

**WYRE PIDDLÉ'S  
CONSULTATION RESPONSE  
TO THE  
SOUTH WORCESTERSHIRE  
DEVELOPMENT PLAN  
PUBLIC CONSULTATION  
DOCUMENT  
INCLUDING AN  
ALTERNATIVE  
DEVELOPMENT PLAN**

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## **REMIT**

On behalf of Wyre Piddle Parish Council a working party was set up to review the SWDP Preferred Options specifically relating to Pershore and to consider the impact upon Wyre Piddle over the plan period up to 2030.

To this end the document has been closely studied, particularly Section 9, the Roadshow at Pinvin was attended on the 24<sup>th</sup> October 2011 with questions posed to the members of Wychavon District Council staff on hand and at other times via email. Comments and views of Parishioners have been sought and considered and this document has been produced setting out the views of the authors following this process, including an Alternative Development Plan for Pershore.

## **SWDP - FIT FOR PURPOSE?**

Overall Section 9 is fairly reasonable when taken at 'face value' but becomes vague and contradictory on closer inspection.

It has proven difficult to extrapolate and interpret data as, in relation to some other towns and settlements, the information for Pershore lacks detail. Given the size and scope of the proposals it contains, there is insufficient factual information. As an example:

The areas of land under consideration for Urban Extension in Evesham are all identified separately (SWDP 12/1 and SWDP 12/2) as are the areas for infill in Pershore (SWDP 18/1 – SWDP 18/6) where anticipated numbers of dwelling units are also noted; yet the areas under consideration for the Urban Extension of Pershore are all under the reference SWDP 19/1 despite being clearly defined separate units of land and no indication is given as to how many dwelling units may be provided on each site, nor is there any indication as to where they may be located.

The lack of separation of the SWDP 19/1 sites makes forming a considered opinion more complicated than it need be. It would have been of considerable benefit to the 'reader' to have had the proposed sites separated and details of the size of the site, along with the anticipated housing numbers/density etc... published for consultation, as they were with proposals for other towns.

It is also questioned why other land that has previously been allocated as employment land, but is as yet undeveloped, has not been identified upon the proposals map. (4.4ha "Interbrook", to the North of Keytec Industrial Estate for example).

We raised this question at the Roadshow and subsequently via email and we received two different answers.

- One indicated that as the site in question had not been developed it must, in some way, be 'undeliverable' and thus the land use would revert to the default status of 'agricultural land'.

- The other informed us that the site in question would remain designated as employment land even though it was not shown as such upon the proposals map.

This is not helpful...

Section 9, which we acknowledge refers to the Urban Expansion of Pershore, omits any consideration as to the impact of this upon its closest neighbours, Pinvin and Wyre Piddle, within which the greater part of one site falls.

This has made us question whether this allows Section 9 of the Consultation Document, which falls into our focus, to be sufficiently fit for purpose...

## FOCUS

This Consultation Response focuses its attention upon:

- A. SWDP 19/1      Land to the West of Station Road;
- B. SWDP 19/1      Land East of Station Road and North of Wyre Road;
- C. SWDP 19/1      Land South of Wyre Road;
- D. SWDP 19/2      Land East of Keytec Industrial Estate;
- And we have added;
- E. Existing location of Pershore High School:

(We have 'letter referenced' the sites for ease of identification).

We note that the land put forward for housing and for employment exceeds that required by some margin. From this we adduce that full and proper consideration can be given to ensuring that the most appropriate sites are ultimately chosen and adopted.

## ALLOCATIONS

### HOUSING

It is our understanding that when the now obsolete Joint Core Strategy was being prepared, via central government targets Pershore was informed that it needed to provide up to 1,000 housing units.

Upon formation of the Coalition Government, this approach was scrapped and the District was able to determine for itself what would be required over the next plan period.

**The SWDP proposes a total of approximately 725 housing units for Pershore over the next plan period.**

Some 125 of these will be delivered within residential allocation within the development boundary and upon land adjacent to Conningsby Drive.

The SWDP proposes that the remaining 600 housing units be delivered upon land currently outside the development boundary thus creating an Urban Extension to Pershore upon the separate tranches of land labelled SWDP 19/1 (which we have identified as A., B. and C).

