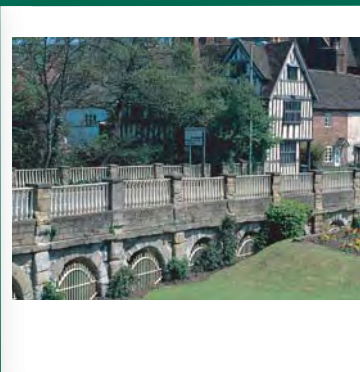
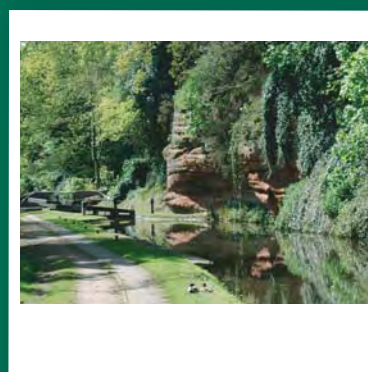




## **CORE STRATEGY (2006 - 2026)**



**ADOPTED DECEMBER 2010**



**WYRE FOREST LOCAL DEVELOPMENT FRAMEWORK**



Wyre Forest District  
Local Development Framework  
Core Strategy Development Plan Document

For more information contact:

Wyre Forest District Council  
Planning Policy Team  
Worcestershire Hub  
Town Hall  
Vicar Street  
Kidderminster  
DY10 1DB

Tel: 01562 732928

E-mail: [Planning.Policy@wyreforestdc.gov.uk](mailto:Planning.Policy@wyreforestdc.gov.uk)

Website: [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk)



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# 1 Introduction and Context

## Background

**1.1** Wyre Forest District Council is preparing a Local Development Framework (LDF) to replace its Adopted Local Plan. The LDF is a portfolio of documents which will set out what type of development is to be located where and which areas of land are to be safeguarded covering the timescale to 2026. The Core Strategy is the first and most significant document in the portfolio to be produced.

**1.2** The Core Strategy is the key strategic level document within the LDF and sets out the broad strategy and vision for development within the District up until 2026. It provides the overall context for the more detailed, site specific elements of the LDF and the focus for decision-making on planning applications. Although the Core Strategy does not address specific sites, it does set the overall Development Strategy for the District and the broad areas where new housing and employment development will be located. Further details on the other Development Plan Documents (DPDs) within the LDF and the timetables for their production can be found within the District Council's Local Development Scheme at <http://www.wyreforestdc.gov.uk>.

## Structure of the Core Strategy

**1.3** The Core Strategy is centred on an appreciation of the issues and challenges that face the District both now and in the future. The issues and challenges have been used to shape the vision and objectives for the District's future development. The Vision and Objectives feed into the Development Strategy for the area which is set out in five strategic policies relating to the broad location of future development, the role of the District's settlements and the phasing and implementation of new development. Sixteen core policies have been developed which will be used to deliver the specifics of the Strategy when addressing future development.

**1.4** It is important to note that the policies provide the local interpretation of both national and regional planning policy and guidance. Applicants should consider the Core Strategy policies alongside other material guidance set out in national and regional planning policy.

**1.5** It should be noted that the more detailed and site specific policies will be set out in the Site Allocations and Policies and Kidderminster Central Area Action Plan (KCAAP)DPDs. The Core Strategy provides the overarching guidance and context for these DPDs.

## How has the Core Strategy been Developed?

### Sustainability Appraisal

**1.6** The Core Strategy must contribute towards achieving sustainable development and Sustainability Appraisal (SA) has been introduced to ensure that it is fully considered as an integral part of the plan-making process. SA is a tool which evaluates the social, environmental and economic impacts of a plan to achieve a better quality of life both now and in the future. It incorporates the requirements of the European Union Directive relating to Strategic Environmental Assessment.

**1.7** The policies set out within the Core Strategy have been subject to Sustainability Appraisal at every stage of their development. The Final SA Report has been published which details the assessment of all of the options and the development of the Publication Core Strategy. The Report is available



to view at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk). This Report includes a summary of the sustainability implications of the core policies set out within this document and the mitigation measures which will be required to reduce any negative impacts identified.

## Evidence Base

**1.8** The Core Strategy has been developed from a robust evidence base in order to ensure that it truly reflects and addresses local issues and challenges and responds to the needs of local communities. A number of studies have been prepared to underpin the Core Strategy and these are set out at Appendix D: Evidence Base. All of the studies are available to download from [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk). References to those evidence base studies that are relevant to a particular policy are also set out within the reasoned justification to support policies.

## Consultation

**1.9** A number of stages of consultation have been undertaken in preparing the Core Strategy. The Strategy has been prepared in accordance with the consultation standards and requirements set out in the Council's Statement of Community Involvement (SCI). An Issues and Options Paper was published for consultation in June 2007. Following responses to this paper from key stakeholders, a further consultation was undertaken on a Revised Issues and Options Paper in January 2008. Consultation responses were then used to inform the development of a Preferred Options Paper which was subject to a consultation period commencing in January 2009. All of the representations received on the Preferred Options Paper have informed the development of the Core Strategy.

## National and Regional Policy

**1.10** The Core Strategy has fully considered national planning policy and advice as set out in Planning Policy Statements (PPSs) and current Planning Policy Guidance (PPGs). National planning policy is a material consideration and will always be considered by officers when determining planning applications. As such, it is not necessary to duplicate any part of national policy within the Core Strategy. However, in certain policies the Core Strategy does provide a local interpretation, which may vary from national policies and guidance. This approach is necessary where the local evidence base and circumstances indicate that to apply national planning policy would not be appropriate and a more locally determined policy is required.

**1.11** The Core Strategy was prepared in accordance with the then emerging West Midlands Regional Spatial Strategy (WMRSS). The emerging WMRSS provided the regional context in relation to future residential, employment, office and retail development. The Secretary of State revoked Regional Strategies on 6<sup>th</sup> July 2010. The Council has demonstrated that the Core Strategy is based on robust local evidence and support, however, a number of consequential amendments have been made to the Core Strategy wording to reflect the revocation of the RSS.

## Links with other Plans and Strategies

**1.12** The Core Strategy provides a wide-ranging mechanism for delivering sustainable development objectives by addressing social, economic and environmental issues and relating them to the use of land. The Core Strategy will help to implement other strategies and plans that cover the District, including the Sustainable Community Strategy, the Worcestershire Local Transport Plan and Worcestershire Waste Core Strategy. The Strategy has been produced with close involvement from the Wyre Forest Matters Local Strategic Partnership. Its vision is aligned with the priorities set out in the Sustainable Community Strategy.

**1.13** In summary, the Local Development Framework will help to deliver the following strategies and plans:

- **Wyre Forest District Sustainable Community Strategy:** through aligning visions and helping to deliver the priorities set out within the Sustainable Community Strategy.
- **Worcestershire Local Transport Plan:** by helping to deliver an integrated package of transport measures across the District.
- **Worcestershire Waste Core Strategy:** through helping to deliver the proposals for waste management facilities identified in this DPD.
- **Worcestershire Housing Strategy:** through providing better and more affordable housing choices and options for the community.
- **Worcestershire Local Area Agreement:** through helping to deliver the Areas of Highest Needs Projects within the District.
- **Parish Plans:** by helping to address rural housing needs in many of the District's villages and rural settlements and to sustain local services and promote rural transport options.

## Cross Boundary Issues

**1.14** The Core Strategy takes into account the implications of the planning policies of neighbouring authorities. The District Council has consulted neighbouring authorities in the preparation of the Core Strategy and will continue to liaise over the development of planning policies within neighbouring authorities. The main cross boundary issues which have been taken into account are:

- The relationship and role of Hartlebury Trading Estate and the Roxel plant which straddles the boundary between Wyre Forest District and Wychavon District.
- The known development pressures for an urban extension south of Stourport-on-Severn into Malvern Hills District.
- Working with Malvern Hills District Council to ensure complementary planning policies for the settlement of Clows Top which straddles the District boundary.
- Shared areas of nature conservation importance including the Wyre Forest (Shropshire Council), Hartlebury Common (Wychavon District), Kingsford Forest Park/Kinver Edge (South Staffordshire District).
- Cross boundary public transport services with adjoining authorities.
- Cross boundary issues with traffic and watercourses, particularly within the Severn Valley.
- Consideration of economic links with nearby centres of the Black Country, Birmingham and Worcester.



### 2 Key Issues and Challenges

**2.1** The Core Strategy must address those issues and challenges that are unique to the Wyre Forest District. A profile of the District outlining its key characteristics and trends is included at Appendix A. From the profile it has been possible to identify a number of issues and challenges. These set the context for the Strategy's vision and objectives and the core policies.

**2.2** The key challenges are set out below and it is important that they are viewed within the context of each other. They include challenges which may arise from future development as well as those that are current and have been grouped under the four themes which run through the Core Strategy.

#### Adapting to and Mitigating Against Climate Change

- Ensuring that new development does not exacerbate flood risk within the District.
- Addressing the low uptake of renewable energy schemes and domestic micro-generation.
- Overcoming the District's reliance on the private motor car as the preferred mode of travel and providing sustainable transport choice.

#### A Desirable Place to Live

- Delivering higher levels of affordable housing across the District.
- Providing a good choice of housing to meet the needs of older persons and smaller households.
- Ensuring that sustainable sites are provided to meet the needs arising from the local Gypsy & Traveller and Travelling Showpeople communities .
- Improving access to community facilities and parks and open spaces for all residents.
- How can future development opportunities help to reduce the health hotspots concentrated within the Oldington & Foley Park and Broadwaters wards and take account of lifestyle improvement opportunities?
- How can new development help to alleviate the high levels of concern amongst local residents in relation to crime?



Development of Affordable Housing, Windsor Drive, Kidderminster



### A Good Place to do Business

- How will new development help to maintain and enhance the separate role and identity of the three main towns - Kidderminster, Stourport-on-Severn and Bewdley?
- Ensuring that development continues to be deliverable on brownfield sites to assist with the regeneration of Kidderminster and Stourport-on-Severn.
- The need to diversify the local economy to address the decline in carpet manufacturing and to deliver new investment and jobs within Kidderminster.
- Addressing the need to provide strategic infrastructure to support diversification and regeneration, particularly within the Kidderminster area.
- Delivering opportunities for rural diversification without creating adverse impacts on the District's unique landscape character.
- Providing new opportunities for tourism and leisure as a growing element of the local economy and ensuring that associated development is planned sustainably.
- Addressing local skills shortages within Kidderminster, through improving access to educational facilities.

### A Unique Place

- The need to reverse increasing levels of habitat fragmentation and to reduce the threat to local biodiversity associated with a high level of brownfield redevelopment.
- Ensuring that new development complements the District's local distinctiveness and unique heritage assets.
- The need to improve Kidderminster's urban environment within the context of brownfield regeneration.



