

Greening Evesham Framework



This document sets out some of the key ways in which the town of Evesham can contribute to a greener and more sustainable future. It proposes a framework for the residents of the town, along with the Town Council working with Wychavon District Council to guide, shape and facilitate progress towards its overall vision on sustainable development and carbon reduction. When actively implemented, this will lead to a cleaner, greener and more people friendly town, more open and accessible to its residents and those in the surrounding villages. It will also help to present Evesham at its best to the many tourists who visit its historic and cultural sites.

Protecting and enhancing quality of life for current and future generations is central to sustainable development. There are social, environmental and economic dimensions to this, and the benefits and the challenges are considerable.

This framework responds to the ongoing influence of the policy and strategy set out by Wychavon District Council in its 'Intelligently Green Plan' and follows consultation and discussion with key stakeholders in the town and villages.

Evesham Town Plan – Shaping the Future we want

Our vision for a Greener future is drawn from the expectations and wishes of residents

Our Vision

A greener, cleaner town with a strong sense of environmental stewardship, celebrating our heritage and culture, protecting our natural environment, preserving a high quality of life and well-being that meets our present needs without compromising the needs of future generations

Our vision for a sustainable Evesham reflects our responsibility to balance:

- Stewardship of our natural environment
- Pursuit of a thriving, sustainable economy
- Building a just and vibrant community

What do we mean by 'Green'?

- A cleaner, healthier place for people to live and bring up families
- Low carbon sources of energy /transport, goods and services
- Lowering emissions of carbon and other air pollutants, and reducing all energy usage
- Sourcing a high proportion of our food and non-renewable resources from the local area
- Maintaining the natural ecological balance
- Taking steps to minimize the harm we do to the environment including the carbon footprints we leave behind
- Reducing our use of Earth' s limited resources
- Going green means to live life, as an individual as well as a community, in a way that is friendly to the natural environmental and is sustainable for the earth

What will a Greener Evesham look like in twenty years?

- A more beautiful town, cleaner and more people friendly, more trees, less concrete, less carbon energy-dependent, that attracts green entrepreneurs, creates green jobs, adds to Evesham's reputation as a progressive green town
- A town with measurably lower energy consumption
- A community that embraces the circular economy in which nothing is wasted
- A supportive culture that enables organisations, individuals and communities in Evesham to shift towards a greener future

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What and who should be included?

- Anything that contributes towards our twenty-year vision for Evesham (see above)
- Evesham residents and visitors, community groups, statutory bodies and commercial organisations
- Energy, air quality, soil, biodiversity, construction, transport, food, water, local economy
- All regulations and policies relevant to the sustainability of Evesham and its communities

The Framework will guide Key Interest Groups. Examples may include:

Energy Generation and Conservation

- Identify and develop opportunities for heating using the Vale geothermal reservoir
- Help residents, businesses and the public sector identify excessive heat loss from their buildings
- Encourage the use of heat networks for new residential and business developments
- Promote more use of LED lighting in public areas
- Study opportunities for the use of the energy in the River Avon
- Encourage opportunities for public-sector solar energy generation
- Create and nurture opportunities for community energy schemes

Healthy Sustainable Transport and Active Travel

- Develop a network of well signed cycle routes and footpaths
- Build new bridges over the river and A46 for cycling, walking and mobility scooters
- Create a safer environment for pedestrians and cyclists
- Reduce car usage by encouraging active travel for short journeys, including the school run
- Improve town and rural public transport links and encourage community buses.
- Reduce the town speed limit to 20mph
- Encourage and promote the use of electric vehicles and provision of charging points
- Encourage the establishment of car sharing clubs

The Built Environment

- Require new homes to meet best practicable environmental standards
- Explore ways to attract socially and environmentally sensitive developers
- Retrofit existing houses with renewable energy and better insulation to reduce energy consumption
- Prescribe better landscaping and communal areas in new development permissions
- Encourage creative solutions to neglected sites

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Biodiversity

- Protect and enhance existing green spaces and encourage development of more.
- Encourage the protection of traditional local habitats such as orchards.
- Encourage tree planting and tree protection together with monitoring and maintenance of newly planted trees on new housing developments.
- Undertake and encourage planting which favour pollinators, including wildflower areas.
- Protect existing allotments and encourage community gardens.

Local Economy, Tourism and Enterprise

- Encourage a 'buy local' culture to increase circulation in local economy
- Explore and develop 'agritourism' by celebrating the growing history and traditions in and around the town
- Create better links between The Valley Evesham and town centre
- Promote the Vale of Evesham as a regional and national hub for touring and leisure cycling
- Promote the cultural and horticultural heritage of Evesham and the Vale
- Create recognition and reward schemes for local green businesses

Local Food Production and Distribution

- Promote local produce in local outlets
- Promote health benefits of 'Grow your Own'
- Improve access to growing land for those who want it, e.g. allotments
- Plant productive trees in town centre
- Ensure preservation of old orchards and fruit species
- Promote being more "thrifty" with food on a domestic level
- Promote crop diversity
- Seed saving, sharing and swapping

Waste and Recycling

- Develop an anti-litter strategy and site more litter bins and recycling bins around the town
- Incentivise and facilitate community clean ups and pride in place
- Campaign to reduce plastic usage and develop achievable targets
- Provide education to local people on the problems of litter and waste and how it can be reduced.
- Encourage growers, distributors, retailers and the community to minimise food waste
- Work with Wychavon District Council to maximise recycling of appropriate items.

Evesham Town Plan – Shaping the Future we want

Making this happen

- The Town Council has adopted this framework as a key output of the Evesham Town Plan and will use it to inform decision-making
- Wychavon District Council have endorsed the Framework and used it to inform and update the Wychavon Intelligently Green Action Plan
- Worcestershire County Council should use this framework as a Local Information Source when developing policies and strategies that affect Evesham
- This document provides a framework for statutory bodies and Key Interest Groups to guide decision making and move towards a greener future in their areas of responsibility
- We should develop a Young People’s Forum to harness the skills and enthusiasm of the next generation, through the Eco Schools initiative and other available channels
- The Key Interest Groups should set ambitious five year targets to be known as ‘Green Goals for Evesham’
- We should encourage everyone to take ownership of these goals
- Each of the Key Interest Groups should report to the Town Plan Delivery Team at least once a year on their activities, achievements and challenges
- The Intelligently Green Framework should be reviewed and refreshed every year to acknowledge technological and cultural changes and raise the level of ambition.



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