### **EMPLOYMENT LAND**

Via a report prepared for WDC when the Regional Spatial Strategy was being prepared, it was adduced that Pershore required 1 Hectare of employment land but that to have 5 Hectares would be preferable to allow for further expansion.

**The SWDP proposes a total of 5 Hectares of employment land for Pershore over the next plan period.**

The SWDP proposes that this can be delivered upon land which is currently designated as a Strategic Gap and covered by a Section 106 agreement, and labelled SWDP 19/2 (which we have identified as Site D)

It is acknowledged that as a consequence of changing demographics there is a housing shortage (notwithstanding the number of un-let/empty housing units in every town and unimplemented planning permissions for housing units).

It is also acknowledged that the government of the day has set out it's stall indicating that planning should be 'employment led' (notwithstanding the current downturn in the economy, un-let units currently on the Pershore Industrial Estates, the unused employment land to the North of the Keytec Industrial Estate and the now defunct Industrial site at Polestar Varnicoat).

If one accepts that there is a genuine need to expand Pershore to enable the provision of the 600 housing units and to supply a further 1 - 5ha of employment land over the next plan period, the points requiring scrutiny are:

1. Can existing infrastructure cope with this expansion?
2. Where is the best place to locate the requisite development? and
3. When should the development take place?

## INFRASTRUCTURE

WP1 BEFORE ANY DEVELOPMENT / EXPANSION OF PERSHORE CAN BE COMMENCED, THE WESTERN LINK MUST BE COMPLETED



Traffic backed up on A44 Wyre Piddle By-Pass.

It is noted that the SWDP supports infrastructure improvements, specifically, the delivery of the link road, before development of the Urban Extension begins. (para's 9.1.1 and 9.11 refer)



Mini roundabout in Wyre Piddle which is unsuitable for large vehicles.

This is further reflected in SWDP 18 where it is deemed necessary to: *‘Alleviate the bottleneck at A44/B4082 Pinvin crossroads and support the provision of a link road between Wyre Road and the A44 By-pass. SWDP 19 requires: ‘Contributions towards infrastructure including education, formal sport, the Strategic Green Infrastructure Network and capacity enhancement of the Pinvin Road junction including a new link road between Wyre Road and the A44;.*

Whilst it would have been helpful if the current (premature) application in the site East of Keytec Industrial Estate (Strategic Gap land) had provided a meaningful Traffic Generation Study, it is already apparent that the road network is unable to sustain the level of development envisaged in this plan.

We have two ‘pinch points’ at the Railway Bridges (Station Road and Wyre Hill). These bridges were not designed for the traffic they currently carry and are likely to be at breaking point already. We are not aware whether any recent Surveys of the structures have been undertaken but we understand that signs of stress were apparent some years ago.



Traffic backed up on Station Road between Pershore and Pinvin.

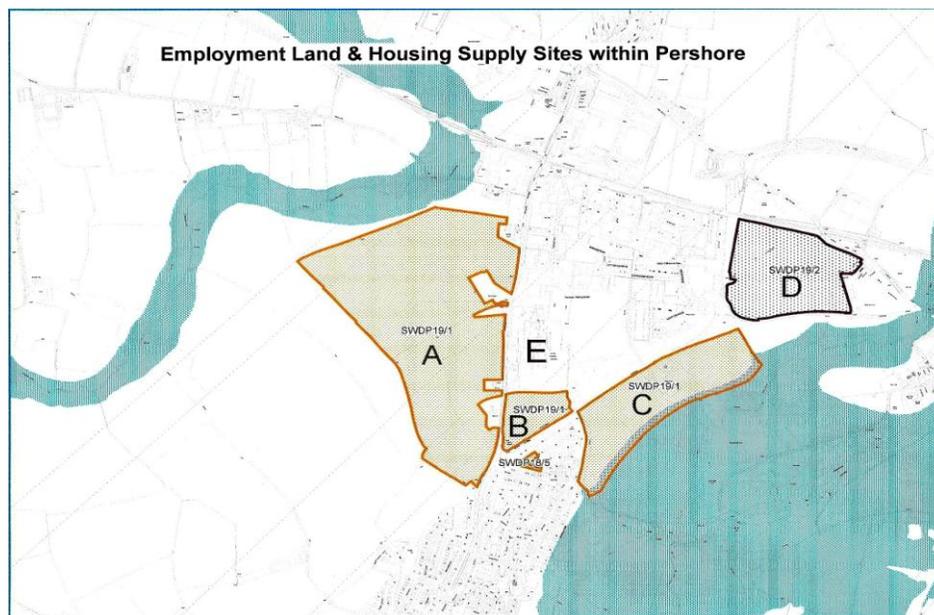
Traffic backs up at Pinvin Crossroads daily during the ‘rush hours’ causing tail backs along Station Road, through Pinvin and back to the Wyre Piddle by-pass on the A44.

