

**Wychavon Town Spatial Framework
Supplementary Planning Document
Statement of Public Consultation
Regulation 12 (a) Town and Country (Local Planning)
(England) Regulations 2012
June 2026**

1. Introduction and Background

- 1.1 This Statement of Public Consultation sets out how Wychavon District Council has engaged and consulted with stakeholders on the Wychavon Town Spatial Framework Supplementary Planning Document (SPD) in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012 and the adopted Statement of Community Involvement (SCI).
- 1.2 Wychavon District Council appointed consultants David Lock Associates (DLA) and KMC Transport to undertake work on the preparation of a spatial framework SPD for Wychavon Town (also known as Worcestershire Parkway) in May 2024. DLA and KMC met with members of the Combined Landowners Group both individually and collectively to establish a clear understanding of each developer's aspirations in bringing their parcels of land forward for development. DLA also presented to the Community Liaison Group (comprised of community representations) the emerging masterplan and spatial framework during the summer of 2024. These stakeholder meetings and workshops and extensive collection and interrogation of the evidence base have all informed the SPD.

2. Purpose and status of the Wychavon Town Spatial Framework SPD

- 2.1 The purpose of the SPD is to provide guidance to developers and council officers, stakeholders and infrastructure providers as to how a mixed community of both housing and employment will be developed to create a successful new settlement. Once adopted the document will form a material consideration in determining planning applications for developments with the new town.
- 2.2 The SPD sets out an overarching Spatial Framework alongside a series of town wide strategies as required by policy SWDPR55. These include strategies for movement, phasing and infrastructure delivery, green and blue infrastructure, design principles, drainage and utilities, stewardship and management, heritage and archaeology and a monitor and manage strategy to ensure infrastructure is provided at the right time.
- 2.3 The spatial framework and the supporting town-wide strategies are not intended to be unduly prescriptive but set out key structuring elements, principles and mechanisms to guide the development. These are defined as
- Structuring elements which are the spatial elements that structure the framework of the town as set out in the Local Plan policy SWDPR51 and important to its comprehensive delivery.
 - Principles are the guiding principles intended to provide overarching or directional guidance for the development of Wychavon Town.
 - Mechanisms are outlined where necessary to ensure that the requirements are secured through the planning process through legal agreements.

3. Early stage consultation (informal)

- 3.1 The SPD initial public consultation took place through early engagement with both the Community Liaison Group, made up of local residents, members of local parish councils and district councillors, and the Combined Landowner Group, throughout the summer of 2024. Comments received at these meetings were taken into consideration in the preparation of the spatial framework for Wychavon Town.
- 3.2 An early draft of the SPD was produced in July 2025 and shared with key stakeholders which included members of parish councils, local members, officers at Worcestershire County, Worcester City, Wychavon District and Malvern Hills District Councils. A presentation was made to members of the Joint Advisory Panel made up of members from Worcester City, Malvern Hills and Wychavon District Council.
- 3.3 A workshop was held at Wychavon District Council offices on 29th July 2025. All key stakeholders and interested parties were invited. A presentation providing an overview of the SPD was given followed by a group workshop facilitated by officers from WDC. Each table was given specific questions to respond to about the development of the new town on topics covering blue and green infrastructure, movement, long term stewardship, community, social and educational infrastructure, highway infrastructure including active travel and delivery of public transport routes. The outputs from the workshop were summarised and were incorporated where applicable alongside individual comments. The next iteration of the SPD has been informed by the outputs from this engagement and consultation.

4. Consultation on the Draft SPD

- 4.1 WDC has legal planning requirements it must follow for the preparation of an SPD as set out in the Regulations referenced earlier. The following consultation methods were used to seek public, stakeholder and landowner comments on the Draft SPD:
- A press released was issued which generated articles in The Evesham Journal and Worcester News.
 - Notification by email to all those listed on the existing planning policy database and who responded on previous rounds of consultation on the document and on the SWDPR Regulation 19 stage;
 - Publicity and documents were made available for public comment on the Council's website, the Wychavon Town website;
 - Publicity through social media;
 - Posters were placed on community noticeboards to inform the public of the consultation and two public consultation events were held at Stoulton Village Hall (20 January 4.30 – 7.30) and Littleworth Suite, Norton Parish Hall (28 January 4 – 7pm). These events provided residents and any interested parties with the opportunity to come and look at the consultation materials and discuss relevant issues with officers from WDC;
 - The consultation was advertised in the Wychavon Newsletter which goes out to all local parish councils and local residents who have requested to go on the mailing list for this quarterly newsletter;

- Hard copies of the consultation documents were made available at WDC office reception, Malvern Hills District Council reception and The Hive, Worcester, Pershore library, Evesham Library, Broadway Library; and Droitwich Spa Library, Worcestershire Parkway railway station ticket office, and Stoulton Village Hall, Whittington Village Hall and Norton Parish Hall.

4.2 A report was taken to Executive Board on 7th January 2026 which sought approval for the Draft SPD to go out to consultation. Consultation commenced on 12 January until 17th February, a five week period.

5. Comments received from the public, stakeholders and landowners

5.1 Wychavon District Council's Consultation Portal, Smart Survey, was used to consult the public, key stakeholders and landowners. A questionnaire was used to assess the level of support or concern about the content of the SPD. A summary of the responses received based on key themes/issues raised in the questionnaire is set out in Appendix 1. In addition to the on line questionnaire responses we received 19 emailed responses setting out comprehensive comments on the SPD. All of the comments received have been considered and a Summary of Proposed Changes to the SPD are set out in a separate document.

Summary of responses to the online questionnaire

5.2 Some positive comments were made on the Wychavon Town Supplementary Planning Document (SPD), however overall the views were mixed. The Vision attracted more disagreement (58%) than agreement (28%). The Movement Strategy and Phasing & Infrastructure Delivery sections had fairly balanced views with just slightly more disagreeing than agreeing with these aspects. Elements of the Green & Blue Infrastructure approach received stronger support, with significantly more agreement on this. The Design Principles and Heritage & Archaeology sections had more respondents disagreeing with the approaches than agreeing. The Sustainability commitments had the highest level of agreement among respondents.

5.3 When written comments were provided, they focused on the loss of green space, the need for greater consideration of existing residents, the early delivery of the Pershore Boulevard and traffic mitigation measures in surrounding villages and further clarity on infrastructure delivery. Respondents also called for stronger protection of residential amenity through clear and effective green buffers. Less frequently, concerns were raised about the location of employment land near existing homes and the need to amend mapping to improve accuracy and consistency issues.

5.4 While the majority of comments were critical, respondents also welcomed revisions since earlier stages, including additional green infrastructure, and made constructive suggestions on active travel links, design quality and the early, coordinated delivery of infrastructure, particularly the Boulevard and traffic mitigation measures.

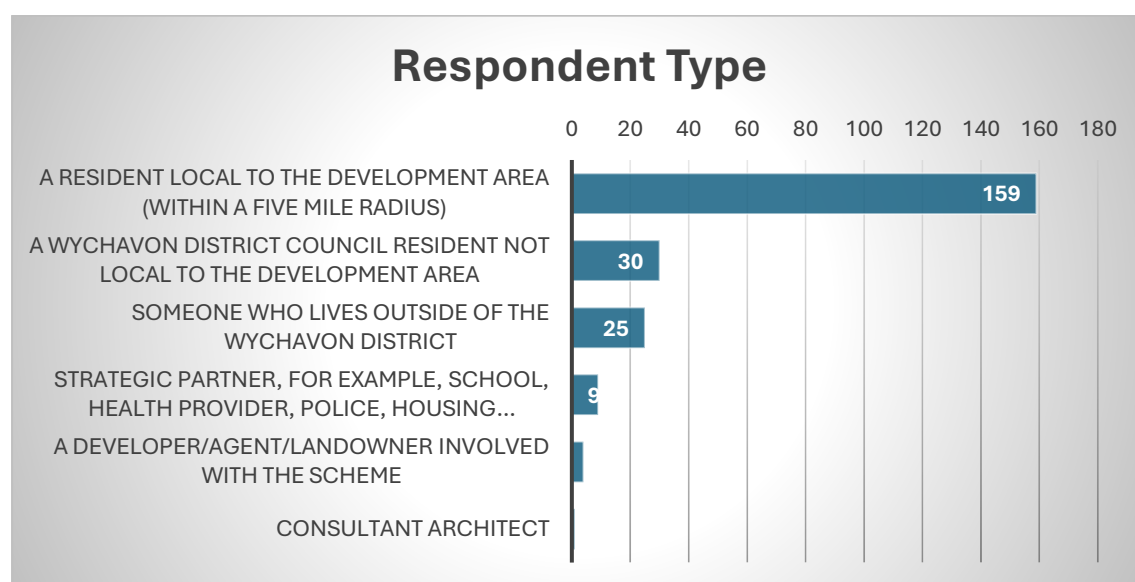
Next Steps

5.5 The SPD will be taken to Council on 15th April 2026. A summary of the public comments received together with the key issues raised will be highlighted in the report. Council will be asked to consider carefully the public comments received together with the proposed changes to the SPD which Council will be asked to approve so that the SPD can be adopted.

Summary of Consultation Responses

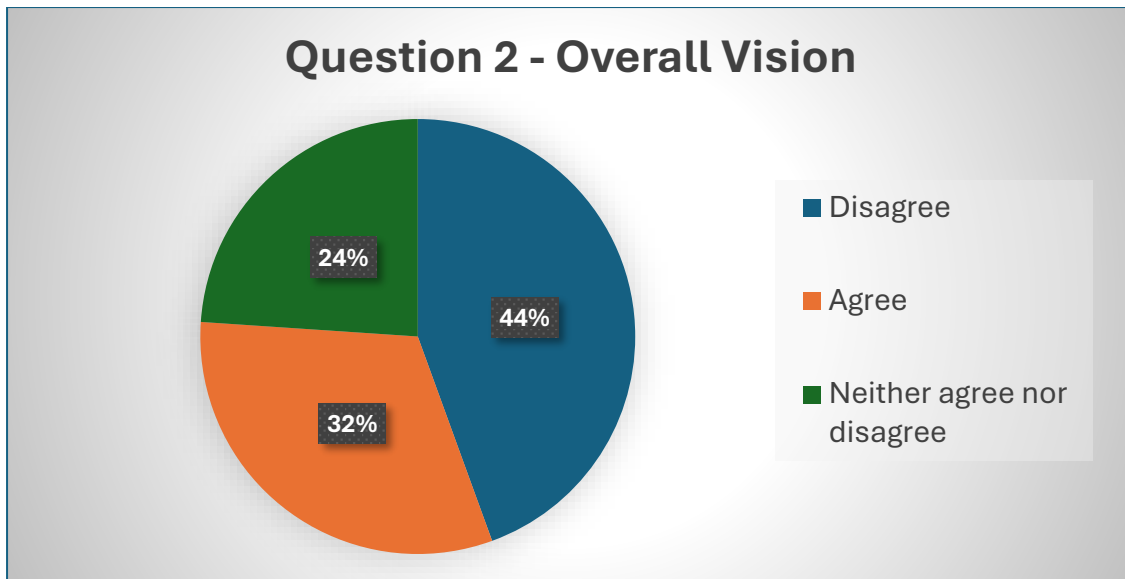
An analysis of the responses to the consultation have been collated and reviewed. The analysis is presented below. The questionnaire was comprised of 16 questions which related to the different chapters of the SPD. Respondents were asked to indicate their level of agreement with the proposed strategy for each question/topic. It was in multiple choice format and so could be collated graphically in this report. Question 16 asked respondents if they had any additional comments on the SPD. There were 131 responses to the survey. There were a further 98 respondents who only answered questions one and two.

