

Evesham

Town Plan Appendices



1. Key Stakeholder Charts and Reports



This Appendix is divided into the ten categories decided upon at an early stage in the preparation of the Town Plan.

Categories



Arts, leisure and sports



Community support



Environment



Housing (and growth)



Health and well-being



Local economy



Transport



Tourism



Town centre



Young people

Charts

- 1.1 For each section, charts are included which show the results of the public consultation, 'Good', 'Bad' and 'Suggestion'. These have been analysed to show principal views of the people consulted and all views cannot be displayed in this form.
- 1.2 The charts have been taken from the 'Data Dashboard', an Excel spreadsheet that was constructed by taking all the results from the public consultation, which includes public meetings, questionnaires, workshops, sessions at schools and colleges and the children's art competition.
- 1.3 It should be noted that the volume of responses in each category varied markedly. For example, the number of 'Good' responses was very high for Environment, but very low in the Housing (and growth) category and so the charts need to be inspected carefully before drawing any comparisons.

Key Stakeholders Reports

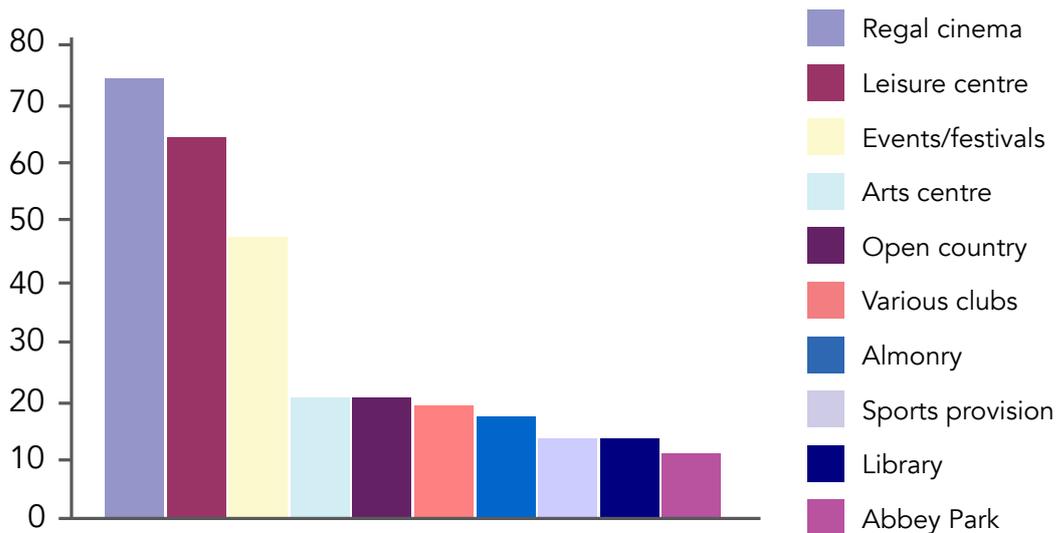
- 1.4 Following the charts, within each section a Key Stakeholders Report is shown. With regard to the Housing and growth, an extra report is included prepared by Paul Hardiman who assisted the group.
- 1.5 With regard to the Town centre category, no Key Stakeholders Report is included. The group only met once and then it was decided that the recommendations for this category, which is defined as a geographical area, would be best included in the other categories.

2. Arts, leisure and sports

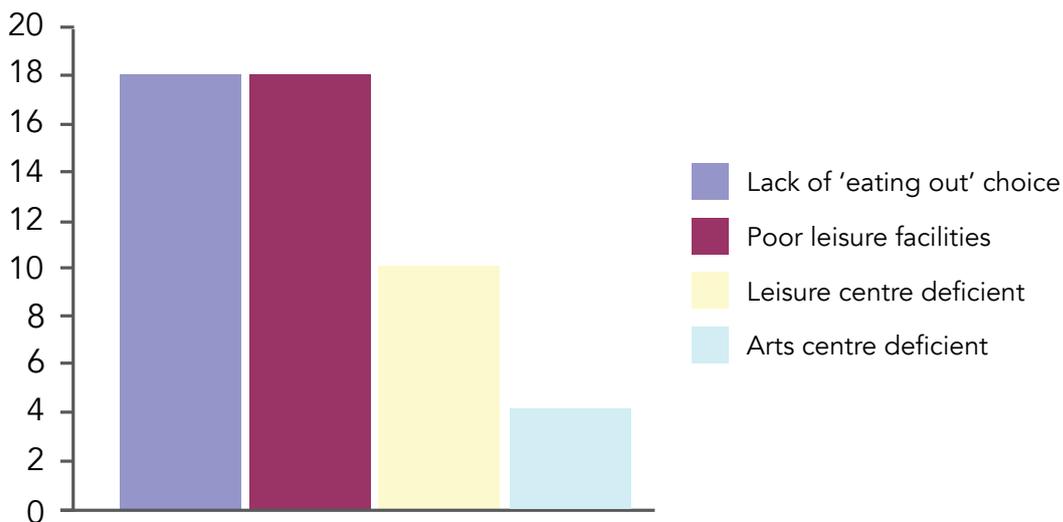


Response to Public Consultation

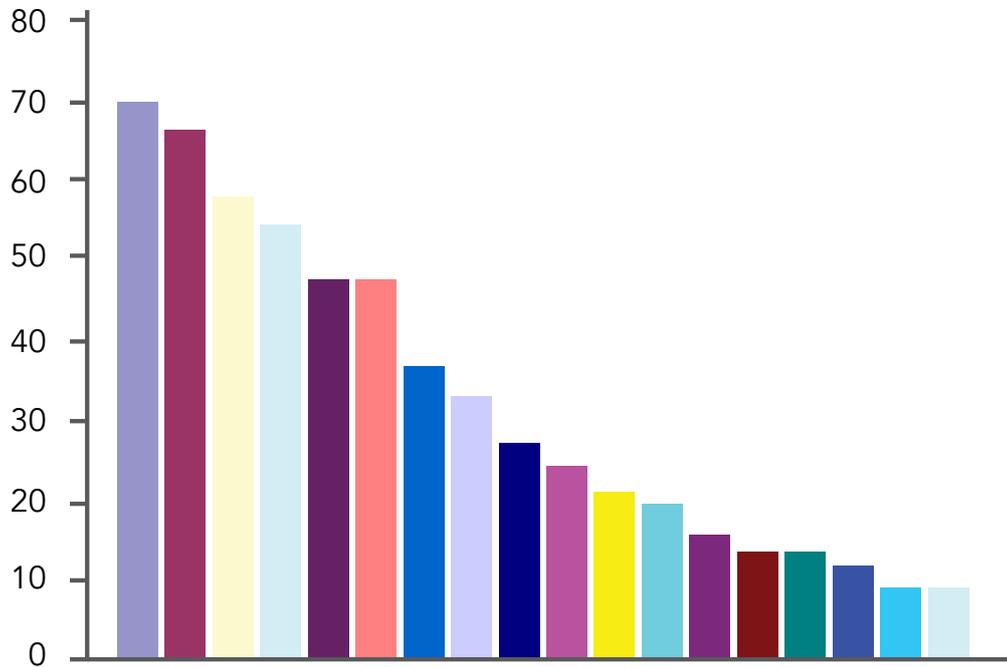
2.1 Good



2.2 Bad



2.3 Suggestion



- Various events suggested
- Eating out suggested
- Bowling alley
- Sports facilities suggested
- Activities suggested
- Leisure facilities suggested
- Quality restaurants
- Ice skating
- Things for young people
- Pricing and promotion
- Arts facilities suggested
- Use Town Hall, Public Hall
- Regal Cinema
- Arts centre in town centre
- Provide more museums, promote heritage
- Trails and walks
- Entertainments suggested
- Meeting places needed

Arts, leisure and sports



Introduction

2.4 We have reflected the scale, complexity and cost of the following proposals by varying the suggested timescales. In principle, all the proposals are capable of being realised with the necessary effort and funding. However, local government budget constraints in the short and medium-term mean that maintaining, rather than significantly enhancing, local facilities will be the priority and, in many cases, the limit of what is possible. There are, nevertheless, ideas that can be implemented with limited funding, commercial partnerships and/or local volunteer resources. Proposals A1, A2, B1, C1, D1 and F2 are examples.

2.5 We suggest that proposals needing limited funding should be implemented while longer-term, more complex and costly ones, should be planned for staged or later implementation and kept under review. Project survey results suggest that local residents are reasonably satisfied with the range of facilities in the town. However, a more prosperous and healthier Evesham will depend greatly on the continued enhancement of its arts, leisure and sports attractions.

A. Information and promotion – short-term	Proposed action, plan or priority
<p>1. An up-to-date, comprehensive and widely accessible information system for all arts, leisure and sports facilities, organisations and events in the town (Initial list compiled).</p>	<p>Project team on behalf of the Town Council. Brief to cover all relevant areas, with appropriate links and arrangements for keeping up-to-date.</p>
<p>2. Promote Evesham at the Evesham Country Park and with all coach operators; offer facilities to attract coaches and their drivers into the town.</p>	<p>Work closely with the management of the Country Park for mutual benefit.</p>
B. Information and promotion – medium-term	Proposed action, plan or priority
<p>1. Promote the town, its history, its museums, historic sites, etc., in a more coordinated and high-profile way.</p>	<p>Centralise the Evesham historical “selling point” in the Market Square with a visitors centre and museum annex under the Town Hall. The displays to emphasise Simon de Montfort, The Battle of Evesham and the town’s role in English history.</p>
C. Information and promotion – long-term	Proposed action, plan or priority
<p>1. A long-term plan for the promotion of Evesham as a widely-known, historical town and a major tourist and visitor attraction.</p>	<p>Plan for ambitious facilities and projects over a timescale that allows significant development and expenditure (e.g., Idea for a laser/3D historical Son et Lumiere by the river based on the history of England seen through the history of Evesham).</p>
D. Facilities – short-term	Proposed action, plan or priority
<p>1. An evaluation of community buildings and resources and a plan to rationalise them and optimise their use.</p>	<p>Town survey of all non-privately-owned buildings and resources to identify current use, overlaps, potential and such.</p>

D. Facilities – short-term (continued)	Proposed action, plan or priority
<p>2. Complete and formalise a circular foot and cycle path connecting the whole riverside, Hampton Ferry, the Sports Club, Battle Well, Blayney's Lane, the river meadows, Oxstalls, the Common, the Lock House, and so on.</p>	<p>Preparation of a plan based on existing paths and connections or extensions required. Ideal use for section 106 money.</p>
<p>3. Link this path to the Battle of Evesham and other historical points of interest (which could be developed to attract visitors).</p>	<p>See above, with imaginative development and linkage of the abbey precincts, battle site and other points of interest – linked tickets/package of attractions. Link to Stratford – Sustrans route proposal – Stratford-Evesham-Gloucester.</p>
<p>4. Pedestrian/cycle bridges at Hampton Ferry, Battleton Brook and the Marina.</p>	<p>These three bridges would greatly ease access to the town centre for residents of the larger section of the town, from Hampton round to Bengeworth. Traffic, parking, health and footfall benefits would accrue.</p>
<p>5. Attractive raised riverside bistro-style restaurant, ideally at the Rowing Club location, with footbridge (see D4 above) between the road bridges.</p>	<p>Explore sources of funding and prepare viability proposal.</p>
<p>6. River bank from lock to former sailing club – tidied and developed.</p>	<p>Landing stage for river link to Country Park; café to attract boaters; path into town.</p>
<p>7. Make Workman Gardens a strong attraction for families and boaters (Stratford's Bancroft Basin).</p>	<p>Plan for suitable enhancement, facilities and monitoring-wardens, including Port Street residents.</p>
<p>8. Complete the tree lighting along to Abbey Bridge.</p>	
<p>9. "Softer", greener town centre to attract families and visitors.</p>	<p>Themed play equipment in suitable locations to attract and occupy children. Planting/green areas/containers in all parts of the town.</p>
E. Facilities – Medium Term	Proposed action, plan or priority
<p>1. Flood-proof Evesham Sports Clubhouse.</p>	<p>Plan as and when flooding problems dictate and finances allow.</p>
<p>2. Extend proposed walking and cycle paths to link historical and artistic sites and out to villages and surrounding countryside.</p>	<p>Extension of Short term plan above.</p>
<p>3. Develop sports hub adjacent to Evesham United Football Club (EUFC) stadium.</p>	<p>Incorporate larger, accessible sports facilities into developments on the southern edge of town; creates open spaces, scope for larger-scale investment and synergies; potential school location.</p>
<p>4. A high-quality museum at the abbey site to attract visitors and as a base for 3D laser light shows about the abbey's/Evesham's/England's history.</p>	<p>Professional plan, properly funded and imaginative in scope and design.</p>
<p>5. More allotments to provide healthy exercise and eating, reduce the town's carbon footprint and support other community, environmental and educational projects.</p>	<p>Currently 112 in Evesham (Pershore has 250) and a long waiting list (in a traditional growing area). Land to be made available within the town as part of current/future developments.</p>

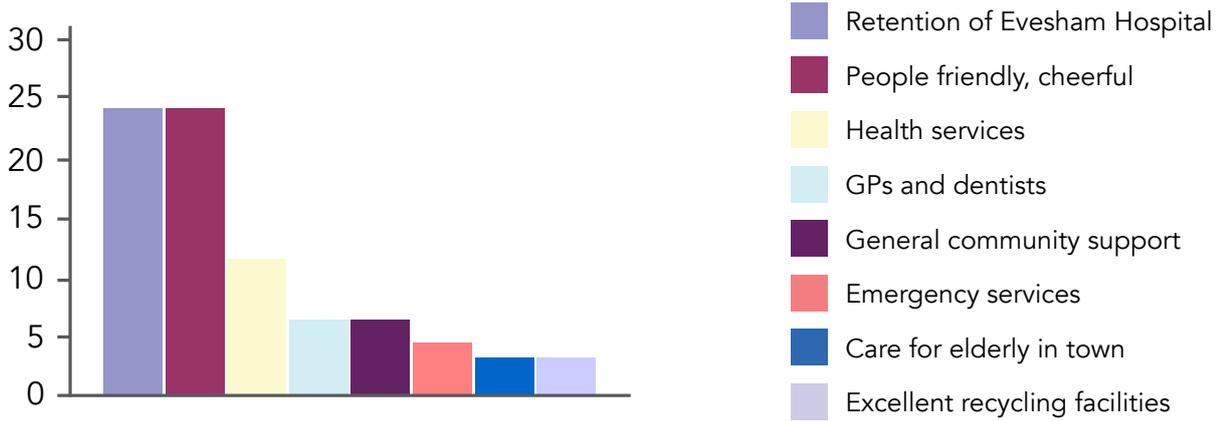
F. Evesham (town) – short-term	Proposed action, plan or priority
1. Radical review of parking arrangements in the town.	Assess impact of current parking on the town; visit other town schemes. Identify replacement funding if necessary.
2. Engage the immigrant community more in the day-to-day and social life of the town to add energy, promote cooperation and avoid divisiveness and alienation.	A continuing programme of community events and practical advice and support. Engage representatives/ community groups.
3. Enhance the practical and visual appeal of the river and its surroundings.	Installation of flood-proof moorings with rising poles along the river bank from Handsam Two to the Rowing Club, flower baskets on lamp posts and renovation of rusty memorial plaque Workman Bridge, practical measures to discourage anti-social behaviour in the down-stream end of Workman Gardens.
4. Upgrade Waterside, the resolution of the Park View Hotel blight being a priority.	An imaginative plan is needed for the development of this high-potential scenic riverside drive. In the short term, fixing the derelict Park View Hotel and adjacent buildings is an urgent priority.
5. Attractive conversion of the Town Hall ground floor.	Invite proposals, for example, for a continental-style café, doubled up with the town visitor centre (see above). Needs to fit other plans/ideas.
G. Evesham (town) – medium-term	Proposed action, plan or priority
1. The Market Place to be a centre for arts and crafts-based businesses, events and concerts in the Market Place, use of under-occupied shops, studio and workshops with premises for visiting artists/craftspeople.	This is an option for the strategic development of the town centre – differentiate, attract tourists, match the historic nature of the town, high-quality attractions.
H. Evesham (town) – long-term	Proposed action, plan or priority
1. Single/relocated high school site accessible to the community for evenings, weekends, holidays.	This proposal would enhance the sports hub idea with up-to-date facilities shared between the school, EUFC, town sports groups, and so on. It would resolve the congestion in the approach to Prince Henry’s High School and free up space for development/facilities in the town.
2. Centrally located, widely accessible arts centre.	An arts centre in the town centre, accessible all day and evenings and with a range of flexible facilities.
3. Re-design the High Street.	Urban design, not traffic planning; more pleasant spaces for cafés/sitting/relaxing with no/less traffic noise and fumes.
I. River Avon – short-term	Proposed action, plan or priority
1. Continue development of town as an angling venue.	Enhanced facilities for anglers.
J. River Avon – medium-term	Proposed action, plan or priority
1. River Management.	Selective dredging for navigation and river use, environmental enhancement, fish stocks.
2. River links to the Country Park with jetties in the town and at the Country Park.	Development, further to that above, of a fuller integration of links between the town and the Country Park.
3. More moorings by Common Meadow when area tidied and swimming pool filled in.	