Therefore, via Developer Contributions, BEFORE any development is commenced, we consider that the Western Link must be completed and in use, as this will be required to facilitate the increased traffic movements that will be generated when development work commences in relation to the Urban Extension of Pershore.



Traffic over Wyre Piddle Railway Bridge.

## LOCATION



Plan Ref: WP-ABCDE-01

Letter referenced employment land and housing supply sites for Pershore.

The location of any development is an extremely important factor and following logical delineations makes for good planning.

For ease of reference and to differentiate between the sites, we refer to the Preferred Options put forward within the SWDP as:

- |              |  |
|--------------|--|
| A. SWDP 19/1 | Land to the West of Station Road                 |
| B. SWDP 19/1 | Land East of Station Road and North of Wyre Road |
| C. SWDP 19/1 | Land South of Wyre Road                          |
| D. SWDP 19/2 | Land East of Keytec Industrial Estate.           |

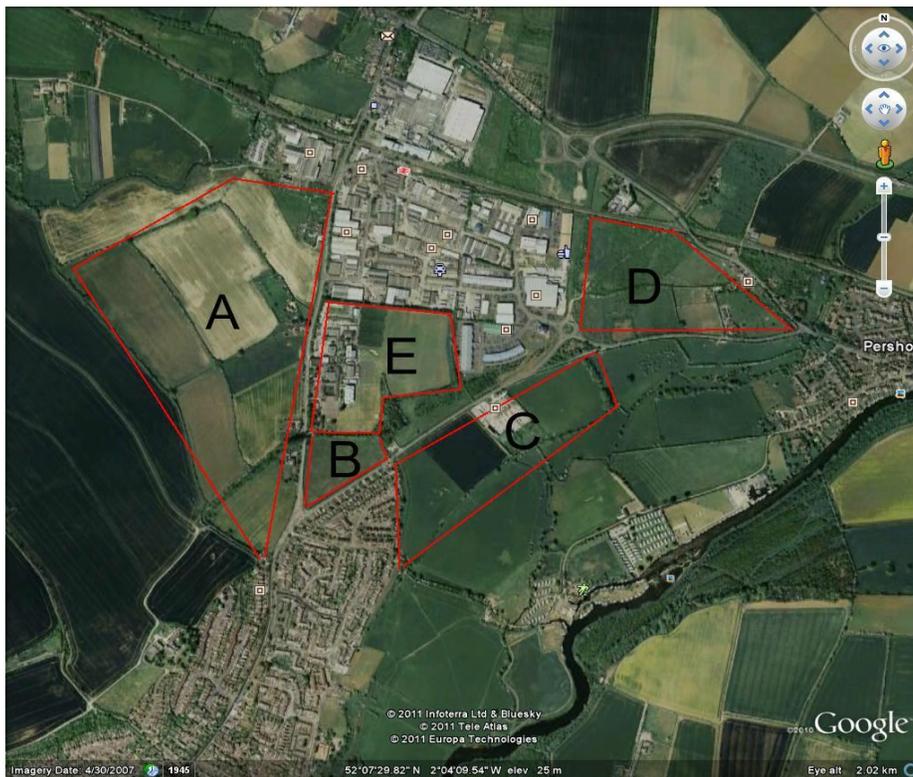
And we have added:

- E. Existing location of Pershore High School

We understand that the Council's Preferred Options were previously included within the now defunct SWJCS. These were put forward partly as a result of assessments that were undertaken in connection with the type and number of housing units required and the area of employment land that would be required; and also because Developers who had already purchased, or obtained Options to Purchase on these tracts of land, were willing to put it forward for Development.

Sites: A., B. and C. have been put forward as Preferred Sites for Housing.

