An aerial photograph of Evesham town center at dusk. The image shows a dense grid of streets with a mix of brick and stone buildings. The sky is a deep orange and red, and the streetlights are beginning to glow. Several cars are visible on the roads, and the overall atmosphere is warm and urban.

Evesham Town Centre Business Guide

Contents

Welcome to Evesham	2
Working Together For A Thriving Evesham	4
Evesham: A Town On The Rise	6
Why Heritage Matters	7
Heritage & Wellbeing	8
Preserving Evesham's Character	10
Investing In Shopfronts	13
Planning For Success	15
Smart Signage	16
Planning Permission	18
Design Considerations	19
Other Key Considerations	20
Tips, Reminders & Your Quick Checklist For Success	22
Useful Information	24



A town with heart, heritage and opportunity.

Nestled in the heart of the Vale, Evesham is a Georgian market town steeped in centuries of rich history—from the echoes of a medieval Abbey to the legacy of Simon De Montfort’s battle for democracy and the nationally significant market gardening industry in the Vale. Today, Evesham is not only a place of historical significance but a thriving hub for local enterprise, culture and community spirit.

This guide is your invitation to rediscover Evesham: to celebrate its unique character, embrace its heritage, and explore how you can play your part in shaping how the town centre presents itself into the future.

Welcome to

EVESHAM

Working Together For A Thriving Evesham



4

Evesham's town centre has always been more than a place to shop—it's a place to connect, celebrate, and belong. As shopping habits evolve, it's vital we reimagine our town not just as a retail destination, but as a vibrant space for wellbeing, socialising, and community life.

Surrounded by green spaces and the Avon riverside, Evesham's town centre is a unique asset. That's why the Evesham Place Board, working closely with local partners and stakeholders, has been leading a series of initiatives to uplift and revitalise the area. These include:

- Over £100,000 invested in shopfront improvements
- Enhancements to the public realm
- Improved wayfinding and signage
- Artwork, lighting, and graffiti removal
- New tourism materials and events

But we know there's more to do. Guided by the Evesham Town Centre Investment Prospectus, we're working towards a medium-term vision to:

- Repurpose the town centre
- Diversify its uses
- Create more pedestrian-friendly spaces
- Better connect the historic core with the riverside
- Secure investment for key development sites, including the Riverside Shopping Centre and targeting the re-occupation of empty shops - see website for details eveshamplaceboard.org.uk

Your Role in Evesham's Future

We can't do this alone. Every business, organisation, and resident has a part to play in shaping how Evesham looks, feels, and welcomes the world. By working together, we can build a town centre that reflects our shared values and ambitions.



Evesham has a great future. It is vital that businesses, organisations and people come together behind the evolving narrative for Evesham and are able to use their influence, insight, ideas, energy and contacts to bring it to life.

Evesham Town Centre Investment Prospectus

5

Across the UK, shopping habits have shifted dramatically. But while online retail grows, the role of town centres is evolving, not disappearing. Evesham is embracing this change by reimagining its high street as a vibrant destination for experiences, services and social connection.

Evesham: A Town Centre On The Rise

From artisan coffee shops and salons to independent retailers and cultural landmarks, our town centre is becoming a place where people come not just to shop, but to meet, relax, and belong – a destination.

This guide highlights the policies, opportunities, and local initiatives designed to support Evesham's growth. It's a call to action for businesses, residents and visitors to help shape a town centre that's proud of its past but also has firm ambitions for its future.



Why Heritage Matters

Evesham's architectural gems, from the Bell Tower to the Almonry, aren't just beautiful; they're valuable assets.

Towns that invest in their heritage consistently see boosts in footfall, economic activity, and community wellbeing.

By leaning into our history, we're not looking backwards, we're unlocking potential. Heritage-led regeneration is proven to attract investment, fuel tourism and create places people love to live, work and visit.

Work with us to build a future that honours our past and inspires the next generation.