3. Community Support

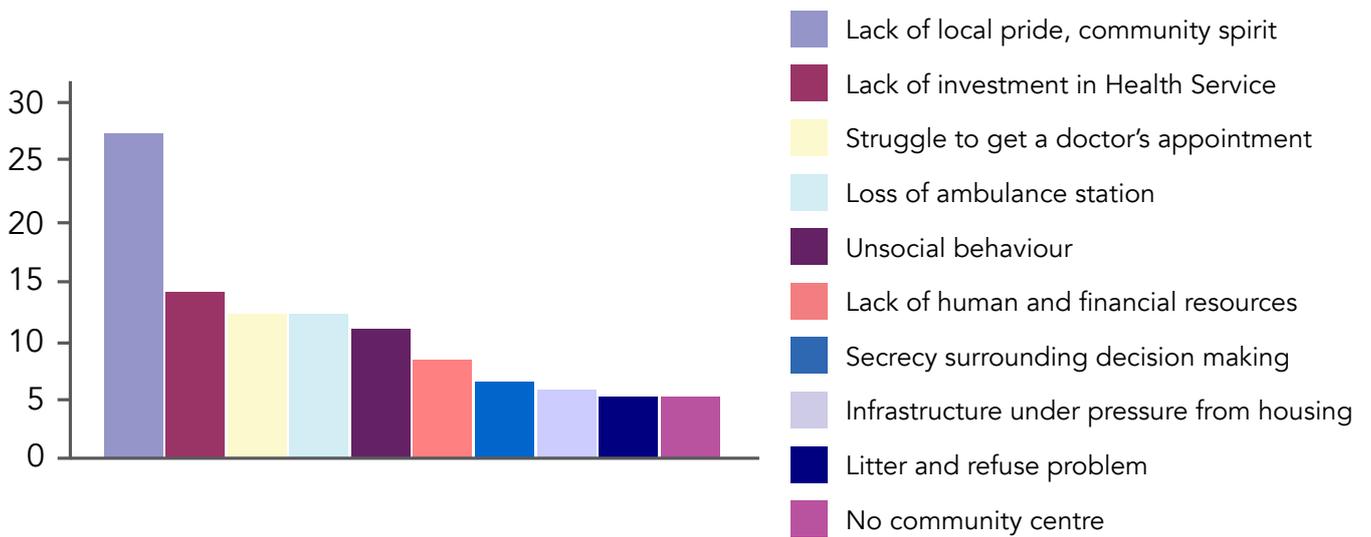


Response to Public Consultation

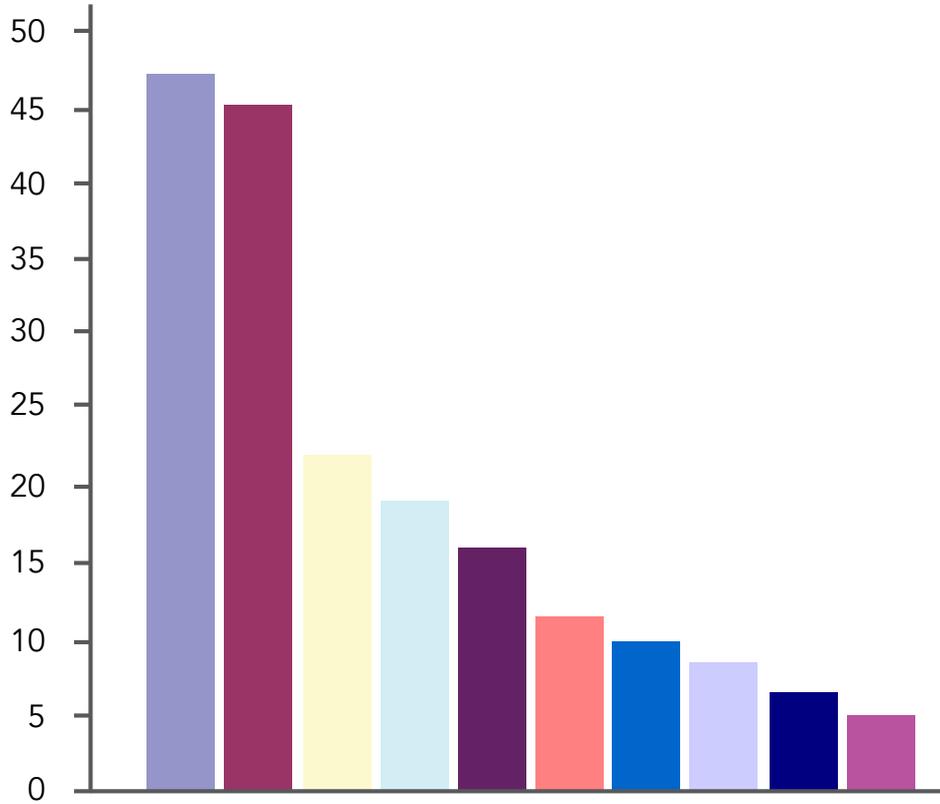
3.1 Good



3.2 Bad



3.3 Suggestion



Retain and improve Evesham Hospital

Up-to-date website for clubs, societies, arts, etc.

New community centre

Greater policing needed for ASB problem

Improvements to, and more GPs and dentists

Health – nutritional and exercise advice needed

More bins, litter collections

More disabled parking and facilities

More home care for the elderly

Community involvement in planting schemes



Introduction

3.4 A two-pronged definition was arrived at for Community Support:

- The provision of a formal and informal network of services which can identify, care for, and support the physical, emotional, and psychological needs of the community.
- Enabling the community (the town) to grow and prosper in order that people can live and work within the locality, and create a strong sense of social cohesion.

3.5 The first statement is about being proactive as well as reactive:

- In talking about effective formal and informal networks, **communication** must be at the heart of these.
- The needs of the community are disparate, but can generally fall into one or more of the categories mentioned.
- The needs in 10–15 years' time will generally be the same... but the ageing population and longer living will bring pressures on services that cater for the elderly and infirm.
- The issue of homelessness may still be with us, as will the problems associated with isolation and loneliness.

3.6 The second statement is much more about economic health and the growth of the town.

- The Community can be supported by being able to work, live, and play within the town and its surroundings.
- Attracting inward investment is crucial to achieving economic success.
- A prosperous town brings a sense of well-being to the community... but could threaten a sense of community?
- Investment in housing, transport, and jobs – and all the ancillary requirements – is a form of Community Support.

Some conclusions

3.7 Community Support is a mix of what can be provided from outside, and what can be done inside communities. The planning, housing, and economic policies must encourage a sense of well-being and belonging, and for the communities' needs to be addressed in a way that promotes cohesion in the community, and an aspiration to be successful.

The following points have emerged as key factors to be considered if we are to achieve the kind of holistic community support that is necessary or desirable.



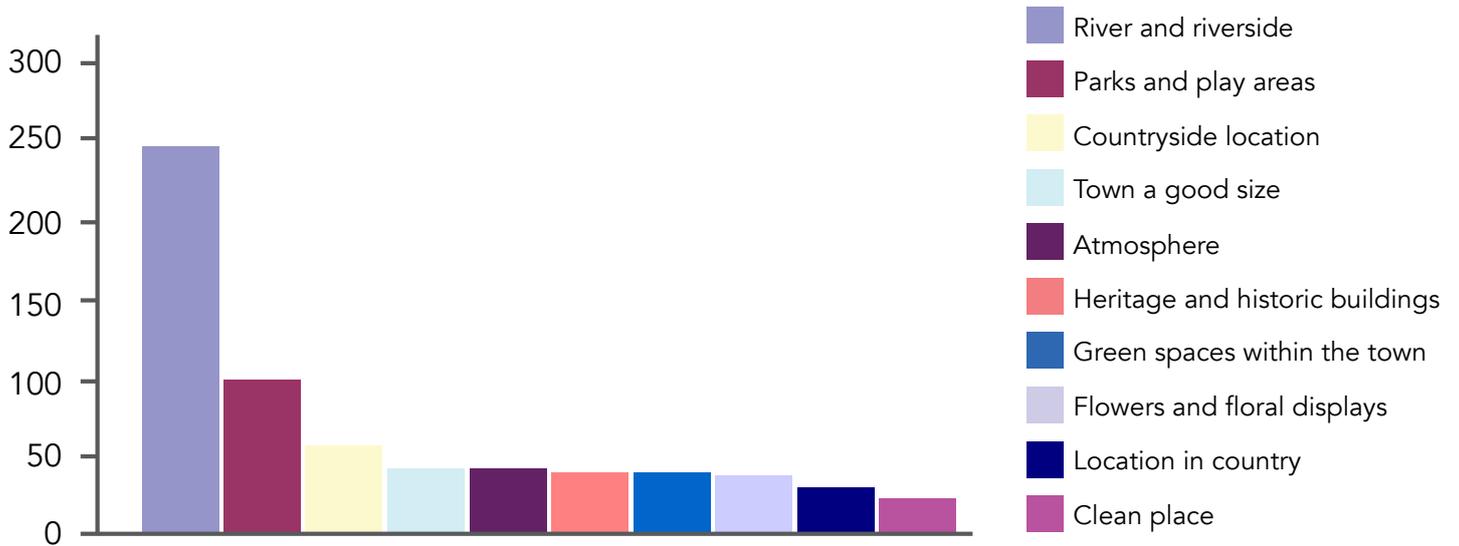
<p>Identifying needs</p>	<p>It is clear that Communication is vital in this aspect, and it is felt that this is sadly lacking in the present systems. "People don't talk to each other", was one comment. The various agencies involved in formal support services need to be better co-ordinated, (charities, voluntary, statutory) and the community better informed about what is available. A central co-ordinating point would be useful for this purpose, from where information can be stored. A suggestion was made that the Town Council ought to take on this role... but lessons must be learned from the present model. Shifting from District Council to Town Council may have advantages, but they are not yet obvious. Nevertheless, the need to communicate better remains.</p>
<p>Volunteer sector</p>	<p>This sector forms part of the informal network, and will become more involved in the provision of support services. As local authorities are financially squeezed, so this sector will need to step into the gap. Funding will remain a huge issue, and the third sector provision may need to be on a repayment basis for some services. The community needs to be better informed.</p>
<p>Ageing population</p>	<p>The issues of isolation and loneliness will remain and probably increase. The need for improved transport links will be crucial, especially to the villages. Services which assist financially will also be in great demand as pensions decrease in value, and the cost of living inevitably increases. The demand on the Community Hospital will increase, and therefore needs to be retained and expanded if possible.</p>
<p>Public sector</p>	<p>It is difficult to predict what position the public sector will be in relation to community support, but it is likely to be less directly involved than at present. However, we note that children and young people, together with the elderly are currently high priorities of the County Council, and hope they remain so, given the predicted age profile in Worcestershire. Nevertheless, local communities and voluntary bodies will need to play a larger role in 10 -15 years' time.</p>
<p>Housing</p>	<p>In terms of Community Support, it is desirable, if not inevitable, for the town to grow and expand, and therefore a range of new housing is appropriate. The problem of homelessness is likely to remain, and therefore more B&B accommodation together with a drop-in centre would assist with alleviating this issue. Nevertheless, having affordable housing together with privately owned and rented accommodation takes careful and sensitive planning. Councils/planners need to be aware of this, and work more closely with community groups.</p>
<p>Inward investment</p>	<p>For the town to grow, and create communities that prosper and have a sense of "belonging", it is vital to attract jobs across the employment sector. This may mean light industry as well as retail, leisure, craft, and tourism. Evesham's potential as a tourist destination needs to be exploited further, as well as building up a population that works, lives, and plays in the area. Evesham should not become a "dormitory town". Such growth would do much to provide support for the community through the circulation of increased disposable income. It is up to communities to ensure that those less fortunate are listened to and provided for. The communication networks must enable this to happen.</p>

4. Environment

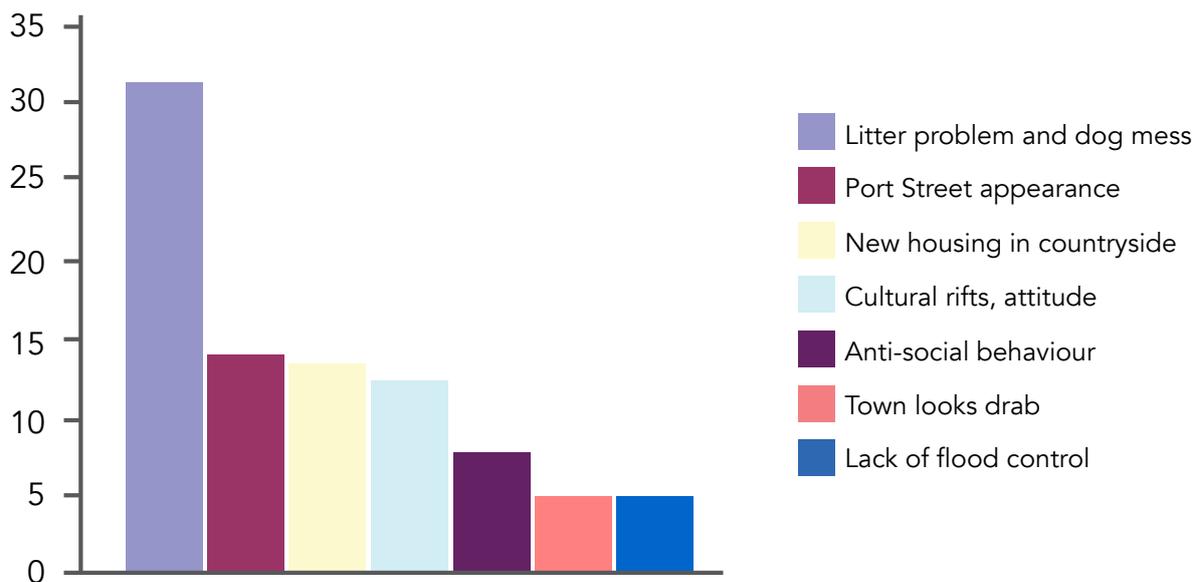


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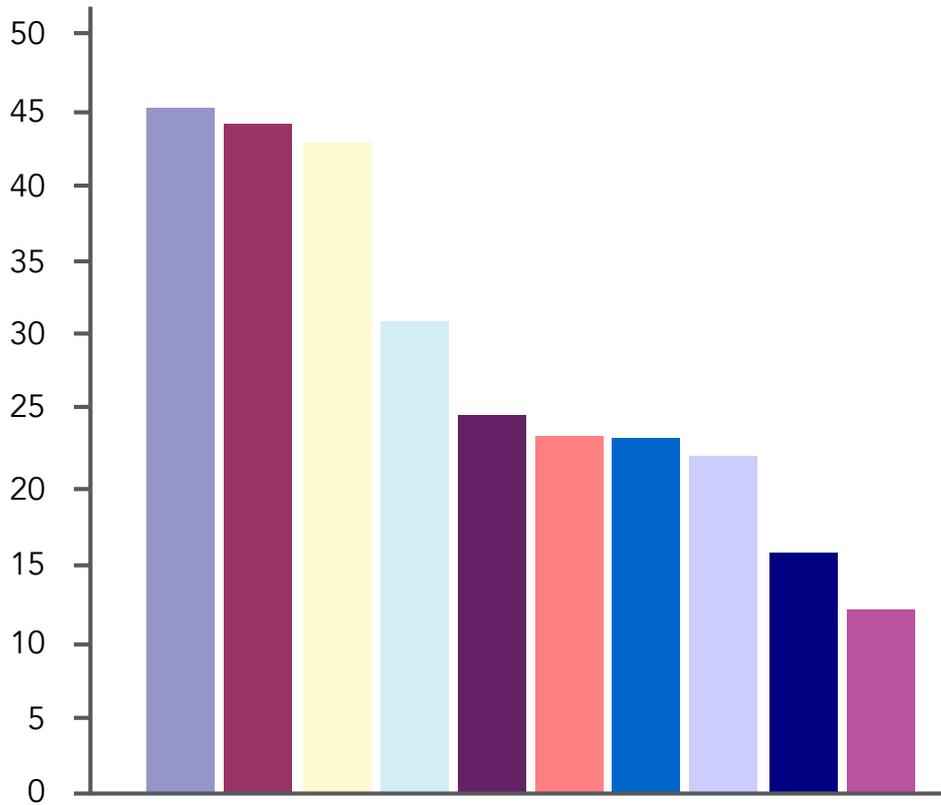
4.1 Good



4.2 Bad



4.3 Suggestion



- Better and safer parks
- Enhance and protect our environment
- Tidy up key locations and sites
- Enhance the river and riverside
- Dredge river, flood measures
- Plant more trees
- Less litter
- Preserve and enhance heritage
- No building of houses on Abbey Fields
- Develop green spaces for growing



Clean up streets, parks and along the river

Topic	Details and implementation
Public areas identified for clean up – Port Street, Market Place and Old Swan Lane school site.	Port Street, involve traders, community spring clean for Market Place, community garden restoration for Swan Lane school site in Chapel Street, pending redevelopment.
Private sites – Park View Hotel in Waterside, Castle Street, Telephone Exchange, Abbey Road, Riverside by old gas works.	Engage developers and owners in improving sites on an ongoing basis.
Power washing of town centre (pavements).	Streets identified as dirty, including from chewing gum.
More litter bins required generally (including dog bins).	Survey needed to see where there are gaps in provision. Could be carried out by local people. Areas highlighted, Four Pools and Riverside.
Strategy to reduce litter.	More litter collections, fine people for dropping litter, employ litter wardens.

Growing

Topic	Details and implementation
Increase space for allotments.	In all new developments, provision of allotments should be included where possible. Areas identified include: Fairweather Close, land south of Telephone Exchange Abbey Road, east end of Inches Lane, and Evesham station.
Small growing areas should be encouraged in towns.	Areas identified include: Old Swan Lane school site and land at Methodist church.
Encourage people to use their gardens to grow their own.	Provide household guide on how to use front and back gardens for growing food.
Orchards – Maintain and provide more orchards.	Ensure we keep orchard at Twyford and improve old around Prince Henry playing field.
Asparagus Field – Abbey Road.	Keep asparagus field by Abbey Road as open space.
Horticultural museum.	Promote a new museum in Evesham. Convert the allotment area behind the cloister wall into a cloister gardens with community growing facilities, demonstration growing, museum aspects and generally a lovely place to visit. Consult with the Rudge estates.

Heritage

Topic	Details and implementation
Evesham Abbey site.	Make more of the site and an archaeological dig required. A Conservation Management Plan for Abbey Precinct area has been started by the Civic Society to make bid for Heritage Lottery Funding.
Historic old buildings – local listing.	Local listing required for old buildings, structures, plaques, etc., we would not want to lose. Civic Society has produced draft list, needs to be consulted upon and adopted by local authority.
Listing required for special buildings.	Chapel in Evesham Hospital, old telephone exchange, nurses home, Briar Close identified for listing.
Bell Tower – make accessible to top of tower.	Currently only the ringing chamber is accessible to the public.
Port Street – consider pedestrianisation or making one way, to reduce intrusion and widen pavements.	Traffic has detrimental influence on historic narrow street with noise, air pollution and visual intrusion. Port Street could become quiet walk through with street stalls. Incentives for shop owners who improve shop fronts in line with conservation area criteria.

