term	Yes	Developer, Worcestershire County Council
E4/ E7	SEN Provision as standalone school facility	Long-Term	Yes	Developer, Worcestershire County Council
SPORT & RECREATION				
S1	Indoor Sports Centre including Swimming Pool (located at Sports Hub)	Medium-Term		Developer
S2	Formal Sports Playing Pitches	Throughout		Developer
S3	Sports Team Changing Rooms	Medium-Term		Developer
COMMUNITY FACILITIES				
C1	Police premises (potentially within a wider Community Hub building)	Medium-Term		Developer / Mercia Police
C2	Community Buildings, larger hub in town centre and at least two across neighbourhoods	Short / Medium Term		Developer / WDC
C3	Library facilities (potentially within a wider Community Hub building)	Medium-Term		Developer / WDC
C4/ C5	Health Care Facility and Contributions to primary & community health care trusts	Medium-Term		Developer / NHS
C6	20 Serviced Gypsy & Traveller Pitches, split across two sites	Short-Term / Long-Term		Developer
UTILITIES				
U1	Electricity network including new primary substation and strategic connection to 132kV network	Short-Term		DNO (UKPN)
U2	Strategic water mains connection	Short-Term		Severn Trent Water
U3	Foul water network and expansion of existing network	Short-Term		Severn Trent Water

FRAMEWORK SECTION 106 AGREEMENTS

A Framework Section (FS) 106 agreement (FS106) will be prepared to ensure that a consistent approach is taken to securing planning obligations and provide certainty for developers as to the obligations they will be expected to enter into. The FS106 agreement will ensure that the costs of delivering the strategic infrastructure are equitably and proportionately apportioned across the whole allocation.

The FS106 agreement will consist of two parts:

- Part 1 (Strategic Infrastructure): will set out a proportionate and consistent basis for contributions towards strategic infrastructure.
- Part 2 (Site Specific Infrastructure and Affordable Housing): will focus on site specific obligations, including affordable housing.

The FS106 will address the following:

Payment of strategic infrastructure contributions
Developers will be expected to make financial contributions towards items of strategic infrastructure as set out in the Infrastructure Delivery Plan which will be updated from time to time to ensure costs are kept up-to-date. Where applicable, contributions will be due even if the strategic infrastructure has been fully built or provided as at the date of the section 106 agreement. This is because the costs of forward funding the relevant infrastructure will need to be recouped.

The FS106 will include measures to prioritise the return of the funds to the forward-funders of infrastructure. The FS106 will identify the strategic infrastructure to which the priority return mechanism relates and to safeguard the amount payable in contributions, which will not be subject to negotiation.

Works in kind
The Council will consider proposals for direct delivery of strategic infrastructure to be treated as Works in Kind (WiK) to be offset against the payment of financial contributions which would otherwise be due in full. WiK are anticipated to be primary schools, green infrastructure or sporting provision and in any

event will only be considered for items identified as strategic infrastructure. The Council is aware that issues can arise if the value of WiK exceeds the value attributed to it in the IDP, which could lead to one developer paying less in contributions than expected and pushing the burden for making up any shortfall on other developers.

When accepting WiK, the provision of land shall remain at ‘Nil Value’ and the value of land should not be used as part of the WiK payment as this could distort the monetary amount attributed to the WiK as against the financial contributions which would otherwise be payable. WiK will not be accepted on any items that are to be forward funded.

Any developer proposing to carry out WiK are strongly advised to discuss their proposals with the Council prior to the submission of a planning application.

Suitable step-in rights will be outlined in the FS106 to allow the Council or County Council (or another third party where applicable) to intervene and take over the construction of WiK under specific circumstances. These rights will safeguard the delivery of critical infrastructure in case of delays or non-performance by the developer or their contractors. In such cases, the FS106 will provide for the recovery of step-in costs from the relevant developer.

Review and Indexation
The FS106 will provide for the review and indexation of financial contributions so as to ensure that they are adjusted to reflect inflation or changes in delivery costs over time. This will need to include:

- details of what specific indices apply to individual contributions;
- the date from which indexation is to be applied;
- Indexation will be upwards-only

In relation to those items that have been forward funded and delivered as at the date of completion of the agreement, indexation should apply from the date of completion of the infrastructure (i.e. the date on which the total cost was known), to the date on which the contribution is paid.

Access provisions
All developers will be expected to provide access to the Council and County Council (or its future iteration) and their contractors at nil cost, for the purpose of enabling the Councils to construct the strategic infrastructure works. The FS106 will provide for this.

Statutory agreements
The FS106 will include obligations relating to entry into highways agreements to secure adoption of any roads or other public rights of way.