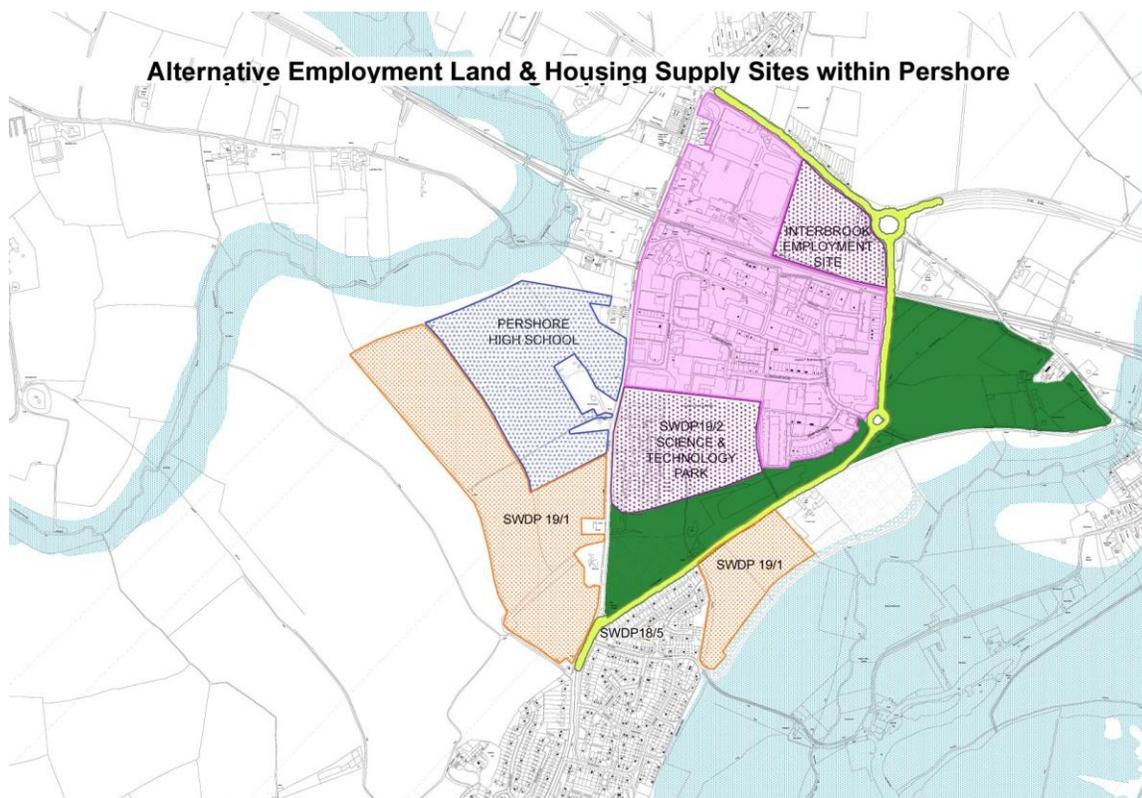
Site D. has been put forward as providing the 5ha of Employment Land.



Indicative aerial view of employment land and housing supply for Pershore

In the considered opinion of the authors, the location of the proposed development can and should be logically re-drawn:

## ALTERNATIVE DEVELOPMENT PLAN



Ref: WP-ALTERNATIVE-DEVELOPMENT-PLAN-01

### SITE A

Site A can accommodate a mix of affordable and open market housing plus 5ha of employment land. Due to the large amount of land that has been put forward in this block, it is feasible that all of the 600 dwellings envisaged, plus the 5ha of employment land can be accommodated on this site with a green buffer zone between the two uses. Or, with a broader vision for the future expansion of Pershore, the Preferred Option of the authors is as follows:

**WP2 A NEW, PURPOSE-BUILT, PERSHORE HIGH SCHOOL SHOULD BE BUILT WITHIN SITE A. SWDP 19/1 TO ACCOMMODATE THE PLANNED GROWTH OF THE TOWN**

Pershore High School is currently 'hemmed in' on an Industrial Estate with limited room for growth as it is further hemmed in by Station Road and Wyre Road. With the planned Urban Extension of Pershore and the 600 homes envisaged therein, it is considered that Pershore High School will struggle to expand sufficiently to accommodate this growth.