Landscaping

Topic	Details and implementation
High Street and town centre trees.	Replant trees and provide more trees. In recently enhanced area, two sites for trees are available. Fruit trees with blossom suggested, designed with other planting to make smaller friendly spaces where people can sit and enjoy the bustle of the town centre and have a coffee. Combine with some play equipment to cater for the families.
St. Lawrence Churchyard – remove some trees in churchyard.	Avenue of trees obscures view towards Bell Tower from Vine Street.
Other areas – replant missing trees.	Survey of opportunities for tree planting and Tree Replacement Plan required. In many areas of the town trees have been lost and not replanted. Areas identified Old Brewery car park, Worcester Road shops and in new developments. Possibly sponsorship of tree would be possible for a deceased loved one – eg. in Cheltenham.
Market Place.	Propose cobbled market place with trees and fountain. Market Place is understood to be a highway. Should it be re-designated? Decorate square with hanging baskets and flowers.
Floral decorations.	Provide hanging baskets on both bridges, town centre and encourage shop keepers to provide hanging baskets.

Street scene – High Street, north of Swan Lane, improve layout, green areas, pedestrian friendly.	Suggest car parking in middle with traffic calmed on either side. Possible growing veg spaces too. Invite public competition to suggest best layout.
Street scene – Vine Street.	Remove four parking spaces from outside churchyard to improve view of Bell Tower.
Street scene – High Street.	There should be a focal point in the High Street easily seen by passers by which identifies the spot as the centre of Evesham. Possibly a Market Cross, say the town coat of arms and name, as seen in Fladbury. Demolish the modern ugly extension to Sue Ryder building to allow better views of the beautiful old buildings and an extension of the paving area in the High Street.

Parks and public spaces

Topic	Details and implementation
Parks – suggestions for attractions.	Fountain, open air swimming pool/water park, Evesham beach, horse grazing, wildlife centre, quiet seating, conversation areas, make Workman Gardens more family orientated. Green parks with tree planting. Improve lily pond, light up trees between rowing club and Abbey Bridge.
Workman Gardens.	Deter public drinking in Workman Gardens – alcohol free zone?
Merstow Green – make green again.	Possibility of provision of Old Brewery multi-storey car park in association with Waitrose development, then car parking in Merstow Green could be removed.
Common Road – need park in area close to river.	Old swimming pool and sailing club site. More park and boat moorings.
New public open space at old Swan Lane school site in Chapel Street.	The Registrar garden now tidied up and made public. Remainder of site fenced off.

The River Avon

Topic	Details and implementation
Reduction of flooding and the results of flooding.	Some dredging carried out in Evesham recently. Questionable whether dredging actually reduces flood risk. Ensure ditches are regularly cleaned. Flood defences need to be improved, including for sports clubs. Flood proof moorings required.
Enhance river scene.	More boating and river taxis needed. Gas works site upstream of Workman Bridge needs improvement. Make better use of the riverside, the riverside walks and more places to sit and look at river.

Sustainability

Topic	Details and implementation
Housing energy saving and conservation.	New housing stock to be sustainable and retrofit insulation to existing housing stock. District heating and renewable energy required for all significant developments.
Public realm energy saving and conservation.	Reduction in street lighting, environmentally friendly, less energy consumption, light pollution with LED lighting used for street lights. Reduce lighting units to signs. Generate electricity through hydro electric schemes. Gas collection from sewerage etc. Solar panels, wind farms around town. Christmas lights to be energy efficient.
Green plan for the town, town to spell out a sustainable future.	Intelligently Green Plan has been produced, Reward green residents and businesses.
Transport energy saving and conservation.	Reduce car dependency, Encourage public transport use with money off in shops, Provide charging points for electric cars.
Woodland burial site.	Investigate sites for Woodland Burial. Finding places to bury the dead in traditional cemeteries is difficult and cremation is environmentally unsound. Woodland burials provide a solution. One site identified is near Chadbury farm shop.

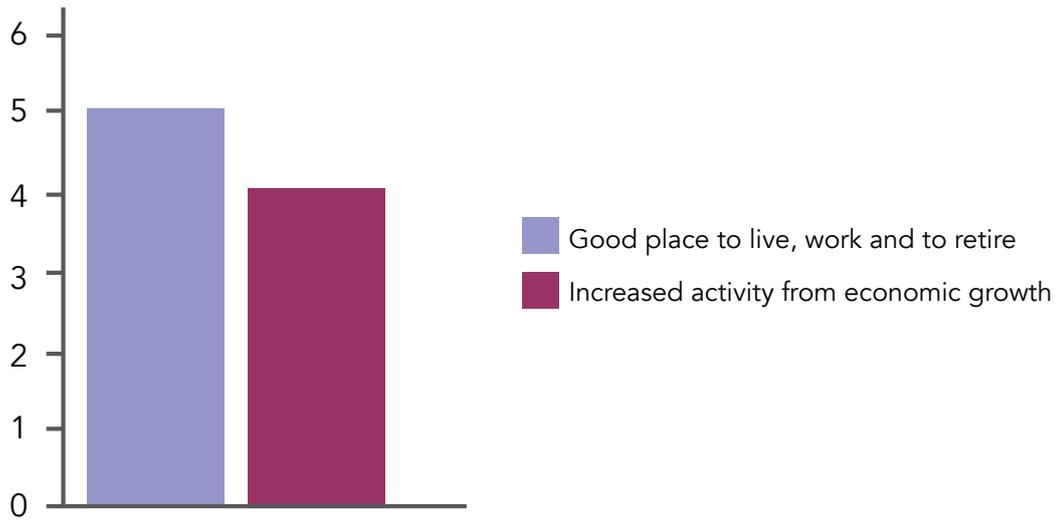


5. Housing (and growth)

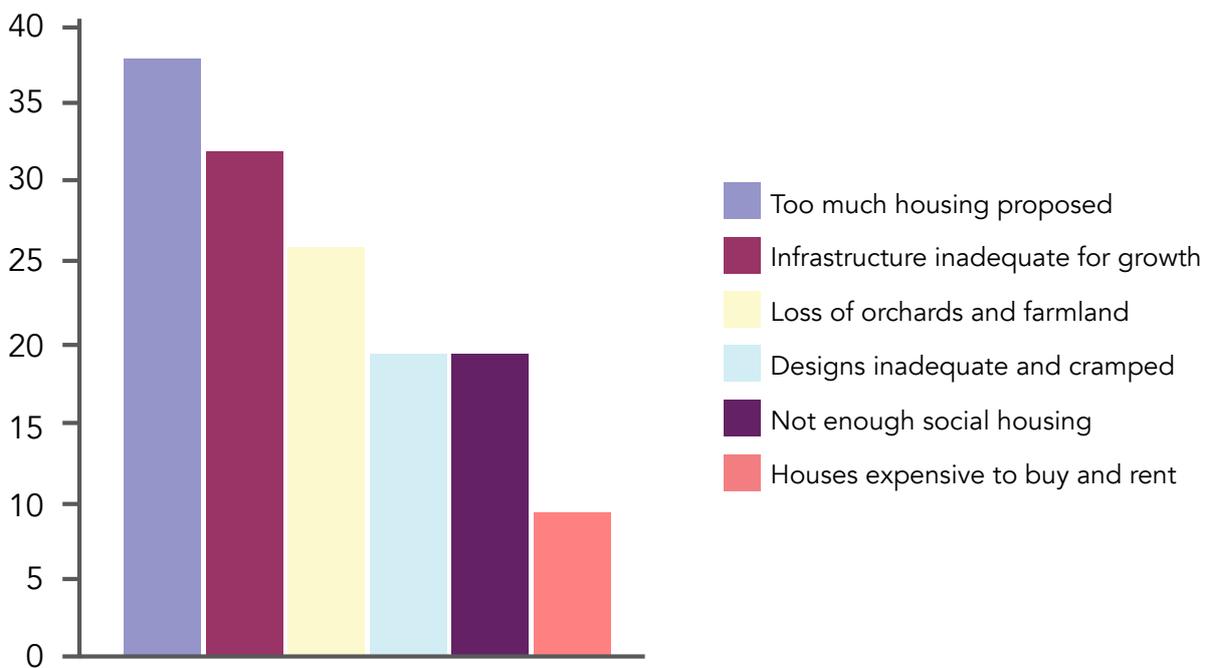


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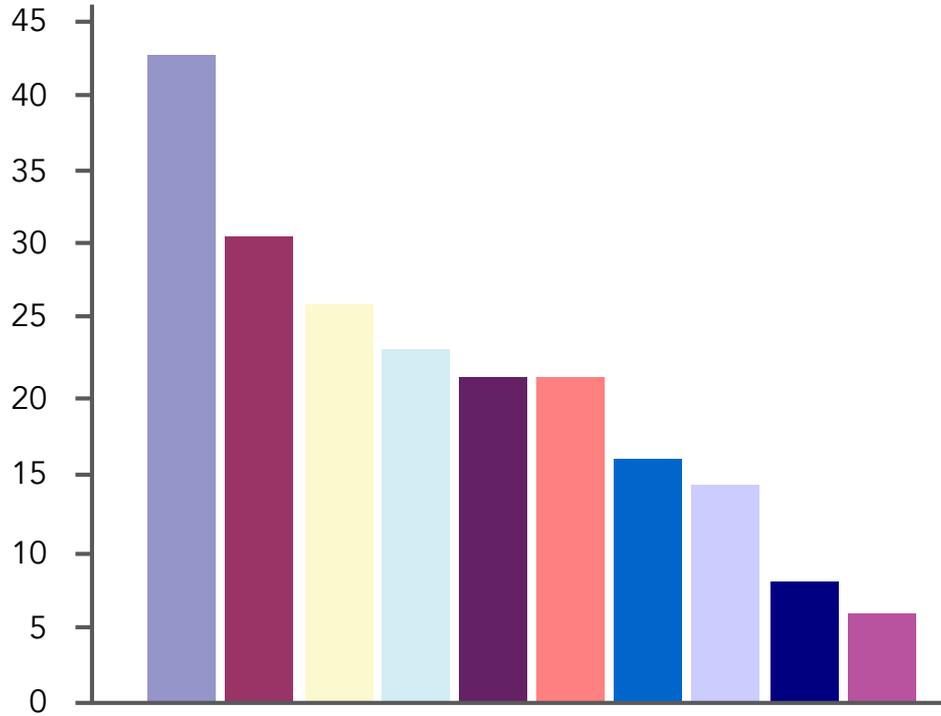
4.1 Good



5.2 Bad



5.3 Suggestion



- No more houses
- Infrastructure improvements needed
- Range of new housing
- Quality design required
- Affordable houses required
- Use empty shops for housing
- Environmentally sustainable houses needed
- Smaller houses required
- Respect historic environment
- Use brownfield sites



Housing vision

More people living in a thriving town centre, along the riverside and in an appropriate range of desirable, environmentally sound new housing in high quality, sustainable, serviced settings with easy access to the town centre via safe, appealing walking and cycling routes and with convenient, regular public transport services connecting the town centre with the surrounding area.

5.4 Background: Evesham's population was last estimated as 23,428 (2011 census) made up of 5,180 in Little Hampton, 2,538 in Great Hampton, 5,349 in Bengeworth, 5,357 in Evesham South and 5,004 in Evesham North. The Office of National Statistics Interim 2011-based sub-national population projections estimate that by 2021 Worcestershire's population will increase by 4.8% from 566,600 to 593,800, and Wychavon District will increase by 5.9% from 117,100 to 123,900. Applying the Wychavon 5.9% growth to Evesham would mean an increase from 23,428 to 24,810, an extra 1,382 by 2021.

5.5 However, Evesham is one of the areas within the South Worcestershire Development Plan which is identified for significant

planned growth over the next 16 years, with approximately 1,400 new homes including two urban extensions of 500 homes each to the west of the town. What is more, in the context of the long-standing and persistent national under-supply, particularly of entry-level, affordable housing, planning authorities will continue for some time – and conceivably for the period of the Town Plan (20 years) – to be pressed to accept larger numbers of new homes.

5.6 While local councils can encourage and promote sustainable development, building new homes is largely a market-driven activity and it must be assumed that this will remain the case. This means there is a limit to the influence and control that can be exercised. Taken together, these factors suggest that Evesham will experience significant and continued population growth in at least the medium term (5 to 10 years).

5.7 So the strategic questions are: 'How fast will Evesham grow; what opportunities does this growth present; what influence can be brought to bear on the quality, appropriateness and integration of this growth?'



Strategic proposals	Description
<p>1. A positive approach to growth.</p>	<p>Anecdotal evidence might suggest that the people of Evesham want the town to stop growing and remain ‘a small market town’. However, the public survey data demonstrate clearly that there is a deeper understanding in the community of wider economic and social trends, and an acceptance that growth is inevitable and, perhaps, desirable. The concerns are more to do with better matching of provision to local needs, the quality of developments, adequate services and easy access to and from town.</p> <p>The key proposal is that the Town Plan should be used as a framework for regular and on – going dialogue with Wychavon District Council planning department so as to ensure that:</p> <ul style="list-style-type: none"> A. There is a shared understanding of the needs and preferences of the community. B. Maximum influence is brought to bear on the type, quality and, when possible, the location of housing developments. C. Maximum benefits accrue to the community in the form of funding and facilities.
<p>2. The benefits of growth.</p>	<p>A strong underlying desire emerging from the survey is for a town with a much richer offering of quality shops (independent and popular chains), leisure attractions and family spaces. This is expressed in terms of a ‘cooler, greener’ town with more of a ‘café culture’, where people can relax and spend time (and money). The fullest realisation of this desire would be a much-changed town centre, however, the driver will be a bigger town with more footfall and money circulating, attracting the types of businesses and investment that people want.</p> <p>To bring the benefits of growth that people want, future development should:</p> <ul style="list-style-type: none"> A. Enhance the town’s reputation as a good place for families to live. B. Offer distinctive and appealing homes. C. Be well-integrated with the existing settlement with easy access routes. D. Be fully supported with essential services.
<p>3. Housing and development quality.</p>	<p>Evesham has a rich history and a beautiful setting with many fine old buildings. In promoting the town as a wonderful place to visit, live and do business, its distinctiveness should be protected and enhanced.</p>

<p>3. Housing and development quality (continued)</p>	<p>Ways and means should be explored to shift the development balance from insensitive supply-side provision to housing that reflects location sensitivities and local preferences:</p> <ul style="list-style-type: none"> A. The Town Plan should be a significant factor in the housing development approval process. B. Developers who are more sympathetic to environmental, design and social concerns should be sought and encouraged to build in and around the town. C. Any area of the town with particular historical or community value should be protected from any development that fails to enhance or complement the town's built and natural assets. D. Neighbourhood plans might be appropriate for key parts of the town in order to allow more control over future development.
<p>4. Housing mix.</p>	<p>Wychavon Planning and Housing Departments monitor the changing housing needs resulting from changing social patterns. In addition to standard family housing, the needs of an ageing population, smaller family units, traveller communities etc. are identified.</p> <p>The strategic priorities in this area are:</p> <ul style="list-style-type: none"> A. The provision of the full range of housing to meet the needs of the community within the wider aims of the Town Plan (see 1 above). B. The changes of use necessary to create the desired mix of commercial and residential property in the town. C. Bringing back into use empty or derelict property.
<p>5. Development-related funding.</p>	<p>Funding arising from housing and commercial developments provides opportunities to enhance community resources and, in the process, respond to people's wishes and priorities as expressed in the Town Plan. Examples include:</p> <ul style="list-style-type: none"> A. Community centres/venues. B. Pleasant and safe foot, cycle and mobility scooter routes into and around town. C. Support for access to facilities such as the leisure centre for poorer families. D. Support for marginal bus routes in the area.

Housing

Paul Hardiman Paper (extracts)

5.8 The Housing KSG was assisted by Paul Hardiman, a post-graduate student at The University of Birmingham Centre for Urban and Regional Studies, whose MSc dissertation was based on his work for the project. Paul's paper is too long to include here, but it is a rich source of information about all aspects of the national and local context for housing development and their impact on Evesham's growth. It also contains much detail about the development priorities for the town and the factors influencing them. The full paper can be viewed at www.eveshamourfuture.org.uk.

5.9 A Vision of Evesham in 20 years' time (derived from Housing KSG discussions):

"More people living in a thriving town centre, along the riverside and in a range of appropriate, attractive, environmentally sound new housing and quality spaces in other sustainable locations around the town with direct and attractive walking and cycling routes, served by regular, convenient public transport services to the town centre and beyond."

5.10 A housing strategy is necessary to ensure that future growth is planned with the residents and businesses of Evesham for the benefit of Evesham.

5.11 The strategy specifically addresses the Town Plan's aims to (KSG discussion and public survey quotes):

- a. "Get on the front foot with planners and developers – well-planned growth;
- b. Insist on fully-integrated developments with proper infrastructure and services;
- c. Differentiate Evesham as a town with interesting and socially-healthy developments;
- d. Differentiate Evesham with new and environmentally-responsible housing;
- e. Differentiate Evesham with housing that matches its social patterns and needs;
- f. Make Evesham a good place for families to come to live;
- g. Grow the town and jobs will follow – a good location for commuting, but also for business – logistics, light manufacturing, food growing, tourism etc.;
- h. Growth brings footfall and stronger cash-flow;
- i. Prosperity protects our town's heritage – economic decay does not!"





5.12 What the strategy aims to do

- a. Adopt a positive approach to more housing.
- b. Influence the design of new development.
- c. Make the best use of the wealth released.
- d. Secure the town's economic future.

5.13 Summary of objectives

- a. Increase housing quality as well as housing supply.
- b. Do the best for existing homes and communities.
- c. Recognise the need for specialist housing and other homes.

5.14 Summary of actions

- a. Support housing in sustainable locations.
- b. Encourage the best use of the existing housing stock.
- c. Ensure that housing meets the full range of identified needs.
- d. Support the development of new types of housing.
- e. Encourage the development of some live-work accommodation.
- f. Ensure new housing is high quality in terms of energy efficiency and design.
- g. Encourage improved energy efficiency of existing housing stock.

- h. Support housing that is easier to build.
- i. Ensure that new housing enhances the sustainability of Evesham as a whole.
- j. Encourage the promotion of local distinctiveness.
- k. Enhance community cohesion.
- l. Support design that gives emphasis to the spaces created.
- m. Encourage/benefit from better infrastructure particularly for walking, cycling and sustainable transport.