Q1. In what capacity are you responding?



Q2. To what extent do you agree or disagree with the overall vision for Wychavon Town, as set out in the Supplementary Development Plan?

130 respondents answered this question having completed the survey. There were 98 respondents who only answered this question. Their response was added to the total and is shown below.



Question 3.

Respondents were given the opportunity to provide a written response to question 3, 'You have told us you tend to disagree, or strongly disagree, with the vision. Please explain why you disagree.'

There were 70 responses to this question.

There was a broad range of concerns from the respondents. While a small number of comments recognise positive elements within the revised proposals, such as the inclusion of certain green buffers, the retention of protected trees and efforts to introduce more landscape-led design principles, the overwhelming sentiment is one of opposition, focused primarily on scale, infrastructure capacity, and the perceived disconnect between the SPD's ambitions and its likely delivery.

A main concern is the capacity and resilience of existing transport infrastructure. Respondents consistently referenced congestion at key locations including the B4084, A44, A38 and M5 Junction 7, with fears that the introduction of approximately 10,000 homes could result in an additional 20,000 to 30,000 vehicles. Many believe that already congested routes, particularly rural lanes and narrow village roads, would become unsafe and unusable due to increased commuter traffic, construction activity and heavy goods vehicle (HGV) movements. Comments also highlight a lack of clarity around the proposed phasing of the primary road network, particularly the "Boulevard", and the management of construction traffic, which many perceive as a significant omission. Worcestershire Parkway Station is frequently mentioned as already operating with a shortfall in parking capacity, with a concern that further development will undermine its original "parkway" function and create further parking and capacity problems.

Another area of concern relates to the capacity of health services and wider public infrastructure. Residents report that Worcestershire Royal Hospital is already operating at stretched levels, with long waiting times and capacity pressures. The absence of any concrete proposals for expanded healthcare provision, whether a new facility or significant upgrades, has many respondents worried

that additional residents will place further strain on GP surgeries, dentists, social care services and emergency response.

The loss of countryside, agricultural land and biodiversity is another consistent theme. Many respondents dispute the SPD's claim of a landscape-led or environmentally sensitive development, arguing that the scale of the proposals would permanently remove productive farmland, disrupt habitats and erode the rural character of the surrounding villages. Concerns extend to the impact on views, wildlife corridors, and heritage landscapes, including specific reference to the Norton Hall historic parkland and other established natural features that contribute to local identity. Issues surrounding flood risk, surface water drainage and the suitability of underlying clay soils were also raised, alongside worries about historic contamination risks associated with former landfill and animal burial sites.

Feedback also reflects concern about the scale and form of development, with many respondents characterising the scheme as disproportionate to the landscape and overwhelming for the existing villages that are nearby. Several respondents from villages, including Stoulton, Whittington, Norton and Woodbury Park, express fear of being engulfed or losing their distinct identities. There is concern that originally promised buffer zones have been eroded in more recent iterations of the plan. The potential introduction of large-scale logistics and industrial uses near existing homes was another objection. The main concerns were about 24 hour operation of the sites, noise, light pollution and HGV movements.

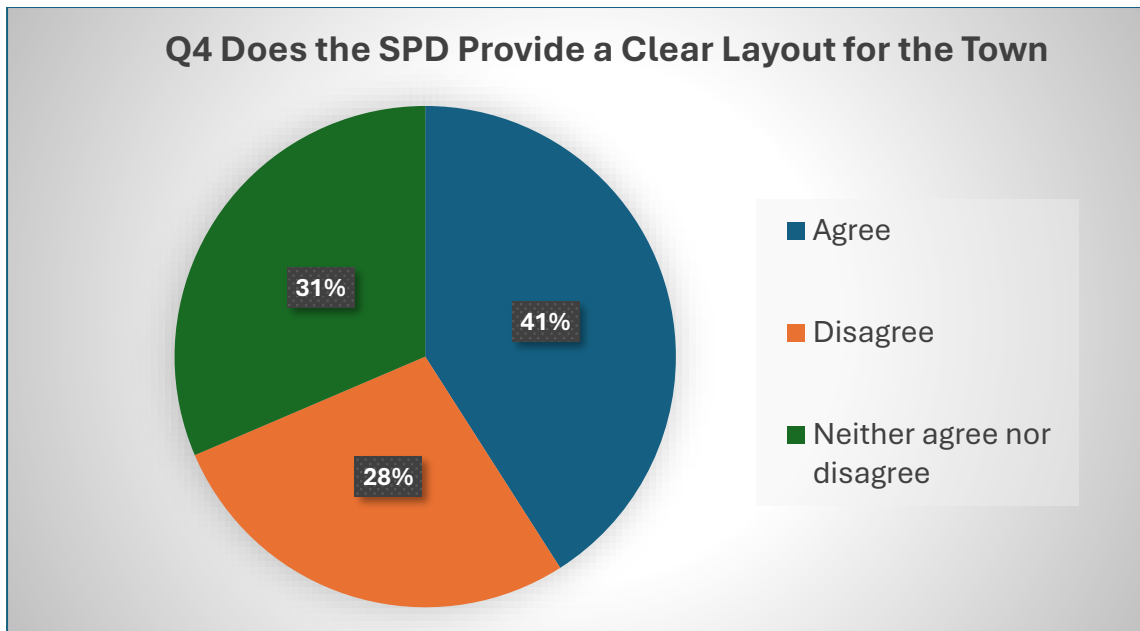
Underlying many comments is a notable lack of trust in the planning and engagement process. Respondents indicate a perception that earlier commitments have been diluted, that residents' views have not been adequately incorporated and that plans produced by developers appear inconsistent with the SPD's stated principles. Some landowners and residents directly adjacent to the proposed development believe that their homes were omitted from maps or diagrams, leading to a reduced confidence in the process.

The name "Wychavon Town" is criticised as inappropriate, confusing, or lacking local meaning, with many suggesting that simply "Wychavon" would be more suitable.

Whilst some respondents acknowledge positive aspects in the SPD, such as aspirations for improved green infrastructure, design quality, or tree retention, there is doubt that these ambitions will be realised in practice. Several comments suggest that without strong, enforceable requirements and clearly sequenced infrastructure delivery, the final outcome risks falling far short of the vision set out in the document.

Question 4, 'Does the Spatial Framework Plan (on pages 26 and 27) provide a clear layout for the new town?'

There were 105 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 4, 'Does the Spatial Framework Plan (on pages 26 and 27) provide a clear layout for the new town?'

The feedback on pages 26–27 presents a view with some positives, however, there are concerns as to its clarity, completeness and practical value. Whilst some respondents consider the plan visually clear and broadly understandable, most respondents express concerns about the level of detail, that worries of existing communities are not considered and the pragmatism of the proposals.

A number of respondents acknowledge that the Spatial Framework Plan provides a clear conceptual outline of the new town. However, many describe the diagrams as vague, stylised or overly artistic, lacking the technical detail needed to understand how the town will function in practice.

Most criticism relates to the absence of clarity on transport and infrastructure. Respondents state that the plan provides no meaningful explanation of road layouts, connections to the A44/M5, traffic mitigation, or the integration of new and existing routes.

There are concerns regarding construction traffic, with fears that HGV movements along the B4084 will create pollution, noise, congestion and safety risks for current residents.

A lack of clear phasing information leaves uncertainty about how early residents will access essential services and facilities. Infrastructure concerns extend to drainage and wastewater, where respondents highlight missing information on surface water management, flood resilience and wastewater systems.

A few respondents said that the plan does not adequately reflect or protect existing settlements. Some respondents note their homes are omitted or unclear on the plans, leading to feelings of being “airbrushed out” of the development.

Respondents express fears about noise, vibrations, pollution, and diminished wellbeing during construction and also after occupation.

Villages such as Woodbury Park and Whittington are perceived as at risk of being absorbed into the new town without adequate buffers to maintain their identity and protect their rural character.

Whilst some welcome green buffers and open space provision in principle, many say buffers lack specificity, scale, and enforceability. Respondents fear these areas may become token strips rather than meaningful landscape protections.

Environmental concerns also include the potential loss of habitats, lack of clarity on existing natural features, and inadequate safeguarding of ecological networks and historic landscapes.

Respondents highlight inconsistencies across SPD diagrams, mismatches between drawings and current/active planning applications and confusion caused by maps split across pages. Several call for clearer, single-page, high-resolution plans to avoid misinterpretation. Some also report difficulty navigating online documents or interpreting symbols due to unclear keys.