The approximately 30-35ha site put forward for Housing Development (at A. SWDP 19/1 Land to the West of Station Road) could conceivably accommodate anywhere between 900 to 1750 housing units, using WDC stocking density figures of 30-50 dwellings per hectare. Given that only 600 are required in the Urban Extension, it is considered that

there is sufficient space to accommodate a new High School, taking it out of its existing Industrial Estate location and placing it adjacent to housing, from where many of its attendees will come.

This is a bold alternative, but one which the authors consider provides a reasonable and reasoned solution and which accords with SWDP 18 which seeks to *Support the development of Pershore College and High School* and could be partly funded by the sale of the existing site and via the Developer Contributions for education as anticipated by SWDP 19.

Pershore High School is an established and respected institution, known for its progressive, vibrant and forward thinking outlook. Relocating and integrating the school into the proposed Alternative Development Plan would consolidate the Urban Extension and would become an even greater focal point as a resource to the wider community.

The opportunity to create a new school building from scratch seldom comes along. This is a chance to build a 'state of the art' facility which would be able to accommodate the demands of delivering a broad spectrum of first class educational needs and ancillary amenities throughout the area probably into the next century.

The benefits of such a prestigious development are far reaching and should be immediately obvious in terms of creating an attractive option for relocation and settlement into the area for families and businesses alike. Strong and delivered infrastructure, of which a new school would be a major key element, would underpin the regeneration and long term economic success of Pershore and South Worcestershire as a whole.

Site E considers the re-use of the current Pershore High School location.

## **SITE B**

Site B, currently designated as a Strategic Gap, should continue to be protected and be designated as a Significant Gap. We can see no merit in its inclusion in the SWDP.

Furthermore, given the suggested new roundabout on Station Road to service the School and Wyre Road, this section of road is likely to benefit from leaving this land vacant.

## **SITE C**

Whilst we consider that part of Site C. could provide some Housing, we ask is it necessary given the size of Site A. Of greater concern, we are mindful that this site feeds directly into Piddle Brook and onto a flood plain, which conflicts with para' 9.3 of the SWDP which acknowledges a local history of flooding from the River Avon and from surface run off. Development on this site is therefore likely to be problematic.

Development on this site would also conflict with Policy SWDP 18 which seeks to "protect important views into and out of the town, particularly from Bredon Hill and the

back-drop of Allesborough Hill” This site would be clearly visible as it is on sloping land which faces Bredon Hill.



View of Pershore from the Bredon Hill Area of Outstanding Natural Beauty with approximate locations of consultation sites A,B,C and D.

If this site were accepted as being appropriate for Housing development, we consider it should be restricted to falling between the existing houses and the employment land occupied by Travis Perkins and Wychavon Garage.

### **SITE D**

In an effort to assess the suitability of this site for development of 5ha of employment land, we have reviewed the South Worcestershire ELR Site Assessments and taken account of the suggested Distribution of Housing and Employment for Wychavon. In this process we have been unable to ascertain whether the Surveyor in the assessment of Keytec7 in February 2010 was aware that the 5ha area of land put forward for ‘employment land’ SWDP 19/2 was a protected Strategic Gap and subject to a Section 106 agreement restricting its use or whether the site was simply assessed at ‘face value’?

The Site Assessment noted that there was ‘scope for a further 5ha of employment land’. This statement, in itself, does not appear to outweigh the very special circumstances that led to the designation of this land as a Strategic Gap sufficient to justify removal of this protection, particularly when there are other greenfield/brownfield sites available which do not have the same protected status and the additional presumption against development over and above the strict controls normally applied by LA’s in the countryside. This is a point we have previously addressed in our comments in connection with the premature Planning Application already made upon this site, Reference W/11/00988.

The now obsolete Regional Spatial Strategy allocated 69 hectares of employment land to the Wychavon area. Taking into account completions, commitments and Local Plan allocations as well as an allowance for ‘windfall’ development, there was a net requirement to find **1 hectare of employment land** to meet the Regional Spatial Strategy net targets. It was suggested that more employment land would be required if growth in the district was to be properly balanced.

However, Site D. put forward as the proposed site for release of the 5ha of employment land is considered to be surplus to requirements as the employment land need can be picked up within the existing Pershore Industrial Estates once the High School has been relocated OR within Site A as there is adequate land to provide both the requisite housing and the 5ha of employment land with sufficient green space buffers between them.