5.15 Key Issues:

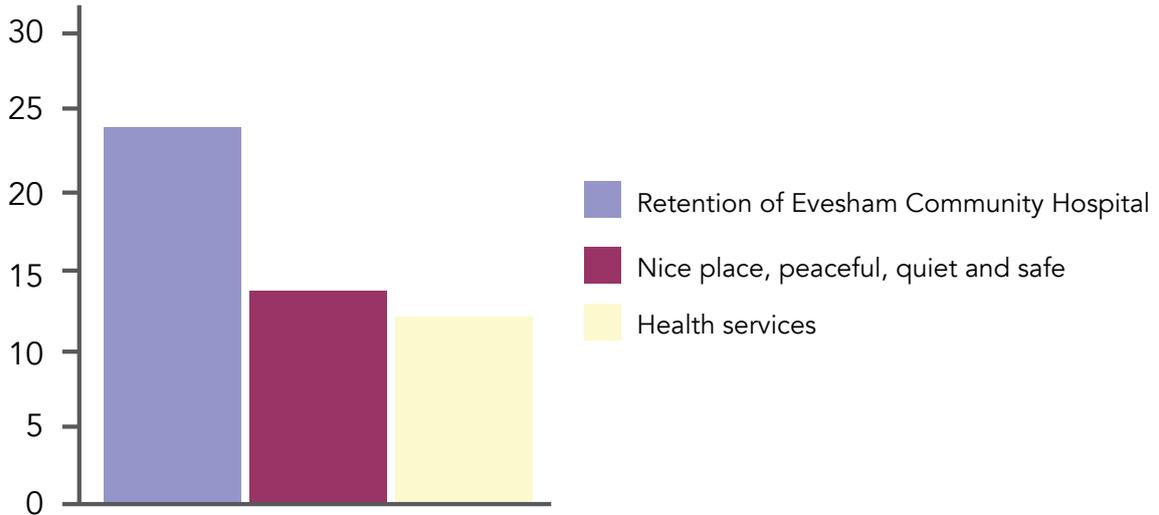
- a. Growth
 - i. Need
 - ii. Quality
 - iii. Affordability
- b. Existing housing
 - i. Social housing
 - ii. Private rented
 - iii. Owner occupiers
- c. Specialist housing
 - i. Older people
 - ii. People with disabilities
- d. Other housing
 - i. Gypsies and travellers
 - ii. Empty homes

6. Health and well-being

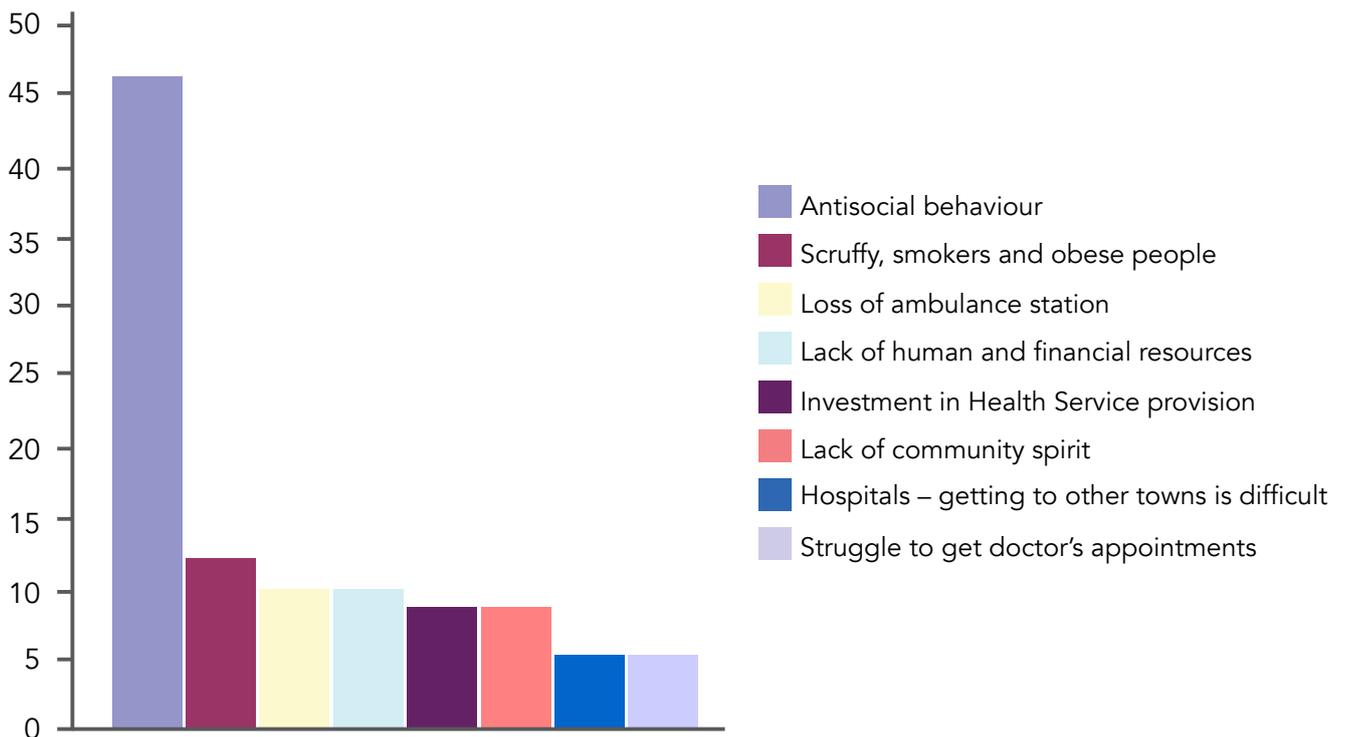


Response to Public Consultation

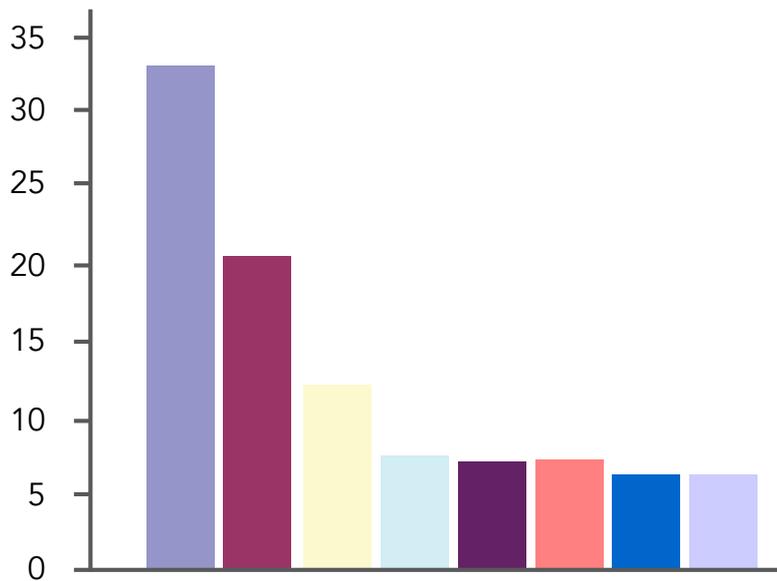
6.1 Good



6.2 Bad



6.3 Suggestion



Evesham Hospital – develop

Promote healthy exercise, fitness, cycling

Tackle ASB in town centre and parks

More social groups and community action

More home provision for elderly and disabled

Easier access to GPs in surgeries

More education on drugs and alcohol

More lighting in public places

Health and well-being



Introduction

‘Health’ is a major area of national public policy, and as such is not amenable to direct influence within the scope of the Town Plan. The Health and Wellbeing Stakeholder Group has nevertheless taken care to capture the ideas and aspirations arising from its own discussions and from other sources and strike a balance that avoids, on the one hand, unachievable

proposals and, on the other, failure to express the public concerns, preferences and ideas for future healthcare in and for the town. ‘Wellbeing’ was seen as much more influence-able through local initiatives, cooperation and funding. While striving to achieve an overall balance, we have consciously erred in places on the side of ambition. Twenty years is a long time and much can and will change.

A. Local Health Services – short term	Proposed action, plan or priority
1. Local health management.	Local health management system led by/coordinating GPs, home support, hospital resources and use of rehab/activity programmes. Community Hospital acting as a needs assessment centre. (See more at B2 below.)
2. Home health support for patient independence.	Home-based multi-disciplinary care for sick and elderly; increased private sector home care provision.
3. Promotion, education and rehabilitation.	Early intervention with reception-year children and their parents; teenager and school-leaver education programmes: diet, exercise, drugs, smoking, sexual health, mental health etc. (Use of social media). Promote and support extension of rehab facilities.
4. Health inequalities.	Reduction of health inequalities through targeted programmes of education and activities – use of S106 money here and elsewhere.
B. Local Health Services – medium term	Proposed action, plan or priority
1. GP resources.	Adequate numbers of GPs, surgeries and nurses to meet the health needs of the population.
2. Community Hospital.	Modernised, fully equipped Community Hospital for needs assessment, repeat treatment, convalescence, rehab, X Ray and specific A&E capabilities.
3. Drop-in centre.	Out-of-hours Drop-in centre for non-emergency medical care and advice.
4. Business partnerships.	Develop programmes with local businesses and supermarkets to promote understanding of food and health issues.
5. Encouraging healthy physical activity.	Promotion of physical activities and resources/ infrastructure – walking, cycling, sport, accessible programmes and classes (N.B. Affordability).

C. Acute and A&E Services – short/medium term	Proposed action, plan or priority
1. Hospital treatment.	Timely treatment at appropriate Acute Centres of Excellence.
2. A&E service.	Fast access to appropriate A&E service – location, ambulance service.
D. Resources – short/medium term	Proposed action, plan or priority
1. Proactive health management.	More of available resources on prevention/promotion. e.g. Public awareness campaigns/events; targeted programmes of education and activity; attractive and accessible activity/exercise facilities.
2. Leaner, smarter organisation.	Simpler, clearer and more effective health management structures, with resource shift to front-line staff and patient-focused service.
3. Funding.	Varied resourcing/funding approaches: S106, local government, private, 3rd sector.
4. Coordination.	Closer coordination/better use of local and regional resources.
5. Customer focus.	Smarter service delivery – close consultation with communities.

Summary of Health and well-being most common opinions from project database

Good

- Community Hospital – retention.
- Services – GPs, dentists, emergency services and local minor injuries unit.
- Outdoor spaces and facilities – opportunities for healthy activity.

Bad

- Anti-social behaviour.
- Services – loss of ambulance station – existing services stretched.
- Loss of the sense of community in the town.

Suggestions

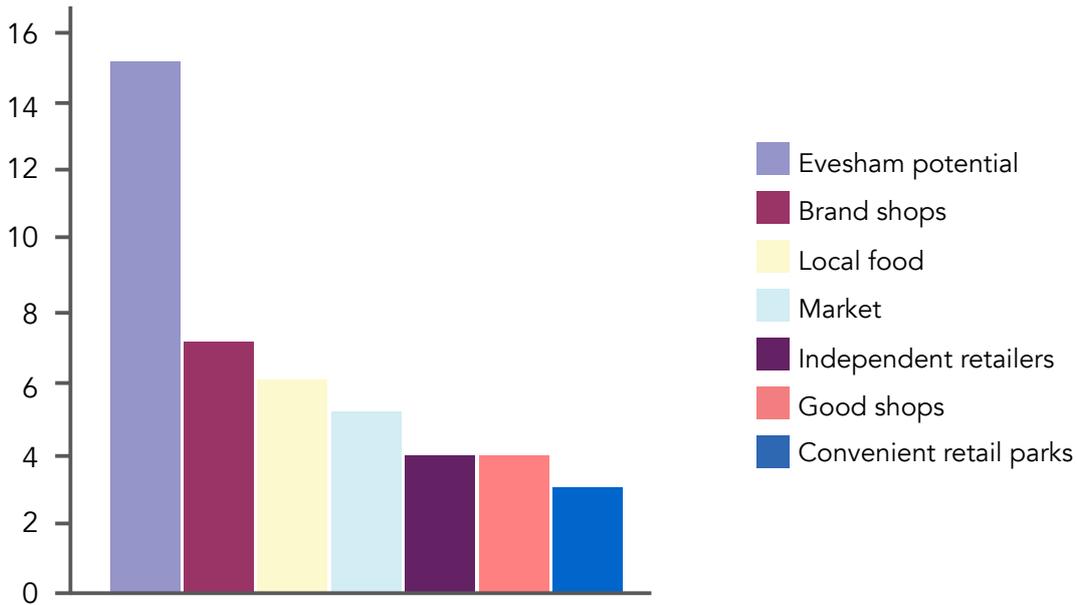
- Hospital expansion to accommodate increasing local need; local A&E to relieve pressure on acute hospitals.
- Also, maternity unit and better transport access.
- Services – more support in the home; extend clinic times in evenings and weekends – relieve pressure on GPs.
- Amenities – higher priority on promoting healthy lifestyles, food, and exercise using amenities like the Leisure Centre – “More targeted fitness classes, allotments, community gym...”.

7. Local economy

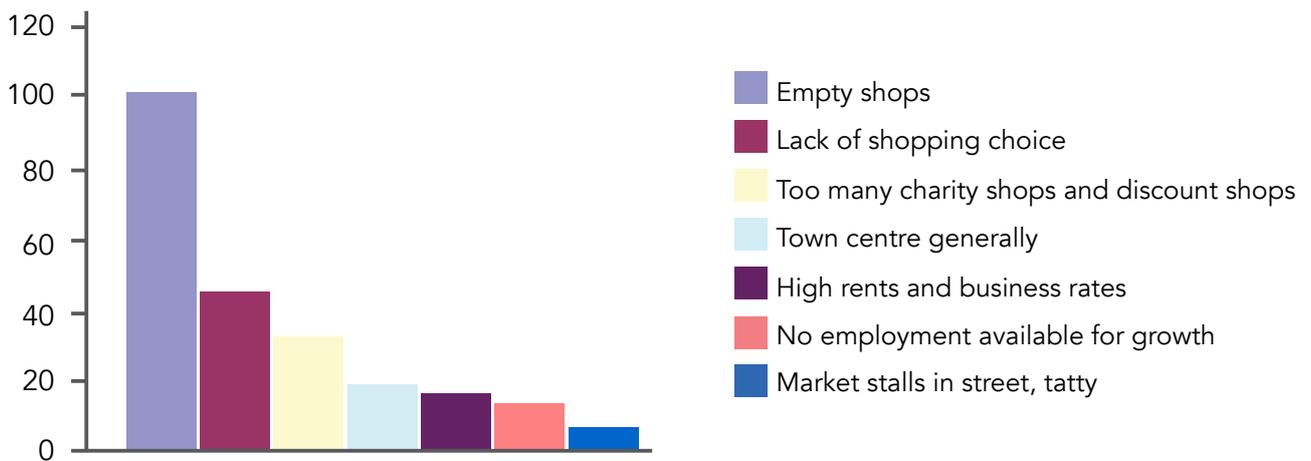


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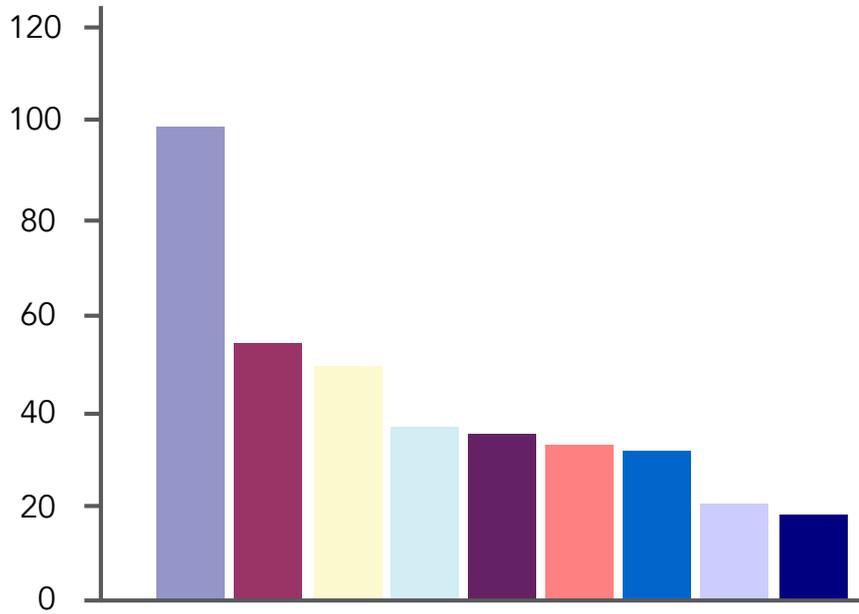
7.1 Good



7.2 Bad



7.3 Suggestion



- Improve economy
- Reduce business rates and rents
- Independent shops
- Better shopping, higher quality
- Low rents for new businesses
- More street markets
- Good shops, specialist shops required
- Incentives for local small businesses needed
- Promote local food

Local economy



Key Stakeholders Report

Introduction

Growing Evesham's economy is seen by the Steering Group as the main driver of the town's future – the enabler of the town's hopes and ambitions. Most of the proposals within the other themes of the plan, describing the kind of town people want, are only possible with significant and sustained economic growth. Consequently, there is a need for a macro-economic view of the town to help prioritise and focus action plans to ensure that the desired growth is achieved. Also, it is likely that regular economic data reviews, and possibly modelling, will be used as a means to monitor and drive the town's economy.

7.4 The town's economy was defined in three areas: Money flowing in – Money circulating – Economic growth. Money flowing in. This is about two things:

I. Attracting Inward investment

Three main sources:

- District/County Council, LEP and other Government sources.
- Community groups or smaller private investors – business start-ups etc.

It is important for attracting large-scale investment to have the data base and evidence that allows targeting of appropriate sectors and developers.

Within Wychavon's "Grow" strategy, Councils should be encouraged to consider direct investments as well as unlocking land deals and facilitating private investment.

II. Spend

This is largely about tourism and this is an area where community/town council/individual champions could make a difference and around which an action plan could be developed. Tourism should therefore be the new 'industry' for Evesham and much effort directed at attracting spend through events and good consumer experience (Town Centre KSG).