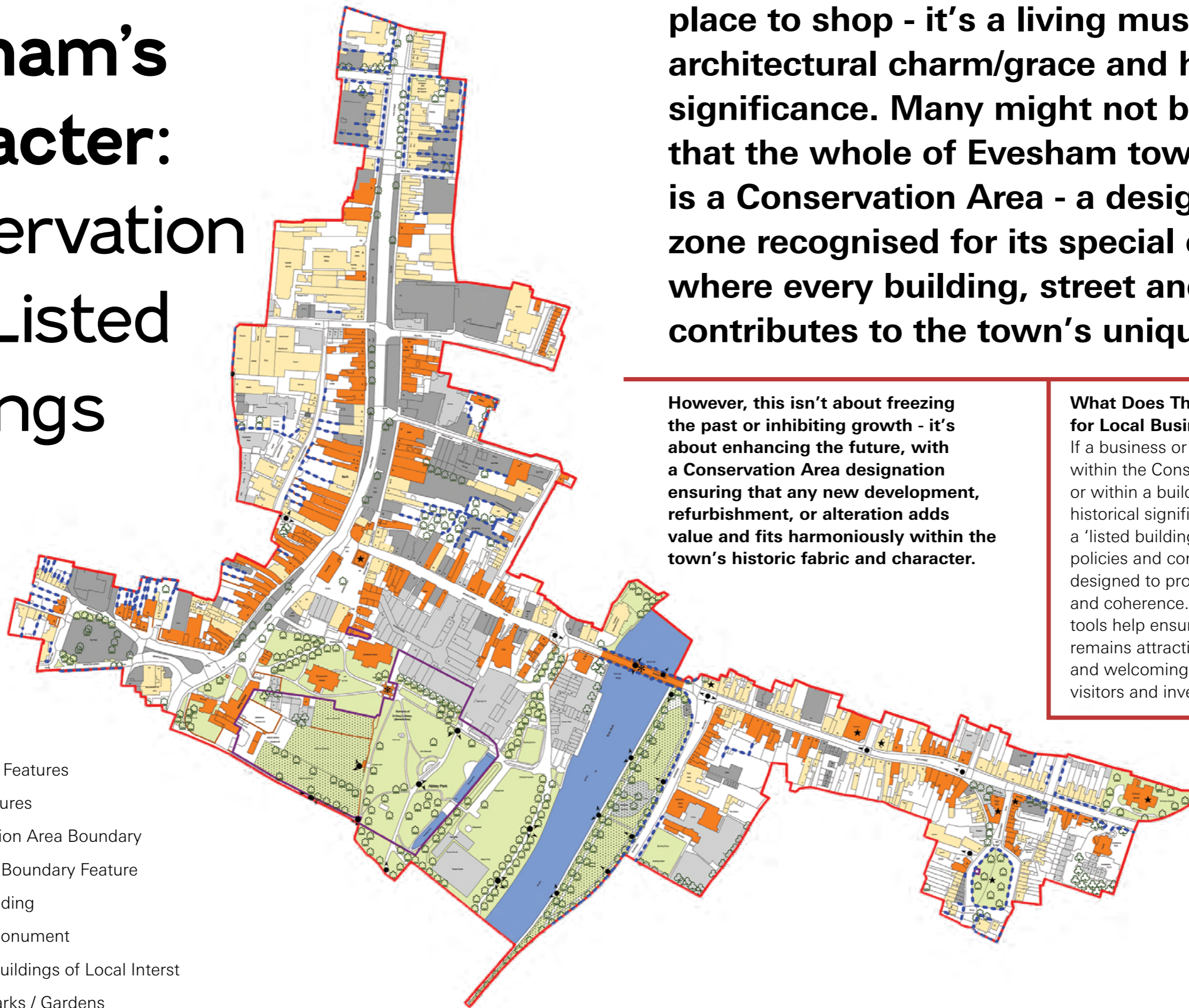
Heritage & Wellbeing: The Power of Place

Evesham's heritage isn't just about bricks and mortar - it's about belonging, wellbeing and pride. National research continues to show that living near or engaging with heritage-rich environments contributes to higher life satisfaction, better mental health and stronger community connections¹. Heritage-led regeneration and transformation is a proven model for creating economically vibrant, sustainable places that people love. Evesham Place Board believes that by investing in Evesham's historic character, we're not just preserving the past - we're building a future that's more resilient, more attractive and better connected. We ask all that have the opportunity to read and digest this guide to get on board with the campaign to respect and help reinforce the town's character and unique identity and contribute collaboratively and concertedly to its future prospects.