Aside from not being required, we will also set out herein why it is considered that this site is not ‘deliverable’.

## **SITE E**

If Pershore High School relocates into part of Site A, the existing site of the High School can be used to supply the 5 ha of employment land that is envisaged in the consultation document. This would provide the opportunity for the new employment land to link in with the existing infrastructure of the existing Trading Estates and maintain a clear separation between employment land supply and housing land supply.

Wherever the 5ha of employment land is ultimately located given the acknowledged ‘downturn’ in the economy coupled and the already designated but as yet undeveloped sites available, it is considered that delivery of further employment land would be more appropriate during the 2019-2030 phase rather than the initial 2013-2019 phase.

## **SITE D. SWDP 19/2 EAST OF KEYTEC INDUSTRIAL ESTATE.**

We set out below our preferred option for the future of this section of land and why it is considered that the site is not ‘deliverable’.

**WP3 THE EXISTING STRATEGIC GAP SHOULD BE RETAINED AND RE-DESIGNATED AS A SIGNIFICANT GAP AND TURNED INTO A RECREATIONAL WOODLAND, PROVIDING A ‘GREEN LUNG’ TO COUNTERBALANCE THE ADJACENT INDUSTRIAL ESTATE.**

Our research informs us that this area of land was adopted as a Strategic Gap on 21 January 1998. It was further adopted in the 2006 Development Plan.

The District Council and a series of Planning Inspectors have considered this parcel of land during previous Plan processes and at Appeals and deemed it sufficiently important on each occasion to continue to protect from development and retain as a ‘green space’

We need to consider what may have changed to make the District Council consider that;

1. This site is no longer worthy of retention as a Strategic Gap; and
2. Is now 'deliverable' as development land.

### **POLICY SR10 STRATEGIC GAPS – WYCHAVON 2006 LOCAL PLAN**

**In order to protect their setting and prevent the coalescence of settlements, land within the defined Strategic Gaps, as shown on the Proposals Map, will be kept open and essentially free of development. Minor development proposals may, however, be permitted if they do no harm, individually or cumulatively, to the function and purposes of a Strategic Gap or to its open character.**

We are informed by the Planning Department that the Strategic Gap was first defined in the previous Wychavon District Local Plan which was adopted on 21 January 1998 within the framework of the Hereford and Worcester County Structure Plan. The reasoned justification for the Strategic Gap for the open area between Pershore, Pinvin and Wyre Piddle stated that *the predominantly open area between Pershore and the two neighbouring villages of Pinvin and Wyre Piddle forms a large triangle of land with a mixture of uses on it... In recent years the Council has received 3 applications for major residential and retail development in this area. These were refused and subsequently defended by the Council at appeal. In each appeal decision the Inspector maintained that there was a need to retain the essentially open character between the northern boundary of the built up area of Pershore and the villages of Pinvin and Wyre Piddle, in order to preserve the separate identities of those villages. The council will continue to uphold its view that further development in this area would intrude into the openness and could lead to coalescence.*

The sub-text to Policy SR10 provides a further insight into the reasoning for designating this area of land as a Strategic Gap and informs us that *there are a number of areas of land within the district that fall outside the Green Belt and yet serve as important open areas of land between areas of built development. Strategic Gaps are identified on the Proposals Map and are areas of land that prevent the coalescence of settlements or that separate distinct areas of development within or around a settlement and form part of its character. These are sensitive areas that should be kept open and free from development.*

*Strategic Gaps have been designated in a number of areas around the District which fall outside the Green Belt but are important open areas of land between built up areas. The purpose of the Strategic Gaps identified on the Proposals Map are to protect the setting and separate identity of settlements to avoid coalescence, to retain the existing settlement pattern by maintaining the openness of the land and/or to retain the physical and psychological benefits of having open land near to where people live. These are, therefore, sensitive areas that should be kept essentially free from development. However, there may be circumstances that permit minor development proposals, in*

*particular the reasonable and limited needs for the expansion of an existing business or businesses without harm to the purpose, function or character of a Strategic Gap.*