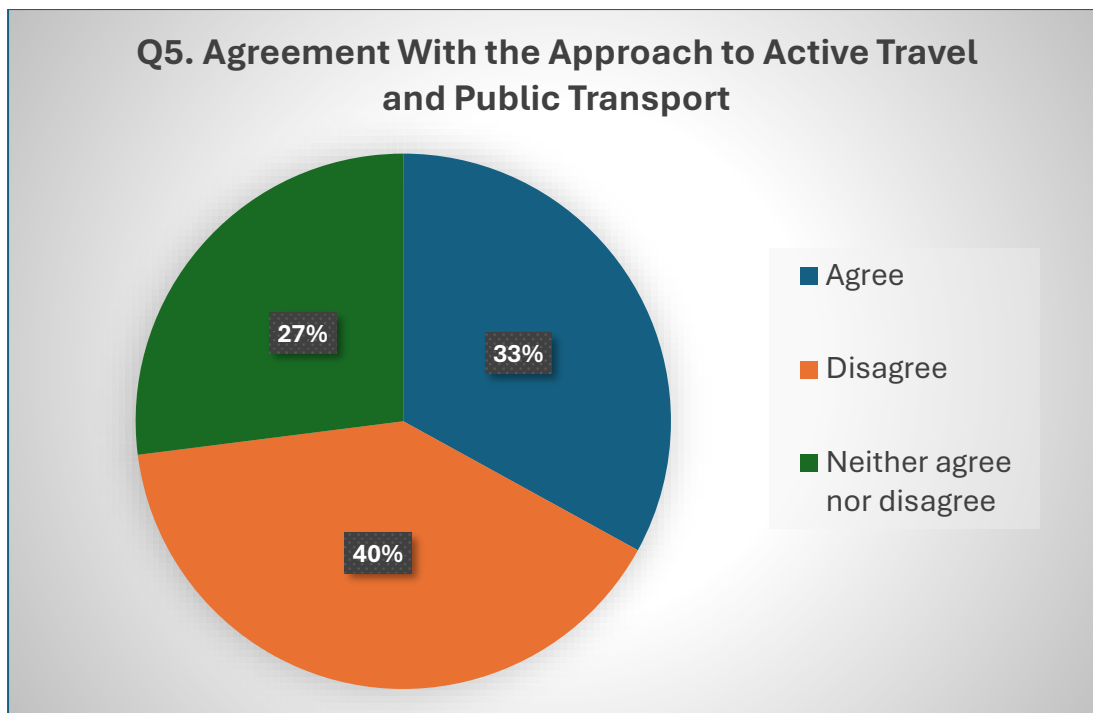
There are concerns about proposed employment locations and their relationship to existing communities. Respondents note contradictions between SPD materials and recently submitted planning applications, such as industrial uses located where residential development was expected, and challenge the appropriateness of regional-scale logistics near housing.

There is a lack of confidence in the plan’s deliverability and transparency. Respondents question whether developers will follow the framework, whether the SPD has real authority, and whether the consultation process genuinely reflects resident concerns. Some describe previous engagement as vague or evasive, contributing to scepticism about the projects integrity and direction.

While the Spatial Framework Plan is seen by some as providing a useful high-level concept, the comments highlight gaps in clarity, consistency, infrastructure planning, environmental protection and respect for existing communities.

Q5. Do you agree or disagree with the approach to active travel and public transport prioritisation within the Movement Strategy of the plan?

There were 102 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 5, 'Do you agree or disagree with the approach to active travel and public transport prioritisation within the Movement Strategy of the plan?'

There were 65 responses to this question.

The responses reveal concerns about the feasibility, impact, and credibility of the proposed Wychavon Town development. While many respondents support the principle of active travel and sustainable transport, they overwhelmingly doubt the practical delivery, infrastructure readiness and fair treatment of existing communities.

Respondents highlight that public transport is currently unreliable, infrequent, or absent, thus making reduced car dependence unrealistic. Some respondents were sceptical about bus routes, as they said in similar developments they were non-existent, or undelivered. Train cancellations and limited routing of trains undermine confidence in proposals centred on rail use, with concern that Worcestershire Parkway Station is already over capacity for parking and services, even before further development.

The strategic ambitions for public transport are welcomed, but only in theory. The current system is seen as wholly inadequate to meet the scale of demand.

There were comments that residents will still need cars, regardless of strategic aims, as people rely on them for work, rural travel, school runs, shopping, health access and emergencies. It was said that a significant number of extra vehicles will be generated by the new town, adding to congestion. Respondents state the plan is unrealistic in assuming people will cease using cars.

A number of respondents believe the proposed road network is underdeveloped, unsafe, or poorly planned. Concerns include the capacity of the B4084, especially through villages such as Stoulton and Wadborough, where speeding and dangerous bends already exist. It is feared that villages will become 'rat-runs' and that congestion will increase. Emergency vehicle access, especially ambulance routing, may be compromised by the proposed changes.

Some comments were concerned with the lack of clarity about how traffic will be managed during construction, with threats of pollution, noise and road safety issues. It was said that construction traffic and timescales represent one of the greatest concerns. It is believed construction will last over a decade, yet mitigation is not clearly defined and that heavy HGV movements on rural B-roads will increase noise, pollution and safety worries. Respondents expect long-term disruption with insufficient protective measures for current communities.

Active Travel is supported in principle, but there was scepticism that it will occur in practice. Many respondents support walking and cycling routes, however they believe the rural geography and dispersed settlements make active travel impractical for most journeys. There are concerns that safe, connected, and meaningful routes are missing beyond the town boundary e.g., to Pershore and Worcester. Uptake is expected to be limited due to weather, distances and occupational requirements.

Respondents express a strong sense that the plan prioritises new communities over existing ones. Several note that their villages are not included or considered in maps or strategic documents. There are comments that safety, wellbeing, noise, light and pollution issues for existing residents is unclear or missing. Some feel existing residents are invisible in the planning process.

There is scepticism whether the SPD's commitments will ever be implemented. It is said that previous developments have "promised" infrastructure, but not delivered it e.g., bus routes. Some comments describe the plan as "aspirational", "optimistic", or "attractive graphics" without enforceable commitments and that the SPD will ultimately be ignored during individual planning applications.

A number of respondents believe key services are already strained and will struggle, with healthcare, sewerage, utilities, broadband and schools already under pressure in local villages. Some commented that drainage, wastewater and emergency health provision details are missing. Residents broadly support the idea of a sustainable, active-travel oriented new town, but believe the current proposals are unrealistic, underdeveloped, and likely to harm existing communities unless major changes are made.

Q6. 'Are there any additional measures you think could be included to increase the use of active travel and public transport, to help reduce car dependency?'

There were 72 responses to this question.

The responses highlight strong concern that the proposed measures to reduce car dependency in Wychavon Town are insufficient and, in many cases, unrealistic given current transport conditions. Respondents consistently say that public transport is inadequate, citing limited routes, infrequent

services, poor reliability and high costs as key barriers to behaviour change. Many state that significant, early and guaranteed investment in bus and rail services is essential if residents are to adopt alternatives to private car use.

There is widespread support for high-quality walking and cycling infrastructure, provided it is safe, continuous, well-lit and physically separated from traffic. Respondents say that it would be useful to have dedicated active-travel links to Worcester, Pershore, Parkway Station and surrounding villages, along with secure cycle storage and bike-hire options.

A number of respondents express doubt that car dependency can be meaningfully reduced due to commuting patterns, the location of the town and the perceived convenience of private vehicles. Several respondents argue the development's scale and location inherently promote car use and suggest a rethink or stronger regional infrastructure commitments.

Concerns are also raised about impacts on existing communities, particularly increased traffic, noise, pollution, and road safety risks in villages such as Whittington, Stoulton and Pirton. Respondents feel their needs have not been sufficiently considered in the SPD.

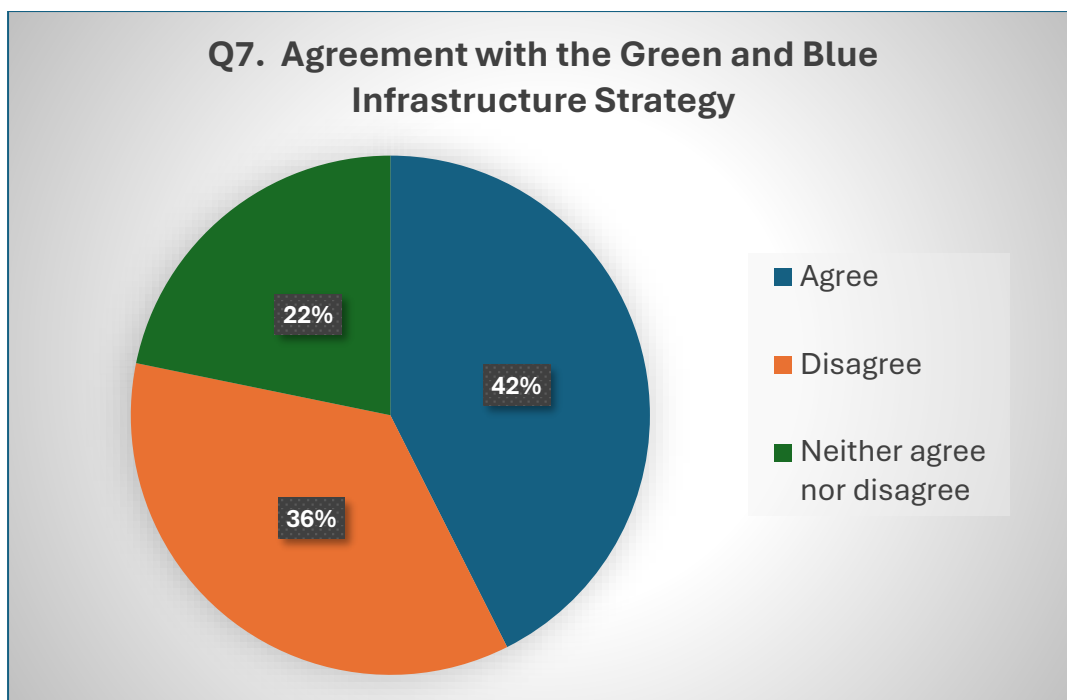
The B4084 is identified as a major constraint, with fears it cannot accommodate additional traffic or construction HGVs. Many believe there should be stronger traffic-mitigation measures, improved modelling and alternatives that reduce reliance on this road.

Respondents comment on the Parkway Station, and the need for wider rail capacity to improve services, with long-term rail investment and carpark expansion to support this.

Respondents highlight concerns about logistics-led employment land, with potential increases in HGV traffic and the need to restrict employment uses to low-impact activities. Respondents say that without robust, early, and fully funded transport infrastructure, and stronger consideration of existing communities, the proposed measures will not achieve meaningful reductions in car dependency.

Q7. Do you agree or disagree with the proposed green and blue infrastructure strategy, including the Community Park and Ridge Park?

There were 101 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 7, 'Do you agree or disagree with the proposed green and blue infrastructure strategy, including the Community Park and Ridge Park?'

There were 50 responses to this question. The full text of the responses is attached (Appendix E).

Views are diverse in response to this question, ranging from strong support to deep scepticism, with several recurring themes relating to the loss of countryside, the quality of green space, the protection of existing communities and the deliverability of the proposals.

A number of respondents express opposition to the development itself, stating that the strategy cannot compensate for the permanent loss of open countryside, farmland, wildlife habitats, and long-established landscapes. Many describe the strategy as insufficient, tokenistic, or "greenwashing", arguing that managed parks cannot replace the ecological and visual value of existing rural areas.

Several respondents welcome the overall ambition, including parks, tree-lined streets, water-sensitive design, biodiversity enhancements, and recreational opportunities, but emphasise that the plan is currently too high-level, lacks detail on widths, planting, long-term management and maintenance, and may be diluted during the planning and delivery phases. There is widespread scepticism that developers will fully implement the proposals, or that the Council has sufficient resources to enforce them.