¹ *Frontier Economics' 2024 report, commissioned by the Department for Culture, Media and Sport, found that cultural and heritage engagement generates £8 billion in value annually for the UK.*

Preserving Evesham's Character: Conservation And Listed Buildings

Evesham's town centre is more than a place to shop - it's a living museum of architectural charm/grace and historic significance. Many might not be aware that the whole of Evesham town centre is a Conservation Area - a designated zone recognised for its special character, where every building, street and detail contributes to the town's unique identity.



However, this isn't about freezing the past or inhibiting growth - it's about enhancing the future, with a Conservation Area designation ensuring that any new development, refurbishment, or alteration adds value and fits harmoniously within the town's historic fabric and character.

What Does This Mean for Local Businesses?

If a business or property is located within the Conservation Area, or within a building of particular historical significance - a 'listed building' - there are specific policies and controls in place designed to protect the area's charm and coherence. These management tools help ensure Evesham remains attractive, functional, and welcoming for residents, visitors and investors alike.

- * Landmark Features
- ★ Focal Features
- Conservation Area Boundary
- - Important Boundary Feature
- Listed Building
- Ancient Monument
- Unlisted Buildings of Local Interest
- Historic Parks / Gardens

Investing In Shopfronts A Smart Move For Business And The Wider Community

A local business shopfront is more than just a doorway or a façade - it's a critical business asset that can drive growth, improve profitability and enhance competitive position - a brand's first impression and a reflection of the pride taken in a particular business. In today's competitive high street environment, a well-designed and maintained shopfront can be the difference between being overlooked and being irresistible.

Why It Matters

Research shows that customers form opinions within seconds of seeing a business exterior. A tired or neglected façade can turn people