Money circulating

7.5 This is about keeping money within the town. Clearly, as a successful tourist destination we would expect some job creation. With an improved retail offering and better consumer experience (investment) we would expect more local people to shop in the town and use the facilities. Action here would need to include a continuing marketing exercise to shop locally, with incentives as and when required. To retain consumer loyalty, as well as attract new spend, Evesham's offer must be appropriate. We believe that **tourism** should be at the heart of this offer.



7.6 It is vital that the businesses and traders engage with this process, and work together for the greater benefit of the town.

7.7 Bodies such as VECTA will be crucial to the success of retaining spend within the town, and facilitating “commercial cohesion”.

Economic growth

7.8 We consider success here will depend on ‘accessibility’ and the removal of stress when visiting the town either as a tourist or shopper. This takes us into the realm of transport, signage and parking.

7.9 To grow the economy we need local jobs, disposable income, new housing and an expanding population. The expectations of such a population must be tapped into and met. The use of town centre spaces as “social spaces” is critical, as we cannot depend solely on retail in these changing times. However, with tourism at the centre of the economy, the retail mix is important, as is the quality.

7.10 It was suggested that the “zoning” of the town centre should be explored as a way to make visiting, shopping, browsing, and moving around the town much easier... though there was some misgiving about the effectiveness of this approach due to Evesham’s layout and size.

7.11 Growth is, to some extent, inevitable. However, an expanding population will not necessarily bring economic growth with it. Evesham must recognise and develop its potential for attracting investment and becoming a destination of choice in the region as a place to visit, to live and to do business.

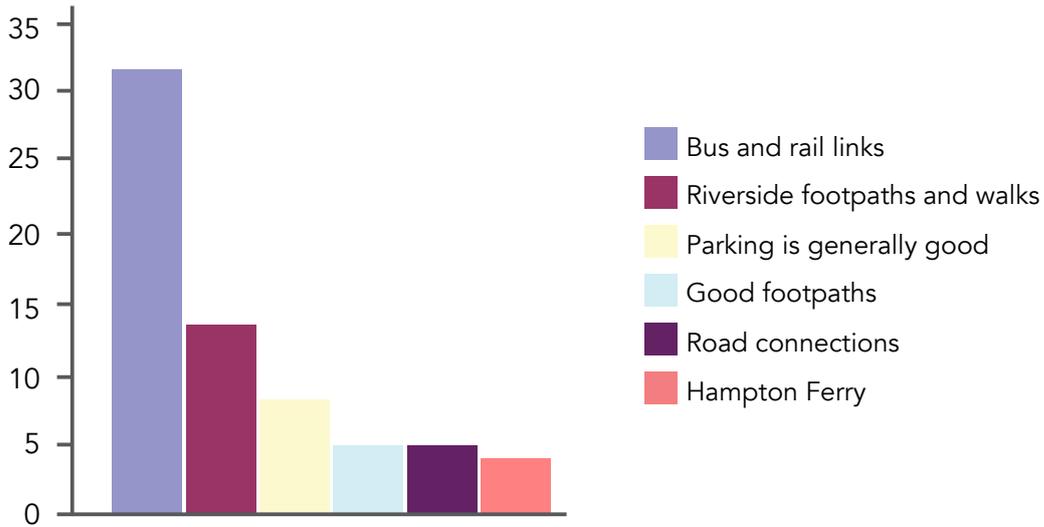


8. Transport

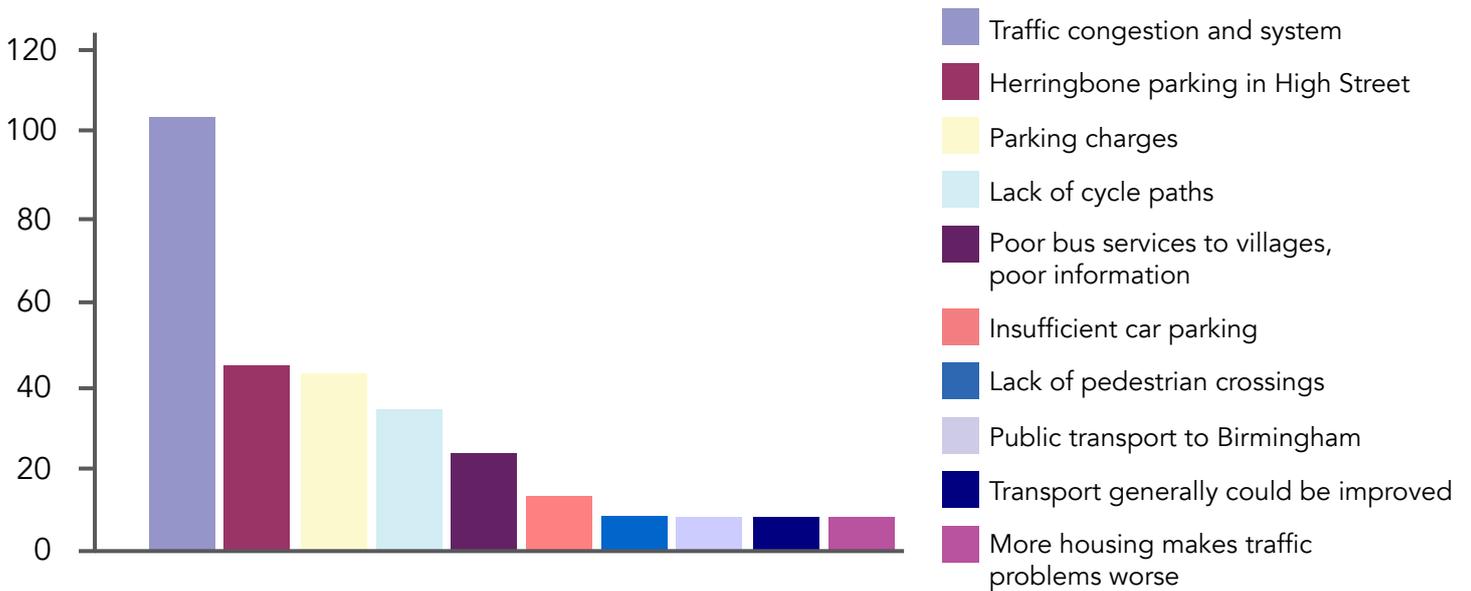


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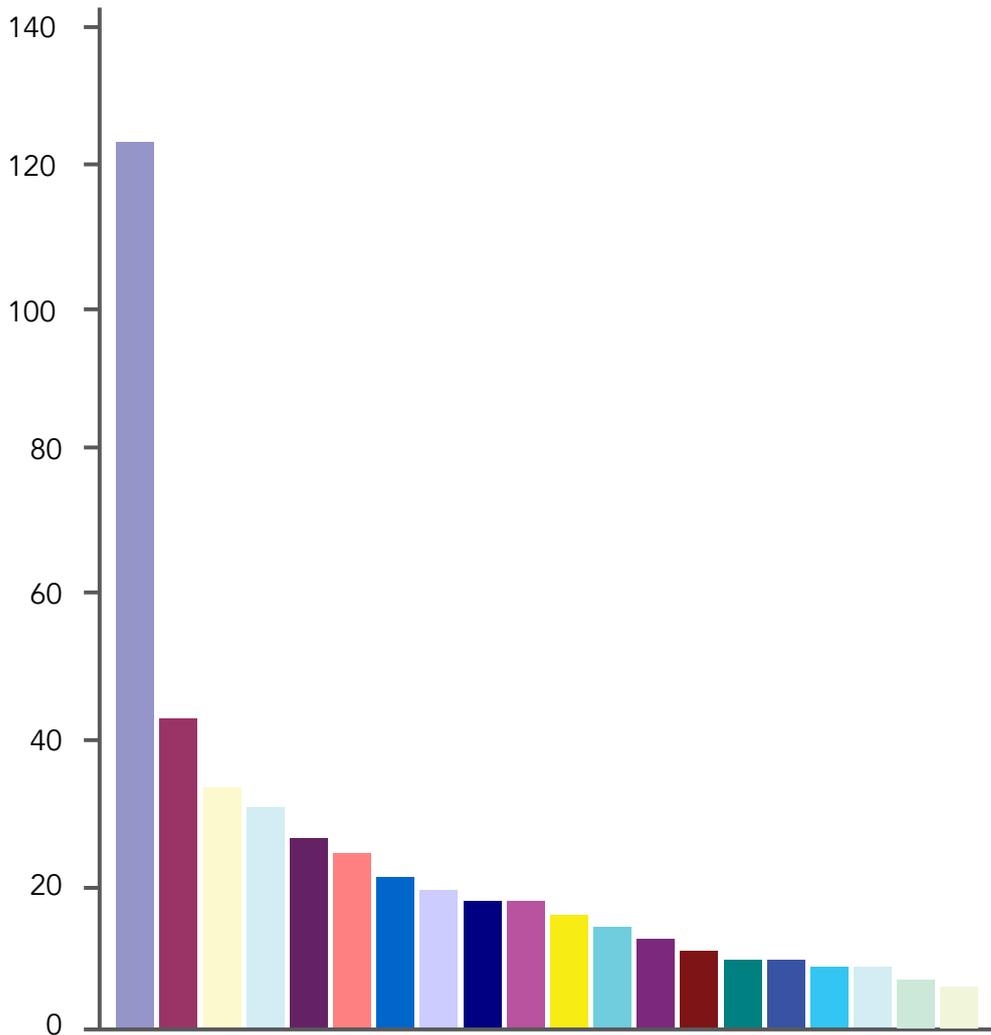
8.1 Good



8.2 Bad



8.3 Suggestion



- More connecting/better cycle paths
- Free car parking
- Improve one way system
- Cheaper car parking
- Provide a rail link to Birmingham, Cheltenham
- Cycle/pedestrian bridges over river
- Riverside integrated footpath, and complete loop
- Buses – better services to local towns and villages
- Change herringbone parking on Vine Street and High Street
- Promoting walking and cycling
- Implement new links within town
- Cycle/pedestrian bridges over A46
- Pedestrianise the High Street, Town Centre, Port Street
- Improved and integrated public transport – rail/bus
- More housing needs, roads and infrastructure
- Need shuttle buses
- A centre for healthy and safe cycling
- Park and Ride facility, various locations put forward
- Cycle Link between town centre and Twyford Country Park
- Pedestrian crossings at various locations

Transport



Key Stakeholders Report

Bridges

Topic	Details and implementation
<p>Bridges across the River Avon. The river forms substantial barrier on routes from Evesham to the villages, both for school and work trips but also for recreational purposes.</p>	<p>Link to Bengeworth. The most likely site for this bridge, championed by Evesham Civic Society, is by Evesham marina. This bridge is in Worcestershire County Council’s Local Transport Note 3 and the emerging SWDP. No funding has yet been allocated for this bridge.</p> <p>Link to Hampton. The site for this bridge appears undetermined. It could be slightly upstream to be opposite the Abbey Road housing development. This bridge is in the emerging SWDP. Funding has been allocated from the second stage of a large housing development in Pershore Road, Hampton.</p> <p>Town centre. This bridge was proposed as a Millennium project and would be just downstream (south) of the rowing club. This bridge is included in “Linking Town and River – River Avon Tourism and Leisure Study Evesham 2008.</p> <p>Boat Lane, Offenham. This bridge would connect to the Bridge public house, where there used to be a medieval bridge and, until 1998, a ferry.</p>
<p>Bridges across the A46 bypass. The A46 forms substantial barrier on routes from Evesham to the villages, both for school and work trips but also for recreational purposes.</p>	<p>To Vale Business Park. Located north of the roundabout, connecting with the existing cycle and pedestrian paths. This bridge is shown in the emerging SWDP. Further development of the business park could provide funding from the developers.</p> <p>Badsey Lane. Badsey Lane is the one crossing point on the A46 bypass ring road provided with an island to assist people to cross. This bridge is not included in any plans. This important link has no immediate development on the Badsey side of the ring road.</p> <p>Link to Offenham. The existing footpath which runs between Bengeworth and Offenham crosses the A46. This is the Shakespeare’s Avon Way and the Cotswold Line Promotion Group’s Honeybourne to Evesham walk. With the continuing development beside Offenham Road and Aldington Lodge the need for a bridge across the A46 has become more important.</p> <p>Link to Country Park. A link between the Country Park and Evesham is currently being sought crossing the A46 by passing under the Simon de Montfort bridge. A more direct floodproof route along the old railway line would provide a longer term solution. This bridge is not included in any plans.</p>

Cycling

Topic	Details and implementation
<p>Paths and routes within Evesham. Detailed plan of existing and future cycle paths needs to be produced and accepted by the District and County Councils.</p>	<p>All proposed new cycle paths and conversion of existing footpaths would be shared use so that pedestrians, people on mobility scooters and bicycles would all have use.. A draft plan has been drawn up by the KSG, to be seen and adopted by the County and District and included in their long term plans. Funding needs to be explored and advantage taken of housing development funding. Developers and Sustrans will need to cooperate with the development of the network.</p>
<p>Links to villages. A plan of existing and future cycle paths needs to be produced and accepted.</p>	<p>Once a network has been agreed, this will need to be seen and adopted by the County and District and included in their long term plans. Advantage taken of housing developments funding. The Evesham to Sedgeberrow cycle path clearly demonstrates how local villages should be connected to the town via arterial roads.</p>
<p>Cycle lanes and contra flow schemes.</p>	<p>Work closely with councils to see where opportunities exist to implement schemes – eg installing cycle lanes after resurfacing, two way use of one way streets, Briar Close and Castle Street.</p>
<p>Cycle parking – secure cycle parking at appropriate destinations, shopping centres, offices, stations, etc.</p>	<p>A list will be drawn up and to show where additional cycle parking is needed. Approaches made to existing stores to provide better cycle parking.</p>
<p>Promotion of cycling.</p>	<p>A plan is needed for the continued promotion of cycling, the opportunities that exist to see the historical town and the surrounding countryside. Work with County Council on Strategy.</p>
<p>Form an Evesham bicycle user group.</p>	<p>This is designed to get local people to ride bicycles and gain the confidence to use local roads.</p>
<p>Cycling to school.</p>	<p>Work with the schools and councils to develop safe routes to school Continue and extend the Bikeability Scheme to encourage school children to cycle to school.</p>
<p>Develop and promote Evesham as a cycling hub.</p>	<p>Evesham is suitable as a cycling hub as it is at the centre of a large rural area and at the intersection of long distance cycle routes, to attract tourists to the town and region.</p>
<p>Bike hire centre – bike rental.</p>	<p>Opportunity arises for bicycle rental, eg. at the railway station.</p>

Parking

Topic	Details and implementation
A parking plan needs to be produced which includes all town centre car parking.	Parking provided comprises private car parks, on-street parking (County Council) and public car parks (District Council). The two councils and private car park owners need to agree that a plan is necessary and in the best interests of the owners and the town.
Smart systems.	A state of the art system to inform drivers by mobile phone or tablet of the car parking available. Look at systems elsewhere.
On street parking in the High Street. The angled parking in Vine Street and High Street.	This needs to be changed to drive in forwards, as is commonly found elsewhere, a simple change in road markings and can be achieved at little cost. This could be incorporated with pedestrian, cycle and environmental improvements for this section of road.
Duration of on street parking in town centre area.	This needs to be reviewed and longer duration made available in the northern end of the High Street and elsewhere.
Disabled parking distribution and layout in town centre.	The distribution of the disabled parking needs to be looked at and more spaces made available in the some areas and removal in others – eg. Vine Street. It is also considered that angled – drive in, parking could be made available in the High Street as this is now common practice.
Disabled parking – proposed new provision in top floor of riverside car park.	With the Shopmobility Centre only a few yards away on the same level that would form a sort of park and ride, parking on street level, collecting a mobility scooter and riding out into Bridge Street, the park or into the Riverside Shopping Centre.
Car parks payment – investigate pay on exit and/or pay by mobile phone.	It is considered that paying on entry means that many people choose not to prolong their visit and the town centre then suffers.
Car park prices – there was a great demand for free or cheaper parking.	Investigate ways that parking charges can be reduced.
Coach Parking – loss of coach parking in Old Brewery car park.	Look at other sites: Chapel Street, Corporation Meadow, by leisure centre.
Electric car charging point.	Install charging points in various car park locations.