A number of respondents commented that they wish for more green space overall, with some feeling the ratio of built development to green land remains too high.

Some respondents mentioned continuous wildlife corridors and wanted improved ecological connectivity across the entire town and neighbouring countryside, with protection of existing

habitats, mature trees, and natural drainage systems. There were concerns with flooding risks, clay soils, and water management around Junction 7.

Some respondents suggest that existing villages, especially Whittington and Stoulton, feel excluded or insufficiently protected by the strategy. Respondents state that green buffers and separation zones are inconsistently applied. There is no clear mitigation for noise, air quality, light pollution, construction disruption and long-term urbanisation impacts. New green spaces appear focused on the new town rather than improving conditions for current residents.

Some respondents also challenge the accuracy of historic parkland boundaries and argue that heritage features, particularly around Norton Hall, need clearer protection.

Respondents express support for attractive community parks and Ridge Park, and informal spaces suitable for dog walking, exploration, and quiet enjoyment. There is support for recreational facilities such as running routes, playing fields, and potentially space suitable for Parkrun events. However, concerns persist about location, accessibility, safety, and the suitability of green spaces situated next to employment areas or busy infrastructure.

The inclusion of sustainable drainage systems, lakes, swales, and naturalised water features is welcomed. Some respondents highlight the need for credible flood mitigation, assurance that water management will protect existing residents, and greater clarity on how blue infrastructure will function in practice.

Professional, landowner, and developer representations comment on the accuracy of historic parkland designations and associated constraints. Also, the need for flexibility in landscape requirements e.g., realistic tree growth expectations.

Q8. Are there any additional features or improvements you would like to see in the green infrastructure strategy?

There were 45 responses to this question.

Further response on the proposed Green Infrastructure Strategy highlights strong community concern about the loss of countryside, the adequacy of environmental protection, and the need for more robust mitigation measures. Many respondents expressed opposition to the development itself, emphasising that existing open countryside already provides the most effective form of green infrastructure.

A common theme is the need for stronger, more meaningful buffer zones to protect neighbouring villages such as Stoulton, Whittington, Pirton, Wadborough, Woodbury Park and Hawbridge. Some respondents want to see wider landscaped transitions, stricter limits on lighting, noise and being overlooked and retention of natural features to safeguard amenities and the rural character.

Environmental concerns focus on the flood risk, soil and landscape protection, biodiversity and geodiversity. Respondents comment on the need for better natural drainage systems, wildlife corridors, hedgerow retention and long-term ecological continuity. Also, there were comments on minimising hard surfacing and ensuring that green infrastructure is located where it performs its most important functions.

Several respondents seek greater clarity and transparency, especially regarding long-term maintenance responsibilities, funding arrangements and how service charges might be applied to residents. Some respondents feel the consultation lacks credibility or fails to reflect earlier concerns.

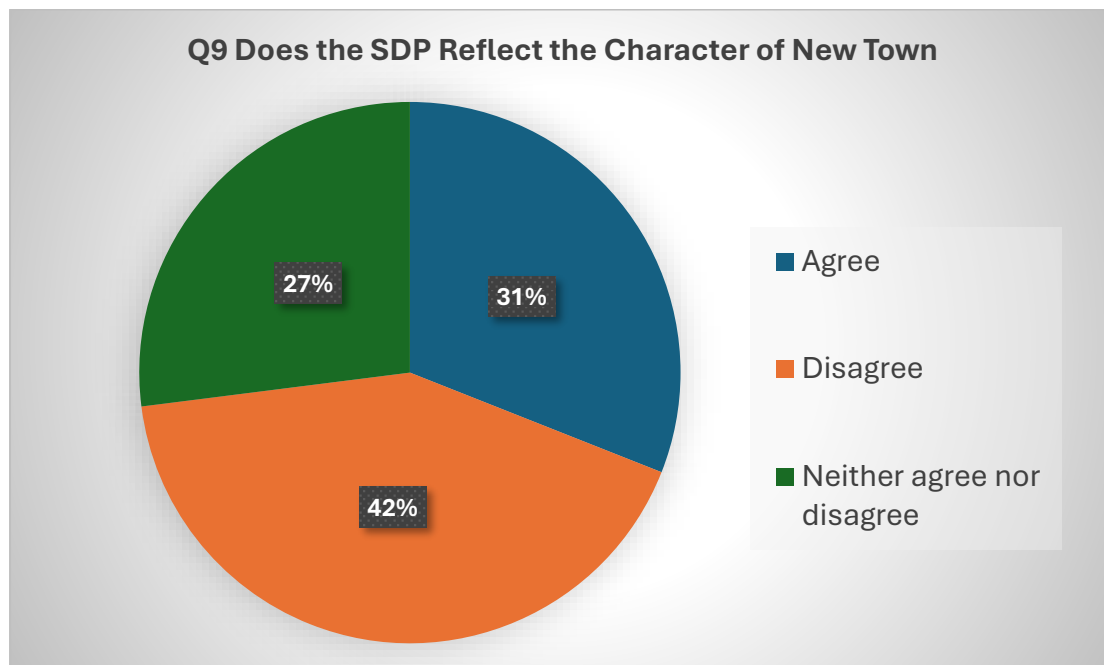
There are requests for more trees, traditional garden styles, allotments, public toilets, play areas, sports facilities (including skateparks and MUGAs), a town council depot and safer walking and cycling routes. Some respondents mention the need to protect existing footpaths, especially the Millennium Way and improving bridleways to reduce cyclist dominance.

Some respondents advocate for alternative land uses such as solar farms, vertical farming, rewilding, or locally generated community energy systems. Others argue that existing employment land in the wider area remains underused and should be prioritised before designating further land for commercial development.

A few respondents express support, but the overwhelming response suggests that many are sceptical and consider that the current green infrastructure strategy does not sufficiently protect existing landscapes or communities, and that significantly more environmental, recreational and buffering measures are required.

Q9. Do the design principles set out in the SDP reflect the character and identity you would expect for a new town in Worcestershire?

There were 100 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 9, 'Do the design principles set out in the SDP reflect the character and identity you would expect for a new town in Worcestershire?'

There were 59 responses to this question.

The responses raise concern that the proposed Wychavon Town does not sufficiently reflect the local character, heritage, or rural setting of Worcestershire. Many respondents feel the emerging design principles are generic, lacking distinctiveness, and risk imposing an urban, standardised template on an area strongly valued for its countryside, traditional architecture and historic area. Some respondents raised objections to the creation of a new town in principle.

Some respondents describe the visuals as generic, bland, American-looking, or resembling developments that could appear anywhere rather than in the county. Some welcome the principles in theory but feel they fail to produce a 'distinct sense of place'.

A number of respondents highlight the historic and agricultural significance of the area and object to the perceived loss of countryside, mature landscapes and community identity. Concerns include insufficient protection of existing villages and inadequate green buffers (e.g., Whittington, Stoulton), with a sense that current communities have been overlooked within the planning process. Some respondents believe the development contradicts national environmental and agricultural policy, citing risks to food production and nature recovery.

There is concern as to the scale and location of logistics and warehouse development, particularly near the M5 Junction 7 entrance. Some believe this contradicts the aspiration for a 'memorable and attractive front door' to the town. Some say that large warehouses are incompatible with the local character and residential amenities, restricting a walkable, community-focused town. Concerns are also raised that logistics use will increase heavy traffic, pollution and undermine sustainability goals. There is anxiety regarding increased HGV movements, noise and safety implications.

Some respondents believe there will be greater pressure on the B4084 and that there is a lack of clarity on construction traffic management. There are fears of gridlock unless infrastructure around Parkway Station is upgraded. Some respondents state current road issues are already severe and the SPD does not adequately address them.

Some respondents question the need for a new town, arguing instead for prioritising brownfield sites or smaller-scale growth aligned with existing villages. There is concern that the proposal is too large, out of character, or a form of urban sprawl extending Worcester into rural areas.

A number of respondents express distrust in developers' ability to deliver promised infrastructure, including community facilities, green space, health services and design quality. Concerns include the need for improved healthcare and wastewater infrastructure, and a lack of clarity on phasing, particularly the timing of the proposed Boulevard.

Q10. Are there any specific design elements within the SDP (e.g. density, street layouts, neighbourhood character) you would like to comment on?

Respondents were given the opportunity to provide a written response to question 10. There were 49 responses to this question.

Respondents have a number of concerns regarding neighbourhood character, infrastructure capacity, transport impacts, heritage assets, design quality and the relationship between the new

town and existing communities. A number of respondents are opposed to the scale and approach of the project.

Respondents state the need to protect green spaces, habitats, wildlife corridors and the wider rural landscape. Concerns include the need for more leisure green space and sports provision. There are fears that high-density design conflicts with environmental ambitions with requests for wildlife-friendly housing, larger gardens, and self-build plots that support biodiversity.

A number of respondents feel the development lacks distinctiveness and risks creating a generic, dense housing estate with concerns that character will not reflect the local Worcestershire identity. There are fears of high-density sprawl, with unattractive architecture and modern styles not in keeping with the area. Some respondents mention village-like, small-cluster neighbourhoods, rather than an urban centre dropped into a rural area.

Some respondents perceive a lack of regard for current residents, feeling ignored or 'airbrushed' from plans and maps. There is concern about being subsumed into the new town, particularly in Woodbury Park and Whittington. Respondents want meaningful green buffers, shielding and respect for the local village identity.

Transport and traffic impacts are among the criticisms, with concerns about the proposed Boulevard along the B4084 and the impact of construction traffic, such as noise, air quality and safety. Some respondents fear 'rat runs' through rural lanes due to diversions and congestion, with doubts about the proposals to reroute traffic through the town centre and past the station. There are concerns about the station parking and it being near existing residential areas and access via minor roads.

Some respondents believe there are gaps or missing details around infrastructure, such as insufficient health, education and drainage provision. Also concerns over inadequate road network upgrades and no clear construction management plan.

A number of respondents want protection for historic landscapes, such as protection of Norton Hall historic parkland, including boundaries, drives and existing views to Crookbarrow Hill and the Malvern Hills.

Concerns were raised about the risk of crime, anti-social behaviour and county-lines activity linked to estate layouts with poorly overlooked routes, mentioning the need for wider, open pathways to ensure safety and avoid crime hotspots.