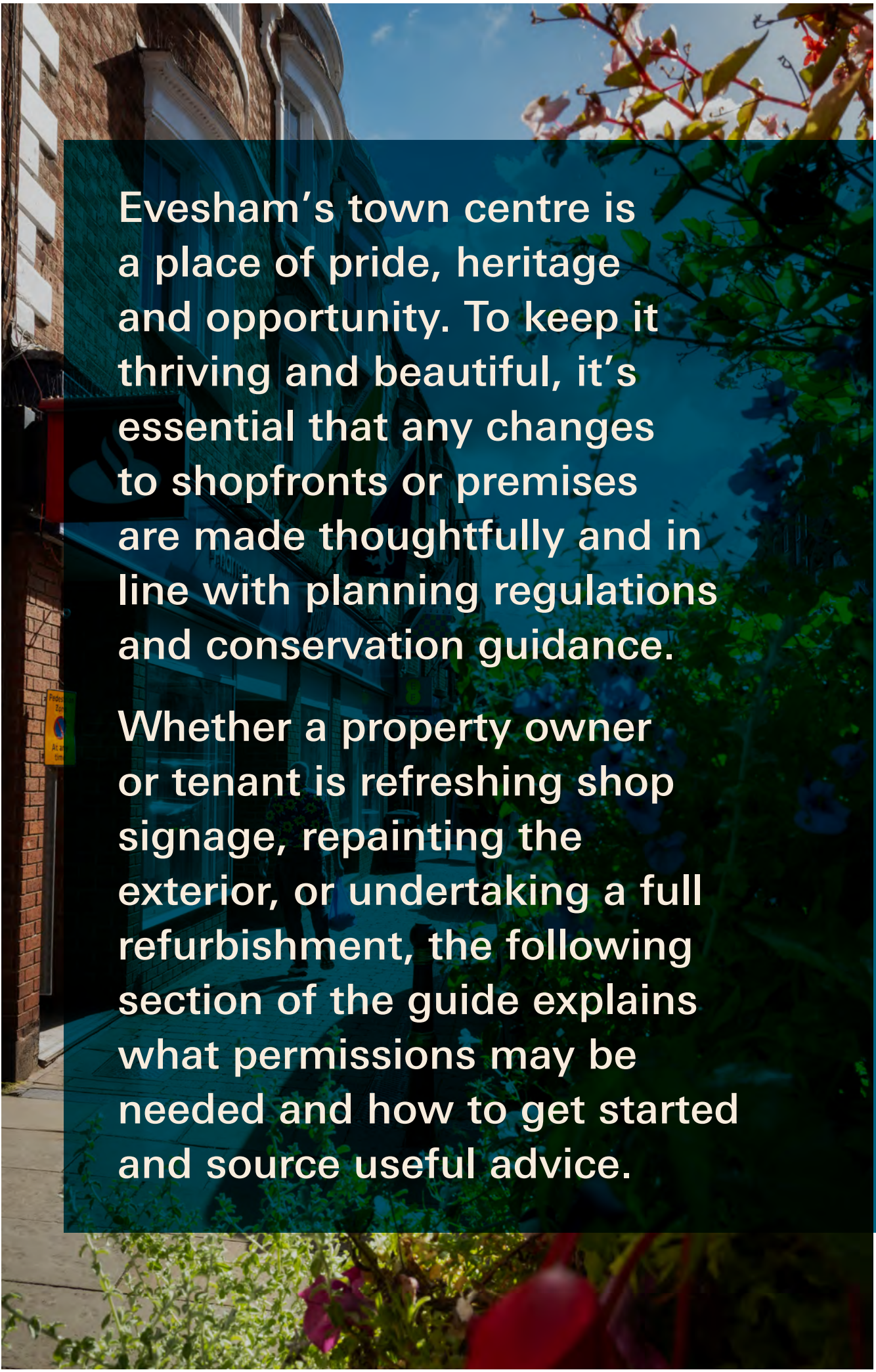
away before they even step inside. But a vibrant, welcoming shopfront? That draws people in, builds trust, and boosts reputation. Most customers don't walk in immediately - they notice, remember and return. Ideally, a shopfront should spark curiosity and leave a lasting impression, with a distinctive design turning passers-by into loyal customers.

From a financial perspective, investing in business shopfronts is a strategic decision. It's proven to increase footfall, improve conversion rates and enhance customer loyalty – acting effectively as a silent salesperson. These improvements not only directly impact a business's bottom line - they also contribute to the overall appeal of Evesham's town centre.

When a property owner or tenant invests in a business's exterior, this also serves as an investment in the wider community. Every attractive storefront adds to the town's charm, encourages local shopping and strengthens our shared identity.

Local example of good practice:
Felton's Bistro and Wine received a Wychavon Business Front Improvement Grant.





Evesham's town centre is a place of pride, heritage and opportunity. To keep it thriving and beautiful, it's essential that any changes to shopfronts or premises are made thoughtfully and in line with planning regulations and conservation guidance.

Whether a property owner or tenant is refreshing shop signage, repainting the exterior, or undertaking a full refurbishment, the following section of the guide explains what permissions may be needed and how to get started and source useful advice.

Listed Building Consent

Evesham town centre is home to a large number of listed buildings, including iconic landmarks like the Bell Tower and Workman Bridge, as well as many of the shops and premises that line our high street.

'Listed' status means a building has been recognised for its architectural or historic importance. It applies to:

- The entire building (inside and out)
- Objects fixed to the building
- Curtilage structures (such as outbuildings or walls)

If your building is listed, any work that affects its character, inside or out, may require consent under the Planning (Listed Buildings and Conservation Areas) Act 1990.

