Droitwich Spa
a great place to do business

Introduction

Droitwich Spa – The Town of Salt

Droitwich Spa is a vibrant market town offering a blend of old and new. It is a place of great charm and character with its historic core, recreational amenities, good communication links and high levels of employment.

Droitwich Spa has a fascinating history and was once claimed to be the most important town in England because of its natural brine deposits, which are comparable in strength and density to the Dead Sea. There was salt production in Droitwich Spa from the Iron Age up until the 19th Century when the demand for salt declined. By this stage the curative properties of brine had been discovered and the town became recognised as a Spa town for bathing in brine.

Today Droitwich Spa is a thriving and vibrant community with a growing population of approximately 23,500. It is the largest town in the Wychavon District serving the local population and surrounding villages. Residents enjoy the parks and open green spaces associated with a Spa town. There is a range of schools and a vibrant social scene for all ages including a large number of clubs and societies.

Whilst the town has an interesting history, it is also a forward looking community with development plans to increase the number of houses, shops, offices, and industrial units.

A Place to Live

Droitwich Spa has much to commend it as a place to live. The town and wider District consistently score well in Quality of Life surveys. In 2011 Wychavon was placed the 6th most desirable place to live of all districts in the UK in the Halifax’s Quality of Life Survey and was the only district outside of the South/South East to be ranked in the top ten. In the 2012 Worcestershire Viewpoint survey, 92% of residents were satisfied with the Droitwich Spa area as a place to live.

There is a good range of housing stock from affordable starter homes to larger 4 bedroom houses, for growing families, and retirement flats. A lot of the housing is within easy walking distance of the town centre.

Residents’ needs are well catered for with several banks, post offices, 3 Doctors’ surgeries, a private hospital,
a good selection of dentists and an extensive library. The mix of independent shops, national chains and supermarkets means residents have plenty of choice.

The town’s schools are based on the 3 tier system comprising 9 First Schools, 2 Middle Schools and 1 High School and Sixth Form Centre. There is also a Catholic Primary School and Private Girls School.

There are plenty of leisure opportunities with a host of clubs catering for all ages; a community theatre offering a packed programme of live performances and films; good choice of places to eat and drink; a well equipped leisure centre and swimming pool; football pitches, a cricket ground, boxing club, tennis courts, bowling greens and golf courses; 2 Green Flag parks with play facilities; and an outdoor lido. There are a number of churches in the town with a regular programme of services for most faiths.

A Place to Enjoy
Droitwich Spa has much to offer residents and visitors. The long association with Salt is evident in many of the town centre buildings and other features. The town offers a good choice of shops, supermarkets, pubs, restaurants and cafes ranging from small independent businesses in the High Street to the modern shopping centre in St. Andrew’s Square.

There are a good range of leisure activities in addition to those mentioned. The town’s heritage and information centre host a salt museum, radio room and exhibitions. There are many walking routes accessible from the town including the 40 mile long Wychavon Way. The national cycle ways 45 and 46 pass through the town providing a safe cycling route to Worcester and beyond.

There are markets, festivals and special events in the town throughout the year. In the summer months there are outdoor brass band concerts in Lido Park each weekend. Popular events include St. Richards Boating and Car Festival on May Bank Holiday; Droitwich Spa Food, Music and Arts Festival in June and July; and Salt Fest in September.

The opening of the restored Droitwich Canals in 2011 has created new opportunities for tourism. The re-opened canals link with the River Severn and Birmingham-Worcester Canal to create the new 21 Mid Worcestershire Ring. Droitwich Spa is a main stopping off point on the Ring meaning canal boats are a regular feature of the town scene.

The town is a gateway to many visitor attractions in Worcestershire, Worcester City, Archer Country and other areas such as Warwickshire and the Cotswolds.

For further information about Droitwich Spa
Telephone: 01905 774312
Fax: 01905 794226
Email: heritage@droitwichspa.gov.uk
www.droitwichspa.com
One of the major benefits to businesses of being located in Droitwich Spa is its position at the heart of the UK’s transport network. The superb transport infrastructure means that Droitwich Spa’s commercial centres and industrial estates are accessible for customers, suppliers and the local workforce.

**Transport**

**Road**

Droitwich has excellent access to the UK motorway network being within just over 1 mile from Junction 5 of the M5 motorway, 16 miles from Junction 3A of the M42/M40, 22 miles from Junction 8 of the M6/M5, 61 miles from Junction 20 of the M4/M5 and 63 miles from Junction 16 of the M1.