Weavers Wharf, Kidderminster







## 3 Vision for the Area in 2026

### Vision

**3.1** The Vision sets out the aspirations for the type of place the Wyre Forest District will be in 2026. It complements the vision and priorities of the Sustainable Community Strategy.

#### Vision

##### How will Wyre Forest District be in 2026?

**3.2** In 2026 Wyre Forest District comprises an interactive triangle of the thriving riverside towns of Kidderminster, Stourport-on-Severn and Bewdley and outlying villages. The distinctive and separate identities of the three towns are maintained and enhanced. The Rivers Severn and Stour and the Staffordshire and Worcestershire Canal together with other green infrastructure are valued links for both wildlife and residents within and between the town centres, the surrounding countryside and villages.

**3.3** The District's varied natural habitats, together with its diverse and historic landscapes are thriving, and offer a range of outdoor interests, contributing to local educational opportunities and sustainable tourism. Residents and businesses rely increasingly on energy from locally generated renewable sources, including solar photovoltaic cells, solar hot water, passive gain, heat pumps and biomass. The level of domestic recycling is high and the amount of waste produced is greatly reduced. The risk of flooding is reduced due to a programme of floodplain management, softer landscaping and extensive use of Sustainable Drainage Systems (SUDS) in new developments incorporating water efficiency and minimisation techniques.

**3.4** Kidderminster has benefited from sustainable brownfield regeneration with the remediation of contaminated land, which has capitalised on its unique industrial heritage. The attractive and accessible town centre fosters community pride, providing many opportunities to enjoy urban greenspace. It serves the District's needs with quality leisure, learning, health care, shopping facilities and employment opportunities. Kidderminster supports a vibrant visitor economy and its evening economy is flourishing, providing a choice of quality commercial leisure facilities, restaurants and cultural opportunities.

**3.5** Stourport-on-Severn offers convenient leisure, learning, health care and shopping facilities to its residents and its canal and riverside assets continue to be a key visitor attraction. Its public realm is enhanced through the restoration of its unique heritage including the canal basins and the regeneration of Bridge Street.

**3.6** Bewdley remains a thriving market town which meets the local community's needs. The town's historic character is preserved and its flourishing riverside environment offers many opportunities for visitor attraction.

**3.7** To the east of the District, the larger villages of Cookley and Blakedown continue to provide local residents and the surrounding rural hinterlands with key local services. Limited services remain viable to serve their local communities in settlements to the west such as Rock, Clows Top and Far Forest.

**3.8** The District's population has a choice of housing, catering for the needs of family and single households, the elderly and those with special needs. Vulnerable people have a choice of alternative forms of accommodation. Attractive, affordable housing with low carbon emissions, supported by reliable infrastructure, is available in the three towns and to meet local needs within the rural settlements.

**3.9** A vibrant and sustainable economy exists providing a range of jobs across the service, retail, research and development and manufacturing sectors, with the infrastructure and a skilled population in place to support it. The urban areas of Kidderminster and Stourport-on-Severn and the South Kidderminster Business and Nature Park (at the former British Sugar site) offer attractive, accessible and high quality employment locations. There has been significant growth in innovative manufacturing, recycling, and sustainable technologies. Sustainable tourism contributes significantly to the economy assisted by the Severn Valley Railway and the West Midlands Safari Park.

**3.10** Many rural residents now have the option to work from home. Farming retains an important role in local food and biofuel production and helps to conserve and enhance the District's varied landscape character including the re-use and repair of historic farm buildings.

**3.11** The three towns and rural areas are well served by a sustainable transport network that delivers high levels of accessibility to key services and attractions. Local residents benefit from a variety of transport choices and no longer have to rely on the private motor car. There are bus priority measures and an extensive cycle route network facilitated by a number of multi modal infrastructure projects. There has been a significant shift from car use to more sustainable forms of transport. The urban environments experience reduced levels of traffic congestion and air quality within the town centres has improved. Kidderminster Railway Station acts as a high quality gateway to the District providing convenient interchange for bus users, pedestrians and cyclists alike. Frequent rail links to the nearby regional centre of Birmingham and the sub-regional centre of Worcester are provided.

**3.12** Crime and disorder in the District remain low and local residents feel safer. Residents have the opportunity to lead healthier lifestyles with improved access to clean and attractive green spaces, facilitated by a comprehensive network of walking and cycling routes. Young residents can access a variety of activities and facilities in the three towns and can make better use of community facilities in the rural villages. Educational achievement rates have improved, particularly in the wards of Oldington & Foley Park and Broadwaters. Local residents are more skilled through improved access to training opportunities within the community. As they get older, residents' good health and wellbeing continues through easy access to quality health care and community facilities.

## Development Objectives

**3.13** The following objectives will help to address the key challenges facing future development and to deliver the vision set out on the previous pages. The objectives provide a basis for the Development Strategy.

### Development Objectives

1. To provide a range of high-quality, highly energy efficient, market and affordable housing options for residents of all ages and needs to achieve sustainable communities.
2. To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3. Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4. Support the viability of the District's villages and rural areas and assist in opportunities for diversification.
5. Safeguard and enhance the District's unique landscape character, Green Belt, natural environment and green infrastructure.
6. To conserve and enhance the District's heritage assets.
7. Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
8. Safeguard and replenish the District's rich and varied biodiversity and geodiversity, including that within the three town centres.
9. Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
10. Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
11. Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.
12. Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both the urban and rural areas.
13. Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved health care and education across the District for the benefit of all residents.

### Themes

**3.14** A number of cross-cutting themes emerge from the development objectives and these have been used as a basis to develop the core policies. The themes that shape the Core Strategy are:

- **Theme 1: Adapting to and mitigating against climate change.**
- **Theme 2: A desirable place to live.**
- **Theme 3: A good place to do business.**
- **Theme 4: A unique place.**





## 4 Core Policies

**4.1** The Development Strategy and Objectives will be delivered through a number of core policies which flow from the themes. Individual core policies should not be considered in isolation and should be viewed within the context of each other as a means to delivering the Vision for the future of the District.

**4.2** The table below sets out the core policies and highlights those Development Objectives and Sustainable Community Strategy priorities that they will help to deliver. As paragraph 1.4 states the policies should be considered alongside national and regional planning policy.

**4.3** The Monitoring and Implementation Framework sets out details of how each policy will be implemented and includes a number of indicators for monitoring their progress. It also sets out the contingency arrangements to ensure each policy remains effective throughout the lifetime of the Core Strategy.

Core Policy	Development Objectives	Sustainable Community Strategy Priority
<b>Development Strategy</b>		
DS01: Development Locations	3 / 5 / 11	
DS02: Kidderminster Regeneration Area	1 / 2 / 3 / 6 / 7 / 8 / 9 / 10 / 11 / 12 / 13	<ul style="list-style-type: none"> <li>• Economic Success that is Shared by All</li> <li>• A Better Environment for Today and Tomorrow</li> <li>• Meeting the Needs of Children and Young People</li> <li>• Stronger Communities</li> </ul>
DS03: Market Towns	1 / 2 / 3 / 6 / 7 / 8 / 9 / 10 / 11 / 12 / 13	<ul style="list-style-type: none"> <li>• Economic Success that is Shared by All</li> <li>• A Better Environment for Today and Tomorrow</li> <li>• Meeting the Needs of Children and Young People</li> <li>• Stronger Communities</li> </ul>
DS04: Rural Regeneration	1 / 2 / 4 / 5 / 6 / 7 / 8 / 9 / 11 / 12 / 13	<ul style="list-style-type: none"> <li>• Economic Success that is Shared by All</li> <li>• A Better Environment for Today and Tomorrow</li> <li>• Meeting the Needs of Children and Young People</li> <li>• Stronger Communities</li> </ul>
DS05: Phasing and Implementation	1 / 3 / 4	<ul style="list-style-type: none"> <li>• Stronger Communities</li> </ul>
<b>Theme 1: Adapting to and Mitigating Against Climate Change</b>		
CP01: Delivering Sustainable Development Standards	1 / 2 / 7 / 9	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> <li>• Stronger Communities</li> </ul>
CP02: Water Management	3 / 5 / 7 / 9	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> </ul>

Core Policy	Development Objectives	Sustainable Community Strategy Priority
<b>Development Strategy</b>		
CP03: Promoting Transport Choice and Improving Accessibility	3 / 4 / 10 / 11	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> <li>• Stronger Communities</li> </ul>
<b>Theme 2: A Desirable Place to Live</b>		
CP04: Providing Affordable Housing	1 / 3 / 4 / 12 / 13	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> <li>• Stronger Communities</li> <li>• Meeting the Needs of Children and Young People</li> </ul>
CP05: Delivering Mixed Communities	1 / 3 / 4 / 12 / 13	<ul style="list-style-type: none"> <li>• Stronger Communities</li> </ul>
CP06: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	1 / 12	<ul style="list-style-type: none"> <li>• Stronger Communities</li> </ul>
CP07: Delivering Community Wellbeing	1 / 3 / 4 / 6 / 8 / 12 / 13	<ul style="list-style-type: none"> <li>• Stronger Communities</li> <li>• Improving Health and Wellbeing</li> <li>• Communities that are Safe and Feel Safe</li> </ul>
<b>Theme 3: A Good Place to do Business</b>		
CP08: A Diverse Local Economy	2 / 3 / 4 / 11	<ul style="list-style-type: none"> <li>• Economic Success Shared by All</li> </ul>
CP09: Retail and Commercial Development	2 / 3	<ul style="list-style-type: none"> <li>• Economic Success Shared by All</li> </ul>
CP10: Sustainable Tourism	2 / 3 / 4 / 5 / 12	<ul style="list-style-type: none"> <li>• Economic Success Shared by All</li> </ul>
<b>Theme 4: A Unique Place</b>		
CP11: Quality Design and Local Distinctiveness	All	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> <li>• Stronger Communities</li> <li>• Communities that are Safe and Feel Safe</li> </ul>
CP12: Landscape Character	4 / 5 / 7 / 8	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> </ul>
CP13: Providing a Green Infrastructure Network	3 / 4 / 5 / 6 / 7 / 8 / 12	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> </ul>
CP14: Providing Opportunities for Local Biodiversity and Geodiversity	5 / 8 / 12	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> </ul>
CP15: Regenerating the Waterways	3 / 4 / 5 / 6 / 7 / 8 / 9 / 12	<ul style="list-style-type: none"> <li>• A Better Environment for Today and Tomorrow</li> <li>• Stronger Communities</li> </ul>







## 5 A Sustainable Future - Development Strategy

**5.1** The Development Strategy sets out the broad framework for future development within the District. It brings together the vision and LDF development objectives into a strategy to address the issues and challenges facing the District and to guide development into the future. It also establishes a clear role for the District's settlements in accommodating future development.

**5.2** The Development Strategy is made up of five policies which address the general location strategy for new development (DS01); the role of Kidderminster as the strategic centre (DS02); the role of Stourport-on-Severn and Bewdley as market towns (DS03) and the role of the rural settlements (DS04). A policy on phasing (DS05) is also included to set out how new development requirements will be implemented effectively over the plan period.