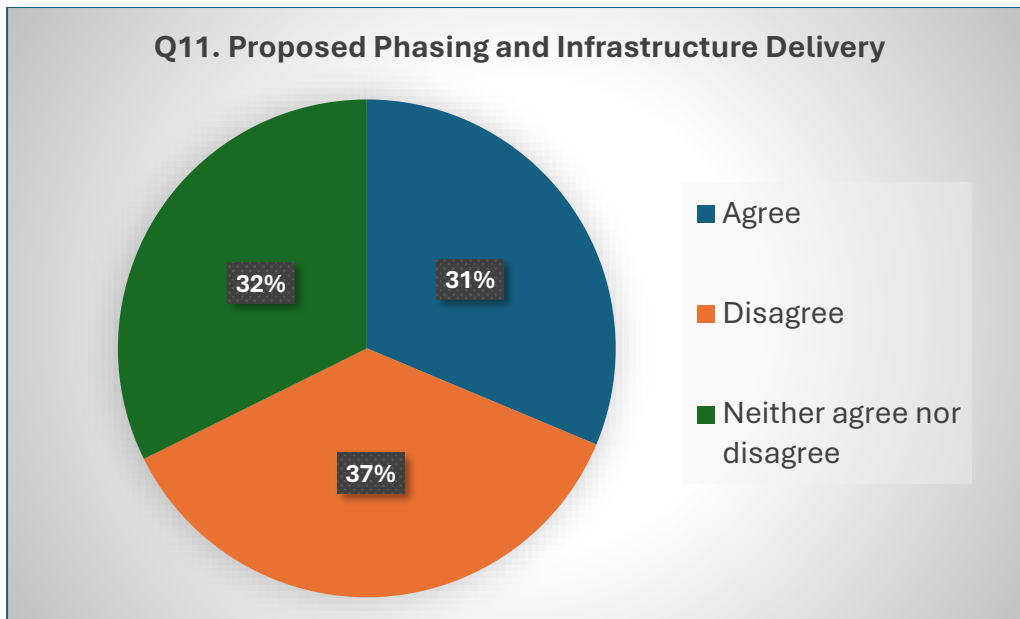
Several respondents contest the density approach with concerns there are too many homes, overly dense and inconsistent with a rural setting. There are requests for a better variety of housing sizes to reflect diverse household needs.

Some respondents say regional-scale logistics are incompatible within the residential context and that the warehouses opposite existing homes will destroy neighbourhood character.

Some respondents are sceptical that developers will adhere to the SPD's principles and whether the SPD has real value or if it is a 'pointless exercise', with a lack of meaningful responses to respondents' previous representations.

Q11. Do you agree or disagree with the proposed approach to phasing and infrastructure delivery, including schools, community facilities and transport links?

There were 99 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 11, 'Do you agree or disagree with the proposed approach to phasing and infrastructure delivery, including schools, community facilities and transport links?'

There were 57 responses to this question.

Respondents have concerns about the phasing and delivery of infrastructure for the proposed Wychavon Town. While many acknowledged that phasing is necessary for a development of this scale, most felt the current approach lacks clarity, commitment and credibility. Respondents commented that the development must be infrastructure-led, not housing-led.

A number of responses were sceptical that infrastructure will be delivered before, or alongside, housing. Some respondents stated past experiences where promised facilities were delayed or never materialised. Some comment on the current approach as too vague and insufficiently binding to prevent housing outpacing infrastructure.

The healthcare provision raised a number of concerns. Respondents highlighted the overstretched Worcestershire Royal Hospital and lack of parking, along with difficulty accessing GPs and dentists. Some believe that the existing system is already at saturation point. A number of respondents state that a development of this size requires significant early healthcare investment, with some calling for a new hospital.

Transport infrastructure was widely viewed as inadequately detailed and lacking firm commitments. Respondents concerns included increased congestion on the B4084, A44 and surrounding villages. Some respondents call for a need for new link roads, junction upgrades and active travel routes before housing is occupied.

A lack of a clear plan for construction traffic has some respondents concerned, fearing long-term disruption for communities near Junction 7 and other access routes. There is confusion around timing and delivery of the re-imagined B4084 and access to the railway station.

Respondents stated that new schools, including SEND provision, must be ready early to avoid over-stretching existing provision. Comments were made that community facilities and open spaces are essential to avoid repeating past developments where such facilities were delayed or never delivered. Some respondents expressed doubt that developers would prioritise these facilities unless required to do so.

A number of respondents had concerns about inadequate road planning, along with concerns about reduced air quality, noise and safety during construction. A lack of a detailed Construction Management Plan has some respondents uncertain about how disruption will be mitigated.

Some respondents were critical of the SPD for a lack of clear timelines and delivery triggers, with only general or aspirational commitments and limited explanation of how infrastructure will be funded or enforced.

Stakeholders emphasised the need for strong governance, transparency and enforceable obligations to build trust.

A smaller number of respondents supported the principle of phased delivery and felt the overall strategy was sensible. However, even these respondents typically caveated their support with concerns about the certainty of delivery.

Respondents believe that Wychavon Town should be infrastructure-led, with binding and transparent phasing requirements. Respondents emphasised that early delivery of healthcare, transport links, schools, utilities and community facilities is essential to avoid overwhelming existing services and prevent long-term negative impacts on surrounding communities. There is a strong call for the Council to provide greater detail, firmer commitments and clearer sequencing to build public confidence in the development's long-term viability and fairness.

Q12. Do you have any comments concerning the timing and/or funding of key infrastructure within the plan?

There were 41 responses to this question.

Respondents have concerns about the timing, funding and transparency of infrastructure delivery. Most respondents emphasise that key infrastructure must be delivered before, or at the very earliest stages of, any housing construction. It is believed that without firm commitments, detailed phasing and enforceable mechanisms, existing communities will face unacceptable strain.

A number of respondents believe that infrastructure, including roads, bridges, schools, healthcare facilities, drainage and utilities must be completed in advance of residential occupation. Some respondents fear a 'homes first, infrastructure later' approach, resulting in years of congestion, service shortages and environmental impacts. Concerns focus on transport capacity, including the B4084, M5 Junction 7, and the proposed Boulevard.

Respondents mention healthcare pressures, especially given perceptions of existing NHS services as already being overstretched.

Some respondents express dissatisfaction with the lack of clarity about who funds which elements of infrastructure, the role of developers and potential reliance on public money. Some believe the financial arrangements as vague, asking for legally binding agreements setting out funding responsibilities, delivery triggers and sequencing. There is concern that there is no assurance that local taxpayers will not underwrite infrastructure costs. Some ask for clarity into funding, phasing and the financial relationships between Homes England, landowners and promoters.

A number of respondents have concerns that the current plan insufficiently protects or acknowledges existing villages, such as Whittington, Stoulton, Woodbury Park and Hawbridge. Concerns include noise, vibration, pollution and traffic impacts, especially from construction HGVs.

There are concerns regarding the adequacy of buffer zones, green spaces and heritage protections, with some noting inconsistencies in how different areas are treated. Some respondents want early delivery of green buffers and landscape mitigation to preserve privacy, amenities and the historic character of the area.

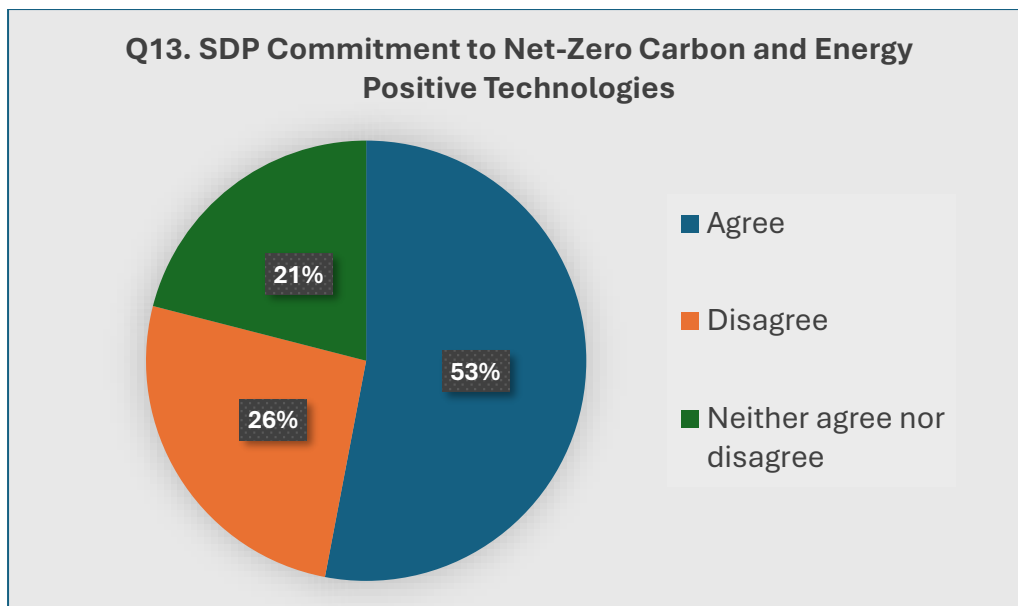
Some respondents fear that route layouts and traffic management will funnel construction and long-term traffic through unsuitable village roads. Respondents raise concerns about the lack of detail on construction sequencing, traffic routing, and the management of HGVs. Respondents describe the B4084 as unsuitable for substantial construction traffic, citing risks around safety, congestion and residential amenities. Some believe that alternative access options have been too readily dismissed.

A minority of respondents strongly oppose the new town altogether, viewing it as unnecessary and damaging to countryside and community identity. Others question whether employment land is being prioritised at the expense of homes and social infrastructure, that the masterplan will be followed or enforced across multiple developers and consultation feedback is being meaningfully incorporated.

A small number of respondents express support for aspects of the revised plan, including green buffers, design quality and the concept of front-loaded infrastructure, but stress that such features require robust commitments, enforceability and early implementation. Some also request specific community facilities such as a Town Hall and better integration with existing villages.

Q13. Do you agree or disagree with the SDP's commitment to net-zero carbon and energy positive technologies, including district heating and renewable energy?

There were 100 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 13, 'Do you agree or disagree with the SDP's commitment to net-zero carbon and energy positive technologies, including district heating and renewable energy?'

There were 48 responses to this question.

A number of respondents express broad support for sustainable design and emissions reduction, however there are concerns regarding the feasibility, cost, enforcement and the credibility of the commitment.

Most respondents believe that moving towards net-zero, adopting renewable energy and enhancing building efficiency are important. Comments highlight that such technologies are essential, sensible and necessary. Several respondents emphasise the benefits of good insulation, solar panels, heat pumps, and energy-efficient design.

Whilst respondents give general support for sustainable principles, many respondents question the practicality of achieving net-zero across a large new town. Key issues include cost implications with concern that emerging technologies are expensive, they may drive up house prices, or create additional financial burdens for residents. Respondents are concerned with reliability and maintenance, some respondents note past problems with heat pumps, the complexity of district heating systems and a shortage of qualified engineers. A number of respondents state the need for proven, reliable systems implemented from the outset rather than as add-ons.

Some respondents believe developers may avoid required standards unless these are legally binding, monitored and enforced.

