

Wychavon

Naturally designed, perfectly placed





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Vision

Wychavon is a pioneering new town that will be built around the key railway hub of Worcestershire Parkway, delivering a place where people will live connected, fulfilling lives, in harmony with nature and each other.

Faced with a climate crisis and a national housing shortage, we need bold solutions. Wychavon Town is our response to the challenges we're being posed.

Our new town will be designed to foster a sense of belonging, support low-carbon lifestyles, and provide easy access to both green space and essential services. We expect Wychavon Town to set the standard nationally for new town development.



Featuring
10,000 high-quality, energy-efficient homes across
1,134 hectares of
walkable, vibrant neighbourhoods.





Who we are *working with*

The South Worcestershire Councils (Wychavon District, Malvern Hills District and Worcester City Councils) are working proactively with landowners and developers to make our ambitious vision for Wychavon Town a reality.

Key delivery partners include Homes England, Brighton STM Developments on behalf of Merton College, Hallam Land/Spetchely Estate, Summix, Wain Estates, and Bellway Homes. Specialist advisers Arcadis, David Lock Associates and KMC Transport are working with us to make sure Wychavon Town has the necessary investment and infrastructure to unlock the potential it holds.

Not only is Wychavon Town the flagship site in the new South Worcestershire Development Plan but it is one of the strategic growth projects in the Government's New Homes Accelerator Programme. This allows us to benefit from a partnership with Homes England so we can deliver the vision together and at pace.



PART OF HENRY BOOT

SUMMIX

Brighton STM Group



WYCHAVON



Stay in
touch and
have your say



Wychavon Town Supplementary Planning Document (SPD) consultation

The Wychavon Town SPD is a set of guidelines for developers to use when preparing planning applications. Planners should also have regard to the SPD when assessing planning applications.

We are holding a public consultation on the Wychavon Town SPD from 12 January to 5pm on 17 February 2026.

This is your chance to help shape the future of Wychavon Town.

Visit www.wychavon.gov.uk/consultations to learn more and have your say or scan the QR code.



***Visit* the website**

The new Wychavon Town website is now live at wychavontown.co.uk which contains information about the development as well as latest news and updates.

***Sign up* to our newsletter**

Get the latest news about Wychavon Town direct to your inbox. Sign up at wychavontown.co.uk/contact

Your questions answered

We know you have lots of questions about our vision for Wychavon Town. Check out our Frequently Asked Questions page at wychavontown.co.uk

Wychavon *Town* - At a glance



10,000 low carbon
homes
Including affordable



Low-traffic
neighbourhoods &
active travel
network



Four parks
& plenty of
green spaces



Vibrant town
& neighbourhood/
local centres



Flexible
community
spaces



50h of
employment
land



Primary
schools in each
neighbourhood



Two **secondary**
schools



Sports hub &
sports pitches



GP &
healthcare
centre

Read on to learn more about the key features of Wychavon Town.



 *Housing*  *Movement*  *Nature*  *Community*



Housing and neighbourhoods

Neighbourhoods within Wychavon Town will be attractive tree-lined, high-quality, low-traffic, accessible places where people can live, play and work. Each will be served by a local centre designed to meet a range of people's day-to-day needs within the place where they live, as well as provide easy access to the town centre and wider transport network including Worcestershire Parkway Railway Station and the M5.

People and place will be prioritised over the car with lower speed environments throughout the neighbourhoods and town centre encouraging walking, cycling and wheeling along the network of active travel routes across the town. This will create a quieter, more pleasant environment for residents.

A comprehensive network of walking and cycling routes will connect people to facilities that are no more than 15 minutes from their neighbourhood, while there will be plenty of access to green space for leisure activities. Allotments/ community gardens, children's play areas, and community orchards will also be key features. Neighbourhoods will be well connected to the local bus routes and within a 15 minute walk from a bus stop. Transport mobility hubs will be located across Wychavon Town providing car clubs, electric charging facilities, and secure cycle facilities.