**Approximate drive times to major cities from Droitwich Spa**

<table>
<thead>
<tr>
<th>City</th>
<th>Time (h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>0.35</td>
</tr>
<tr>
<td>Bristol</td>
<td>1.17</td>
</tr>
<tr>
<td>Cardiff</td>
<td>1.45</td>
</tr>
<tr>
<td>Leeds</td>
<td>2.16</td>
</tr>
<tr>
<td>London</td>
<td>2.30</td>
</tr>
<tr>
<td>Manchester</td>
<td>2.00</td>
</tr>
<tr>
<td>Worcester</td>
<td>0.11</td>
</tr>
</tbody>
</table>

**Rail**

Droitwich Spa railway station provides a quick, frequent and easy service south to London and north to Birmingham, northern England and Scotland.

<table>
<thead>
<tr>
<th>City</th>
<th>Time (h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>0.31</td>
</tr>
<tr>
<td>Bristol</td>
<td>1.42</td>
</tr>
<tr>
<td>Cardiff</td>
<td>2.15</td>
</tr>
<tr>
<td>Leeds</td>
<td>3.22</td>
</tr>
<tr>
<td>London</td>
<td>2.48</td>
</tr>
<tr>
<td>Manchester</td>
<td>2.36</td>
</tr>
<tr>
<td>Worcester</td>
<td>0.10</td>
</tr>
</tbody>
</table>

Birmingham International Airport is 21 miles away, and can be accessed by road and rail. East Midlands and Bristol airports are within easy reach via the motorways.

The recent re-opening of the Droitwich Spa canal, gives waterborne transport and leisure access to the UK waterways system.

**Business Locations**

The Business Parks in and around Droitwich Spa are home to many of Wychavon’s largest employers.

**Berry Hill Industrial Estate** located 2 miles from junction 5 of the M5 and half a mile from Droitwich Spa town centre, is a 52 ha well established employment location and home to manufacturing, engineering and logistics companies.
The 2.7 ha **North Street Industrial Estate** is within easy access of the town centre and railway station and offers a range of smaller light industrial units.

The 21.81 ha **Hampton Lovett Industrial Estate** is 4 miles from the M5 and 2 miles from Droitwich Spa town centre. It offers a range of premises including some office accommodation.

**Stonebridge Cross Business Park** adjacent to Hampton Lovett is one of the district’s most prestigious business parks. A 32 ha Greenfield site to the north of the town centre, it is home to major employers such as Müller Wiseman Dairies and offers high specification new buildings.

**Retail**

The core of the town’s retail offer is in the centre of the town, with the 156,000 square feet open air shopping centre, St. Andrew’s Square. This consists of national retailers, including Morrison’s supermarket, combined with a healthy range of independent retailers. Adjacent to the shopping centre retail block is the High Street with its range of smaller independent retailers within close proximity to the Waitrose supermarket.

Banks, financial institutions, estate agents, commercial services and medical facilities are located in the nearby Victoria Square, which also includes a good mix of retailers. A small retail park on the west of the town includes an Aldi supermarket, Homebase DIY store, furniture stores and a horse tack retailer.

The town is serviced by short and long term car parks, which are all operated by Wychavon District Council.

And to add to the town’s busy programme of annual events and attractions, a Farmers’ Market takes place on the first Saturday of the month in Victoria Square.

**Offices**

Office accommodation is available in the town centre especially in Victoria Square with its high concentration of first floor offices, in St Andrews Square shopping centre, and in purpose built premises on the surrounding industrial estates.

**Commercial Agents Covering Droitwich Spa**

**Andrew Grant Estate Agents**
9 Victoria Square
Droitwich Spa
WR9 8DE
Tel: 01905 771124
www.andrew-grant.co.uk

**GJS Dillon LLP**
13 New Road
Bromsgrove
B60 2JG
Tel: 01527 872525
Email: info@gjsdillon.co.uk

**Halls Estate Agents**
4 Foregate St
Worcester
WR1 1DB
01905 720104
www.hallsestateagents.co.uk
Email: commercial@hallsworcester.com

**Harris Lamb & Co**
Grosvenor House
St Mary’s St
Worcester
WR1 1HA
Tel: 01905 22666
www.harrislamb.com

For information on all types of vacant commercial premises in Droitwich Spa please see www.worcestershirepropertysearch.co.uk
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Useful Contacts