**5.3** The 'Key Diagram' supports the Development Strategy by showing the opportunities and constraints to guide new development and significant transport infrastructure in the future.



New Development at Longfellow Green, Kidderminster



## Development Locations

**5.4** The policy below sets out the levels of development that will need to be planned for during the plan period to 2026 and the overall approach to the location of new development within the District. The strategy for locating new housing, employment and commercial development within the District is governed by the need to promote the regeneration of the main towns of Kidderminster and Stourport-on-Severn and to assist with the prevention of out migration from the Major Urban Areas of the Birmingham and Black Country Conurbation to the surrounding shire towns and rural areas. The levels of development required within the District and the principle of preventing out-migration from the Major Urban Areas were set out in the former emerging WMRSS. Following the revocation of the RSS the Council has demonstrated that there was sufficient local evidence and support to justify retaining these figures.

### DS01: DEVELOPMENT LOCATIONS

#### Development Needs

The District will accommodate the following levels of development during the period until 2026:

Type of development required	Provision to be made	Timescale
Net additional dwellings	4,000	2006-2026
Employment Land	44 Hectares	11 hectares (5yr res) 33 Hectares (Long term)
Comparison retailing	25,000 sq.m <sup>(1)</sup>	2006-2026
Office development	40,000 sq.m	2006-2026

#### Locating New Development

New development will be concentrated on brownfield sites within the urban areas of Kidderminster and Stourport-on-Severn. Limited opportunities for development to meet local needs will be identified on brownfield sites in Bewdley and within the rural settlements. Development in the open countryside will be closely controlled to safeguard the integrity of the District's Green Belt and landscape character.

#### Sequential Approach to New Development

When allocating sites in subsequent DPDs preference will be given to the following sequential approach to the allocation and subsequent phased release of sites:

1. Key regeneration sites within the Kidderminster Central Area Action Plan (KCAAP) boundary as highlighted in the Kidderminster Regeneration Prospectus.
2. Other major (>1 ha) brownfield sites within Kidderminster and Stourport-on-Severn urban areas.
3. Smaller infill brownfield sites within Kidderminster, Stourport-on-Severn and Bewdley.
4. Brownfield sites within the rural settlements.

1 This figure is consistent with the required level of provision in the former WMRSS although within an extended timeframe to 2026. This takes account of local circumstances as demonstrated by the Wyre Forest District Retail and Commercial Leisure Study 2006 as updated in 2010.

### Settlement Hierarchy

Proposals for new development should be located in accordance with the District's settlement hierarchy shown below. This will ensure that development contributes to the regeneration priorities for the area, reduces the need to travel and promotes sustainable communities based on the services and facilities that are available in each settlement.

Settlement Type	Name	Suitable Development
Strategic Centre	Kidderminster	<ul style="list-style-type: none"> <li>• Comparison and convenience A1 retail (to meet District requirements and needs)</li> <li>• Commercial leisure</li> <li>• Large scale office</li> <li>• Residential</li> <li>• Employment</li> <li>• Hotels, tourism and leisure</li> <li>• Major services</li> </ul>
Large Market Town (Population c. 20,000)	Stourport-on-Severn	<ul style="list-style-type: none"> <li>• Convenience A1 retail (to meet the needs of Stourport-on-Severn)</li> <li>• Local services</li> <li>• Residential</li> <li>• Small scale business/office development</li> </ul>
Market Town (Population c. 10,000)	Bewdley	<ul style="list-style-type: none"> <li>• Convenience A1 retail to meet local needs.</li> <li>• Small scale business</li> <li>• Housing to meet local needs</li> </ul>
Villages	Fairfield Cookley Blakedown Wilden	<ul style="list-style-type: none"> <li>• Housing to meet local needs.</li> <li>• Local services.</li> <li>• Small scale rural employment</li> </ul>
Rural Settlements	Chaddesley Corbett Wolverley Clows Top Rock Bliss Gate Far Forest Callow Hill Upper Arley	<ul style="list-style-type: none"> <li>• Housing to meet local need identified through rural exceptions sites in appropriate circumstances.</li> <li>• Small scale rural employment.</li> </ul>

## Reasoned Justification

### Wider Influences on the Development Strategy

**5.5** The former West Midlands Regional Spatial Strategy (WMRSS) provided the overall regional strategy to guide the preparation of Local Development Frameworks to deliver a coherent framework for regional development. It sought to stem the historic movement of people and jobs away from the Major Urban Areas. The principle elements of the development strategy for the West Midlands Region were:

- To make the Major Urban Areas more attractive to retain an economically active population.

- To focus housing provision on named Settlements of Significant Development that are capable of balanced and sustainable growth.
- To provide for a spread of development to meet the requirements of other settlements, market towns and rural areas.

**5.6** The former WMRSS set out the indicative levels of development required to meet the District's housing need, employment land requirements, comparison retailing and office development. These figures have guided those levels set out in Policy DS01, with the exception of comparison retailing, where local circumstances have been taken into account. A full explanation is included within CP09: Retail and Commercial Development relating to retail and commercial development.

**5.7** The Development Strategy will help to deliver the Wyre Forest Sustainable Community Strategy priorities. These include:

- Reducing greenhouse gas emissions and adapting to the impact of climate change.
- Developing economic infrastructure and ensuring access to economic benefits.
- Increasing affordable, appropriate and decent housing.
- Reducing the impact of traffic congestion on the District.
- Protecting and improving the District's natural environment.

### Where will Residential Development be Concentrated?

**5.8** During 2008/09, 96% of residential land development took place on brownfield sites within the District. Since 2003/04, the amount of residential development on previously developed land has not dropped below 80%.<sup>(2)</sup> The Strategic Housing Land Availability Assessment (SHLAA), which was undertaken during 2009, indicates that all of the District's future housing requirements to 2026 can be met from brownfield sites. The SHLAA has also informed the following indicative split for the location of residential development across the District to 2026:

Location	Indicative location of future residential development
Kidderminster	60%
Stourport-on-Severn	30%
Bewdley and the rural areas	10%

Indicative location of future residential development

**5.9** Through the site allocations process, brownfield sites will be ranked in terms of their contribution to the regeneration of the District's key urban areas and their sustainability credentials. This will enable delivery to be managed over the timescale of the plan. Managed delivery will help to prevent the problems of early over provision and will maintain the focus on targeted sites for regeneration. Policy DS05 sets out further details on phasing and implementation.

### Settlement Roles

**5.10** The purpose of the settlement hierarchy is to provide a clear steer on the future role of the District's settlements and to focus new development in locations which will promote sustainable communities.

2 Wyre Forest District Residential Land Availability Report (October 2009)

**5.11** The settlement hierarchy reflects the regeneration priorities for the District and has taken full account of conformity issues with the former WMRSS. It is based on an assessment of the services and facilities that are available in each settlement and further information on this can be found in the evidence base documents.<sup>(3)</sup>

### Green Belt

**5.12** Within the District, all countryside to the east and as far west as the River Severn is included within the West Midlands Green Belt. Its extent is shown on the accompanying Key Diagram. The towns of Kidderminster, Stourport-on-Severn, Bewdley and the larger villages of Blakedown, Cookley and Fairfield are excluded from the Green Belt.

**5.13** The level of development to be accommodated within the District can be met primarily from brownfield sites and there are no existing exceptional circumstances that warrant a review of the Green Belt boundary. The District has a number of identified Areas of Development Restraint (ADRs) as shown on the Proposals Map and these will continue to be safeguarded from development. New development proposals will therefore be resisted within the Green Belt in accordance with the provisions set out in national planning policy guidance – PPG2 'Green Belts'. Only proposals which can demonstrate very special circumstances will be permitted.



West Midlands Green Belt, Wolverley

3 Wyre Forest District Settlement Hierarchy Topic Paper (October 2009)

## Kidderminster Regeneration Area

**5.14** The three towns of Kidderminster, Stourport-on-Severn and Bewdley, as well as the surrounding villages and rural settlements, each have their own distinct identities and roles within the District. It is important that the role for each settlement is recognised and supported by the Core Strategy into the future. The Development Strategy sets out the District's settlement hierarchy which reaffirms this.

**5.15** As the District's settlements all have a unique role in providing differing levels of services and facilities, then they all have individual requirements in terms of their future development.

**5.16** Kidderminster is the principal town in the District. It has the main employment centre with the best access to public transport facilities. The town centre is already home to the greatest range of retail and leisure facilities and is easily accessible from most areas of the District. Kidderminster does not lie within the West Midlands Rural Regeneration Zone area, but it has an important role in serving those areas that are, including Bewdley.

**5.17** Kidderminster contains the main railway station in the District and therefore provides access to and from the surrounding area. It is therefore considered appropriate that the town should be the focus for development within the District. As such, there are significant opportunities for redevelopment and regeneration throughout the town.

### DS02: KIDDERMINSTER REGENERATION AREA

Kidderminster will be the strategic centre for the District and its role in providing a focus for new housing, retail, office and leisure development is to be enhanced. New development will focus on the regeneration opportunities present on identified brownfield sites.

As an indicative guide the town will accommodate the following levels of development during the period up until 2026:

- Kidderminster will meet approximately 60% of the District's requirement for new homes.
- Kidderminster town centre will meet the District's comparison retailing requirements for up to 25,000 sq.m.
- Kidderminster will meet the majority of large scale office development requirements for 40,000 sq.m up until 2026. Proposals for office development will be required to follow a sequential approach which focuses on the strategic centre of Kidderminster.

Development proposals which help to promote Kidderminster as the tourism 'hub' of the District will be encouraged during the plan period. This includes the provision of supporting facilities such as hotels, conferencing facilities and developments that improve the evening/night time economy and cultural offer of the town. Sustainable transport links and infrastructure to promote ease of access to the Wyre Forest, Bewdley, West Midlands Safari Park and Kidderminster Railway Station will be sought.

The future development needs of Kidderminster will be allocated and implemented through the Kidderminster Central Area Action Plan (KCAAP) and Site Allocations and Policies Development Plan Documents as well as the ReWyre Initiative and Regeneration Prospectus.



## Reasoned Justification

**5.18** Kidderminster is a former carpet manufacturing town which has been and is still, experiencing an economic restructure as a result of the decline in activity of these industries. As a result, Kidderminster now faces a number of economic challenges and contains areas which experience acute deprivation. The challenges include lower than average household incomes, low skill levels and poor educational attainment.

**5.19** However, there is great potential for regeneration in Kidderminster. The Staffordshire & Worcestershire Canal and River Stour both run through the town centre, providing a significant opportunity to create new waterside destinations. The town also benefits from considerable areas of brownfield land suitable for redevelopment - the 24ha former British Sugar site being one such example.