Pedestrians

Topic	Details and implementation
<p>Pedestrian environment – generally throughout Evesham and getting around on foot can be difficult and particularly when crossing the road.</p> <p>Provide additional crossings.</p>	<p>Develop continental practice in provision of crossings and traffic calming to slow traffic.</p> <p>New crossings needed at:</p> <ol style="list-style-type: none"> 1. North end of High Street. A crossing could be provided, as part of the review and enhancement of the northern section of the High Street. 2. High Street by Bewdley Street. A raised crossing was provided as part of the High Street Enhancement. 3. Bridge Street/Mill Street. 4. Port Street/Elm Road roundabout. With the development of Lidl, demand to cross at the roundabout has increased. 5. Davies Road by Charity Brook Park (shared with cycles). 6. Davies Road by Evesham High School (shared with cycles).
<p>Form a footpath users group.</p>	<p>Promotion of pedestrians and walkers interest.</p>
<p>A46 by The Link, Millennium Way. A signalised crossing to the north east of the adjacent roundabout.</p>	<p>A signalised crossing had been planned but the proposal was withdrawn. With further expansion of the business park, and in the absence of a bridge, a formal crossing facility is needed.</p>
<p>Pedestrian crossing facilities at junctions.</p>	<ol style="list-style-type: none"> 1. High Street/Worcester Road, provision of a full pedestrian stage may be funded by developers' contributions from nearby retail projects in Worcester Road. 2. Port Street/Waterside, The provision of a full pedestrian stage may become more necessary if future traffic systems result with more traffic through this junction.
<p>Pedestrianisation – traffic free streets.</p>	<ol style="list-style-type: none"> 1. Oat Street Cowl Street and Avon Street (sections of) should be investigated. 2. Port Street. Investigation into partial pedestrianisation – possibly one way scheme, to improve pedestrian conditions in Port Street by the provision of more footway space.
<p>Footway condition – footway condition is poor/dangerous.</p>	<p>Improve footway inspection regime and encourage public to report problems.</p>
<p>Ramps at pedestrian crossing places.</p>	<p>Many places have been identified where there are no ramps so that persons using mobility scooters are severely disadvantaged Carry out study into places where ramps are needed.</p>
<p>Tactile surfaces provided are often painful to the feet.</p>	<p>Investigate alternative surfaces.</p>

Public transport – Buses

Topic	Details and implementation
Local Bus Services – village services are retained/ improved.	Evidence needs to be gathered on the demand for better services to the villages, and need for later services.
Information is displayed including bus route numbers, on all bus stops, about all services from that stop.	Current practice means that some bus stops are in operator ownership, and they only show the services that they run themselves. The operators need to be shown that it is in the interest of the community that all services are shown.
Large maps of Evesham routes displayed at Evesham bus station and the railway station.	The shelters at the High Street bus station have sufficient space to display maps of local routes with full list of destinations.
A Bus user group.	This would assist the local councils and the bus operators to know where demand exists and what can be done to improve services.
Ticketing – Oyster cards.	Oyster cards make services more efficient (less dwell time) and more popular. Investigation needed into similar scheme.
School buses serving Prince Henry Academy.	Buses cause congestion and delay in Victoria Road and Cambria Road. Buses should discharge and pick up students in Greenhill.
Bus Stops. The provision of a southbound stop in Vine Street should be considered.	The distance between stops for southbound services between High Street and Abbey Road is excessive. Provide new stop in Vine Street.
The National Express stop in Merstow Green should be relocated.	The existing stop for National Express services in Merstow Green is out of the way and provides no interchange possibilities with other buses or trains. Relocate this stop to the main High Street bus station or to the railway station.
Bus shelters are provided at all town centre stops.	The provision of shelters at these stops should be prioritised. Those at the station are probably the most needed as the principal interchange point in Evesham.
Extend some bus routes to the station.	Many bus routes terminate at the bus station and therefore do not provide an interchange with rail services. These routes could easily be extended to turn in the station forecourt.
Services to Birmingham and Birmingham Airport, and other airports.	Encouragement should be given to operators to provide additional services. Considerations also to extending to Bristol airport, East Midlands airport.
Service to Ashchurch, the rail hub for journeys to Gloucester, Bristol and the south west.	At present there are no express bus services from Evesham to Ashchurch. Encouragement should be given to operators to provide additional services.
Shuttle buses – Park and Ride.	A shuttle bus route could be provided to link up all major shopping destinations, the station, the Country Park and also be linked to park and ride. People could park in any of the large free car parks, e.g. B&Q, Tesco and then use the shuttle bus. An exercise is needed to see whether this is viable. A study of other towns may assist.

Public transport – Trains

Topic	Details and implementation
Evesham Station parking. Parking at Evesham Station is limited to 70 places and this provision is normally fully used.	Space exists for additional parking on the north side of the station. On the south side, additional space could be created close to Station Approach if a two tier structure was built.
Evesham Station – shop and attractions. Apart from the café, there is little to make the station attractive.	A shop selling newspapers and magazines could provide a service. An arrangement could be made as elsewhere to permit the shop manager also have a role in selling tickets.
Rail ticketing.	There are no ticket machines and the ticket office has limited hours. The provision of more ticketing machines could make the station more attractive to users.
Integrated ticketing.	Tickets for both rail and bus would encourage use of public transport. A county or national scheme would be needed to implement this.
Interchange potential.	Bus operators and rail operators must get together to make their timetables coordinate as far as possible to avoid long waits.
Station environment – flowers and planting.	The current provision of flowers and planting at the station must be acknowledged and ensures the station is an attractive place to wait for trains. Ensure that encouragement continues to be given to volunteers and funding, plants, and garden equipment is provided as appropriate.
Rail Services. Timetable – Hourly service. The existing timetable is irregular and there are two hour gaps during the day. The Sunday morning service is poor.	The provision of an hourly service would make rail more attractive. The implementation may depend on redoubling of more of the line between Oxford and Worcester. Sunday services: the first train to London on Sundays reaches Paddington after 12 noon. An earlier train would prove popular.
Services to Birmingham. Journeys are lengthy and irregular without certainty on where to change.	The two rail operators must work together to provide a better interchange at Worcester and a clock face service. * Funding for Worcestershire Parkway has been announced. Journeys to Birmingham will become much easier with the completion of this scheme.

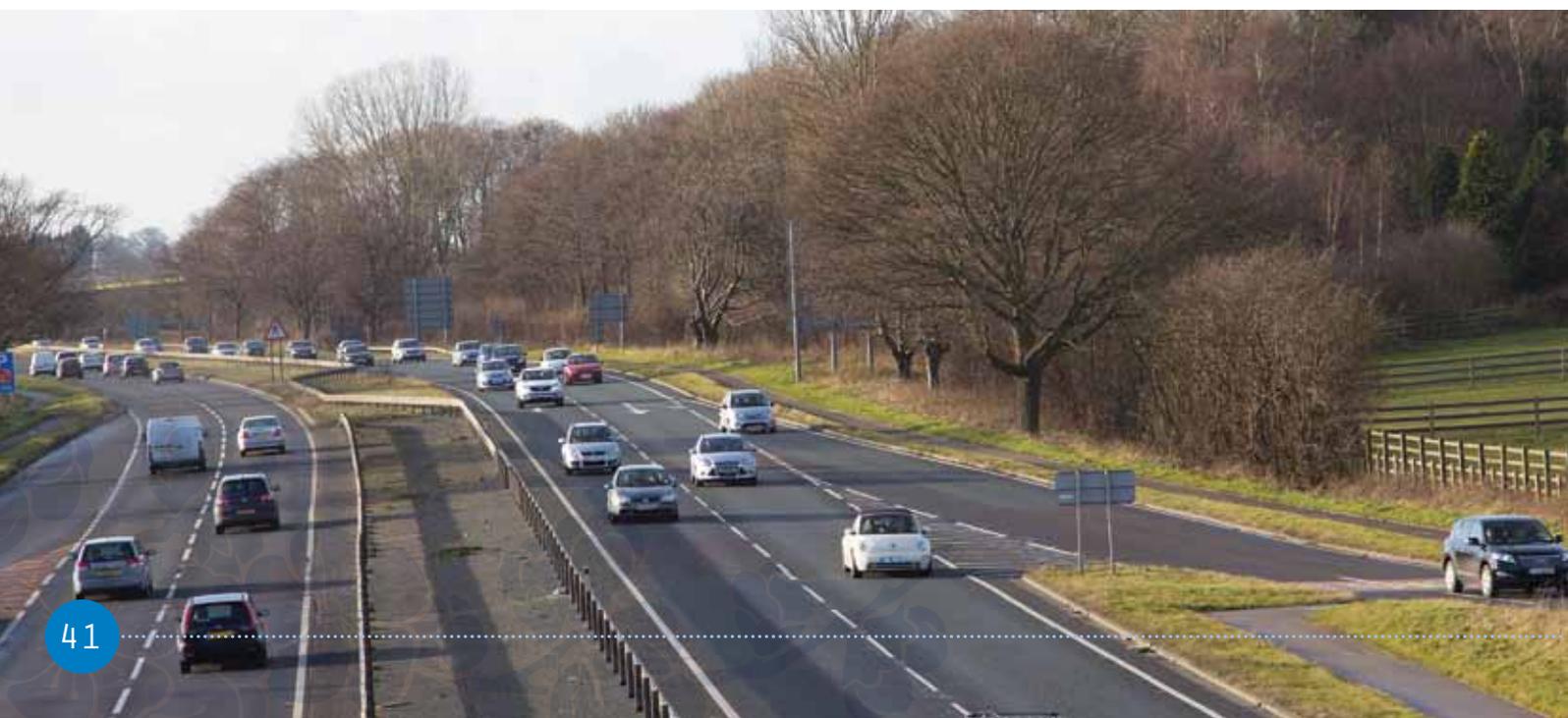
Public transport – Taxis

Topic	Details and implementation
Taxi ranks – Relocation in town centre.	In High Street on west side considered to be dangerous. Relocate space to eastern side by re-allocation of some disabled places. Taxi rank proposed in High Street service road, opposite Amber café, in High Street, end of Bridge Street and Waterside by Rilys restaurant. Investigation needed to ascertain whether space exists for provision of taxi ranks. Parking and Taxi rank provision outside post office needs rationalising.

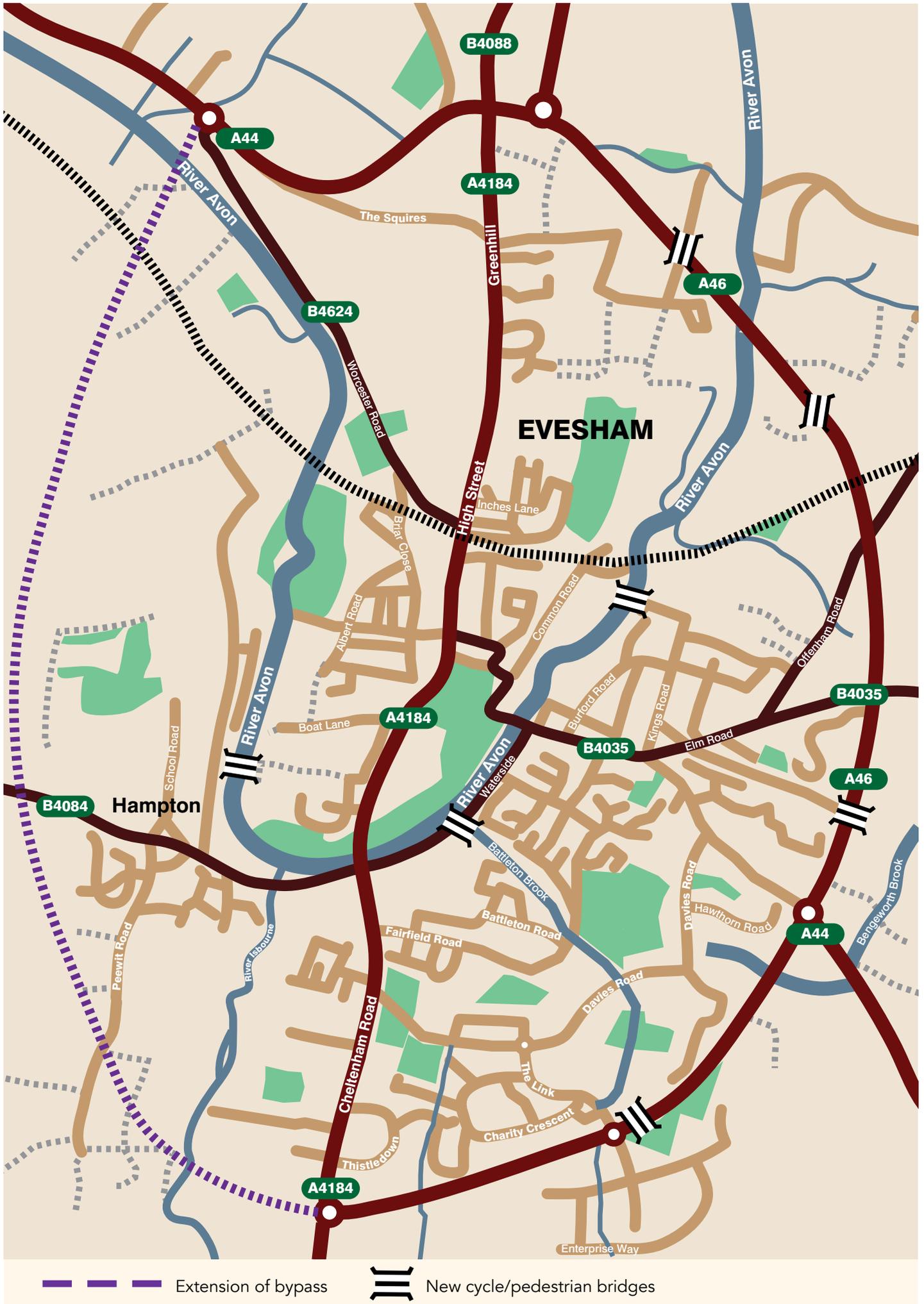
Roads and traffic

Topic	Details and implementation
Traffic System Study. The traffic situation in Evesham has been made worse by the various developments in the town.	An independent traffic study should be commissioned to investigate the best traffic system and test the various solutions put forward. This would serve to ascertain changes from additional development and other changes to the transport system.
Investigate ways to reduce the amount of traffic coming into or through the town centre.	Possible signing schemes, shuttle buses, park and ride schemes.
Speed reduction measures in residential area and in the town centre.	In Evesham the road system calls for a 20mph zone for most of the town with the exception of the major approach roads. Consultation with residents needed.
Improve junctions and provide improved pedestrian crossing facilities.	High Street/Worcester Road, Cheltenham Road/Davies Road and Port Street/Waterside. Improve pedestrian facilities and provide MOVA control.
Heavy Goods vehicle ban – town centre.	Review of existing heavy goods vehicle ban including High Street, Albert Road and Queens Road. Existing ban not well observed. Possible use of new technology to advise drivers of the ban.
Victoria Road, Cambria Road, Princess Road and Windsor Road – One-way scheme and CPZ.	Problems are experienced with traffic congestion especially associated with Prince Henry School and the Arts Centre. This could be in conjunction with a Controlled Parking Zone.
Briar Close – Black Bridges traffic calming – rate run.	Rat run from Worcester Road to the town centre will be cut if Waitrose scheme is implemented. Installation of traffic signals and a footway at Black Bridges to make safe route for pedestrians.
A review of the traffic signing include signing to car parks and attractions.	Current signing is not co-ordinated and incomplete. Much of it is overlarge and attention needs to be given to the surrounding built and natural environment.

Topic	Details and implementation
A46 Bypass – improve lanes for safety reasons.	Lane markings in bypass are considered to lead to dangerous overtaking. The A46 bypass is generally wide enough for three lanes but marked as two lanes encouraging head to head overtaking. A scheme to provide safe overtaking spaces and better provision for cyclists.
A46 Bypass – widen and improve.	Sections of the bypass could be made dual carriageway to allow safer overtaking. Improvements to the roundabouts would be needed to improve safety, facilities for pedestrians and cyclists.
Extend A46 bypass – South west side of town.	Extend the bypass to Pershore Road. This would reduce the dependence on the critical junction of Cheltenham Road with Waterside.
Extend A46 bypass, west side of town from Pershore Road to Worcester Road to complete the ring road.	This would present challenges with the need for a bridge over the River Avon and the railway line. In addition earthworks would probably be considerable and environmental damage need to be minimised.
An improved audit system needs to be employed to prevent future schemes with badly placed road furniture.	Lamp columns and posts need to be kept to the sides of pavements to allow use where appropriate by pedestrians and cyclists.
Signs and markings.	Redundant traffic signs need to be identified and removed.
Yellow lines. Wide yellow lines present a negative aspect to the street scene.	Lobby Department for Transport and Worcestershire County Council to allow narrow yellow lines in urban areas (not just conservation areas).
Waiting and loading restrictions.	Review restrictions on traffic routes to ensure minimum disruption to traffic at peak times.



