



November 2025



Worcestershire Parkway renamed



We're delighted to officially announce the new name for the Worcestershire Parkway settlement - Wychavon Town.

So why are we calling it Wychavon? Won't it get confusing with the district and the council also called Wychavon? Well read on to find out more.

The impact of Local Government Reorganisation

You may have heard about Local Government Reorganisation, either on the news or through our communication channels. This will see Wychavon, the six other borough, city and district councils and Worcestershire County Council replaced with one or two new unitary councils.

These will be single councils that provide all services to residents in a particular area. Councillors in Wychavon, along with those in Bromsgrove, Malvern Hills, Redditch and Worcester City, have backed creating a North Worcestershire and South Worcestershire unitary council. Councillors on Worcestershire County Council

and Wyre Forest District Council support creating a single Worcestershire-wide unitary council. Both proposals will be submitted to the Government by 28 November.

The minister in charge is expected to make a decision by July next year. Either way, Wychavon District Council, and the district of Wychavon, will cease to exist from 1 April 2028.

Preserving a legacy

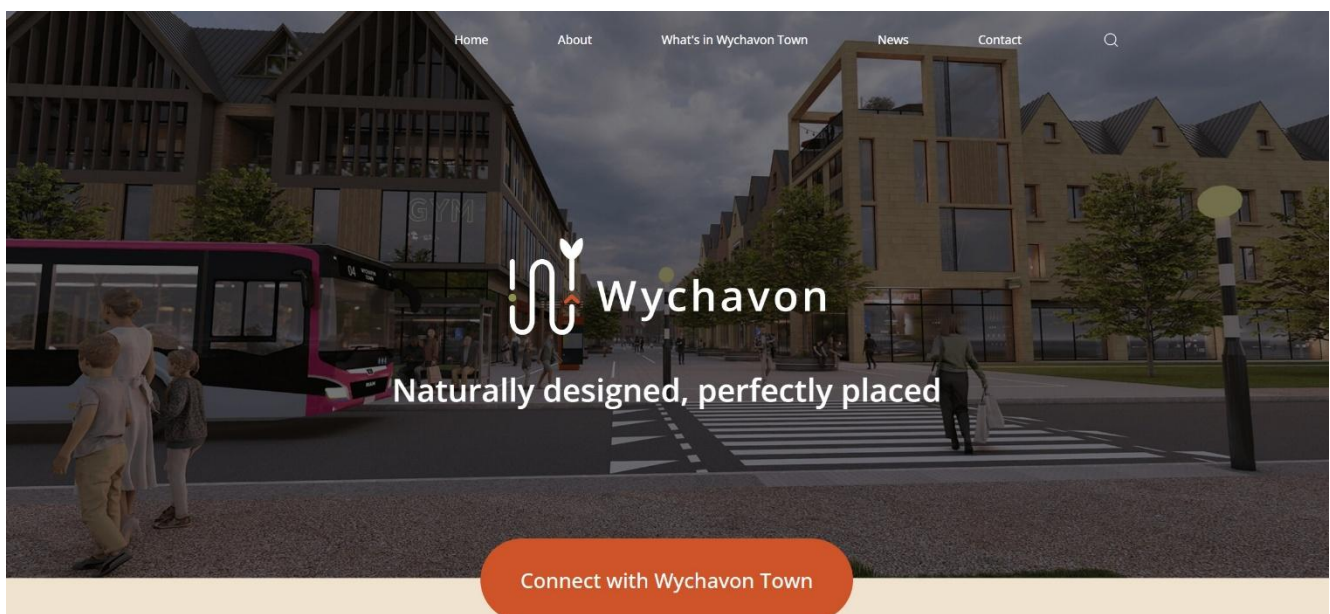
When the district and council of Wychavon was created in 1974 by the 1972 Local Government Reorganisation Act, many people at the time said it would never work. The idea of bringing together the rural areas around Evesham and Pershore with the industrial heritage of Droitwich Spa was a no go as far as residents were concerned. You can't 'put salt on plums' was the remark often heard from locals at the time.

One of the things decision-makers at the time struggled with was the fact Wychavon wasn't a physical place on the map so creating a sense of place to bring new communities together was a significant challenge. But over the last 50 or so years, that's exactly what has happened. Wychavon may not exist outside the realms of a local government administrative boundary, but it is very real to the people who live, work and visit here. What Wychavon stands for can be seen and felt in the thriving rural communities and towns that make our district what it is today. We don't want all that to be wiped away.

That's why we have chosen to rename the proposed new town from Worcestershire Parkway to Wychavon Town. To retain the legacy of what Wychavon was and for the first time put Wychavon on the map! Once Wychavon District Council is no more, and Wychavon District along with it, we expect the use of the word 'town' to be dropped and it will just be called Wychavon.

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Check out the Wychavon Town website



We've created a new website which we hope will become a one stop shop for everything you need to know about Wychavon Town. You'll find more detail about what is proposed as well as a library of Frequently Asked Questions (FAQs).

You will also be able to find information on the latest consultations, planning applications and how you can get involved in the Wychavon Town's future.

Visit www.wychavontown.co.uk to find out more.

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New Town status for Wychavon Town?



Wychavon Town has been recommended to the Government as a potential New Town by the independent New Towns Taskforce. Final assessments are being done, but the Government plans to share draft proposals early next year and confirm which sites will be taken forwards as new towns in the late spring/early summer.

Being taken forward as a new town would bring with it increased profile, government prioritisation and support with providing necessary infrastructure and boosting delivery.

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SWDPR a step closer to adoption

An additional hearing for the South Worcestershire Development Plan Review (SWDPR) took place on 4 September 2025. This covered the proposed allocation site of Mitton, the number of houses the South Worcestershire Councils need to deliver, and how many houses the Worcester South development will deliver in the next five years.

Following this, the Inspectors wrote a letter to all three councils advising them they could move to the next stage in the process, a consultation on the final amendments to the plan. Ultimately, we remain confident that following the six week consultation on the proposed modifications, the plan will be progressed through to adoption, which we expect in Spring 2026.

What this means for Wychavon Town is that the SWDPR is one step closer to providing more certainty and guidance for everyone. In providing a letter which requests the three South Worcestershire Councils to move to the next stage, we can now finalise the draft Supplementary Planning Document for Wychavon Town which will be published for comments at the same time as the amendments for the SWDPR. We expect this to be in January 2026.

For both the SWDPR main modifications consultation and the Wychavon Town Supplementary Planning Document consultation, please visit our website at www.wychavon.gov.uk, look out for media press releases and on our social media accounts.

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What is the Wychavon Town Spatial Framework Supplementary Planning Document (SPD)?

An SPD is not a statutory document like a Local Plan. It provides further guidance on a topic or particular element of a local plan. The Wychavon Town SPD will set out an overarching spatial framework, which is essentially a plan showing where things will go and how the development is likely to be built over the coming years.

The SPD will contain a series of strategies and requirements for how people move around the place, how housing and neighbourhoods will be designed, protecting the natural and historic environment and developing community and education provision. It's a document which our planning officers use, alongside the Local Plan and other relevant documents, to assess all applications for Wychavon Town.

In a year when many councils withdrew their local plans, getting the SWDPR to this stage means, once officially adopted, we will have more power not only to resist inappropriate development, but just as importantly, make clear the types of developments we will support.