Homes will be genuinely affordable – with a requirement for 40% of all homes in Wychavon Town to meet affordability criteria.

There will be a mixture of types of housing. The majority of neighbourhoods will be low to medium density (about 35 homes per hectare) with a mix of semi-detached and detached houses, usually with gardens and driveways, providing a balance between space and community living. Certain areas closer to local centres may be more built up (about 55 homes per hectare of land) with a more urban feel including terraced houses and apartments.

In the Town Centre area, neighbourhoods will be more built up (about 75 homes/ apartments per hectare), comprising of well-designed flats and apartments with easy access to shared open green space and close to shops and transport. New homes will be designed to be "Zero-Carbon Ready," meaning they will be able to transition to zero carbon when the electricity grid is fully decarbonised. Heating will be provided via greener energy and there will be the option to include renewable electricity generation and battery storage, as well as the infrastructure for electric car charging points. All homes will come with water efficiency measures built-in and full fibre broadband will be provided as standard. The whole town will also be served by 5G mobile phone technology (or a later standard if one is available at the point of development).

Illustrative masterplan



There will be six defined residential communities, plus the town centre which will also include residential living. These are briefly described on the next page.



1 Spetchley

This neighbourhood will be built around the green corridors (ribbons of natural plants and trees) along the existing water features. This will not only create pleasant leisure spaces for the community but protect wildlife and create opportunities to boost biodiversity too. Key features include a local centre, primary school, employment land and sports pitches.

2 Woodhall

A mixed-use neighbourhood incorporating residential, employment and local neighbourhood facilities, with historic parkland, plenty of greenspace, a local centre, primary school and views of the Malvern Hills.

3 Town centre

See town centre section for more information.

4 Pitchmoor Hill & Norton Fields

These areas will naturally flow into quieter, relaxed surroundings as they move away from the town centre. Tree-lined streets, pocket parks, and green spaces will weave through homes, while orchards create a gentle, scenic transition into the peaceful setting of Mucknell Abbey.

5 Abbotswood Ridge

The largest of the neighbourhoods, it will vary in look and feel from north to south. The neighbourhood will include the tree lined Ridge Park (see natural environment section for more information) and enjoy views to the Malvern Hills, the valleys and nearby villages. There will be up to three local centres – each one with a different purpose – three primary schools, a secondary school, sports hub and other sports pitches.

6 Low Hill

Inspired by the existing settlements of Stoulton and Crowle, this will have a self-contained, traditional village feel. The design will use the land in such a way as to give good views of the new community park. Facilities will include a local centre, primary school and small scale employment land next to the A44.

7 Upper Wolverton

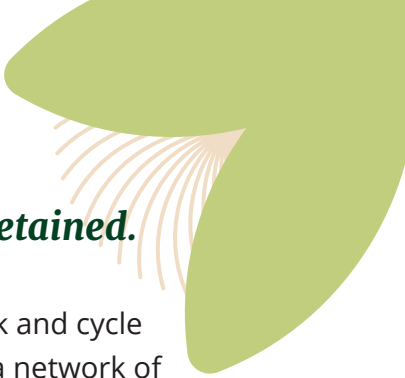
More dispersed and semi-rural in character, the design will make best use of the natural land levels to give people better views of the beautiful surrounding countryside from streets, homes, and open spaces. Facilities will include a local centre, primary school, sports pitches and a community hub, possibly created out of existing farm buildings.



Natural and historic environment

The historic landscape will shape the character of Wychavon Town, within which nature and the community will come together. Our ambition is for Wychavon Town to be inspired by its landscape setting, with integrated green spaces covering at least 40% of the town. This will provide plenty of opportunities for people to get active and connect with nature.