Major transport suggestions

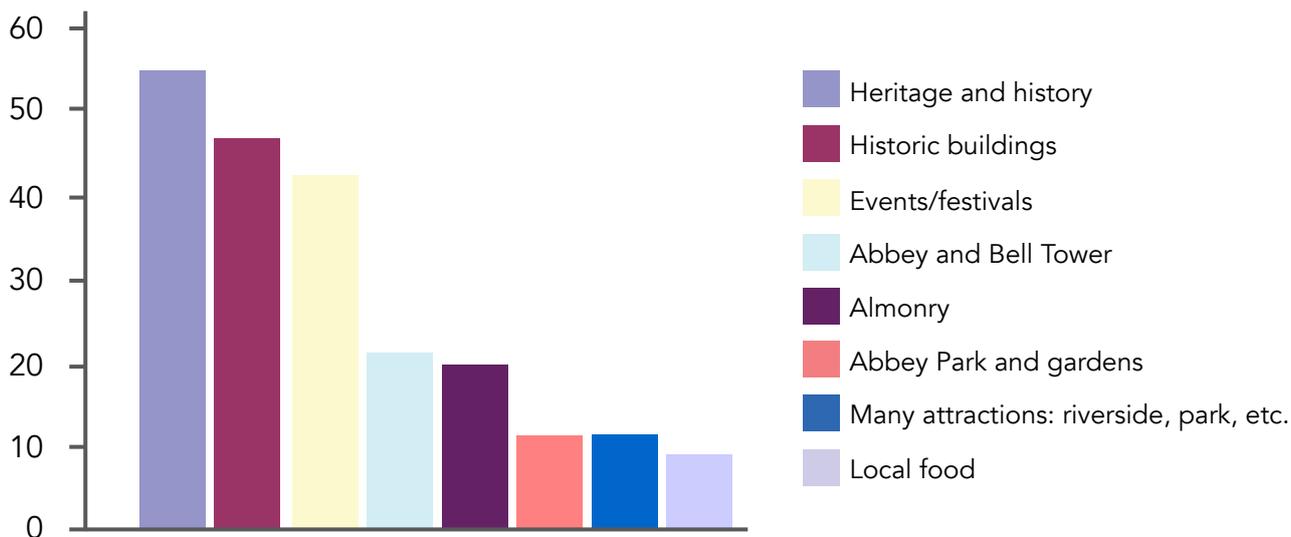


9. Tourism

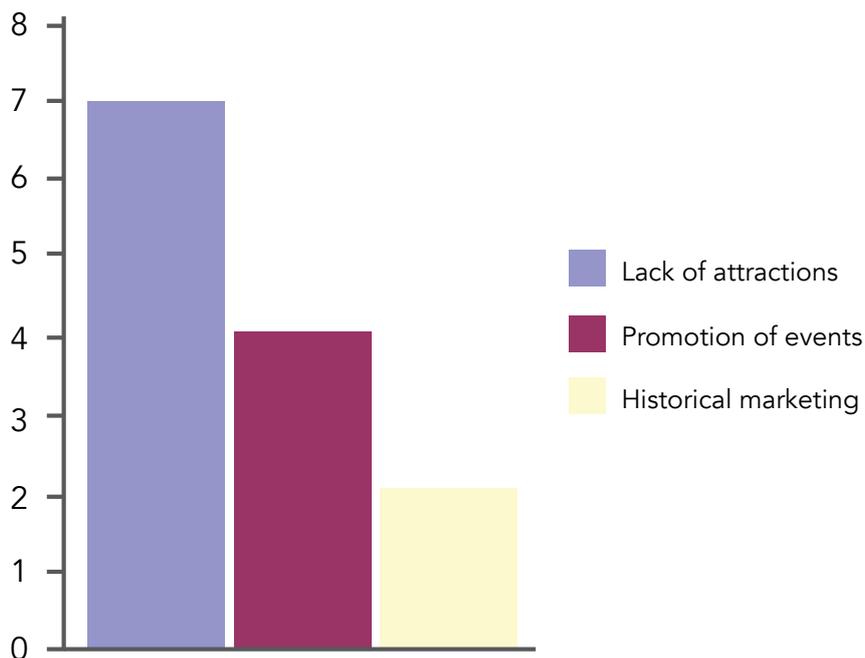


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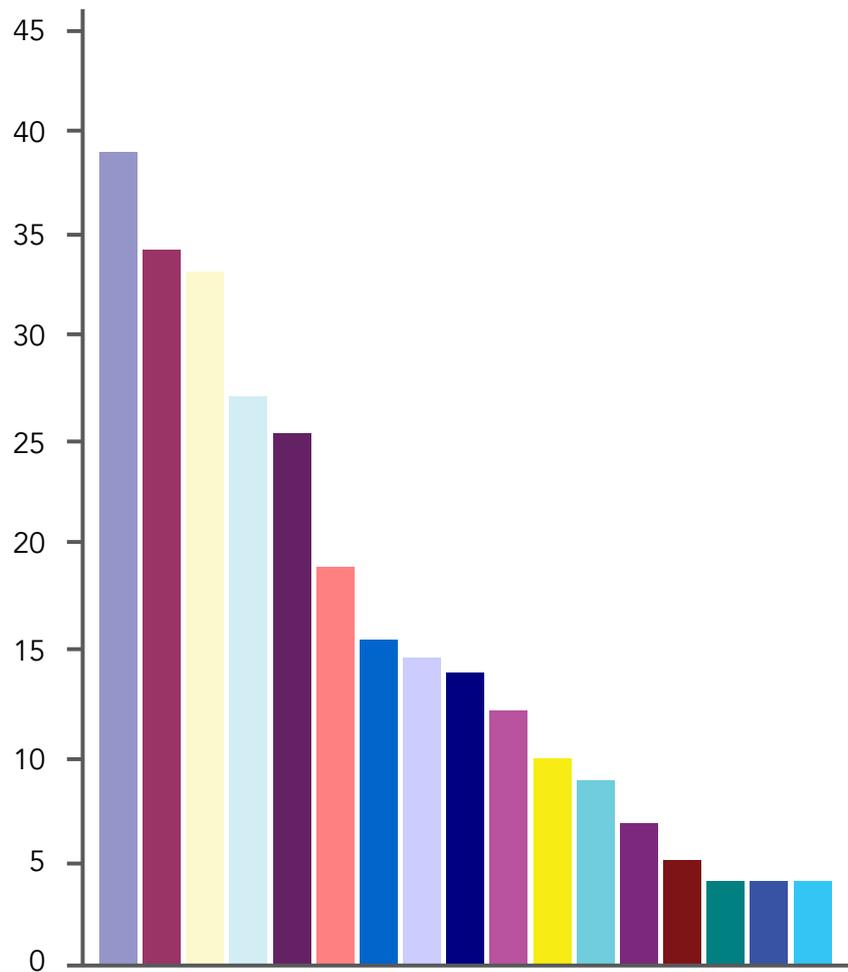
9.1 Good



9.2 Bad



9.3 Suggestion



- Celebrate, promote heritage and history of Evesham
- Different festivals ideas, music, etc.
- More attractions sculpture, market square, etc.
- Better and improved signage
- More events and festivals
- Promote more generally
- Abbey site presented as heritage site
- More museums, e.g. Town Hall, improve Almonry
- Simon de Montfort trail, history trails
- Promote through more notice boards, maps
- Country Park – link needed
- Festivals – promotion should be improved
- History of town – market gardening museum
- Protect history, restore old buildings
- Get information by website and app.
- Tourist office in more prominent position
- Make river more attractive to tourists

What Festivals?

Baking, Battle of Evesham, Book, Carnival, Craft, Dog, 'Evesham Show', Flower, Food, History, Jousting, Livestock, Market Gardening, Music, Rowing, Running, Vegetable, Vintage.

Abbey Site?

Uncover crypts, discover Lady Godiva's Tomb, public access to top of Bell Tower, café & Monks Garden in allotment site

Country Park link?

Bus, cycle track, light railway, tram, boat

Tourism



Key
Stakeholders
Report

Marketing

Topic	Details and implementation
Promote Evesham's USPs/create a brand for Evesham.	Establish a project group to commission a branding exercise. The objective to capture all of Evesham's selling points under a single brand.
Make better use of all signage and banners to identify attractions and promote event.	Undertake a full review of signage from a visitor perspective including brown signs, parking signs, pedestrian signs, town maps and display cabinets.
Produce a leaflet/brochure that promotes Evesham's attractions.	Enable every shop to have copies, similarly provide for eat and drink guides. Evesham Town Guide can be augmented and extra resources can be provided to increase the print run.
Target tourism promotion to biggest spending visitors.	Priority should be to attract tourists that are likely to spend the most money during their visit – from abroad and stay overnight particularly from North America, the market with the greatest potential for growth. Our offer is attractive to that market and travel restrictions (e.g. visa requirements) are not an issue. Evesham has an established toe hold in the USA with its twinning association with Evesham New Jersey. Developing relationships should be supported by financial investment to generate greater benefits to Evesham's tourism economy.
Produce a large scale town map that can be displayed at key points in town, in car parks and bus and train stations.	Maps currently in place have a lot of detail including attractions outside of the town centre. A larger map should be produced that focuses totally on the town centre. A percentage of display cabinets should be allocated purely for town maps.
Provide central online data base of local accommodation, catered and self catering.	Many tourist towns provide the opportunity to book online from a central web site. The Evesham town web site could be augmented to provide such a service.
Provide more interpretation panels on historic buildings in a standard format.	Work with building owners to design a format that is acceptable to them, complies with conservation area restrictions and communicates the historical facts.
Events and festivals to be promoted locally, regionally nationally and internationally.	Attend events, exhibitions and conventions where access can be gained to target markets.

<p>Promote Evesham's attractions to boaters through riverside signage and advertising in boating press.</p>	<p>Boat hire companies do not recommend Evesham as an overnight stop because circular holiday routes require boaters to cover a specific distance in a certain time. Evesham falls half way between two established overnight halts (Stratford-upon-Avon and Tewksbury). Therefore, marketing to boaters should be directed to boat owners rather than holiday makers as the former can be more flexible.</p> <p>Possible incentives are a Boaters loyalty card that offers money off the required Avon Navigation Licence fee in return for spending in Evesham.</p> <p>Signage (equivalent to brown signs) could be located on the river approaches to Evesham identifying the town's attractions.</p>
<p>Promote Evesham to coach companies and provide incentives and clear guides for parking and where coach parties can eat and drink.</p>	<p>Providing attractive facilities for coach companies is important. However, this may not necessarily need to be at a single location. Coach companies work on a tight schedule and prefer to passengers to eat in a single location. A guide could be produced to identify locations in Evesham that could accommodate and welcome a coach tours, including menu options, parking instructions and incentives for drivers.</p>
<p>Regulate banners to avoid unsightly banners and provide 'approved' methods for organisations to promote their events.</p>	<p>Banners promoting events in Evesham can be unsightly and often illegally placed. It is suggested that the only location where banners should be accepted is mounted on the lampposts approaching Abbey Bridge on Abbey Road. The management of the banners (what is promoted, when and for how long) to be controlled by Evesham Town Council who would install and take down banners that meet a pre determined specification in return for an agreed fee that reflects the installation cost.</p>
<p>Create an Evesham app, where info can be found easily using smartphones.</p>	<p>Although www.eveshamevents.co.uk is extremely popular people are increasingly searching for local information using smartphone devices and the information needs to be formatted so that it can be easily read on a smartphone platform.</p>



Heritage

Topic	Details and implementation
Open up and excavate the Abbey ruins to create a new attraction.	This will require a major archaeological survey and feasibility study to investigate the deliverability of this project. It would include searching for Lady Godiva's remains.
Abbey site presented in a cohesive fashion as a total heritage site. Managed and interpreted for tourists and locals.	There are a number of promotional tools already in place. An assessment needs to be undertaken to identify if a new document is needed or it is a case of ensuring that existing material is better distributed.
Link all historic sites of interest with a single trail booklet.	Review all existing publications collate information to produce a pocket sized flyer.
Provide tourist facilities (e.g. café, gift shop and picnic tables) in Abbey grounds.	Undertake a feasibility study to understand if this idea is viable, if it is agree a proposal and implement it.
Create a Battle of Evesham museum.	Undertake a feasibility study to understand if this idea is viable, if it is agree a proposal and implement it.
Raise the profile of the Battle of Evesham and improve amenities at the site.	The site has constraints and neighbours that are concerned about lots of visitors. Undertake a feasibility study to understand what is viable and proceed accordingly.
Provide guided tours of historic attractions.	Guided tours are available in Evesham but they are restricted by the availability of volunteers. Demand is currently low which may be due to a low profile and/or a limited supply of guides.
Create a tourism/heritage centre in ground floor of Town Hall.	This would be a more central location for the TIC and provide the potential for an adjoining café/ gift shop. Possibly co-located with Evesham Town Clerk's office.
Aspire for UNESCO world heritage site status for Evesham.	Investigate the feasibility of attaining this status.
Improve and raise the profile of the Almonry Museum.	Review promotion through traditional and social media/signage and build on the NHL bid to upgrade the museum's facilities.



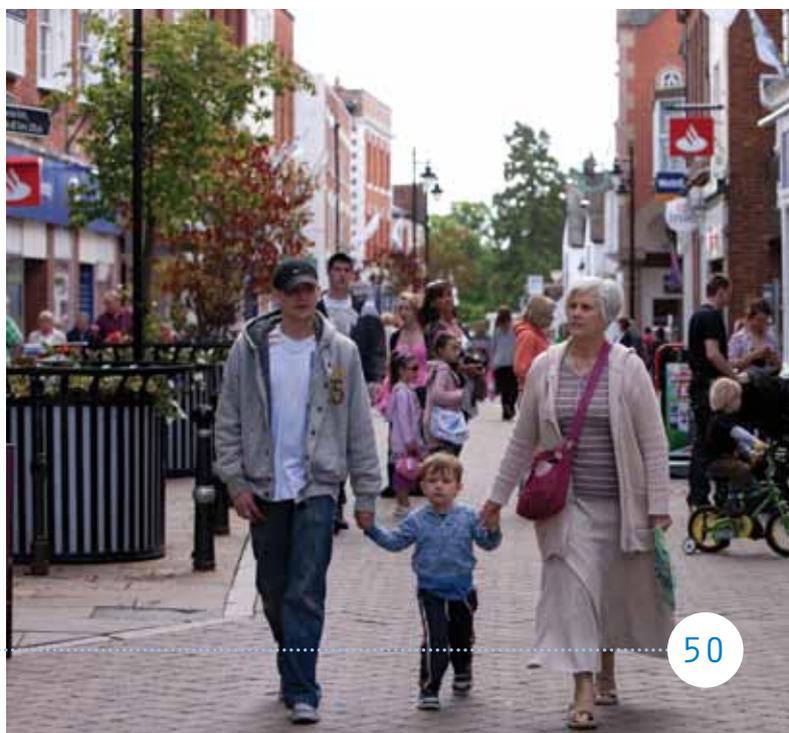


Events

Topic	Details and implementation
Develop agritourism, create an agricultural experience that would feature a tour of local growers.	Explaining the diverse range of crops is produced, packed and marketed. The tour could end in Evesham with a farmers market where many of the products seen on the tour could be purchased.
Religious Tourism making more of the Vision of Our Lady of Evesham.	Investigate the invigoration of the traditional June pilgrimage event in conjunction with the Catholic church to attract more pilgrims to Evesham.
Make the Battle of Evesham anniversary an annual event using re-enactors to bring the key historical figures to life.	Need to reinforce and support the Simon de Montfort Society, currently a small group of dedicated volunteers with minimal resources. Bring the personalities to life using, eg: taking scenes from Sharon Penman's book "Falls the Shadow". Look at innovative ways of educating the general public e.g film reconstruction with commentary. Improve the visitor experience of the battle field site and a more interactive website.
'Black Tourism' This could be developed into an event in its own right.	Further investigation is required to identify potential members of a steering group to drive this. In the first instance it may be possible to produce a "Ghost Tour Map of Evesham" that could be picked up from the TIC.
Re-establish Evesham Carnival.	There is local interest in re-establishing Evesham Carnival.
Book Fair.	The Asparawriting Festival (as part of the Asparagus Festival) launched this year by the Evesham Hotel and seemed to work well. There may be an opportunity to develop this further.
Food Festival.	Transition Evesham Vale organise the Vale First Food Festival in June. There may be an opportunity to develop this further.

Amenities

Topic	Details and implementation
<p>Create better physical links between Evesham Country Park and Evesham town centre.</p>	<p>Evesham Country Park has agreed to contribute funding towards a cycle, bus and river link between Evesham Country Park and Evesham town centre, funding has also been agreed to contribute to joint promotional activities.</p>
<p>More catered and self catered accommodation to be provided.</p>	<p>Encourage more accommodation providers to invest in Evesham, including local property owners and national chains.</p>
<p>Address antisocial behaviour in locations such as Workman Gardens.</p>	<p>Antisocial behaviour in Workman Gardens is upsetting for Evesham residents, hotel guests, boaters and visitors in general. Effective by-laws and greater policing are needed to change the negative perception suffered in this area.</p>
<p>Improve the look of historic buildings in our conservation area, particularly Port Street.</p>	<p>Port Street could be improved by greater enforcement of development guidelines associated with the area's status as a conservation area supported by the availability of grant funding for businesses that choose to improve their properties in line with the conservation area criteria.</p>
<p>Improve the quality of the public realm in Market Place.</p>	<p>Market Place should be the prime location for events, cafes and restaurants. Locating Evesham town council and the Tourist Information service in the ground floor of Evesham Town Hall will help to anchor the square and drive footfall. The squares surface needs improving together with facilities such as power supplies to support events.</p>
<p>Investigate the possibility of converting the Public Hall into the new home of Evesham Arts Centre.</p>	<p>Locating Evesham Arts Centre in the centre of Evesham will help to drive footfall for restaurants and bars in the early evening.</p>