Common examples include:

- Changing windows or doors
- Repainting in a new colour
- Installing signage or security equipment
- Internal alterations like removing walls or decorative features

Evesham town centre has over 160 listed buildings, including many shops. To check if your property is listed, use the "My Local Area" tool on the Wychavon District Council website.

[Free consultations are also available with the Council's Heritage and Conservation Officers.](#) For links and full resources see page 24.

Do I Need Permission?

If your property is in the Conservation Area or is a listed building, even small changes, like repainting or updating signage, may require formal consent. There are three types of permission that could apply:

- Listed Building Consent
- Advertisement Consent
- Planning Permission

Some projects may need all three; others may not need any. When in doubt, always contact Wychavon District Council's Planning Department before starting work. Their [Pre-Application Advice Service](#) is designed to guide you through the process and help you avoid costly mistakes. For links and full resources see page 24.

Planning For Success Permissions Made Simple

Smart Signage

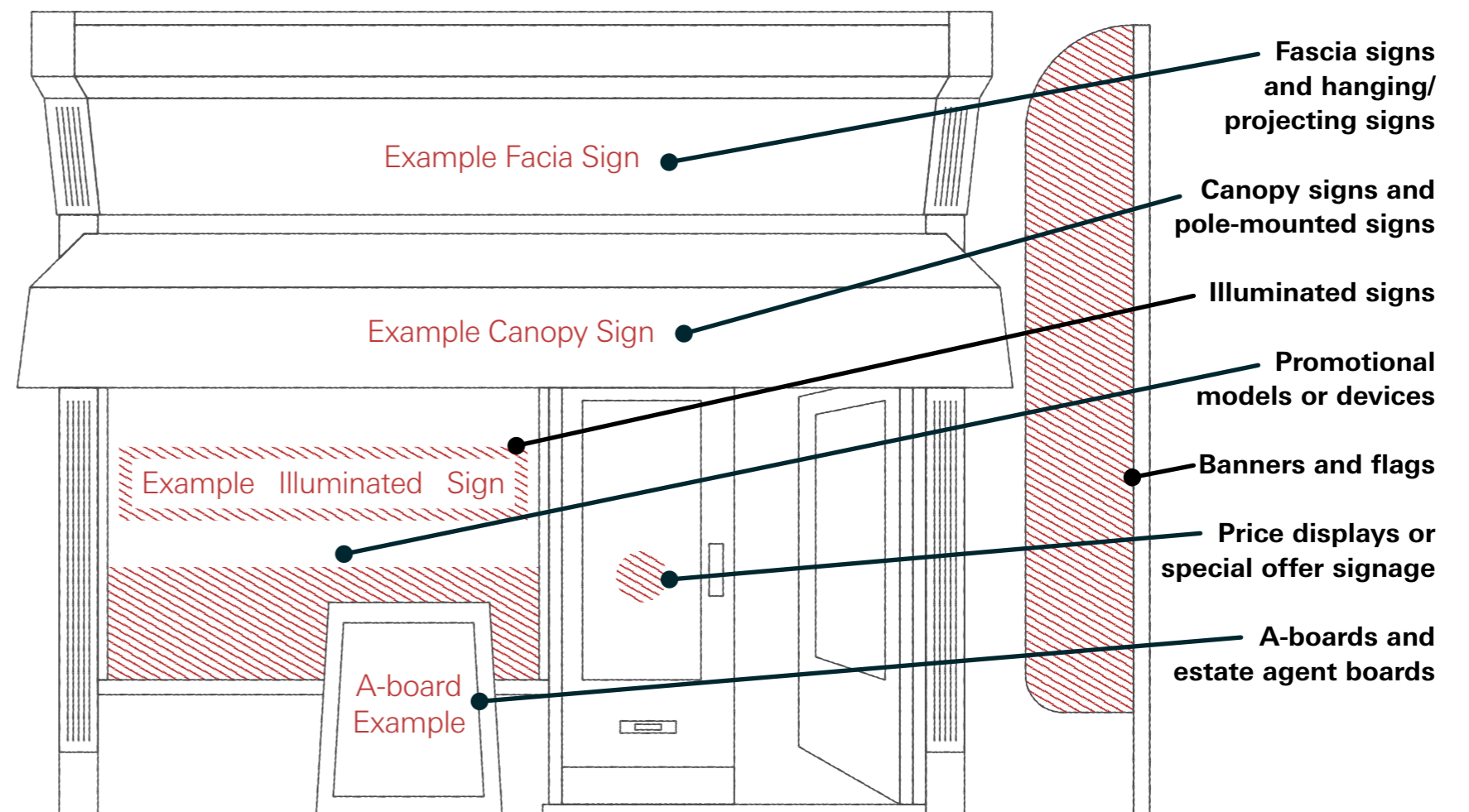
Getting Advertisement Consent Right

Signage is one of the most powerful tools to attract attention, communicate a brand and invite visitors over the threshold or to discover interesting corners of the town. But in a town centre as historically rich as Evesham, it's important that advertisements enhance, not detract from, the character of the street.

That's why advertisement display is regulated under the Town and Country Planning (Control of Advertisements) Regulations 2007. These rules help ensure that signs and advertisements are safe, appropriate and in keeping with the town's unique identity.



What counts as an advertisement?



Designing with Respect