Reimbursement of contributions
The Council will act consistently in deciding whether or not to include provisions relating to the payment of unspent and uncommitted funds received from contributions.

Access to adjacent land/no ransom requirements
The FS106 will provide for the safeguarding of suitable land for access to adjacent parcels of land to ensure site wide connectivity. Developers bringing forward applications will be expected to ensure that the development proposal is designed to facilitate vehicular and pedestrian/bridleway access from their land to adjacent parcels.

Community infrastructure Levy
No CIL will apply to the allocation area.

Section 106 monitoring fees
The Council will charge a fee to cover the cost of the monitoring and reporting on the delivery against obligations.

Restrictions on Title
The FS106 will provide for restrictions on the title to land to ensure that obligations tied to the land are passed to financially capable successors, safeguarding the enforcement of planning obligations and the recovery of forward funded investment. The obligation to notify the Council of land transfer will not apply to individual dwellings or commercial units.

Exempt Development
Development of any part of the allocation consisting of:

- less than 5 dwellings; and/or
- less than 500 square meters of non-residential development;
- a replacement dwelling;

Will not be subject to a section 106 agreement incorporating the FS106 terms. The Council will, however, not exempt development proposals in which it appears that a scheme has been subdivided to circumvent the exemptions listed above.

Land in the vicinity of the allocation
Where developers of parcels of land lying in the vicinity of the allocation make planning applications for development not being exempt development (as described above) which development will benefit from the strategic infrastructure provided or funded by development within the allocation, those developers may also be required by the Council to contribute towards the cost of such strategic infrastructure via a section106 agreement. The Council shall determine on a case-by-case basis, in line with the statutory tests for planning obligations, whether such contributions or a proportion thereof should be payable.

Strategic Infrastructure to be included within FS106

The strategic infrastructure that will be included within the FS106 is outlined in the table below. The strategic infrastructure is separated into two parts:

- 1 Strategic infrastructure for which contributions will only be sought from the residential development; and
- 2 Strategic infrastructure for which contributions will be sought from employment and residential development.

Strategic Infrastructure - Housing Development Only
Education

- 2FE Primary School with nursery
- 2FE Primary School with nursery
- 2FE Primary School with nursery
- 2FE Primary School with nursery
- 3FE Primary School with nursery
- 3FE Primary School with nursery
- 3FE Primary School with nursery
- 7FE Secondary School
- 7FE Secondary School (safeguarded land)
- Post 16 Provision
- SEN Provision

Green Infrastructure

- Malvern Hills National Landscape and SSSI mitigation
- Open Space Provision + PRow Network
- Community Park
- Maintenance of Open Space Provision

Community Uses

- Community Space
- Library

Healthcare

- Primary Care Facilities
- Evesham Hospital and Mental Healthcare Hub

Sports and Playing Pitch Infrastructure

- Indoor Built Sport Facilities
- Sports Pitches
- Changing Rooms
- Sports pitches and changing rooms lifecycle costs

The FS106 will provide for calculation of the amount payable in respect of non-residential development. Contributions payable in respect of residential development will be calculated on a ‘per-dwelling’ basis.

Strategic Infrastructure - All Development

Emergency Services

- Police Premises: Onsite Safer Neighbourhood Team Office

Public Transport Provision

- Bus Services Improvement Plan
- ITS Improvements - AVR/RTI on bus routes

Active Travel

- Active Travel - Worcestershire Parkway - Pershore

Highway Schemes

- M5 Mitigation
- A46 Mitigation
- A44 / B4084 Egdon Lane, Signalisation of junction
- A44 / A4104 Terrace Road Pinvin junction, Pershore
- A44/A422 Roundabout, Spetchley
- Redhill Island
- Norton Road/Crookbarrow Roundabout 2x Traffic Management / Constraints in Norton and Brockhill Villages
- Pershore Ln / B4636 Local widening of western arm to achieve 2 lanes for ~40m
- Phase 2 local highway network mitigation
- Development Link Road B4084 - A44
- Pershore Boulevard
- All-modes bridge crossing
- Active travel underbridge
- Stoulton Bypass

Gypsy and Traveller Sites

- Gypsy and Traveller Sites

Strategic Infrastructure Funds

The FS106 will identify Strategic Infrastructure Funds which correspond with the contributions to be received from the landowners/developers to support the development of essential infrastructure within the allocation.

The Strategic Infrastructure Funds will need to be:

- Payment triggers: tied to specific development milestones (e.g., prior to first occupation or occupation of a certain percentage of dwellings/employment floorspace).
- Indexation: contributions will need to be adjusted for inflation using relevant indices to ensure fair value over time.
- Usage: funds will need to be used exclusively for the specified infrastructure, with mechanisms for repayment of surplus funds if infrastructure is fully funded or unused by a set date.