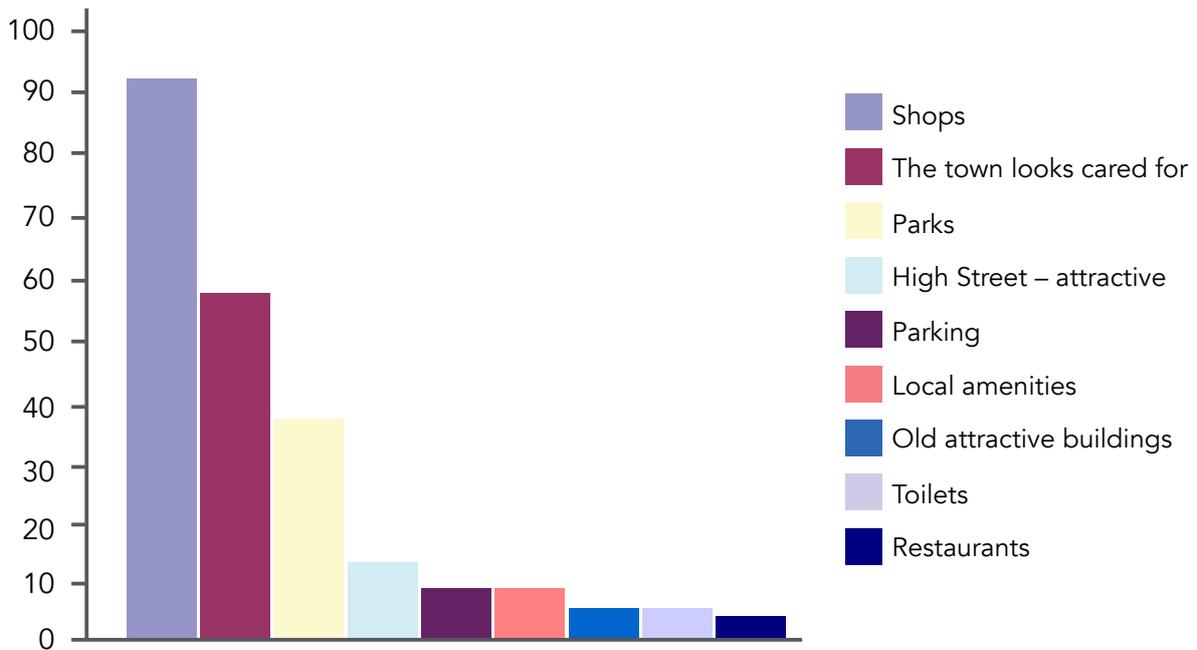


10. Town centre

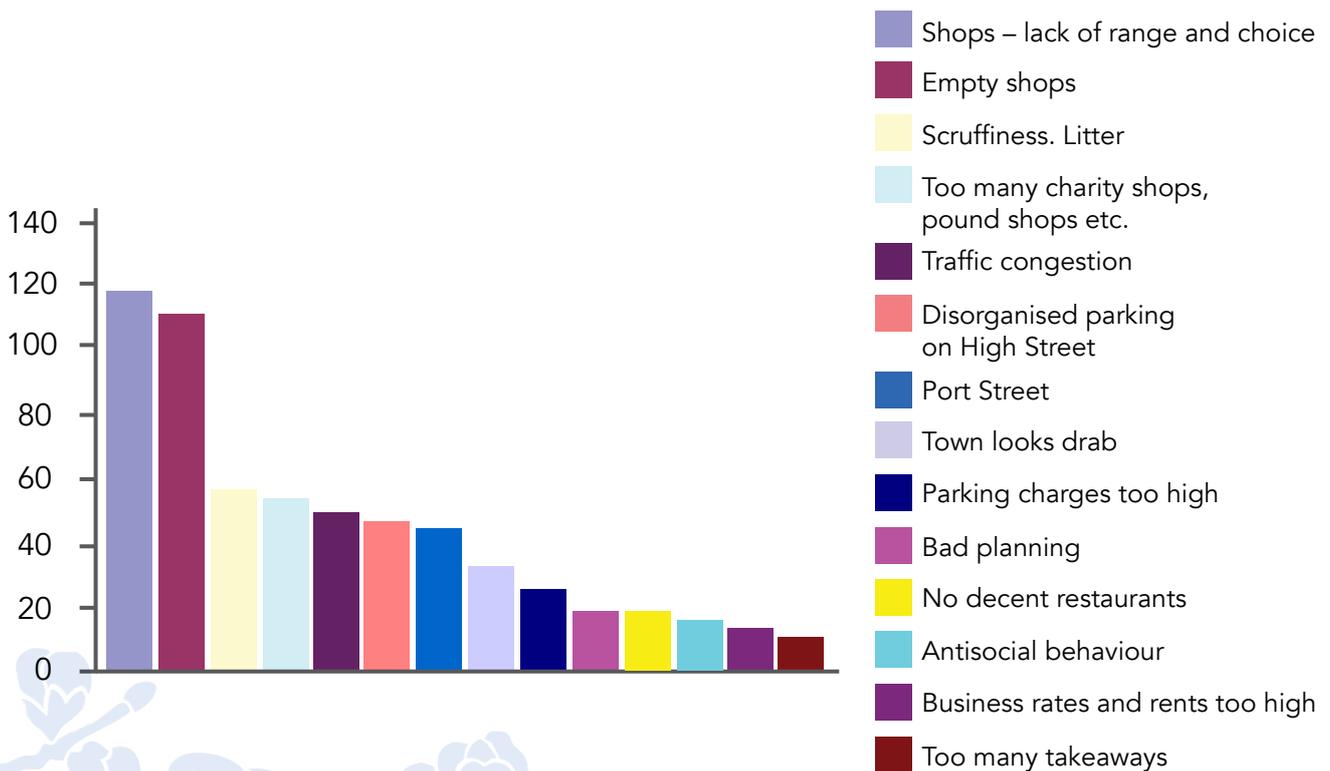


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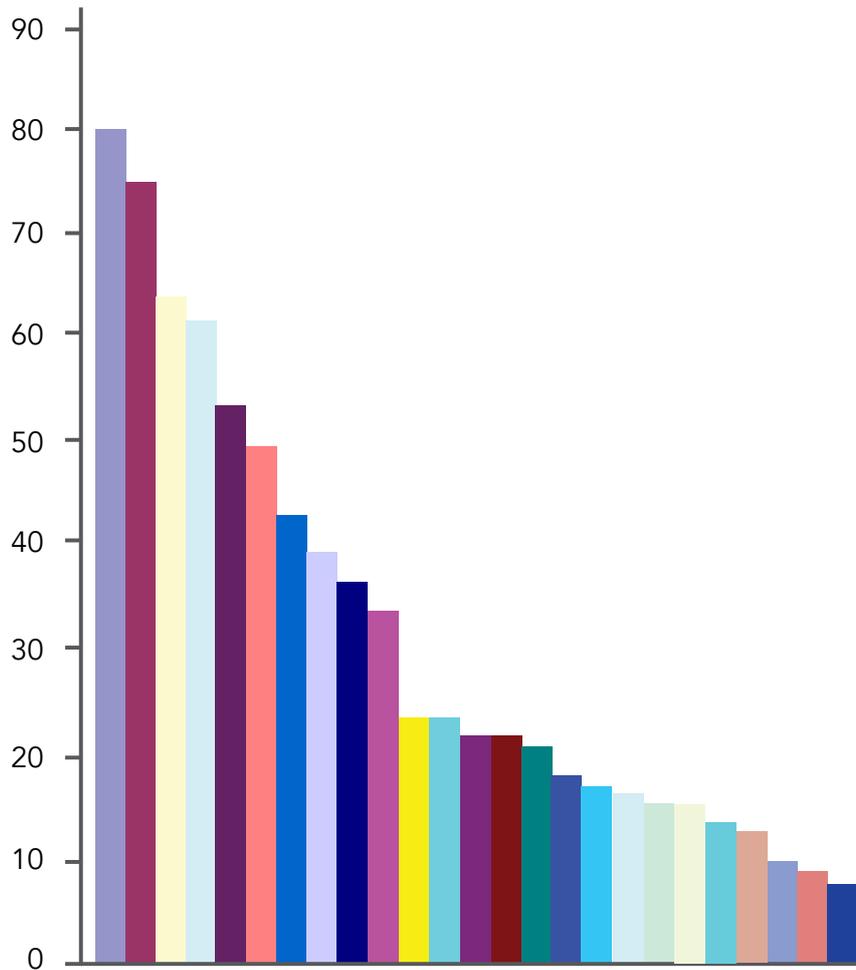
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10.2 Bad



10.3 Suggestion



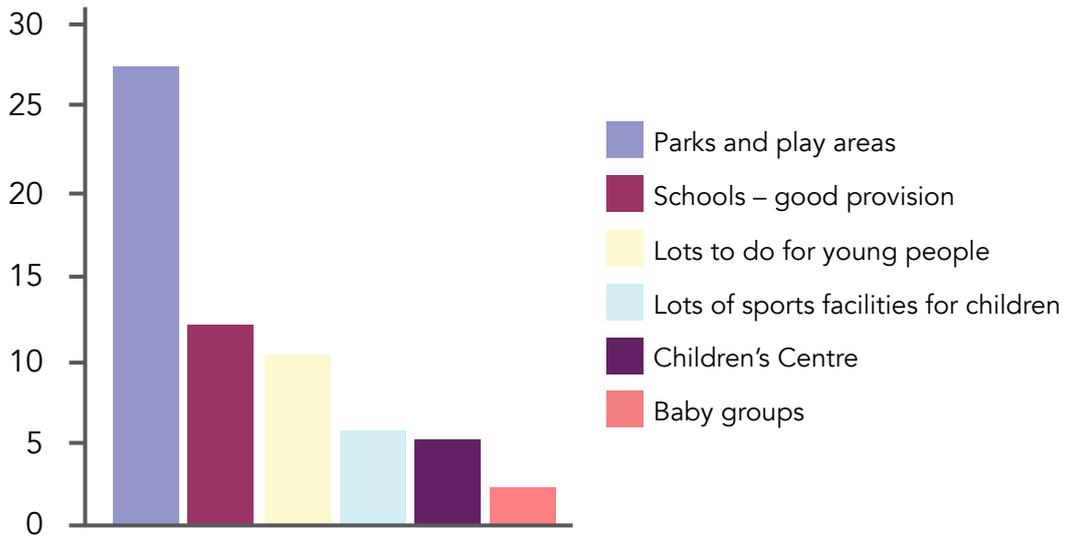
- Reduce business rates/rents
- Quality eating places including by the river
- Good independent shops needed
- Specialist shops needed
- 'Better' High Street shops
- Market improvements
- Leading High Street retailers
- Bring empty shops into use
- Free car parking
- Improve Port Street
- More trees and planting
- Market Place – create 'Piazza'
- Arts Centre in centre of town
- More shops
- Town centre brighten up
- Better traffic flow around town
- Parking spaces angled wrong way
- Quality clothes shops
- Less litter
- Pedestrianise High Street, more crossings
- Convert town hall into small units
- Revamp, convert Riverside Centre
- Upgrade shopfronts
- Fewer charity shops
- Re-open Public Hall

11. Young people

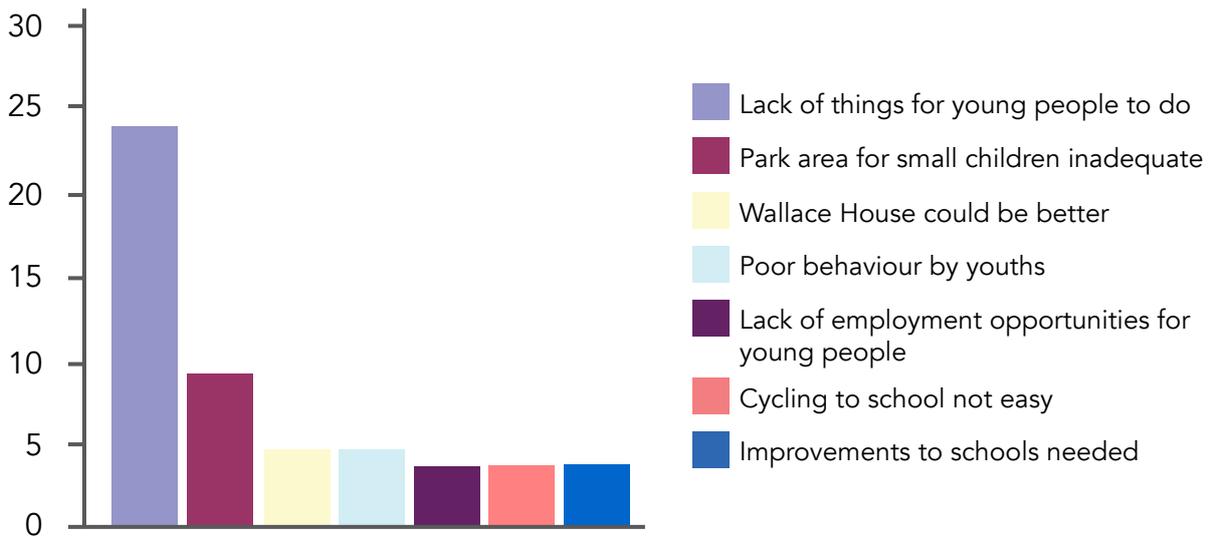


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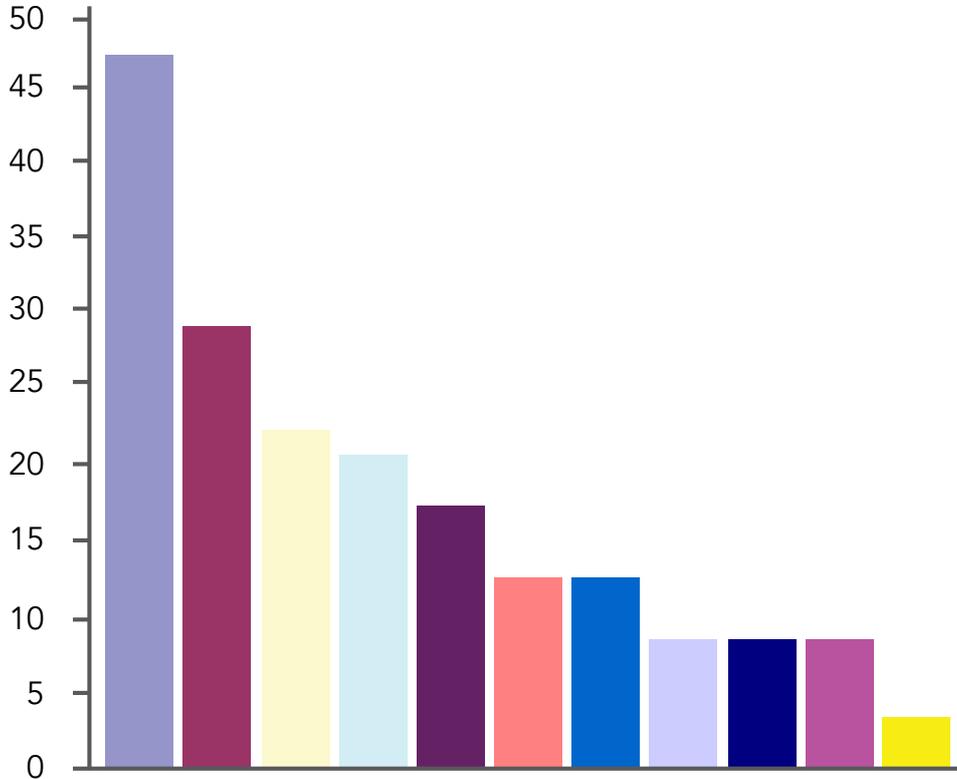
11.1 Good



11.2 Bad



11.3 Suggestion



- More activities needed for teens and older children
- Involving projects for young people
- Parks – improved play area
- More youth clubs and services, improve Wallace House
- More community and vocational education
- Facilities: go carting, ice skating, bowling alley
- Need somewhere for young people to gather safely
- Better access for young people between the town and villages
- More shops, mostly clothes for young people
- Bigger, better-supervised skate park
- Facilities for disabled youngsters in parks



11.4 In thinking about the future of Evesham over a timescale of up to twenty years, no subject is more important than the health, wellbeing, education, training, employment and positive socialising of our young people. A number and variety of factors play a part in this process and we have tried to identify the key ones. Also we recognise that in several key areas – health, education and social services in particular – national and local government policy sets the framework, priorities and budgets. In this

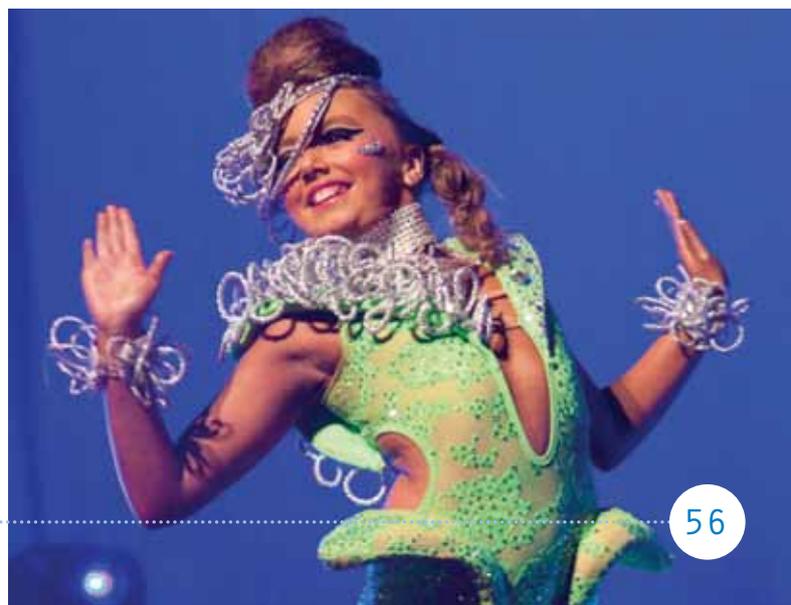
context, the current outsourcing of family-related services has provided an opportunity to reassess the means by which families and young people with problems can get the assistance and support they need. More widely, we hope that as our community develops the needs of families and young people will be uppermost in the minds of policy-makers, planners, developers and employers.

Families

Topic	Details and implementation
<p>1. Family-friendly environment.</p>	<p>Town centre and riverside developments should, as a priority, attract families to spend time together at leisure in pleasant surroundings. The public survey has revealed a strong, widely-shared desire for a cleaner, greener, more pleasant 'café culture', 'cooler' town with ample spaces to sit, take a coffee, eat a meal, cruise the shops or just stroll about.</p>
<p>2. Family activities.</p>	<p>Indoor spaces and outdoor attractions that promote family cohesion and healthy activities should be seen as a priority in the town's future plans. Added riverside facilities for families with young children; communal-type sports and games facilities for older children; sports/leisure crossover activities such as skate parks, mountain bike tracks, cycle paths etc. Access to schools' facilities would assist greatly in affording such resources.</p>



<p>3. Family advice and support.</p>	<p>Sustained emphasis on prevention of family and social problems is essential. The Wychavon Community Profile shows clearly where the most acute issues exist, what resources are needed and targets them accordingly. The Wychavon Early Help Programme, delivered by 4Children and the Early Intervention Team, is a key part of the integrated approach to addressing these issues and nipping problems in the bud. It provides support for families with children aged 0 to 19 years.</p> <p>Continued promotion and development of public awareness of this advice and support service will be on-going and should be a priority.</p>
<p>4. Access to facilities.</p>	<p>Transport and entrance costs for facilities such as the leisure centre are beyond the means of just those families and young people who would benefit most from using them. More thought needs to be given to resolving this problem, which is seen as working against social inclusion. This is an area where local schools could play a role with the necessary extra staffing. Again, persistent promotion of such facilities is essential.</p>
<p>5. Housing.</p>	<p>Future housing developments should address the community's needs with an appropriate, wider mix of accommodation. Through the use of S106 and other funding and/or a stronger insistence on designed-in features, they should create and promote a sense of community by enabling easy access to shops and services and to other parts of the town, and provide a safe environment for families and young children.</p>
<p>6. Transport.</p>	<p>Evesham is the hub of a large number of village communities who depend on the town for shops, services and entertainment. For young people in particular it raises the practical problem of getting into and back from town at the right times. Transport is an obvious and relatively easy target for budget cuts, but the social consequences, though difficult to cost, are lasting.</p> <p>Commercial arrangements with bus companies should reflect both the need for an overall profit and the need to run unprofitable services.</p>





Young people

Topic	Details and implementation
<p>1. Young people in the community.</p>	<p>There are many ways to engage young people in the life and development of our community. Some have been suggested in the public consultations, some in our KSG discussions. Examples are: more youth clubs in the town with links into the wider community; environmental/service projects in the town; Young Citizen-type award schemes; social spaces designed for young people in the town; stronger links with local members of the Worcestershire Youth Cabinet linked to some representation/observer status at town council meetings etc.</p>
<p>2. Employment.</p>	<p>The predominance of lower-paid employment in the area results in the loss of young people with higher potential and limits opportunities generally. Attracting medium/larger businesses that provide technical and other training and career opportunities is essential to the prospects, motivation and social inclusion of young people in the area.</p>
<p>3. Careers advice.</p>	<p>Better-resourced careers advice in schools would underpin and reduce the need for later guidance for young people categorised as at risk of becoming among those not in employment or training. Resources could be available from among the rich diversity of local people in work, retired and in various voluntary organisations.</p> <p>The Wychavon Early Help Programme will link with existing provision to guide young people into further education, training and employment.</p>
<p>4. Training.</p>	<p>The renewed recognition of the value of apprenticeships and of their importance to the economy brings opportunities to fund links between education and business and establish apprenticeships. Local initiatives should be supported and extended to provide more apprenticeships.</p>