The Strategic Gap in question is set out upon inset map 95 of the 2006 Local Plan - *The designated Strategic Gap at Wyre Piddle lies to the north-west of the main built-up area and has the function of separating Wyre Piddle from both Pershore and Pinvin, in order to maintain their separate identities and character. The land itself is elevated grazing land bound by mature trees and hedges between Wyre Hill and Wyre Road. It presents an important area of land that needs to be protected from further development and threat of sprawl from Pershore.*

SWDP 9.6 acknowledged the requirement to protect open space wherein *...Further growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area **without detrimental impact on protected areas of open space...***

*PPS7 (Planning Policy Statement 7) and the 2000 Rural White Paper recognise the need to protect the countryside from the increasing pressure for development and to prevent urban sprawl.*

In addition to the clear policy principles set out above which undeniably support the current designation of this land, a recent RICS report into climate change (Published 31 May 2011) informs that RICS would like to see *the Government, local authorities, land owners and developers create and safeguard existing green spaces, and pay greater attention to the growing problem of urban climate change. In order to allow for this the adoption of green infrastructure strategies, that have long term environmental and economic benefits, should be factored into development plans.*

A further report commissioned by DEFRA and published June 2011 (UK National Ecosystem Assessment) endeavours to focus our minds on the environment around us and place a value upon it. *If the environment is not ascribed a value, the risk is that the cost of damaging it is ignored. This sort of exercise should allow decision makers to prioritise more rationally.*

Wyre Piddle's Village Plan, published in 2005 and reflecting 'localism', referred specifically to the Strategic Gap and Development at 3.2.2 Issue 11 wherein it states that *If Wyre Piddle is to remain a village community it is essential that the gap between the Village and surrounding towns and villages, notably Pershore, is maintained. An on-going proposal to build houses in Hurst Meadow on the outskirts of Pershore has demonstrated the strength of feeling within the Village to incursions into this gap. Unless of clear benefit to the Village no new development should be built outside of the Development Boundary or within the area designated as Strategic Gap.*

'Visually', when looking at the site from either a plan view or an aerial view one can see how the Keytec Estate has expanded eastwards in a pattern of growth. However, roads, rivers, railways etc... tend to provide boundaries and in this case, taking the route of the

essential completion of the Western Link we suggest that this provides a boundary naturally and neatly hemming in the industrial estate to one side and the triangular section of the Strategic Gap to the other, therein providing a logical delineation that, given the existing Strategic Gap designation, was presumably seen, acknowledged and intended. Therefore, we suggest that the existing triangular shaped Strategic Gap remains logically delineated with obvious and clear boundaries.

This growing body of evidence in support of green spaces, Strategic Gaps and the retention of separate identities is difficult to argue against, particularly as reasonable alternatives to development of this site are available.

### **WHAT HAS CHANGED?**

In our research the two factors we have identified in having this Strategic Gap put forward as a Preferred Option in the SWDP are:

1. The government of the day states that planning should be 'employment led'; and
2. The landowning company is desirous to develop this land as an extension to its Keytec Industrial Estate;

The District Council has indicated that as a result of the two factors stated above, the site is therefore 'deliverable'. We strongly dispute this assertion.

In the view of the authors this land has only been put forward because it is owned by a Development Company which, in and of itself, is not a good enough reason to dispense with its protected status, the sound and clear reasons for which have been set out above. No tangible evidence has been found to suggest that this should be altered.

Further to this, there are other factors which we have considered that render the site 'un-deliverable':

We note that the boundary between Pershore and Wyre Piddle Parishes dissects this site as identified upon Worcestershire County Council Definitive Map of 31<sup>st</sup> March 2005, scale 1: 5000. In fact 60% of this Site falls within Wyre Piddle.

Pershore is identified as an Other Town within the settlement hierarchy (p. 119) SWDP 1 (p. 34) smaller than the Main Towns, where Urban Extension is proposed.

Within the SWDP, Wyre Piddle Parish is identified as a Category 3 Village (Table 29) and p. 146 informs us of the limited type of development allowed within such a Village boundary. The scale of development is significantly less than that proposed for the urban areas (such as Pershore).

We suggest that there is a conflict on this site where part of it falls within Pershore with the most part (60%) falling within the Category 3 Village of Wyre Piddle making it unsuitable, in planning terms, to be used as an extension to the Keytec Industrial Estate.