A number of respondents express scepticism, stating that the SPD lacks concrete, measurable requirements. They have concerns that the policy uses high-level language without setting enforceable standards, clear governance models, or long-term operational plans for district heating or renewable infrastructure. Some view the commitment as promotional rather than substantive.

Some respondents believe that building on greenfield land fundamentally contradicts a net-zero commitment, citing the loss of countryside, habitats and existing carbon sinks. They have concerns whether baseline carbon assessments have been undertaken and call for transparent monitoring.

Solar panels receive strong support, with many insisting they should be mandatory on all homes, commercial buildings, and public facilities. Several respondents prefer rooftop solar over large solar farms, which they perceive as visually and environmentally intrusive. There is some concern how existing solar farms will be connected to the grid and how benefits will be shared locally.

Q14. Are there any additional sustainability measures you think should be included?

Respondents were given the opportunity to provide a written response to question 14, 'Are there any additional sustainability measures you think should be included?'

There were 48 responses to this question.

Respondents provided a wide range of views on additional sustainability measures for the proposed Wychavon Town development. Respondents mention the practical environmental proposals, with concerns as to the principle and scale of the development and the impact on existing communities, infrastructure, and the local character.

A number of respondents emphasise the need for stronger, mandatory environmental standards, including compulsory solar panels, domestic battery storage and rooftop PV installations on homes, community buildings, walkways and car parks.

Some respondents mention the use of low-carbon building materials, such as alternatives to concrete-facing bricks and factory-built high-efficiency homes to reduce waste. Wind turbines, passive solar design and requirements for net-zero operational standards with clear targets and monitoring were mentioned, along with interest in wider renewable energy such as hydropower from the River Severn and zero-emission requirements for employment land.

Water resilience was mentioned, with respondents asking for consideration of comprehensive sustainable drainage systems including swales, permeable surfaces, retention ponds and wetland areas. Some respondents want rainwater harvesting, greywater recycling and non-potable water reuse for toilet flushing and an adequate sewage treatment infrastructure delivered alongside the housing.

Some respondents believe there should be enhanced flood-prevention measures given that parts of the site already experience waterlogging.

A number of respondents stressed the importance of retention and enhancement of protected trees, ancient hedgerows and habitats, with the creation of wildlife corridors and extensive tree planting. They believe this would give a landscape-led approach ensuring green infrastructure is integrated rather than fragmented.

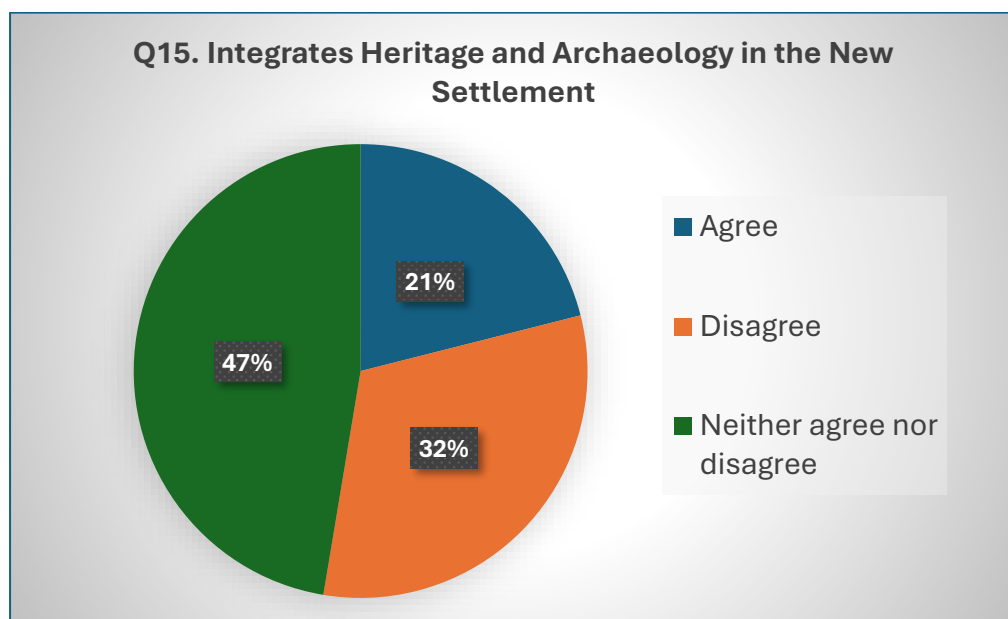
The comment 'don't build the town at all' was made as the most sustainable measure, wanting the preservation of the countryside. Some respondents believe that the development is too large, with some suggesting the town should be scaled down to a village.

A number of comments focused on traffic and construction impacts, including objections to directing all construction traffic via the B4084, with concerns about safety, noise, air quality and the unsuitability of the road for heavy vehicles. There is a concern that the proposed Boulevard will not be delivered early enough, forcing HGVs through existing communities for many years, with a lack of clarity on the phasing, management and mitigation of construction impacts.

Some respondents, who are residents of nearby villages, especially Whittington, feel ignored. Concerns include noise, light, pollution, vibration and health and wellbeing impacts on current residents, with a loss of green space, lack of local benefits and insufficient provision of parks and allotments in existing parish boundaries. A number of respondents questioned the appropriateness of regional-scale logistics adjacent to residential areas and the consistency of developer submissions with the masterplan and whether local authorities will ensure adherence to the framework.

Q15. Do you agree or disagree that the SDP adequately and sympathetically integrates heritage and archaeology in the new settlement?

There were 95 responses to this question. Please see the chart below.



Respondents were given the opportunity to provide a written response to question 15, 'Do you agree or disagree that the SDP adequately and sympathetically integrates heritage and archaeology in the new settlement?'

There were 50 responses to this question.

Respondents have concerns that the Wychavon Town Spatial Framework does not adequately integrate or protect heritage, archaeology, or the historic landscape character. A few respondents express satisfaction with the proposed approach, however, the majority view reflects doubt, scepticism and a belief that the development will irreversibly damage the areas' historic environment.

Most respondents feel the development will erode the existing rural character, harming the setting of established villages and fail to respect the area's long and complex historical landscape. A number of respondents believe the proposal is destructive and 'greenwashing', saying that written commitments do not match the on-the-ground implications of a town of 10,000 homes.

A few respondents believe the balance is about right, such as welcoming the retention and repurposing of certain landscape features and farm buildings. However, these supportive responses have reservations.

A number of respondents believe the development will overwhelm the historic setting of villages such as Pirton, Stoulton, Whittington, Hawbridge and Drakes Broughton. Respondents highlight concerns that thousand-year-old landscape features including field patterns, hedgerows, ancient routes, and ridge-and-furrow farmland will be lost. There are also concerns that heritage is treated as an obstacle to development rather than a structuring element. Some respondents fear that existing villages will become 'suburbanised', or swamped by the new town.

Some respondents say they see no evidence of meaningful heritage integration in the plan. Specific gaps raised include a lack of detail on how historic assets will influence layout and urban form. There are concerns that the archaeological assessment is incomplete and significant finds may still be discovered. There are doubts about the weight given to existing conservation designations.

Several respondents commented on particular assets, such as Norton Hall historic parkland, with calls for stricter protection of boundaries, drives, views, and the historic fabric along with Croome Court and Spetchley Park and recognition of their importance, with support for continued consideration of their wider setting and views.

A few respondents believe the SPD uses incorrect boundaries.

A number of respondents want larger and more robust buffers between the new development and existing villages, with the retention of historic boundaries, mature trees, and field structures.

Some respondents express scepticism whether commitments made in the SPD will be implemented, describing the approach as having promises that lack detail, developers prioritising profit over heritage and local authorities not adequately responding to previous objections.

A few respondents welcome elements in the plan, such as the repurposing of farm buildings, incorporating heritage assets within green infrastructure networks and the retention of protected trees and historic field boundaries. However, these views are substantially outnumbered by concerns.

Q16. Do you have any additional comments on the Supplementary Development Plan?

Respondents were given the opportunity to provide a written response to question 16, 'Do you have any additional comments on the Supplementary Development Plan?'

There were 34 responses to this question.

A number of respondents have significant concerns regarding the Wychavon Town Supplementary Planning Document (SPD). While a small minority express broad support for the revised vision, most highlight issues of insufficient engagement, inadequate infrastructure planning, and perceived disregard for current residents.

A number of respondents believe that the SPD appears to legitimise a predetermined decision rather than gather meaningful public input. Several describe the process as limiting the challenge to the principle and location of the new town. Many feel informed, but not involved, with some believing the planning decisions are already 'a done deal'.

Many respondents have concerns that as existing residents, their homes and villages are ignored or omitted from plans and maps. Some respondents stated that there is insufficient recognition of Whittington, Stoulton, Wadborough and other villages, with inadequate buffer zones and protection from noise, light and air pollution. There is a concern that settlement naming e.g., "Whittington Fields", overwrites local identity and anxiety about individual properties being severely affected e.g., Norton Hall Lodge, which is positioned amid a proposed boulevard.

Many respondents have concerns regarding the infrastructure. Respondents stress that the proposal contradicts the SPD's stated commitment to 'infrastructure-led growth', warning that housing risks being delivered ahead of essential supporting systems. Key issues cited include traffic impacts and road safety, especially on the B4084, Church Lane and Woodbury Lane, with a lack of clarity on construction traffic routing, expected to include 44-tonne HGVs.

Other concerns are the absence of detailed foul wastewater and drainage strategies, pressure on healthcare, particularly Worcester Royal Hospital which is described as already overstretched and uncertainty regarding developer compliance, S106 funding, and enforceability of the masterplan.

Respondents raise concerns regarding the loss of agricultural land, green space and public rights of way, as well as views of the Malvern Hills and Crookbarrow Hill. Respondents say that the scheme undermines commitments to landscape-led planning and food security and fear the erosion of rural identity.