Therefore, regardless of whether consent is required or not, consideration should always be given to

- Size and scale – avoiding overwhelming the building or street
- Materials and colours – choosing heritage colour options that complement the surroundings
- Lighting and visibility – ensuring it's tasteful and non-disruptive

The Council uses the [Wychavon Shopfront Design Guide](#) and the government's [Outdoor Advertisements and Signs: A Guide for Advertisers](#) to assess applications. These resources help ensure signage contributes positively to the town's visual appeal. For links and full resources see page 24.

Planning Permission Building With Confidence

Thinking of making physical changes to a shopfront or business premises? Whether it's a bold new design or a subtle upgrade, it's essential to ensure plans align with local planning regulations, especially in a town as historically rich as Evesham.

Planning Permission helps protect the town's character while supporting thoughtful development. It ensures that changes contribute positively to the street scene and respect the heritage that makes Evesham so special.

When Is Planning Permission Required?

You'll likely need permission for:

- Installing or replacing a full shopfront
- Adding external security shutters or grilles
- Altering access points or window openings
- Changing the use of a shop (e.g. retail to takeaway)

In Conservation Areas, any change that materially affects the external appearance of a building is more likely to require permission.

Avoid Delays – Check Before You Start

Failing to obtain the correct permissions can result in enforcement action and costly reversals. That's why it's vital to consult with Wychavon District Council's Planning Team before beginning any work.

Their [Pre-Application Advice Service](#) is designed to help you navigate the process smoothly and confidently.