**5.20** As one of only 25 'strategic centres' in the West Midlands region and a Local Regeneration Area the town has a unique role within the District. There are key opportunities to improve the town's tourism and employment roles, boosted by the Severn Valley Railway, the West Midlands Safari Park, and the British Sugar site. Overall, opportunities to create additional employment and learning opportunities, improve the natural and built environment, increase tourism and provide new housing, through regeneration are all present in Kidderminster.

**5.21** The town has a number of brownfield sites in its central area which have great redevelopment potential as demonstrated through the Kidderminster Regeneration Prospectus. The development of residential, office and comparison retail development is to be in line with the requirements as set out in Policy DS01.

**5.22** All new development should make a positive contribution to the vitality and viability of the town and support the creation of a safe, attractive and accessible urban environment and improve both the overall mix of land uses in the town and its connectivity to adjoining areas.

**5.23** The development of a diverse evening/night time economy centred on Kidderminster is seen as an important element in driving the improvement of this strategic centre and the wider District. Careful consideration will be required to determine the number, type and scale of activities and uses to ensure that a rich, inclusive and safe environment is created. The Council and its partners consider that this process should be taken forward in the Kidderminster Central Area Action Plan and Site Allocations and Policies Development Plan Documents.



Central Kidderminster

## Implementing Regeneration

### Kidderminster Central Area Action Plan (KCAAP) DPD

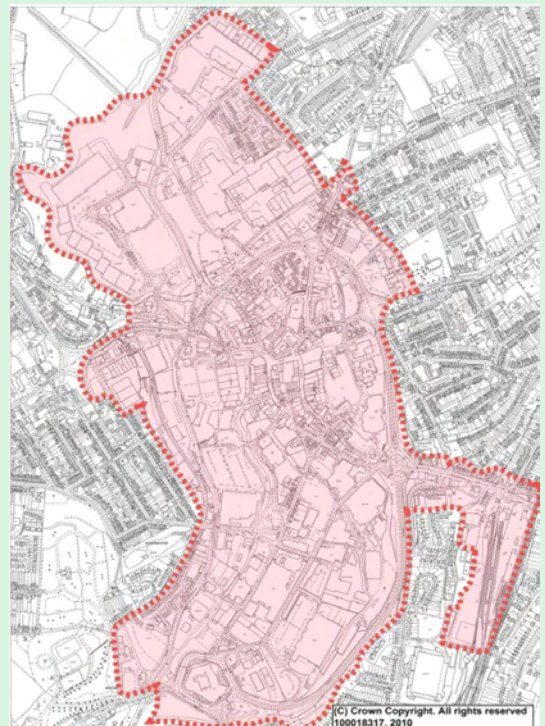
**5.24** The KCAAP DPD will form part of the Local Development Framework and will set out the appropriate sites and policies to be applied within the boundary of the Plan area to meet a large part of the town's future development needs up until 2026.

**5.25** The document is directly informed by the work completed through the ReWyre Initiative and will provide the statutory framework for the proposals set out for the future regeneration potential of Kidderminster.

**5.26** It will provide a focussed Development Strategy for the town centre and its surrounding communities, where some major regeneration opportunities exist. It aims to maximise the economic vitality and viability of central Kidderminster whilst adapting to climate change and enhancing the environment of the area as a place to live.

**5.27** The objectives of the KCAAP will include:

- Maximising the economic potential of the town centre including shopping, the evening and visitor economies and offices.
- Realising the potential of the area's canalside setting.
- Opening up the River Stour to create an enhanced biodiversity potential and environmental setting.
- Improve the environment by enhancing streets and spaces for people that capitalise on the town's unique industrial heritage.
- Connect and integrate the main developments and environmental/heritage assets.



Proposed KCAAP Boundary

### Site Allocations and Policies DPD

**5.28** Whilst the KCAAP will deal exclusively with the Kidderminster central area, the Site Allocations and Policies DPD will be responsible for setting out the future development needs of the rest of the town, along with the rest of the District, up until 2026.

**5.29** Possibly the most important site to be allocated under this DPD with regard to the regeneration of Kidderminster is the former British Sugar site. This site provides a large opportunity to provide new industry and employment opportunities. However, due to viability concerns it may be necessary to consider a mixed use approach as part of the Site Allocations and Policies DPD to deliver this potential, including a significant area of residential. Joined together with the Stourport Road Employment Corridor and the other surrounding industrial estates, the former British Sugar site will help form the District's largest employment area.



### Regeneration Prospectus - The ReWyre Initiative

**5.30** The District Council has produced a Regeneration Prospectus<sup>(4)</sup> for Kidderminster as part of the ReWyre Initiative. The Prospectus aims to highlight the town's challenges and opportunities and provides a series of concepts and a focus for delivery intended to attract support and investment.

**5.31** The Prospectus document sets out the vision for the town and the main regeneration objectives. It identifies specific development areas where significant opportunities for regeneration and redevelopment are present, as well as a number of key thematic issues that are cross-cutting across Kidderminster.

**5.32** The Prospectus is focussed on delivery and will lead to the establishment of a 'delivery body', made up of key public and private sector partners, who will work together to drive forward the ambitions of the Prospectus and help deliver essential regeneration projects in the town. These partners include Advantage West Midlands, British Waterways and the Homes and Communities Agency. The Rewyre Initiative and Prospectus document will directly contribute and inform the development of the KCAAP DPD.



Worcester Street and Bromsgrove Street Conceptual Design

4 Rewyre Initiative: A Prospectus for Regenerating Kidderminster (September 2009)



## Market Towns

**5.33** Both Stourport-on-Severn and Bewdley have benefited from their status as 'market towns' under Advantage West Midlands (AWM) Market Towns Initiative. The two towns provide a range of services and facilities which are important for meeting the needs of the local population as well as attracting a significant number of visitors in their own right. They are reasonably well served by public transport and have good access to Kidderminster and its greater range of services. Therefore, it is considered appropriate that a limited amount of new development should be located within these market towns.

### DS03: MARKET TOWNS

Within the District's market towns of Stourport-on-Severn and Bewdley, the following development proposals will be sought:

- Small scale employment and start-up business units in particular, to provide local employment opportunities and enhance economic viability.
- Current A1 retail provision will be safeguarded where possible, however, diversification may be acceptable where there is a positive contribution to the town centre. New retail development proposals should be appropriate to the town's position in the District's settlement hierarchy.
- Developments which provide additional community and health facilities for the local area.
- Sustainable transport infrastructure should be enhanced to ensure ease of access to the town's services and facilities, particularly from the surrounding rural areas. Access from the market towns to the higher order services available in Kidderminster will also be improved.

#### Stourport-on-Severn:

- Due to its role in the settlement hierarchy and mix of employment and service opportunities, Stourport-on-Severn is expected to make an important contribution to meeting the District's requirements for new homes. The focus will be on existing brownfield sites within the town, which will accommodate up to 30% of the District's housing requirements up until 2026.
- Developments which will increase the variety and mix of the tourism offer in the town will be encouraged and facilities which focus on heritage tourism, particularly capitalising on the historic canal basins, will be especially promoted.

#### Bewdley:

- Bewdley's contribution towards the District's housing need will be limited primarily to the provision of affordable housing to meet local needs on allocated sites. This reflects the town's conservation context and the more limited availability of jobs and services within the town.
- The role of Bewdley as a sustainable tourist destination is to be enhanced, with sustainable transport links to the Wyre Forest, Severn Valley Railway, West Midlands Safari Park and Kidderminster Rail station being a particular focus.
- A mixed use scheme focussing on health and community uses will be progressed within the town centre.

## Reasoned Justification

**5.34** The Market Towns Initiative was set up to provide funding towards projects that help support the viability and prosperity of towns for the benefit of their people and their rural hinterland. Stourport-on-Severn and Bewdley have both benefited from projects that have been funded through this initiative. In addition to this, Bewdley also qualifies for funding through the AWM Rural Regeneration Zone initiative.

**5.35** The former WMRSS stated that market towns should be the focus of rural renaissance and should be defined within LDFs. Within market towns, local people and those in the surrounding rural hinterland, should be able to buy most things they need and have sufficient access to housing, jobs, education and entertainment.

**5.36** The geography of the District means that Kidderminster is just 3 miles from each of the market towns with reasonably good public transport links between them. Therefore, the need for Bewdley and Stourport-on-Severn to provide facilities and services should be balanced with their proximity to Kidderminster and the services it provides in its function as the strategic centre of the District.

### Stourport-on-Severn

**5.37** With a population of 20,000 Stourport-on-Severn is a large market town that is well served by local amenities such as shops and community facilities. It is relatively well served by public transport, although some outlying housing estates have poor access to bus services. The town provides a good level of existing employment opportunities.

**5.38** The town has the potential to accommodate a significant amount of new development on brownfield sites within or adjacent to the town centre. However, regeneration will need to be carefully considered in the the context of the town's historic character and heritage in addition to the settlement hierarchy.



Stourport-on-Severn High Street

**5.39** Traffic congestion is a major issue within the town centre as high levels of traffic pass through it to access the river crossing. The strategic transport infrastructure in the town is a key consideration. Accessibility to the town centre by alternative modes for residents and visitors alike is extremely important to the town's future functionality and viability.

**5.40** Stourport-on-Severn has unique origins as a canal town and has five historic basins which have recently undergone a major restoration programme. The town is also located on the banks of the River Severn which has helped it become a popular visitor destination. The town is a particular attraction for day trippers, especially for people from the Birmingham and Black Country areas. The tourism offer of the town has a great potential for generating economic activity, but this has not been

fully utilised in the past. A key opportunity is available to promote Stourport-on-Severn's history as a canal town with its historic basins and take advantage of its heritage assets. This would help to enable the town to tap into new tourism markets and potentially attract a higher-spending, longer-stay visitor.

## Bewdley

**5.41** Bewdley has a smaller population at around 9,000 but has a greater interdependent relationship with the surrounding rural parishes. It also falls into the West Midlands Rural Regeneration Zone.

**5.42** There is a reasonable level of service provision in the town with shopping and community facilities to serve the local population. However, higher order services and goods are on offer in Kidderminster and therefore are available within a short distance from Bewdley.

**5.43** Employment opportunities are very limited within the town with the majority of workers having to commute out to the surrounding areas.

**5.44** Like Stourport-on-Severn, Bewdley is also a popular tourist destination. This is largely due to its attractive and historic Georgian architecture, its setting on the River Severn and the Severn Valley Railway station close to the centre. The town's setting within the countryside is also an important factor and the Wyre Forest is located just on the town's outskirts. Therefore, Bewdley is well located within a tourist setting and provides opportunities for developing sustainable tourism.

**5.45** The ability to accommodate new development on brownfield sites within or adjacent to the town centre is limited due to the heritage setting of the town as well as its geomorphology. Development within the town's Conservation Area itself, which covers most of the town centre, is especially sensitive and will need to preserve or enhance the special character and appearance of the area. There are few development opportunities within the built environment and conservation is a priority. However, there is a major opportunity to accommodate a mixed use scheme, with a focus on health and community uses, within the town centre.