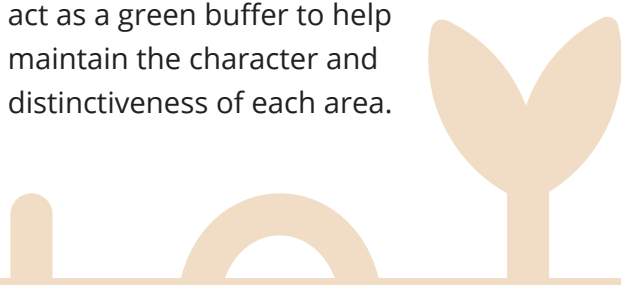
Key views and settings – such as the parkland around Woodhall Farm, Norton Hall and Mucknell Abbey – **will be retained.**

Designs will be harmonious with the historic environment, hedgerows, mature trees, orchards, watercourses and ponds, kept and incorporated into new developments.

We won't just protect nature though, we intend to enhance it by going above and beyond the standard planning rules for biodiversity by creating extra habitats for nature. This could include wildflower meadows, new ponds, bird boxes, bug hotels, and tree planting. We will also limit human access to Cooksholme Meadow SSSI so it can be enhanced and continue to provide a haven for nature.

People will be able to walk and cycle to green spaces through a network of paths and green corridors that will tie the different neighbourhoods together and reduce the need to use cars (see movement section for more information). This will further protect the natural environment.

We will be maintaining an open landscape between Wychavon Town and Stoulton to act as a green buffer to help maintain the character and distinctiveness of each area.



Surface Water Flooding

We're committed to smart, surface water management that protects people and nature. Every new development will be designed to manage rainwater responsibly – ensuring that even after homes or roads are built, water runs off the land no faster than it did when it was open fields.

Green and blue infrastructure (such as parks, trees, rivers, ponds etc) will be designed to reduce surface water flooding.

Developers will have to design and include Sustainable Drainage Systems (SUDs) that slow down and soak up rainwater – such as swales (shallow ditches), ponds, green

roofs, rain gardens and permeable paving – as part of their development proposals. The ambition is that designs which result in water run off into sewers won't be allowed.

Good water management will not only help reduce flood risk but improve water quality and support wildlife.



Parks

As well as local green spaces, Wychavon Town will feature four parks that will act as hubs for residents to come together and enjoy community events, play, exercise and generally enjoy being outdoors.





Community Park

Centred around an existing stream and pond and overlooked by Mucknall Abbey, this will be the main focal point for community life in Wychavon Town, along with the Town Centre. The space will be capable of hosting large events and community gatherings.

It will mainly be a natural landscape – with a country park feel – but will feature a natural children's play area, visitor centre with potentially a café and community building, and be easily reachable by active travel routes.

Urban Linear Park

Close to the High Street, this will be a vibrant and popular park suitable for smaller town events. There will be opportunities to provide spaces for cafes and other areas for people to sit, eat and chat. A children's play area will be the main feature of the park, attracting families and creating a welcoming atmosphere. There will also be spaces to discover and connect with nature.

Natural Linear Parkland

Separated in two halves by the railway line, this will be the main green space for people living in the town centre. It's main purpose will be for recreational walks, leisure cycling and to create access to explore nature and the wider countryside.

Ridge Parkland

Running north to south through the southern neighbourhoods, this tree-lined park will provide a local space for events and walking and cycling routes for accessing the wider town or just for leisure. There are also opportunities for a children's play area, trim trails, community gardens and informal sports pitches.





Movement

Wychavon Town will be a place where people can choose to travel in cleaner, healthier, and more convenient ways, residents will be offered real alternatives to limit the number of movements by vehicle.





Our movement strategy will partly be achieved by catering for the needs of residents as much as possible close to where they live, with an ambition for at least 40% of journeys to be made within the town by active travel or public transport.

To encourage this, the physical space will be designed in such a way as to make active travel the better option for getting around.