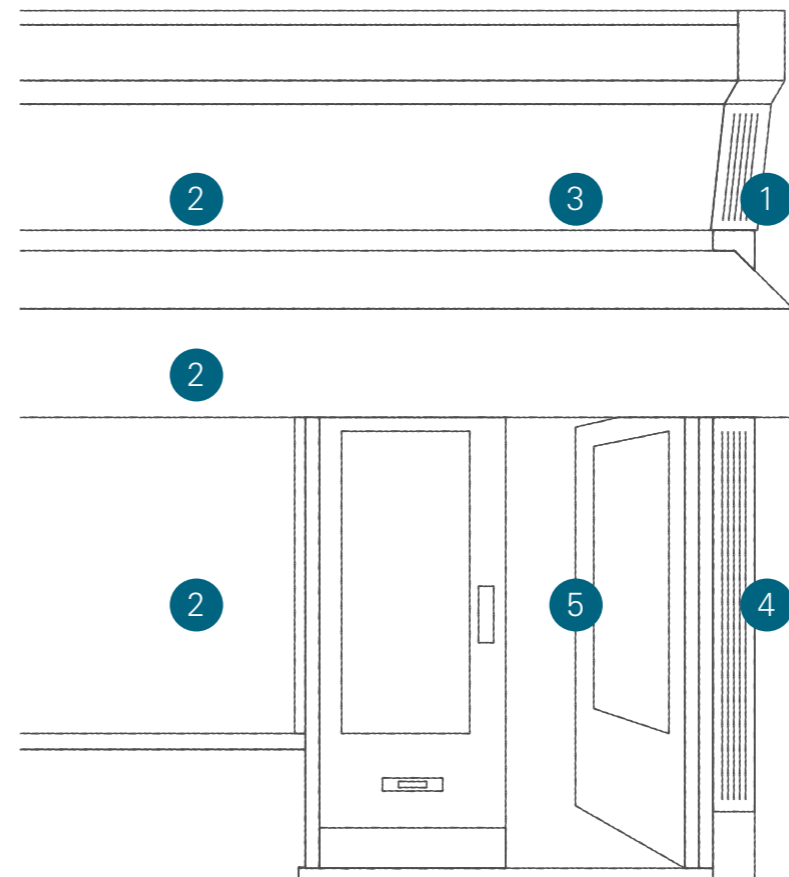
Design Considerations

By following these guidelines when updating a business property, you'll be helping shape a town centre that's cohesive, inviting and proud of its character.

What to Avoid

To preserve the town's character, the Council discourages:

- Oversized or overly modern signs
- Plastic fascias and box signage
- Excessive window vinyls or coverings
- Harsh or inappropriate lighting



A business shopfront is a canvas and in Evesham, it is part of a much bigger picture.

Thoughtful design doesn't just elevate a business; it contributes to the town's charm, heritage and sense of place.

Wychavon District Council encourages high-quality, character-sensitive design that complements Evesham's historic identity. Whether refreshing business signage or planning a full refurbishment, choices matter!

The [Wychavon Shopfront Design Guide](#) offers practical advice and best practice to help property owners/tenants create frontages that are tasteful, in keeping and ultimately compliant. It covers:

- 1. Materials and finishes:** traditional painted timber is preferred.
- 2. Signage and lighting:** hand-painted signs and subtle illumination are encouraged.
- 3. Fascia proportions:** keeping fascias in scale with the building.
- 4. Colours and paintwork:** choosing heritage tones that harmonise with the surroundings.
- 5. Accessibility:** ensuring shopfronts are welcoming to all.

Other Key Considerations For Local Businesses

As property owners / tenants plan improvements to shopfronts and business premises, including outdoor spaces, it's important to be aware of additional permissions and guidelines that help keep Evesham's town centre safe, accessible, and visually appealing.

Posters and Banners – Permission First

Posters and banners must not be displayed without the landowner's consent. Once approved, they must comply with the Town and Country Planning (Control of Advertisement) Regulations.

If unsure whether your display is permitted, contact the Council before installation as illegal advertisements, including flyposting, may result in removal and an **£80 fixed penalty fine**.

Heritage Colours – Respect for Materials and Character

In Conservation Areas and on listed buildings, paint must respect traditional materials and character. Bright or fluorescent colours, like vivid pinks, oranges, or "brilliant white" are discouraged as they jar with historic streetscapes.

Dark, muted tones such as greens, greys, blues, reds, browns, and blacks are preferred, especially from heritage ranges (Dulux Heritage, Farrow & Ball, Little Greene). These offer authenticity while allowing some scope for modern branding.

Finishes matter too: matt, eggshell, or silk are appropriate, while gloss is usually too harsh. For timber, avoid plastic-based coatings that trap moisture and cause rot. Use breathable, microporous paints that protect and preserve.

Colour isn't excluded altogether when applied with restraint. Stronger shades work best as accents on doors, fascias, or detailing, rather than entire frontages. Done well, they bring vibrancy without overwhelming historic character.

Pavement Licences – Expanding Business Space Outdoors

If a business is wanting to place tables, chairs, or other furniture outside a café, pub, or restaurant, a **Pavement Licence** allows you to do just that, creating vibrant outdoor spaces while importantly, balancing the needs of pedestrians and neighbours.