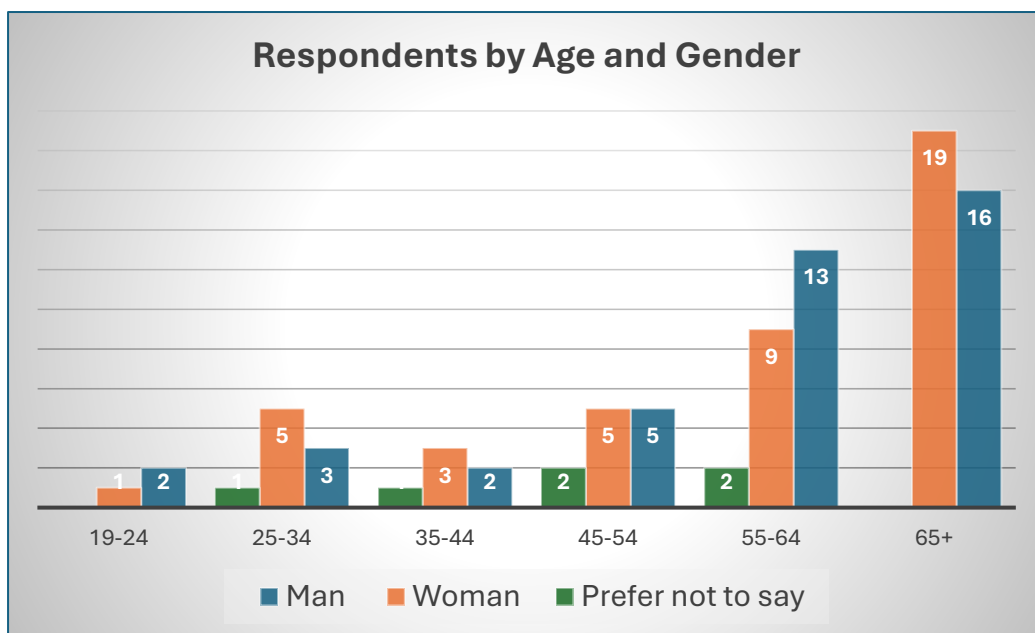
Respondents challenge the scale and nature of the proposed employment land, particularly the introduction of regional logistics, which they say are inconsistent with low-carbon living aims. They have concerns as to the placement of warehouses near residential areas and gateway locations.

Whilst respondents have a number of concerns, some respondents offer proposals, including earlier delivery of the Boulevard to manage construction traffic, reconsideration of the B4084 alignment to maintain efficient east-west travel and strengthened green buffers and acquisition of additional local green space.

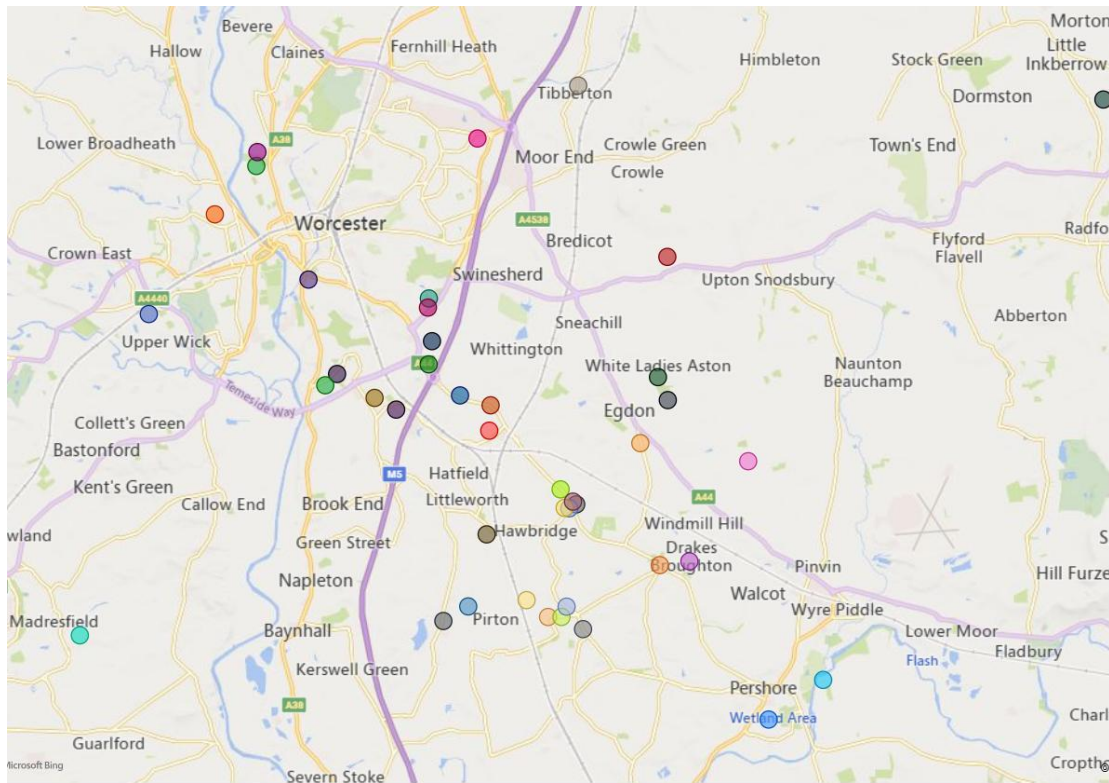
A number of respondents ask for improved communication, including locality-level representatives and clearer public information, with more coordinated working across district, city and county authorities.

Age and Gender

Respondents were asked to provide information on their age and gender. 92 respondents gave their age with 89 respondents providing their gender. Please see the graph below.



55 respondents gave a postcode as to their location which has been plotted on the map below.



Summary of issues raised by theme from the on line survey

Vision		
Theme	Main Issues Raised	How these are addressed in the SPD or other relevant plan documents
Principle of locating development here	Concern raised about the principle of locating a settlement of this scale in open countryside, citing significant concerns about the loss of the natural environment and impacts on existing residents.	Principle of this strategic allocation is set out the South Worcestershire Development Plan Review through the spatial strategy and detailed in Policy SWDPR55.
Underlying design assumptions	Criticism of the underlying design assumption that residents would predominantly work locally and make limited use of private cars. Comments that this is unlikely to be achievable in practice.	WT requires an ambitious level of journeys being made on foot, cycle or bus. The new community is being designed with a safe active travel network and connections to support and encourage future residents to make these journeys without using private cars.
Strain on existing infrastructure	Respondents outlined that existing infrastructure is insufficient to accommodate the scale of growth associated with Wychavon Town. Transport infrastructure was raised the most, followed by green infrastructure. The environmental and amenity impacts of increased traffic on existing residents and broader objections to the loss of countryside were raised.	The movement strategy acknowledges the need to reconfigure the B4084 to accommodate additional traffic movements. A strategic infrastructure planning application is being prepared by Arcadis on behalf of WDC to design the strategic road corridor which will include Stoulton Relief Road, A44 link road, Pershore Boulevard, an all modes bridge and widened bridge under the Cotswold Line to accommodate pedestrian and cycle routes.
Strain on health infrastructure.	Respondents raised significant concern regarding the strain on health infrastructure, with reference to the Worcester Royal Hospital being rated as 'requiring improvement'. Respondents called for detailed healthcare plans to be put in place.	Discussions are being held with the WDC, Homes England and health providers to ensure adequate health facilities are provided for both existing and future residents.
Location of employment land.	Concerns were raised regarding land use and the location of proposed industrial and employment land.	The majority of employment land is provided adjacent to Junction 7 of the M5 to give easy access to the motorway for HGVs serving the storage and distribution centres.
The delivery and implementation of the Vision.	Comments on a potential gap between the SPD Vision and on the ground outcomes. Respondents suggested that because sites may be brought forward by multiple developers, delivery could become fragmented	The planning policies in the SWDPR alongside the SPD are essential in providing a policy framework that is comprehensive and avoid the fragmentation of the site arising from applications being delivered by a range

	and therefore conflicting with the coordinated place making approach proposed in the Vision.	of developers who would be focussed in delivering their land parcels.
Development of the Vision.	Positive comments welcomed revisions made since earlier iterations of the document, including additional green buffers and the proposed 'Boulevard'.	Noted

Spatial Framework		
Theme	Main Issues Raised	How these are addressed in the SPD or other relevant plan documents or evidence base.
Transport	Comments requesting further details on the role and capacity of Pershore Road. Construction traffic and how traffic would be managed to avoid dispersal through surrounding villages was raised.	Refer to earlier comment about the preparation of the strategic infrastructure application . Note the need for a comprehensive and co-ordinated Construction and Environmental Management Plan.
Mapping clarity	Respondents requested clearer mapping of the primary movement network, including connections to the M5/A44.	Noted amendments will be made to SPD where required to ensure plans are legible and clear.
Phasing of infrastructure delivery.	Many asked for phasing to be shown. Adherence to the timing and delivery of key infrastructure such as the Boulevard, bridges, health facilities, schools and utilities was commented on.	More clarity will be provided as to the overall timing of the infrastructure once the infrastructure application progresses informed by the transport modelling. The
Consideration of local residents and their properties.	Respondents called for existing homes and nearby settlements to be incorporated into the graphics and for green buffers to be clearly shown with place-specific design. Protecting the amenity of existing residents, as well as heritage and landscape assets was raised.	Comments noted the Policy SWDPR 55 emphasises the need to protect amenity of existing residents.
The location of employment and industrial land.	The location was criticised by many respondents, whilst others recognised and supported the location of employment land. It was argued that it would be unsuitable in such close proximity to existing residential properties in terms of residential amenity and character. Respondents called for clearer parameters for employment land	Noted – see earlier response.

	and other 'potential' uses to reduce uncertainty.	
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Movement Strategy		
Theme	Main Issues Raised	How these are addressed in the SPD or relevant plan documents or evidence base.
Continued car dependency.	Comments made that the SPD does not clearly explain how public transport ambitions will work alongside the likely traffic generated from the development.	Noted see earlier response, acknowledge the need for behavioural change to achieve these levels of journeys to be taken by active travel and public transport.
Achieving behavioural change for public transport use.	Comments that the wider changes needed to deliver real behaviour change go beyond the scope of the plan. Some proposed consulting local groups, such as Bike Worcester and other accessibility groups, to better understand specific challenges.	Agreed and support comments
Existing communities impact.	The potential impacts of increased traffic on existing communities was a significant concern, including noise and air quality. Concerns that mitigation measures for surrounding villages and the delivery of the B4084 Boulevard weren't clear and specific enough in the SPD.	Noted, the SPD focussed upon the Wychavon Town movements but transport modelling work is being undertaken to consider the impact of the development on the wider area.
Traffic evidence base.	Some respondents sought further information on the evidence base in the SPD, including traffic statistics and the assumptions underpinning the traffic levels proposed.	Noted, the Worcestershire Strategic Transport Model has informed the movement strategy and further traffic modelling is underway to produce a local transport model.
Timely delivery of transport infrastructure.	Comments were made regarding the timely, coordinated delivery of transport infrastructure and concerns expressed that a "monitor and manage" approach would be inadequate.	Noted – the infrastructure development plan will be kept under review and be informed by transport modelling and other evidence coming forward. The Inspectors for the SWDPR have expressed support for the Monitor and Manage Approach.
Construction traffic.	Many made reference to the B4084 and surrounding villages being used for heavy construction traffic, development traffic and rat-running, which would be unacceptable. The B4084 was the most frequently mentioned road.	Noted.