This will include:

- › All main streets to have separate spaces for active travel as well as the main road
- › Lower speed environments designed to restrict speeds
- › A network of paths, bridges and underpasses to create active travel routes accessible for all. This will include a new bridge over the Birmingham to Gloucester Line to the north and a new underpass under the Cotswold Line
- › A dedicated bus route through the town centre and neighbourhoods with good connectivity to the Worcestershire Parkway railway station
- › Bus prioritisation measures, such as at traffic lights and junctions
- › Ensuring Worcestershire Parkway Station is connected to the active travel network from all parts of the town



Mobility Hubs

Places where people will be able to catch a bus, rent a bike or scooter, switch to rail services or pick up a shared car – will be created in the town centre and in local neighbourhoods. This will make it easier to move around without relying on a private car.

It is recognised some journeys by car may be needed when accessing specialist facilities or those outside of the town. That's why three new main streets will be created to support this:

- › **Pershore Boulevard** – an attractive tree lined street between the B4084 and the M5 with space for cars as well as active travel and public transport.
- › **Realignment of the B4084** – this will provide an alternative route through Wychavon Town and to the southern neighbourhoods by moving the existing route to the West of Stoulton to avoid the village. Access to the village will be maintained but through traffic will be directed towards the new route.
- › **A44 link street** – creating a link from the town centre to the A44 to the east, will provide options, including active travel, to new neighbourhoods and the wider road network.

Town and neighbourhood centres

The town centre will be the heartbeat of Wychavon Town and a place where people go to gather, socialise and have the majority of their needs met.



New shops and services will be focused on the town centre first to ensure it remains vibrant. It will be an attractive place to spend time, being high quality, tree-lined and largely pedestrianised with walking and cycling prioritised. A town square and nearby park will provide space for events.

The centre will be a mix of retail space, including food stores, flexible office and co-working space as well as civic buildings (e.g library, community centre, safer policing unit).

Our ambition is to provide a college or other post-16 training centre, along with a Special Educational Needs School. This will be subject to demand. We will work with the NHS to ensure the right primary care facilities, such as GP surgery and a dentist, are provided within the town centre.

Active travel routes will surround the town centre and link it to the neighbourhoods, supported by the mobility hub providing access to the wider area and railway station.

Neighbourhood centres

The neighbourhood centres will provide access to the regular every day needs people have. This could include a community pharmacist, hairdresser, community spaces and small convenience stores. Cafes and restaurants may also be provided along with small commercial units.

Neighbourhood centres will all offer something different to each other and the town centre – such as arts or culture provision – to avoid isolating people in their own neighbourhood and encourage movement around the town.



Community and education

Providing community facilities and schools are an essential part of making Wychavon Town a place people feel connected to, rather than just somewhere they live. They provide places to learn, meet, stay healthy and build a sense of belonging.





Education

Within Wychavon Town there will be up to nine primary schools, up to two secondary schools, and, subject to demand, a post-16 education centre and Special Educational Needs school. The last two, if needed, will be provided within or close to the town centre.

The primary schools will be based within local centres and within ten minutes of homes, serving the whole catchment. They will cater for between 420 and 630 pupils and will include early-years provision on site.

The two secondary schools will also be built within local centres, near to primary schools, and served by regular public transport and close to active travel networks.

We will work with the local education authority and developers to monitor and manage when new schools are built as Wychavon Town grows and develops.

Community buildings

There will be at least one community space in each of the neighbourhoods – with an option to provide one in the town centre on top of existing town centre facilities. All neighbourhoods must be within a 15 minute walk of community spaces/buildings and these buildings must be designed to be flexible spaces so they can be used in a variety of ways. Where possible existing buildings, such as farm buildings, will be repurposed.

Other community facilities and sports provision

School playing fields will be designed so they can also be made available to the community. An indoor and outdoor sports hub will be available to the north of Stoulton village and south of the Cotswold railway line. Large and small sports pitches will be provided in some neighbourhood areas but available for use by the wider town.

Gypsy and traveller sites

Potential locations within Wychavon Town have been identified to deliver two gypsy and traveller sites of ten pitches each.



Looking after the place

While we are master planning for Wychavon Town, it is the people who already live in the area and future residents, that will turn the place into a community.