In terms of the Strategic Infrastructure Funds, these are envisaged to include the following:

Education Infrastructure fund

- Nursery and Primary Education
- Secondary Education
- Post 16 Education
- SEN

Strategic Transport infrastructure Fund

- All on and off-site highway mitigation schemes.

Public Transport Infrastructure Fund

- Bus provision and services.

Active Travel Infrastructure Fund

- Off-site active travel routes not covered in highway costs or in parcel development.

Community Infrastructure Fund

- Community Space
- Library Provision
- Police Neighbourhood office
- Primary Healthcare
- Community workers

Green Infrastructure Fund

- Community Park
- Malvern Hills Mitigation
- GI maintenance
- Any offsite contributions in accordance with calculator

Sports Infrastructure Fund

- Indoor sports facilities
- Sports pitches
- Changing rooms
- Lifecycle costs

GLOSSARY

Active Travel

Non-motorised modes of transport such as walking, wheeling and cycling, supported by safe and convenient routes and facilities.

Blue Infrastructure

The network of water-related features—rivers, canals, ponds, sustainable drainage elements and coastlines—that contribute to environmental and community wellbeing.

Boulevard

A wide, often tree-lined urban street designed to balance movement and place, typically including generous footways, cycle routes and public realm.

Climate Adaptation

Measures that help towns and cities adjust to the impacts of climate change, such as increased flood risk, heatwaves and more intense storms.

Community Infrastructure

Facilities and services that support communities, such as schools, GP surgeries, parks, libraries and community centres.

Density

A measure of the concentration of development—usually homes or floorspace—within a defined area, influencing character, viability and transport patterns.

Infrastructure

The essential services and structures needed for a place to function, including transport networks, utilities, green and blue spaces, schools and health facilities.

Infrastructure Delivery Plan (IDP)

A document that accompanies a Local Plan, setting out what infrastructure is needed, who will deliver it, when it will be provided and how it will be funded.

Internalisation of travel trips

The proportion of journeys that begin and end within the community for example home to school, home to local shops, and are made using sustainable modes such as walking, wheeling, cycling or public transport rather than private cars. The goal is to design Wychavon Town so that 40% of daily needs such as work, education, shopping and leisure can be met locally, reducing car dependency and external traffic. High internalisation rates indicate successful planning for accessibility, mixed land uses and integrated transport networks.

Local Centre

A smaller-scale cluster of shops, services and community facilities that meets day-to-day needs within a neighbourhood.

Local Plan

A statutory planning document produced by local authorities, establishing the long-term spatial strategy for development, including site allocations and policy.

Modal Filter

A feature—such as a bollard, planter or camera-controlled restriction—that limits through-traffic for motor vehicles while allowing walking, cycling and, in some cases, buses.

Mobility Hub

A focal point where different travel modes connect—public transport, cycle parking, shared mobility and public realm—designed to make sustainable travel seamless.

Monitor & Manage

An adaptive approach to implementation that tracks performance against objectives and adjusts plans, phasing or interventions as conditions change.

Net Zero

A balance in which greenhouse gas emissions produced are matched by emissions removed, with UK planning increasingly requiring developments to support this goal.

Phasing

The planned sequencing of development and infrastructure over time to ensure growth is deliverable, coordinated and supported by necessary services.

Placemaking

A people-centred approach to design to create attractive, distinctive and functional places.

Public Transport

Shared passenger transport services accessible to the public—such as buses, trains, trams and demand-responsive services.

Section 106 (S106)

A legal agreement between a developer and the local planning authority, securing contributions or actions needed to make a development acceptable, such as affordable housing or local infrastructure.

Site Allocation

A specific plot or area identified in a Local Plan as suitable for development, often with a defined land use or capacity.

Stewardship

Long-term management of places—such as parks, streets or community assets—ensuring they remain high-quality, well-maintained and valued by residents.

Sustainability

Development that meets present needs without compromising future generations, integrating environmental, social and economic considerations.

Sustainable Drainage Systems (SuDS)

Water-management features—like swales, permeable paving and rain gardens—that mimic natural drainage to reduce flood risk, improve water quality and enhance biodiversity.

Swale

A shallow, vegetated channel designed to slow, filter and convey surface water as part of a SuDS network.

Vulnerable Development

Vulnerable development means any development classed as highly, more, or less vulnerable under the NPPF, which therefore requires specific and stricter surface water drainage and flood-risk measures to ensure that occupants, buildings and infrastructure remains safe.

Vision & Validate

An urban planning process that sets a strategic vision for an area and tests it through evidence, engagement and modelling to ensure it is realistic and deliverable.

Wayfinding

The signs, markings, maps and design cues that help people navigate through places easily and intuitively.