Design of cycle and footpaths.	Some respondents called for safe, attractive cycling and walking routes, wider paths, tree planting, and secure, covered cycle parking, bike hire, and e-bike charging. The need for separate cycle and pedestrian routes rather than shared space with motorists was raised. The need for safer crossings was mentioned.	Noted
Stronger transport provision beyond the site.	Beyond the site itself there were proposals for more frequent and affordable bus services, better coverage to Croome and other local centres, and major rail upgrades to support growth.	Noted. Beyond the direct scope of the SPD but the principle of improved public transport provision is supported by both the District Council and the County Council.

Green and Blue Infrastructure		
Theme	Main Issues Raised	How these are addressed in the SPD, plan documents or evidence base.
Support for the strategy.	Many welcomed the provision of parks, tree-lined streets and the integration of sustainable drainage features such as swales and rain gardens. People welcomed the idea of an integrated, continuous network of green spaces and paths – the Green Infrastructure connectivity.	Noted.
Wellbeing and mental health.	Green and blue infrastructure was positively recognised for its contribution to wellbeing and mental health.	Noted
Loss of existing countryside.	Concerns were raised about the human and environmental impacts of the proposals and the loss of existing countryside. Many respondents said that the proposed green spaces do not replace the existing rural landscape, habitats, and open views that would be lost.	Noted acknowledge that Wychavon Town being brought forward will change this landscape in perpetuity however great attention continues to be given to ensure key views and green infrastructure are protected and delivered as part of the overall vision for the new settlement.
Buffer zones and impact on Whittington.	Whittington village was the place most often mentioned in connection with the loss of green infrastructure. In relation to open space and buffer provision, comments were made about the inconsistent treatment of	Noted. The delivery of additional public open space outside the strategic area is beyond the scope of the SPD.

	Whittington, particularly when compared with Stoulton. Some called for stronger and more clearly defined buffer zones around Whittington, as well as Stoulton, Wadborough, Woodbury Park, Hawbridge, and homes along the B4084.	
Norton Hall and the Community Park and Ridge Park.	Some respondents commented on Norton Hall and the Community Park and Ridge Park, requesting stronger green infrastructure safeguards for Norton Hall historic parkland, including clear boundary definition, protection of its full historic extent and setting, and clear, testable view corridor rules. This was felt to be in line with the Historic Parks and Gardens SPD and the SPD's own historic parkland and view corridor objectives.	Comments noted the SPD has set out some assessment of this area but it will be given greater consideration as applications come forward as to how this parcel of land could be developed.
Flood risks.	Some raised concerns about the potential flood risks.	Noted.
Greenfield land and nature.	There were comments that there is too much hard infrastructure proposed and not enough land left to nature. Several respondents objected to building on greenfield land in general.	Noted.
Improvements to Green Infrastructure.	Some respondents called for more play and sports provision. Other suggestions included allotments, bridlepaths, tree planting, green roofs, biodiversity and wildlife corridors with measures to join up green spaces across the M5. The management of green spaces was raised.	Noted the level of POS and play and sports provision is in line with the policy and provisions within the SWDPR.

Design Principles		
Theme	Main Issues Raised	How these are addressed in the SPD
Design not in keeping with the area.	Many responses that the design was not in keeping with the area and the traditional building design seen in the Worcestershire area. Many said that it looked generic and lacked character. Several	Comments noted creating a distinct sense of place is essential for Wychavon Town and this will be supported by the Wychavon Design Code SPD currently in production.

	commented that it lacks design inspiration from the local area. Several respondents referenced the importance of the choice of building materials and the need for local traditional materials.	
Warehouses in the employment area.	Particular concern was raised with the predominance of warehouses in the employment area located at the 'gateway' to the new town and some felt that this was not appropriate for the gateway area.	Comments noted. The gateway into the new settlement from Junction 7 of the M5 will be a key consideration going forward to ensure it is well designed to provide a sense of arrival into this new settlement.
Distinctive neighbourhoods.	Support was expressed for the distinctive neighbourhoods and the principle of accessible community hubs within walking distance.	Noted
Density	Some were concerned that the proposals were too dense, while others were in agreement with higher density in the town centre and even that there should be more higher density areas, and higher density around the station.	Noted seek to ensure the most efficient use of land including higher densities at appropriate locations such as the Town Centre and the Parkway Station.
Self-build homes	A few respondents felt that self-build homes should be referenced in the design principles with areas for such housing included.	This is covered in policies in the SWDRP and hence no change to the SPD is required.
Crime and safety	Some respondents felt that the design principles should consider crime and public safety, such as ensuring public spaces are overlooked.	Secure by design principles will be followed in the delivery of POS.
Design and road layout around the station.	Comments and concerns set out about the priorities between road users, public transport and active travel.	Noted the level of detail as to how this will be designed will be considered as part of the strategic infrastructure planning application.
Climate change impact.	Concern was raised about future proofing the town for the impacts of climate change and extreme weather.	Noted expectation is that Future Homes Standards will be in place and be followed by the time that the first homes are being constructed.
Compliance with the design principles.	There were concerns about ensuring compliance with these design principles to ensure that what is planned is not altered.	This will be dealt with through planning application process and ensuring planning conditions are discharged comprehensively and sufficiently monitored where applicable.

Phasing and Infrastructure Delivery

Theme	Main Issues Raised	How these are addressed in the SPD
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Infrastructure priority	Infrastructure should be delivered first or ahead of time. Assurance needed that infrastructure plans will be delivered. More detail about delivery plans needed.	Noted. The council is focused on the early delivery of infrastructure.
Phasing plan	Clarity and more detail about the phasing of infrastructure is needed. Clear trigger points for delivery of infrastructure needed.	The council is progressing a planning application for the delivery of key infrastructure. The timing of further infrastructure will be the subject of a monitor and manage approach.
Disruption to existing residents	Infrastructure needed early to avoid disruption to local communities. Transport infrastructure and construction mitigation needed to minimise disruption.	Agreed.
Transport infrastructure	Transport infrastructure needed from the start with links to nearby places. Public transport services needed early. Specific highway improvements/issues raised: - the station to A44 link road needed early - consideration of the A44 junctions - concerns about traffic on the B4084 - upgrading the M5 junction - the routing and impact of construction traffic.	A planning application is being progressed. A construction environmental management plan will also be progressed.
Hospital plans and healthcare	Improvements needed at the hospital to support more residents. Healthcare services including doctors and dentists important.	On-going work with the NHS and health providers.
Drainage and flooding	Surface water drainage infrastructure needed early to avoid flood risks.	Noted.
Education	Provision of schools early is important due to current school capacity. More SEND provision required.	Noted. There will be the provision of an all through school to the north of the town centre. A SEND school is proposed to the north of this school.
Employment land	Concern employment land could be prioritised above housing development.	Both are important but noted the need to deliver housing is essential.
Town Centre and community buildings	Delivery of the Town Centre early is a positive feature of the plans. Request for a prominent Town Hall building in the town centre.	Noted. The details of the town centre will be developed through the planning applications in compliance with policy SWDPR55.
Funding transparency	Concerns raised about the perceived lack of transparency over who is funding the development.	There is on going engagement with Homes England to ensure both local government and central government

	Concerns that local taxpayers would end up funding the development.	are aligned on the delivery of this development.
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Sustainability		
Theme	Main Issues Raised	How these are addressed in the SPD
Use of low carbon technologies	Consider use of rooftop solar panels and heat pumps throughout the development. Consideration of Passivhaus standard buildings. District heating feasibility and appropriateness. Potential impact on design and desire for beautiful buildings.	Noted. Policy SWDPR 55 Para O ... proposals must demonstrate how best practice in energy conservation and generation will be achieved at both the micro and macro level in homes and commercial buildings.
Cost of low carbon technologies	Concern about the higher cost of these technologies and potential impact on affordable housing.	Homes built to higher environmental standards may cost more to build but to the future occupants they will be more efficient and less costly to run as they will not be dependent upon fossil fuels. Low carbon technologies are becoming more and more affordable as they are more widely delivered both a nationally and globally.
Landscape and habitats	Concern over the loss of landscape and habitats from the development.	Noted. Wychavon Town must deliver a minimum of 40% Green Infrastructure of gross land area as set out in para Q of SWDPR55. Key views have been assessed throughout the preparation of the SWDPR and the SDP and these views will be considered as applications are submitted and determined to ensure key views from the site are protected.
'Greenwashing' concerns	More specific details about sustainability plans needed. Measurable standards needed to provide confidence in delivery of aims. Need for clear, firm requirements due to concerns sustainability ambitions may not be met.	Comments noted. The SWDPR 55 sets out key principles and noted the need for further work to ensure that high standards of sustainability are achieved.
Integration within design	Energy infrastructure layout should minimise potential conflict with homes and landscape. Reassurance needed about integration within the development.	Noted.
Additional sustainability measures	Many additional sustainability measures outlined, across many aspects of development, including	Noted.

	nature/habitats, water use, drainage solutions, energy generation/storage, offsite home manufacturing and sustainable construction.	
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Heritage and Archaeology		
Theme	Main Issues Raised	How these are addressed in the SPD
Respect for heritage of area	Concerns over lack of respect for heritage in the area and that development would destroy the heritage.	A comprehensive assessment of heritage assets and the potential impact of the proposal on these assets has been considered in the spatial framework. More detailed attention will be considered at the planning application stage.
Use of materials	Emphasis on materials used to reflect and respect the heritage of the area.	Noted, more detail will be considered in the Wychavon Design Codes SPD and the detailed design coding required to be undertaken prior to the submission of reserved matters applications.
Flexible strategy	Heritage and Archaeology Strategy needs to be flexible to respond to any discovery of historic sites.	Noted.
Ancient woodland	Need to protect ancient woodland from removal.	Noted.
Historic views	Concern over the loss of historic views.	Noted.
Integration with local heritage	Need to inform the plans from heritage in the surrounding area, including Pershore and Worcester.	Noted.
Delivery of aspirations	Clarification of how the delivery and regulation of the aspirations in the strategy will be achieved.	Developers will be required to prepare a compliance statement with the SWDPR Policy 55 and the SPD to ensure the proposals align with the vision for the delivery of Wychavon Town.
Norton Hall parkland	Need to protect full extent, boundaries and setting of the parkland. SPD changes requested to reflect the Historic Parks and Gardens SPD principles.	Comments noted. No changes required to the SPD but applications submitted in this part of the site will be considered against all the policies in the plan to ensure the setting of Norton Hall is protected.
Stoulton Village heritage	Evidence needed that the heritage of the village will be maintained. Buffer zones and green infrastructure zones needed to protect rural and historic nature of Stoulton.	Policy SWDPR 55 specifically mentions to provision of the Stoulton Buffer and relief road to protect the village.