Load Street, Bewdley

## Rural Regeneration

**5.46** In terms of land mass, the majority of the District can be classed as rural (about 85% rural). Therefore, the state and future of the District's rural areas is a significant consideration. The rural area contains a network of thriving villages and rural settlements with their own distinct characters and identities. It is vital that these features are preserved and enhanced into the future. Providing an element of balanced growth to address local needs in these areas is crucial to their viability. This is an important factor in creating a sustainable and diverse rural economy and helping to combat rural poverty. The surrounding countryside with its attractive landscape also underpins the important tourism economy in the area that can provide significant economic opportunities.

### **DS04: RURAL REGENERATION**

#### **Providing Affordable Housing**

New residential development in the District's villages, rural settlements and other rural hamlets will be to meet local housing needs only, as established through parish surveys.

#### **Sustaining Community Facilities and Services**

Developments that provide the rural community with essential facilities and services will be supported in principle.

The network of local groups of shops and public houses will be safeguarded in order to support nearby settlements and reduce the need to travel.

Kidderminster, Stourport-on-Severn and Bewdley will remain the most sustainable places to provide higher order services and facilities to the rural areas, but access to them by public transport should be improved.

#### **The Rural Economy**

The rural economy will be supported by promoting development which contributes to traditional rural employment sectors as well as encouraging appropriate farm diversification schemes. This includes proposals such as the Grow with Wyre project that improve the sustainable tourism offer of the rural areas. Development proposals will not be permitted where they would be likely to have an adverse impact on the District's best and most versatile agricultural land.

The provision of rural based workspace and live/work units will be permitted providing the proposals are small scale and that they are appropriate to the character of the area and do not have an adverse impact on the integrity of the Green Belt. Priority will be placed on the re-use or replacement of existing rural buildings.

## Reasoned Justification

### **The Rural Economy**

**5.47** Agriculture is the predominant land use within the District's rural areas. The quality of agricultural land is generally very high in the area running from east and south east of Kidderminster to the District boundary. There are also significant blocks of high quality land to the north of Kidderminster and around Rock.



**5.48** Part of the District, including Bewdley and its rural hinterland immediately to the west, also falls within the AWM Rural Regeneration Zone (RRZ). The RRZ initiative was set up to develop and implement a programme of economic regeneration for rural areas. It is centred around developing a diverse and sustainable economy, raising skill levels, reducing rural poverty and providing access to services and promoting environmental excellence.

**5.49** Economic and employment opportunities in rural areas go beyond the traditional land based and agricultural sectors. There are great opportunities for sustainable farm diversification, particularly with regard to the tourism and leisure sectors. New employment opportunity sectors such as creative industries and environmental technologies may also be available in rural areas. The provision of high-speed broadband will be essential in developing the economic base of the rural areas.

**5.50** Equestrian activities and horsiculture are also prominent uses in rural areas. Horsiculture and commercial horsiculture in particular, can contribute significantly to the rural economy and provide employment for local people. However, equine related development will need to be balanced with the potential impact on the landscape and character of the rural environment and the continued need to preserve the best and most versatile agricultural land to enable localised food production in the future.

**5.51** However, the economic development of the District's rural areas does not need to be at the expense of environmental protection and enhancement and must be balanced by the pressure to regenerate the adjacent towns. A large part of the District also falls within the West Midlands Green Belt and/or a Landscape Protection Area. Development and regeneration can deliver environmental, social and economic benefits if done in the right way.

**5.52** Sustainable living is as important in rural areas as it is in urban areas. Measures that encourage working practices that cut down on commuting and improve the work/life balance should be encouraged. It is also important to help establish lifestyle changes that support the local economy and the sustainability of the rural community. However, much of the rural area is close to the combined urban area of Kidderminster, Stourport-on-Severn and Bewdley and to the employment opportunities and services they provide. Therefore, significant numbers of the rural population will be expected to visit these centres regularly to access these facilities. Transport links between the urban and rural areas should be improved to increase the sustainability of the relationship between the two areas.



Rock Village Hall

**5.53** The Local Development Framework will support and help to deliver the following initiatives within the rural areas:

## Grow with Wyre

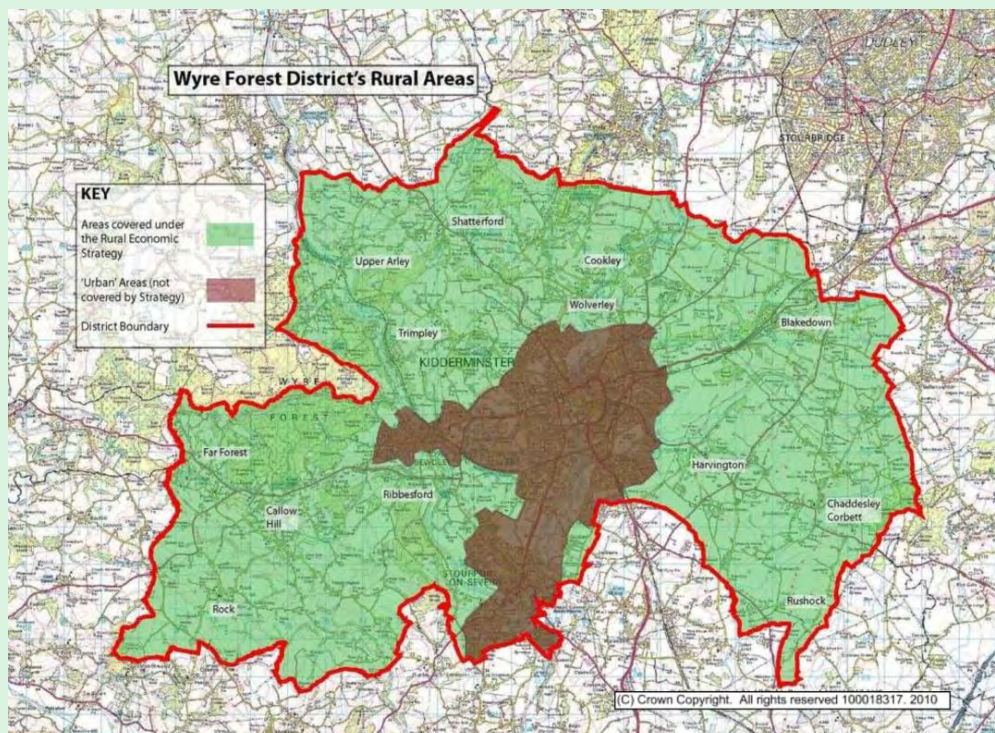
**5.54** The 'Grow with Wyre' initiative was set up to ensure the long-term social, environmental and economic sustainability of the area. The initiative was primarily concerned with restoring and enhancing the ancient Wyre Forest landscape and its associated ancient woodland habitats. However, the project is also concerned with identifying training needs and retaining traditional forestry skills and practices, as well as improving accessibility to the forest and increasing visitor numbers.

**5.55** One of the projects includes the restoration of the Wyre's woodlands into active management, utilising traditional management skills and techniques. In addition, it aims to stimulate a market for timber, woodland crafts and the by-products of forestry activity and encourages more young people to enter the forestry industry as an attractive career choice. In all, it aims to revive the economic value of the forest.

**5.56** The Grow with Wyre initiative not only promotes natural restoration, but also how the area can benefit economically from the forest in a sustainable manner. The forest's role as a tourist attraction is perhaps its major economic opportunity. However, opportunities are also present in sustainable timber production and woodland crafts through re-establishing traditional forest management as well as producing biofuel as a sustainable energy source.

## Rural Economic Strategy

**5.57** In November 2008 a Rural Economic Strategy was adopted which covers the period from 2008 to 2014. This Strategy provides a framework to address the economic development needs of the District's rural areas and population. The plan below shows the area covered by the Strategy.



Rural Economic Strategy Area



**5.58** The Rural Economic Strategy aims to develop a sustainable and competitive economic base by encouraging new business formation through innovation, diversification and entrepreneurship. This will be aided by providing rural communities with a choice of quality learning and training opportunities. The Strategy is also about creating a sustainable rural environment with good public transport facilities and adequate access to rural services. There is also emphasis on the impact of climate change on the rural economy and supporting a low carbon energy infrastructure.

**5.59** Furthermore, the Strategy does not forget the need to maintain, conserve and enhance the natural and historic environmental qualities which contribute to the overall character and quality of rural landscapes including their landscape character, biodiversity and local distinctiveness.

**5.60** Further information on the Rural Economic Strategy can be found at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk).

## Parish Plans

**5.61** A number of Parishes within the District have produced Parish Plans, for example Upper Arley, Rock and Chaddesley Corbett. The Parish Plans include a number of locally identified objectives and actions to help promote rural revitalisation and they act as a useful delivery vehicle within the rural areas. In particular, Parish Plans include actions to provide more affordable housing choice to younger local residents and a number of objectives in relation to the design of new development. Parish Plans will be a useful resource in helping to implement rural regeneration at the localised level.



Village Shops, Cookley

## Phasing and Implementation

**5.62** The phasing and implementation policy sets out how the District Council will pro-actively achieve the Development Strategy through the sustainable and balanced delivery of housing and employment for the duration of the plan period.

### DS05: PHASING AND IMPLEMENTATION

#### Housing

To deliver 4,000 net additional dwellings for the period covering 2006 - 2026, a five year supply of deliverable sites will be maintained and monitored in accordance with the Annual Monitoring Report.

The Local Development Framework will deliver the following average annual net additions of dwellings within the District across the five year phasing periods:

- 2006/07 - 2010/11 - 240 dwellings per annum
- 2011/12 - 2015/16 - 326 dwellings per annum
- 2016/17 - 2020/21 - 196 dwellings per annum
- 2021/22 - 2025/26 - 94 dwellings per annum

The Kidderminster Central Area Action Plan and Site Allocations and Policies DPDs will phase and manage the release of allocated sites to reflect the District's regeneration agenda. This will ensure that a ten year provision of sites suitable for residential development is maintained.

#### Employment

To deliver 44 hectares of employment land for the period covering 2006-2026, a five year supply of deliverable sites to meet the 11 hectare requirement will be maintained and monitored in accordance with the Annual Monitoring Report.

## Reasoned Justification

### Housing

**5.63** The former WMRSS stated that to ensure that progress on urban renaissance is not undermined, the phasing of housing development is essential. Phasing is also important to provide developers with more certainty as to when larger regeneration projects will go ahead in the future.

**5.64** The housing trajectory contained within the Monitoring and Implementation Framework, depicts the managed delivery targets necessary to achieve the overall target for residential development per annum. It demonstrates past performance on delivering housing within the District and provides an estimate for future performance. The housing trajectory is reviewed on an annual basis through the Annual Monitoring Report process. If the annual review demonstrates that the overall level of housing completions is cumulatively 20% below or above the annual target, then the Council will bring forward or put back further site allocations within the plan period accordingly. The trajectory demonstrates that a higher build rate will be required for the first ten year period up until 2016.