Licences are temporary and may include conditions such as:

- Operating hours
- Layout requirements
- Accessibility standards

Pavement licences are managed by **Worcestershire Regulatory Services** on behalf of Wychavon District Council. The application process is set out in the [Council's Policy Statement on Pavement Licences](#).

A-Boards – Keep It Clear and Compliant

A-boards can be a great way to attract footfall and pedestrian traffic, but they must be used responsibly. Because pavements and roadways fall under the local highway authority, all A-board advertisements require consent from **Worcestershire County Council**. To be permitted, A-boards must:

- Be placed immediately adjacent to your property
- Be no larger than **1 metre high** and **0.75 metre wide**
- Leave at least **1.8 metres** of unobstructed pedestrian footway
- Be stable and safe—no moving or rotating parts

However, A-boards may be removed if they pose a safety risk or harm the visual amenity of the area. For links and full resources see page 24.

Tips, Reminders & Your Quick Checklist For Success

Whether you're planning a refresh or a full transformation of your business premises, staying informed and compliant is key. Here's a handy roundup of essential advice and resources to help you move forward with confidence.

Top Tips To Keep In Mind

[Tap into expert advice.](#)

Speak with Wychavon's in-house Heritage and Conservation Officers or consult an architect or planning agent for tailored guidance.

[Use the Wychavon Shopfront Design Guide.](#)

It's packed with best practice and design inspiration to help you create a shopfront that's both well-presented and respectful of the town's character which is also more likely to be compliant of the regulations.

Explore additional resources:

- [Historic England – Advice, grants and heritage guidance.](#)
- [Vale of Evesham Civic Society – Guide to the Evesham Conservation Area](#)
- [Wychavon Planning Portal](#)

Your Quick Checklist

Is your business / premises located in the *Evesham Conservation Area*?

Is your property a *listed building*?

Do you need *advertising consent* or a *pavement licence*?

Have you reviewed the *Wychavon Shopfront Design Guide*?

Have you contacted the *Planning Pre-Application Advice Service*?



Useful Information

Vale of Evesham Civic Society

[Guide to the Evesham Conservation Area](#)



Worcestershire County Council Highways

For specific pre-application advice or queries regarding highways, email highwaysdevcontrol@worcestershire.gov.uk or licencing



Wychavon My Local Area Tool

Wychavon Shopfront Design Guide

Worcestershire County Council

[A-Board Guidance](#)



Wychavon District Council Pavement Licenses

Wychavon Business Development Support

Email: business.support@wychavon.gov.uk



Central Government

[Outdoor Advertisements and Signs: A Guide for Advertisers](#)



Wychavon Planning

[Portal and FAQ pages](#)



Worcestershire Regulatory Services (WRS)

Tel: 01905 822799 // Email: enquiries@worcsregservices.gov.uk

General advice and guidance email:

eveshamshopfronts@wychavon.gov.uk

Wychavon Conservation

wychavon.gov.uk/planning/heritage-and-conservation/historic-built-environment/listed-buildings



Evesham Place Board

[Vacant Unit Occupancy Activity Information](#)



Historic England

[Advice Grants and Heritage Guidance](#)



Wychavon Planning

wychavon.gov.uk/planning



Wychavon Planning Enforcement

wychavon.gov.uk/planning/planning-enforcement



Wychavon Planning Pre-application Advice

wychavon.gov.uk/planning/making-a-planning-application/pre-application-advice



Acknowledgments:

With thanks to colleagues from Evesham Place Board, Wychavon District Council, Evesham Town Council and the Vale of Evesham Civic Society for contributions to the content, editing and distribution of this publication.

Funded with support from:
Wychavon District Council through its share of the Government's UK Shared Prosperity Fund

Design: DC Design Works | dcdesignworks.co.uk
Printing: boxthree | box-3.co.uk



 **WYCHAVON**

EVESHAM
PLACE BOARD



Funded by
UK Government