

News release



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A Bright New Future for Droitwich Spa

The beginning of a bright new future for Droitwich will be signalled with the unveiling of improvements to Gurney's Lane, the historic site of the town's last industrial brine pumping station.

Managed by Wychavon District Council and funded by the Council and the development of the new Waitrose store, the project represents the ongoing regeneration and revitalisation of the town's historic core, and will be officially opened at 10:00am on Saturday 14th April.

The work, which has been designed to be both sensitive to the important local heritage site and improve security in the area, is closely linked to the ongoing High Street Regeneration Works Programme.

It includes the full redesigning and replanting of shrub and tree beds, the raising of walls and capping with blue ornamental brick, the re-capping of the well head in blue engineering brick, and the installation of security cameras in partnership with Waitrose.

The unveiling will be carried out by Stuart Haywood, the Chairman of the Town Civic Society, and Councillor Jean Dowty, and the day will be commemorated by the installation of a special manhole cover at the Brine Well, which will bear the inscription "Sal Sapit Omnia" - "Salt Flavours All".

Joe Ling, Droitwich Spa Area Partnership Manager, said: "The regeneration of Gurney's Lane is just the very start of what will be an exciting summer for Droitwich Spa.

"It is one of many positive developments, such as the reopening of the Lido and the Canals Restoration Project, and heralds a new age for Droitwich Spa - a modern, thriving town, with unique attractions - a great place to shop, work and visit."

The unveiling of the improvements to Gurney's Lane is being coordinated with that of the Wych Barge by The Waterways Trust. A reception to celebrate both events is being provided courtesy of Waitrose, and will be held in Vines Park, Droitwich, immediately afterwards.

For more information please contact Joe Ling, Droitwich Spa Area Partnership Manager, on 01386 565355. Alternatively e-mail joe.ling@wychavon.gov.uk

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