Furthermore, this Site remains subject to a Section 106 Agreement signed on the 12<sup>th</sup> October 1990 between Wychavon District Council, Hereford and Worcester County Council, Crown House Developments Limited and Lansdowne Rodway Estates Limited wherein, upon obtaining a previous planning approval for expansion of the Keytec Industrial Estate, the landowning company covenanted with the Council;

- c) Not to use the land shown cross hatched green on the plan other than for the purposes of agriculture horticulture forestry outdoor sport or other uses appropriate to a rural area.

The landowning company has left this Strategic Gap as rough land, which can give the impression that any use of it is better than none!

We suggest that it is time the landowning company delivered on its legally binding Covenant which assisted in making the previous expansion of the Keytec Industrial Estate acceptable in planning terms.

We consider the use of this land, in accordance with the Section 106 Covenant, as a Recreational Woodland, acting as a 'green lung' to counterbalance the adjacent Industrial Estate to be the most appropriate use.

We are fearful that any alternative to this will leave this land at risk of further inappropriate Planning Applications such as W/11/00988 which has been registered with Wychavon since the 5 May 2011. The Parish Council is mindful of the resources taken to consider such applications, by the District Council, interested parties as well as Parish Council's. This provides a simple and wholly appropriate solution to this potentially recurring problem.

Furthermore, unless Wychavon intends to refuse to grant consent in relation to application W/11/0988, its further consideration should be deferred until the SWDP is adopted and the land designations are known. If the Council were to grant consent for development on the Strategic Gap at this stage, the Developer could avoid the Financial Contributions envisaged to pay for the proposed Section 9 infrastructure which we consider would be wholly unacceptable.

### **OUR FINDINGS ARE:**

In respect of D. SWDP 19/2, in assessing whether this land is no longer worthy of retention as a Strategic Gap (Significant Gap) and as a consequence of employment led planning should now become employment land we conclude that:

- It would be an illogical extension of the Industrial Estate;
- It would be an unnecessary extension of the Industrial Estate as there are at least two reasonable alternatives, as put forward herein;

- It would be an inappropriate extension of the Industrial Estate in planning terms as 60% of this site lies within Wyre Piddle which is a Category 3 Village;
- It would be an unlawful extension to the Industrial Estate as the site is covered by a somewhat 'ignored' planning obligation which legally requires it to be retained for agricultural, horticultural or recreational use:

The above renders this site un-deliverable and thus it should be removed from the SWDP, its status as a Strategic Gap should be re-stated as a Significant Gap and Tree Planting to form a Recreational Woodland and 'Green Lung' to counterbalance the effect of the adjacent Industrial Estate should be commenced immediately by fulfilling the existing Section 106 Agreement Covenants.

## CONCLUSION

Having thoroughly considered the SWDP Preferred Options for the Urban Extension to Pershore, it is considered that;

- The infrastructure, including the Western Link and improvements to Pinvin Crossroads must be implemented before any development is commenced;
- Site A can accommodate all of the requisite housing at currently accepted stocking densities and also incorporate the 5ha of employment land; OR
- Our preferred option – Site A can accommodate all of the requisite housing at currently accepted stocking densities and also provide a site for a new School, allowing Pershore High School to relocate;
- Site B should retain its protected status and be re-designated as a Significant Gap, albeit that some of it may be required in providing improvements to the highway;
- Site C could accommodate a limited number of residential units, if considered essential to the overall numbers, but development of this site should be restricted to falling between the existing residential development and the employment land containing Travis Perkins and Wychavon Garage to mitigate the increased risk of flooding as a consequence of the proximity of the flood plain and run off created by such development;
- Site D has been shown to be worthy of continued protection and undeliverable in development terms. Thus it should be re-designated as Significant Gap and, in accordance with Clause C of the existing Section 106 Agreement, be delivered as a Recreational Woodland acting as a 'green lung' to counterbalance the adjacent Industrial Estate to avoid future inappropriate Planning Applications;

In conclusion, the authors strongly consider that these Alternative Development Plan proposals are both strongly robust and bold, being driven by future community needs and a greater understanding of the environmental context of the local area.

It is further considered that these Alternative Plans improve upon the linked objectives outlined within the SWDP and all of its requirements both present and for the foreseeable future.

**Completed on behalf of Wyre Piddle Parish Council  
November 2011**