Droitwich Spa Business Forum
Tel: 01905 797588
Mob: 07836 720818
E-mail: business@droitwichspa.com
www.droitwichspa.com/businessforum

Droitwich Spa Town Council
St. Richards House
Victoria Square
Droitwich Spa
WR9 8DS
Tel: 01905 774258
Email: general.office@droitwichspa.gov.uk

Droitwich Spa Website
E-mail: spaman@droitwichspa.com
www.droitwichspa.com

ACAS
The FREE advice service for employers
Tel: 0844 875 0087
www.employerline.co.uk

Chamber of Commerce
Herefordshire & Worcestershire
Severn House Prescott Drive
Warndon Business Park
Worcester
WR4 9NE
Tel: 0845 641 1641
Email: goodbusiness@hwchamber.co.uk
www.hwchamber.co.uk

Destination Worcestershire
www.visitworcestershire.org

Department of Energy & Climate Change (DECC)
3 Whitehall Place
London
SW1A 2AW
Tel: 0300 060 4000
Email: correspondence@decc.gsi.gov.uk
www.gov.uk

The Best of Droitwich
Tel: 01527 869180
Email: droitwich@thebestof.co.uk
www.thebestof.co.uk/droitwich

Droitwich Community Contact Centre
Droitwich Spa Library
Victoria Square
Droitwich Spa
WR9 8DQ
Tel: 01386 565000
Email: droitwich.shop@wychavon.gov.uk
www.wychavon.gov.uk

Federation of Small Businesses (FSB)
FSB, PO Box 79
Pershore WR10 9AT
Email: angela.fitch@fsb.org.uk
www.fsb.org.uk/092

Finance for Enterprises in Worcestershire
Community Development Finance Institutions
The Garden House
Queen Elizabeth Drive
Pershore
WR10 1PZ
Tel/Fax: 01386 556000
Email: info@impetus-marches.co.uk
www.impetus-marches.co.uk

Gov.uk
This website replaces Business Link and Directgov and includes services and information for businesses on: employing people, pay, contracts and hiring; working, jobs and pensions, holidays and finding a job; businesses and self employed, tools and guidance for businesses.
www.gov.uk

www.droitwichspa.com/businessforum
**Worcestershire Business Central**
A partnership project providing help for all your business needs, all in one place.

Support services include:
- **Enterprising Worcestershire Programme** – A programme of support for starting and growing businesses offering free workshops, one-to-one support and funding.
- **Finditinworcestershire.com** – A free networking and procurement portal creating a link between buyers and suppliers to strengthen the local economy. Find out about contract opportunities, attend free networking events and showcase the products and services you provide to nearly 5000 members.
- **Worcestershire Property Search** – A free database of commercial property in the County.
- **Access to Finance** – A free finance finder tool to help you find local grants and funding.
- **A free business directory** for Worcestershire Businesses.
- **An events calendar** highlighting local business and networking events.
- **News** – Keep up to date on the latest business developments in Worcestershire.

Tel: 0300 123 14 40
Email: info@business-central.co.uk
www.business-central.co.uk
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Town profile

Town statistics

<table>
<thead>
<tr>
<th></th>
<th>Droitwich Spa</th>
<th>Wychavon</th>
<th>Worcestershire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>23,504</td>
<td>116,944</td>
<td>566,169</td>
</tr>
<tr>
<td>Area (in hectares)</td>
<td>836</td>
<td>66,354</td>
<td>174,052</td>
</tr>
<tr>
<td>Population density (people per hectare)</td>
<td>28.11</td>
<td>1.76</td>
<td>3.25</td>
</tr>
<tr>
<td>Number of people living in households</td>
<td>23,289</td>
<td>115,545</td>
<td>556,357</td>
</tr>
<tr>
<td>Number of dwellings</td>
<td>10,374</td>
<td>51,930</td>
<td>248,644</td>
</tr>
<tr>
<td>Number of households</td>
<td>10,063</td>
<td>49,466</td>
<td>239,717</td>
</tr>
<tr>
<td>Average household size (persons per household)</td>
<td>2.31</td>
<td>2.34</td>
<td>2.32</td>
</tr>
</tbody>
</table>