**5.65** During 2009 the Council undertook a Strategic Housing Land Availability Assessment (SHLAA) to assess the indicative capacity for potential residential sites within the District and to inform the production of the LDF. The sites identified through the SHLAA process have also been subject to independent viability appraisal. Based on the evidence provided through the SHLAA process and reflecting the principle to provide the majority of new housing development within the main towns of Kidderminster and Stourport-on-Severn, the table below sets out the level of housing that could be delivered within each five year phasing period:

Location	2006-11	2011-16	2016-21	2021-26
Kidderminster	630	780	660	400
Stourport-on-Severn	330	680	160	70
Bewdley	100	80	-	-
Rural Areas	140	90	160	-
<b>District Total</b>	<b>1200</b>	<b>1630</b>	<b>980</b>	<b>470</b>

Anticipated level of housing delivery that could occur within the District's settlements.

**5.66** The evidence provided through the SHLAA process and its subsequent viability appraisal provides no robust demonstration that genuine local circumstances exist within the District that will prevent specific sites from being allocated for residential development through the LDF process. Therefore no windfall allowance is included within the trajectory assessment although historically trends have indicated high levels of windfall development in the District. The number of windfalls will be closely monitored through the Annual Monitoring Report.

## Employment

**5.67** The former WMRSS identified that the District should plan for an indicative longer term requirement of 44 hectares of employment land from 2006 - 2026. Within this requirement a 5-year rolling reservoir of 11ha of readily available and deliverable employment land will be maintained.

**5.68** The Employment Land Review<sup>(5)</sup> identified that enough employment sites exist within the District to achieve the indicative longer term requirement over the plan period. The 5-year 11ha requirement will continue to be closely monitored and sufficient sites will be allocated through the KCAAP and the Site Allocations and Policies DPDs to ensure that the targets are met. These documents will play a crucial role in prioritising areas for regeneration and in particular identifying key brownfield regeneration sites within Kidderminster, specifically along the Stourport Road Employment Corridor.



Former Rom Wire Site, Stourport Road, Kidderminster

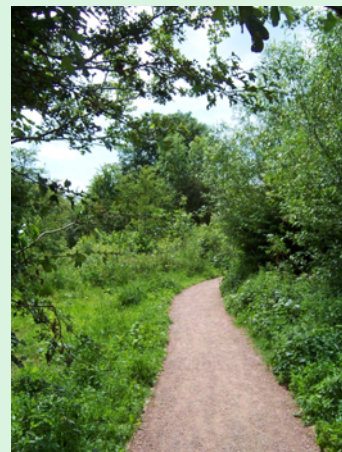
5 Wyre Forest District Employment Land Review, 2008

## Retail and Commercial Development

**5.69** It is not considered appropriate to phase development that will meet the District's retail and commercial requirements as set out in Policy DS01 at this stage. This is because there is considerable uncertainty in projecting future comparison retail requirements and this is likely to increase over time. However, CP09: Retail and Commercial Development, sets out a proactive approach to ensuring that appropriate retail and commercial development is achieved within the District. This has been informed by the White Young Green Retail and Commercial Leisure Study (2010).

## Infrastructure

**5.70** The availability of the necessary infrastructure and the potential need to provide additional capacity in some of the locations will be key factors in determining the timing of the release of key sites. The infrastructure schedules set out at Appendix B provide an indication of what infrastructure will be required, who will be responsible for delivering it and an approximate timescale for its delivery. Costs and infrastructure requirements have been estimated from discussions with key stakeholders and delivery bodies, such as Worcestershire County Council, the Primary Care Trust, Environment Agency, utility companies and emergency services. Further work on high level costings and an infrastructure implementation plan will be carried out to inform the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs. This will ensure that the information is up-to-date.



Springfield Park Cycle Path

## Environmental Infrastructure

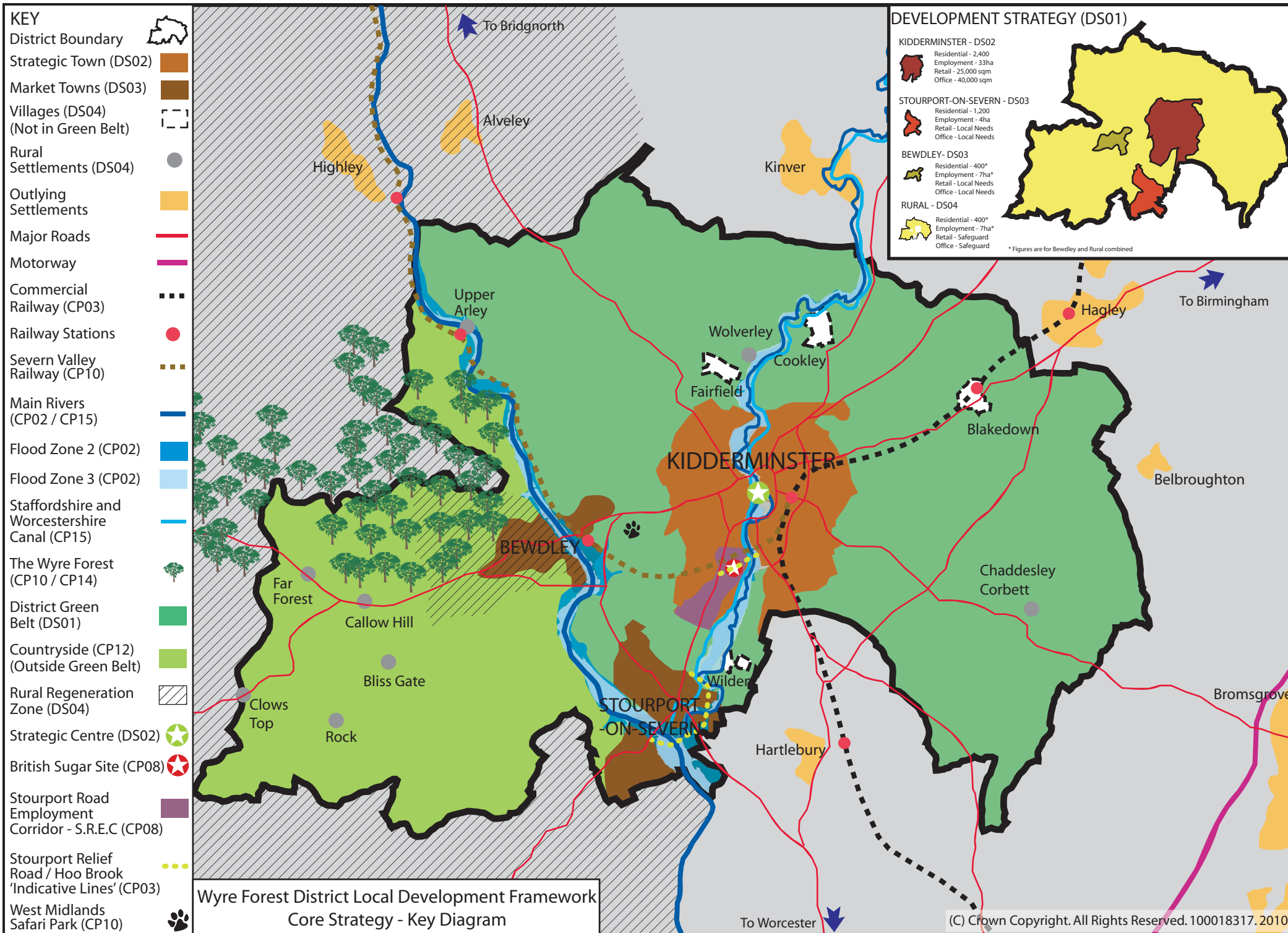
**5.71** In areas where there is an identified infrastructure (including discharge consent) constraint, as indicated within the Water Cycle Strategy Constraints Matrix (Tables 22A - 22D), development sites must demonstrate that the necessary infrastructure is in place to serve the development. Where necessary, development should facilitate the timely provision of additional infrastructure needs [as shown within the Infrastructure Implementation Plan, to be undertaken].

## Implementation

**5.72** In order to reflect the District's regeneration needs, the mechanism for the phasing of site releases for the LDF period up until 2026 will be through the Kidderminster Central Area Action Plan (KCAAP) and Site Allocations and Policies DPDs. These documents will play a crucial role in prioritising areas for regeneration. In particular, key brownfield regeneration sites within Kidderminster will be phased earlier on during the plan period. In addition to the KCAAP, the Kidderminster Regeneration Prospectus will also be a key delivery vehicle in this process.

## Key Diagram

**5.73** The Key Diagram is the principal illustration of the spatial strategy. The diagram identifies broad locations for development, key areas of constraint, the main patterns of movement and also outlines the classification of settlements, reflecting the settlement hierarchy included within the Spatial Development Strategy. The Key Diagram can be viewed on the following page.







## 6 Adapting to and Mitigating Against Climate Change

**6.1** The LDF has a significant role to play in the efforts to tackle climate change. Adaptation and mitigation measures taken now will determine how robust the District's built and natural environments will be when faced with future climate change predictions. There are only a small number of developments in the County that have systematically addressed mitigation of greenhouse gas emissions and a few that have attempted to take into account adaptation to climate change.

**6.2** The Worcestershire Climate Change Impact Study (2004) investigated the likely impacts of climate change on Worcestershire. The study looked at predicted changes for three thirty-year periods centred on the 2020s, 2050s and the 2080s under two different global emissions scenarios. Climate change is already having a wide-ranging impact on Worcestershire including flooding, landslides, increased average temperatures and increased intense rainfall events. Future climate change scenarios predict a range of impacts upon the climate of the UK and Worcestershire including:

- Increased average maximum temperatures - up to 4.5°C by the 2080s
- More frequent hot summers and less frequent very cold winters
- Summer rainfall to decrease by up to 50% by the 2080s
- Winter rainfall to increase by up to 23% by 2080s
- More frequent extreme weather events such as storms and floods

**6.3** Transport emissions are a major contributor to climate change and therefore the LDF needs to promote sustainable transport opportunities including walking, cycling and public transport and reduce reliance on the private car.

**6.4** The LDF will need to ensure that: development is located to reduce the need to travel; energy efficiency is maximised and an increasing proportion of energy is sourced from renewables and that development is located to, and incorporates measures to, minimise flood risk.



Kidderminster Bus Station

## Delivering Sustainable Development Standards

**6.5** This policy area seeks to ensure that new development within the District will meet the highest standards of energy efficiency; incorporate on-site renewable and low-carbon energy technologies; reduce the volume of waste going to landfill; and mitigate against climate change.

**6.6** Transport and accessibility issues are closely linked to climate change and are considered further under 'Promoting Transport Choice and Improving Accessibility'. This policy is also closely linked to CP02 : Water Management and CP13: Providing a Green Infrastructure Network.