We want to make sure we empower residents to take ownership of their town. To support this, we will need to make sure open spaces, streets and other infrastructure are designed to standards where they are well managed, either by the council or a management company.

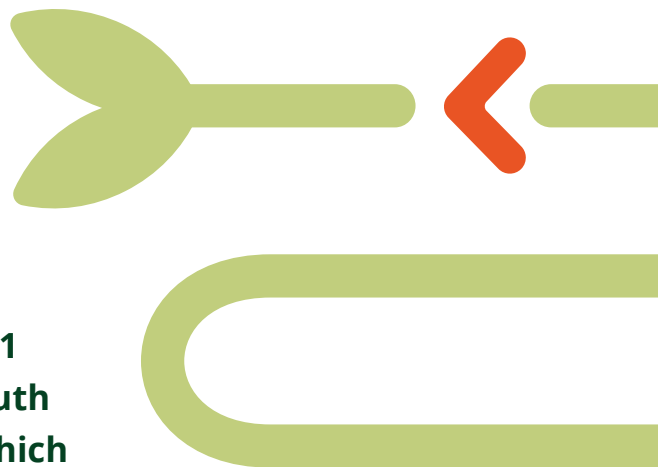
Funding will be secured through the planning legal agreements to provide the finances to deliver the high-quality upkeep and maintenance of Wychavon Town's places and spaces long-term.

Options to achieve this could include creating a Community Land Trust, Community Interest Company or Development Trust – legal, not-for-profit organisations that allow residents to manage shared places like parks, play areas and community centres for the benefit of residents.

Some of these options could be used as temporary measures while the town grows before eventually being transferred to a town council. This would give local people a formal voice in decisions about services, local priorities and future improvements.

There will also be a role for existing parish councils to support and manage the development of Wychavon Town's assets while it grows, before transferring responsibility to a new town council.

Delivery and timeline



Wychavon Town will grow in stages up to 2041 and beyond. It is an important part of the South Worcestershire Development Plan Review, which is on track to be officially adopted by spring 2026.

2025



2041



Landowners/developers may start submitting planning applications for individual parts of the town in the near future. Planners at Wychavon District Council will work with them to ensure each application is contributing to the vision set out in the Wychavon Town SPD.

It is likely multiple areas will develop in different locations at once.

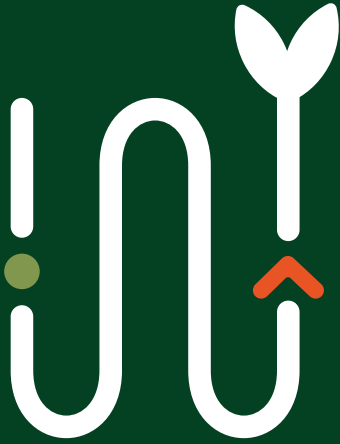
Early investment in key infrastructure like parts of the active travel network, the early stages of the town centre, some open spaces, and public areas will be vital. Encouraging the use of walking, cycling and public transport must be built in from the start and every planning application submitted will need to show this.

An Infrastructure Delivery Plan (IDP) has been prepared that sets out what developers will provide on-site and what

will be funded through S106 agreements (where developers contribute money to deliver large infrastructure projects that benefit the whole town, known as strategic infrastructure).

Key trigger points will make sure important things like roads, schools and parks are provided at the right time when a certain number of homes have been built and occupied. This will ensure Wychavon Town grows in a balanced way.

Wychavon Town has been named as one of 12 possible sites in a government report to establish them as official New Towns. Such a designation is important for Wychavon Town, as being recognised as a New Town raises its profile, attracts investment, and could accelerate delivery even beyond our current, ambitious timetable.



*Naturally designed,
perfectly placed*

wychavontown.co.uk

This document is for information only, the details contained within it are subject to change. This document is not a material consideration in the determination of planning applications relating to Wychavon Town, nor any other related planning application.



 **WYCHAVON**