Sources: Census 2011

Population

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Droitwich Spa</th>
<th>Wychavon</th>
<th>Worcestershire</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 and under</td>
<td>4,325</td>
<td>19,905</td>
<td>100,667</td>
</tr>
<tr>
<td>Total</td>
<td>18.4%</td>
<td>17.0%</td>
<td>17.8%</td>
</tr>
<tr>
<td>Working Age</td>
<td>14,489</td>
<td>72,024</td>
<td>356,415</td>
</tr>
<tr>
<td>Total</td>
<td>61.6%</td>
<td>61.6%</td>
<td>63.0%</td>
</tr>
<tr>
<td>Older People (65 plus)</td>
<td>4,690</td>
<td>25,015</td>
<td>109,087</td>
</tr>
<tr>
<td>Total</td>
<td>20.0%</td>
<td>21.4%</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

Sources: Census 2011

Population by age group in Droitwich Spa, 2011

Source: Census 2011

www.droitwichspa.com/businessforum
**Catchment Area**

**Population of rural Hinterland:**
21,204
(Ombersley, Hartlebury, Lovett and North Claines, Dodderhill, Bowbrook

**Population of towns and cities within 20 miles:** 360,552
(Bewdley, Bromsgrove, Evesham, Kidderminster, Malvern, Pershore, Redditch, Stourport, Worcester)

**Population of Birmingham – 25miles:** 1,074,300

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**Education and Skills**

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Percentage of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Droitwich Spa</td>
</tr>
<tr>
<td>Pupils with 5+ A*-C GCSEs inc English &amp; Maths, 2011-12</td>
<td>60.0%</td>
</tr>
<tr>
<td>Pupils Gaining at least 1 GCSE A^-G Grades, 2011-12</td>
<td>97.0%</td>
</tr>
<tr>
<td>Not in Education Employment or Training (NEET) - aged 16-18 years - 2011</td>
<td>3.8%</td>
</tr>
<tr>
<td>Percentage of pupils achieving level 4 or above in English &amp; Maths at KS2 2011-12</td>
<td>74.8%</td>
</tr>
<tr>
<td>Percentage of pupils achieving level 5 or above in English &amp; Maths at KS2 2011-12</td>
<td>26.3%</td>
</tr>
</tbody>
</table>

**NVQ qualifications of those aged 16-64**

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Wychavon</th>
<th>Worcestershire</th>
<th>Great Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>%</td>
<td>Number</td>
</tr>
<tr>
<td>NVQ4+</td>
<td>26,000</td>
<td>36.0</td>
<td>112,000</td>
</tr>
<tr>
<td>NVQ3+</td>
<td>40,200</td>
<td>55.7</td>
<td>183,900</td>
</tr>
<tr>
<td>NVQ2+</td>
<td>56,200</td>
<td>77.8</td>
<td>248,500</td>
</tr>
<tr>
<td>NVQ1+</td>
<td>61,700</td>
<td>85.5</td>
<td>287,300</td>
</tr>
<tr>
<td>Trade Apprenticeships</td>
<td>5,300</td>
<td>7.3</td>
<td>12,600</td>
</tr>
<tr>
<td>Other qualifications</td>
<td>3,500</td>
<td>4.8</td>
<td>20,200</td>
</tr>
<tr>
<td>No qualifications</td>
<td>7,000</td>
<td>9.7</td>
<td>36,900</td>
</tr>
</tbody>
</table>

**Source:** Worcestershire County Council - Children’s services

**Source:** Office for National Statistics, Annual Population Survey January 2012 – December 2013

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**Population of Birmingham – 25miles:**
1,074,300
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Employment and business profile

Employment

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total number employed</th>
<th>Wychavon</th>
<th>Worcestershire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>8,100</td>
<td>45,800</td>
<td>218,600</td>
</tr>
<tr>
<td>Production</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Retail</td>
<td>13%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Health</td>
<td>14%</td>
<td>10%</td>
<td>14%</td>
</tr>
</tbody>
</table>


Businesses

Main employment by industry in Droitwich Spa, 2011

Source: Business Register and Employment Survey, 2011

Main business by industry in Droitwich Spa, 2011

Total businesses 1,000


Major businesses in Droitwich Spa

- DPC-Deritend Ltd
- Egbert H. Taylor & Co Ltd
- Koito Europe Ltd
- AKW Medi-Care Ltd
- Nu-Way Enertech Group Ltd Reddiplex Group plc
- Webbs Garden Centres Ltd
- Solus Garden and Leisure Ltd
- Vax Ltd
- Müller Wiseman Dairies

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Area map