### CP01: DELIVERING SUSTAINABLE DEVELOPMENT STANDARDS

#### Energy Efficiency and Renewable Energy

All new development proposals within the District must demonstrate how they reduce their impact on the environment. The design, layout, siting, orientation, construction method and materials used should seek to maximise energy conservation and efficiency.

A minimum of 10% of the energy requirements of major<sup>(6)</sup> new developments should be met on-site from low or zero-carbon energy sources. The technologies installed should be retained and maintained during the full lifetime of the building. Consideration should be given to the use of combined heat and power systems on larger sites, particularly on industrial sites or sites of new community infrastructure.

Free-standing renewable energy developments will be supported, subject to them meeting the requirements of all other policies within the LDF.

#### Addressing Climate Change

The implementation of the Code for Sustainable Homes will be supported in line with the national timescale. Developers will be encouraged to meet a higher code level than is mandatory where this is economically viable. Non-residential buildings will be encouraged to achieve a BREEAM rating of 'very good' or higher.

New residential development should include water efficiency measures to a minimum level of 105 litres per person per day (equivalent to Code for Sustainable Homes Level 3/4 for Water Consumption). More stringent targets for water efficiency standards in new developments will be investigated through the Site Allocations and Policies DPD guided by the Water Cycle Strategy.

All new developments must make provision for waste recycling and as a minimum, developments will be required to provide sufficient space to store materials for recycling.

All new developments will be required to demonstrate that they have considered the impact of climate change upon them and that they are suitable for the predicted changes in climate.

Design and Access statements for all major developments must include a Sustainability Statement which has regard to the contents of the West Midlands Sustainability Checklist.

6 See definition of Major Developments in Jargon Guide.



**Environmental Quality**

All new development must demonstrate that land contamination issues have been fully addressed. Proposals must undertake appropriate remediation measures and verification works where contamination issues are identified.

**Reasoned Justification****Energy Conservation and Generation**

**6.7** It is important that steps are taken to reduce the amount of energy which we use. Energy conservation is the first and most important step to reducing carbon emissions. It is therefore important that new developments take measures to reduce energy demand and to increase energy efficiency. In order to contribute to meeting national targets, new development proposals will need to substantially reduce their energy consumption through energy efficient design and layout. Design and layout can also help to maximise the potential for renewable energy, for example, ensuring that south facing roof space is available for the installation of solar water heating and/or solar photovoltaic power.



Solar Panels at Stourport Sports Club

**6.8** Nationally, there is a drive to increase the amount of energy generated from renewable sources with targets to reduce CO<sub>2</sub> emissions by 80% by 2050 and for 10% of UK electricity supply to come from renewable resources by 2010 and 20% by 2020. The District is currently heavily reliant on fossil fuels with low consumption of renewable energy and very few examples of renewable energy schemes. In 2006, Wyre Forest District is estimated to have released 619,000 tonnes of CO<sub>2</sub>, of which, 244,000 tonnes were domestic.<sup>(7)</sup>

**6.9** A County-wide study has been undertaken to identify potential for large-scale renewable energy installations by District.<sup>(8)</sup> The report is centred

around three different scenarios, the third of which assumes that much more supportive planning and financial regimes are in place. The study maps areas of search within the District, however, this does not imply that development would be appropriate in these areas and all proposals would have to be thoroughly tested through the planning process. The Site Allocations and Policies DPD will allocate sites for renewable energy development where this is considered appropriate. Applications for free-standing renewable energy developments coming forward on other sites will be supported subject to them meeting all other relevant criteria within the LDF.

**6.10** In line with PPS1 Annex: Planning and Climate Change, a minimum target has been set for the percentage of energy requirements in new developments which should be generated from renewable sources. How this target is achieved will vary by developments. Where it is considered economically viable, higher targets will be set out on a site-by-site basis through the Site Allocations and Policies DPD.

7 End User Local and Regional Estimates of Carbon Emissions, DEFRA (2006)

8 Worcestershire County Council Renewable Energy Study (prepared by IT Power consultants, November 2008)

**6.11** The West Midlands Sustainability Checklist provides an interactive toolkit for developers to assess the extent to which a development site proposal will deliver on different aspects of sustainability. Targets for achieving particular levels will be set for individual sites where appropriate. These will be informed through the production of a locally tailored version of the checklist for the Wyre Forest District.

## Water Efficiency

**6.12** A Water Cycle Strategy<sup>(9)</sup> of the District has been undertaken in order to understand the pressures and opportunities for all aspects of water within the Wyre Forest District. Water supply within the District is a finite resource with a significant amount of the water for public consumption coming from groundwater abstraction. Therefore, sustainable abstraction rates are essential to avoid negative impacts on the landscape and the District's wetlands.

**6.13** Part of the District falls into an area which is currently over-abstacted, and most of the remaining area of the District falls into the 'no water available' category. The Environment Agency is working with water companies and other abstractors to reduce abstraction to sustainable levels and therefore developments need to be mindful of this.

**6.14** Water management and conservation issues will become increasingly important throughout the plan period and it is therefore important that all future development proposals also accord with the provisions set out under CP02: Water Management.

## Maximise Opportunities for the Recycling of Waste

**6.15** Waste minimisation and recycling are major issues facing the District. The Waste Electrical and Electronic Equipment(WEEE)Directive 2002/96/EC and 2003/108/EC sets out a responsibility for the provision of Designated Collection Facilities for recycling. The waste hierarchy sets out the three 'R's of waste management: Reduce, Re-use and Recycle.<sup>(10)</sup> Recycling rates within the District have been low in the past but are improving, aided by a Council operated household recycling collection service. It is therefore important that future development proposals should manage waste in accordance with the waste hierarchy with a particular focus on increasing levels of waste recycling, including the re-use of existing on-site materials. A site waste management plan will be required for all major new developments. The environmental impact of raw materials should be considered and where possible recycled materials should be used. The use of locally sourced raw materials will be encouraged in order to reduce the carbon emissions associated with transporting raw materials to the site.

9 Wyre Forest District Water Cycle Strategy – Royal Haskoning, 2009

10 Worcestershire Waste Core Strategy

### Adapting to a Changing Climate

**6.16** Climate change will have an impact on our lives with temperatures predicted to rise by up to 4.5°C by the 2080s across Worcestershire. Rainfall is likely to become more intense and greater levels of flooding can be expected. Measures need to be taken now to ensure that new developments are climate ready and will be fit for purpose in the future.<sup>(11)</sup> This means developments will need to consider the following issues:

- **Subsidence**

The District is primarily underlain by sandstone and mudstone. The gradient of the River Stour and River Severn valleys means that landslips could become a more frequent occurrence within some areas of the District as a result of warmer wetter winters. Subsidence can also occur as a result of drought caused by warmer, drier summers. These issues will need to be taken into consideration and appropriate designs and construction techniques will need to be used to overcome these risks. Development will not be permitted in those areas vulnerable to landslips. Parts of Wyre Forest District are areas of former mining activity. This may have implications for land stability within these areas. This will be considered further through the Site Allocations and Policies DPD.

- **Managing High Temperatures:** Warmer summer temperatures are likely to cause discomfort for residents and workers and an increased demand for mechanical air conditioning. The design, orientation and layout of buildings needs to be adapted to deal with higher temperatures. Coupled with this is the urban heat island effect where built-up areas are warmer than the surrounding rural areas. Adequate green space and tree cover will need to be provided within the town centres to help alleviate this.

### Development on Contaminated Land

**6.17** The Environmental Protection Act 1990 and PPS23 require the District Council to identify contaminated land and ensure that it is appropriately managed. There are currently no sites designated as contaminated land under Part 11A of the Environmental Protection Act 1990 in the Wyre Forest District. However, the Development Strategy focuses much of the District's development on brownfield land and a number of these sites have known or potential contamination issues arising from previous or current uses.

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11 Planning for Climate Change in Worcestershire - Technical Research Paper (May 2008)



## Water Management

**6.18** The Planning for Water in Worcestershire Technical Research Paper identifies a number of key issues which need to be addressed by the planning system within Worcestershire. These are:

- Adapting to the challenges of climate change
- Preventing and managing surface, ground and fluvial flooding
- Ensuring sufficient water supply
- Ensuring sufficient sewerage capacity (infrastructure)
- Biodiversity enhancement and the role of green infrastructure (wetlands, woodlands etc) in flood management and the water cycle
- Improving water efficiency in developments
- Improving water quality

**6.19** A number of these issues have been included within this Core Policy to ensure new development has regard to all aspects of the water cycle within the Wyre Forest District. Other Core Policies that are particularly relevant to this area include CP01: Delivering Sustainable Development Standards and CP13: Providing a Green Infrastructure Network.

### CP02: WATER MANAGEMENT

The Strategic Flood Risk Assessment (SFRA) will be used to inform the location of future development within the District. In considering proposals for development the District Council will weigh up all of the relevant policy issues including PPS25 and PPS4 when giving full consideration to the sequential test and implementing the "Exception Test" where necessary. This approach will inform the regeneration of the District's main towns, guiding site allocations for specific uses within the Site Allocation and Policies and Kidderminster Central Area Action Plan Development Plan Documents.

New developments will be required to incorporate appropriate Sustainable Drainage Measures (SUDs). This should be informed by the Water Cycle Strategy to ensure compatibility with specific catchment and ground characteristics, and will require the early consideration of a wide range of issues relating to the management, long term adoption and maintenance of SUDs.

For developments in areas with known surface water flooding issues,<sup>(12)</sup> appropriate mitigation and construction methods will be required.

Applications which relate specifically to reducing the risk of flooding (e.g. defence / alleviation work, retro-fitting of existing development) will be supported so long as they do not conflict with other objectives within the Local Development Framework.

New development should seek to provide betterment in flood storage and to remove obstructions to flood flow routes where appropriate.

12 as identified by the SFRA, the Environment Agency or the Council's emergency planning team

New developments should:

- i. Conserve and enhance the ecological flood storage value of the water environment, including watercourse corridors
- ii. Open up any culverted watercourse where practicable (Proposals involving the creation of new culverts will not be permitted);
- iii. Improve water efficiency through incorporating appropriate water conservation techniques including rainwater harvesting and greywater recycling;
- iv. Connect to the main sewer network wherever possible.

### Reasoned Justification

#### Flood Risk

**6.20** Water is a vital resource and its management is fundamental to sustainable development. The way in which water is managed can determine whether new development, land management, water usage, mineral working and waste management have a positive or negative impact on people and the environment. Good planning of water issues can provide us with clean and reliable water supplies, areas for recreation, habitats for wildlife and flood mitigation.

**6.21** The two main national policy drivers in relation to water and spatial planning are PPS 25: Development and Flood Risk and the Water Framework Directive (WFD). The main aims of PPS25 are to ensure that flood risk is taken into account at all stages in the planning process. This is achieved through the requirement to undertake a number of different scales of flood risk assessments depending on the stage of the process. The WFD is designed to improve the ecological health and prevent further deterioration of the whole water environment, promote the sustainable use of water, reduce water pollution and ensure a progressive reduction in groundwater pollution. It is therefore vital that the LDF seeks to achieve the aims of these documents taking into account the influences and challenges that exist at a local scale.

**6.22** The Environment Agency has also produced two important strategic level documents that affect the Wyre Forest District. The first is the Draft River Basin Management Plan for the River Severn, which seeks to implement the policies of the WFD. This document sets out detailed proposals to achieve the protection, improvement and sustainable use of the water environment along the River Severn Basin. The second document is the River Severn Catchment Flood Management Plan, which is a long term flood risk management plan for the River Severn Catchment. The document splits up the catchment into 'policy units' and identifies appropriate policies for addressing flood risk within these units. The Wyre Forest falls within two policy units - 'Kidderminster and Bromsgrove' and 'Middle Severn Corridor'. It is important, therefore, that the LDF reflects the principles of these two documents and the District Council will continue to work in close partnership with the Environment Agency to ensure that the objectives of these strategic documents can be realised at the local scale.

**6.23** Wyre Forest District has an intricate network of rivers, streams and pools and therefore flooding is seen as a key issue that should be considered through all stages of planning. Due to the risk of flooding within some of the main settlements in the District, a number of flood alleviation schemes have been constructed. A flood alleviation scheme was constructed in 2003 to protect Kidderminster from flooding. The scheme comprises a large bund with a concrete culvert which serves to limit the flow of the River Stour through a dam structure, causing flood water to back up on the Puxton Marshes,

creating a temporary reservoir. The flood alleviation scheme also included channel improvements downstream through Kidderminster. Bewdley is the other town in the District that benefits from a flood alleviation scheme. Bewdley is protected through a combination of walls through the town and the operation of temporary and demountable defences. The nature of flooding from the River Severn at Bewdley is such that adequate warning is given in order to deploy the flood defences. Although flood alleviation schemes exist in these two towns, all three towns are identified as being at risk from flooding. Flood risk is not just confined to the urban areas however, many rural areas with watercourses were subject to severe flooding episodes in summer 2007.



Flood Alleviation Scheme in Bewdley

**6.24** Therefore, due to the importance and potential impact of flood risk within the whole of the District, a Level 1 and subsequent Level 2 Strategic Flood Risk Assessment (SFRA) have been carried out by consultants Royal Haskoning. These studies have helped to identify the issues pertaining to flooding within the District and have made recommendations for consideration through the LDF. The SFRA will also help to facilitate the application of the Sequential Test as well as the Exception Test.

**6.25** One of the key issues, which will be informed by the Sequential and Exception tests, is to avoid inappropriate development within the flood zones. However, this will need to be carefully balanced with the need for continuing regeneration within the main towns, particularly Kidderminster and Stourport-on-Severn. A large part of the flood zones (2 and 3) pass through these main settlements but due to their locations, these are seen as the most sustainable areas of the District to focus major new development. Therefore, it is envisaged that there will continue to be large pressure for continuing development within these areas. It is important, therefore, that the Exception Test and the guidance from PPS 25 is applied rigorously in these areas.

**6.26** However, it is not just fluvial flooding which is of concern within the District, other types of flooding are also prevalent, most notably surface water run-off. This type of flooding can lead to problems with foul water drainage and can adversely affect watercourses. Future development proposals will therefore need to take full account of their impact on surface water run-off. Construction methods will need to adapt to the impacts arising from climate change, such as increasing flood risk and subsidence and incorporate appropriate mitigation measures. Regard should also be had to the management of discharge into watercourses (which is regulated by the EA) to ensure that the water environment is not put at risk.

## SUDS

**6.27** Historically, surface water drainage systems have been designed to remove surface water from a site as quickly as possible by means of underground piped systems. This has the potential to increase flooding problems downstream and does not contribute to the natural recharge of groundwater levels. Such systems contribute to the transport of pollutants from urban areas to watercourses and groundwater. With concerns surrounding the impacts of climate change and the requirements of PPS25 and the Water Framework Directive, a more sustainable approach to drainage is required to reduce flood risk, manage water quality and provide integrated amenity benefits. The



favoured approach to dealing with surface water are Sustainable Urban Drainage Systems (SUDS). SUDS aim to mimic natural drainage processes and remove pollutants from urban run-off at source. They comprise a wide range of techniques, including:

- Green Roofs
- Permeable Paving
- Rainwater Harvesting
- Swales
- Detention Basins
- Ponds
- Wetlands<sup>(13)</sup>

**6.28** Due to the existence of flood risk within the District, it is identified that all developments will be required to incorporate SUDS. There are a number of potential options to consider when implementing SUDS and developments should use the systems that are considered most appropriate in dealing with surface water in that specific locality. The multi-functional role of SUDS should also be considered in developments. This is because SUDS can provide, alongside flood alleviation measures, green corridors and wildlife habitat creation and therefore could provide holistic solutions for development sites playing an important role as part of a wider green infrastructure network. Grasslands and long established habitats should be retained and appropriately managed to enhance flood amelioration benefits.

### Water Use and Quality

**6.29** Although flood risk is perhaps one of the most important issues for consideration when looking at future development, it is vital that water issues are considered holistically, taking account of water resources, water supply networks and infrastructure, groundwater, sewer networks and waste water treatment.

**6.30** Through the LDF it is important that water management techniques are incorporated into new developments. Water recycling is a key component of integrated water cycle management. The implementation of water recycling can help to reduce inputs of nutrients and other contaminants to surface waters, conserve drinking water and provide economic and social benefits. Developments should therefore incorporate appropriate measures for greywater recycling and rainwater harvesting, in order to maximise the opportunity for on-site water efficiency savings, as identified through the Code for Sustainable Homes.



Kidderminster Flood Alleviation Scheme

**6.31** With regard to sewage disposal, development proposals should ensure that the most environmentally effective means of disposal is used. Wherever possible, sewage and trade effluents should be disposed of via a recognised water reclamation facility. Where it is not feasible to connect to mains sewerage, any proposals should include a suitable package sewage treatment plant. If such a solution is not appropriate, then any proposals incorporating septic tanks must demonstrate that there will be no adverse impacts.

13 This is not a comprehensive list and applicants should identify the most appropriate scheme, or combination of schemes to suit the proposed development

## Promoting Transport Choice and Improving Accessibility

**6.32** Traffic congestion is rapidly increasing within the District and is prevalent within the three towns. This has resulted in accessibility and transport influenced challenges in parts of the District and particularly within Kidderminster. The urban areas are experiencing declining air quality and there are two Designated Air Quality Management Areas (AQMAs). Further growth will exacerbate these problems unless it is delivered in conjunction with investment in public transport infrastructure and services and pedestrian, cycle and highways infrastructure. The strategy for the future focus of employment land places emphasis on Kidderminster and in particular the Stourport Road Employment Corridor (SREC), where the former British Sugar Site has been identified as a delivery priority. The regeneration of key employment and town centre sites will require the delivery of improved infrastructure and in particular transport links.

### CP03: PROMOTING TRANSPORT CHOICE AND ACCESSIBILITY

#### Enhancing Accessibility

Development proposals should have full regard to the traffic impact on the local highway network. Major development proposals or those that are likely to have a significant impact on the local transport network will be required to submit a Travel Plan to demonstrate that they have fully considered access by all modes of transport. The Travel Plan should set out targets and measures for addressing travel demand through a package of measures, maximising accessibility by sustainable transport modes, minimising traffic generation and mitigating the effects of additional traffic through a package of multi-modal measures.

#### Delivering Transport Infrastructure

Where appropriate, new developments will be required to connect into the surrounding infrastructure and contribute towards new or improved walking and cycling facilities within the District and the provision of an integrated public transport network across the District. Future proposals for employment development, particularly along the Stourport Road Employment Corridor, should have regard to the possibility of utilising the existing rail infrastructure for the sustainable movement of freight and to provide sustainable transport links.

Developers must take account of the proposals included within the Wyre Forest Transport Measures Package as set out in the current Worcestershire Local Transport Plan. In appropriate circumstances, new development will be required to contribute towards these schemes. The following strategic transport infrastructure schemes will be sought to support regeneration during the plan period:

- Provision of a new Kidderminster Railway Station building and improved access for all modes of transport to the station facilities.
- Connection of the Severn Valley Railway line to the national rail network at Kidderminster Station to facilitate improved accessibility to the tourism attractions of the West Midlands Safari Park, Bewdley and the Wyre Forest.
- Improvements to facilitate the multi-modal use of Kidderminster Ring Road and to enhance accessibility to the town centre and in particular pedestrian access.
- Provision of a new A451/A449 Hoobrook link road to facilitate the Stourport Road Employment Corridor.
- Provision of a Stourport Relief Road as a longer term scheme for delivery later on in the plan period during 2021-2026.

Contributions towards these strategic transport infrastructure schemes will be sought from major development proposals throughout the plan period. Future development proposals that will include part of an identified strategic transport route or transport infrastructure, must be designed to accommodate this provision and reserve the land required for the scheme. Proposals which are likely to prejudice the future development of strategic transport infrastructure will not be permitted.

#### **Taking Account of Air Quality**

Proposals for new development should fully consider their impact on air quality, particularly for areas within or adjacent to designated Air Quality Management Areas. Development within or adjacent to an Air Quality Management Area will be required to proactively demonstrate that it has fully considered the promotion of access by alternative modes of transport.

#### **Parking Standards**

The Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs will consider the specific local circumstances to set out parking standards for the main towns. Prior to the adoption of these Development Plan Documents parking standards for new development should be provided in accordance with national guidance.

### **Reasoned Justification**

**6.33** In a recent survey,<sup>(14)</sup> residents raised transport and congestion as one of their major concerns. Historically, due to the lack of transport options, there is an over reliance on the private motor car particularly to access key services within the District.

**6.34** The Development Strategy seeks to direct the majority of new development in the period up until 2026 within the urban areas of Kidderminster and Stourport-on-Severn. This strategy will help to reduce the need to travel to access key services. Locating development within these areas will help to sustain and improve the public transport network. Within the District's rural areas, public transport accessibility has continued to decline with the discontinuation of many services. For many residents within these areas, the private motor car is likely to remain as an important mode of transport choice due to the lack of transport options. In the longer term, rural transport options will be supported by more innovative and flexible public transport solutions.

**6.35** The high level of trips taken by the private motor car is exacerbated by the poor public transport service, which has seen a rapid decline in local bus services in recent years in both the urban and rural areas. There is a lack of quality passenger transport infrastructure and bus priority measures in the District. Providing more sustainable transport choice is vital to both local residents and visitors and is a key element to the future sustainable development of the District.

**6.36** Worcestershire County Council is responsible for producing the Local Transport Plan (LTP) which sets out a 5 year action plan for delivering sustainable transport infrastructure and measures across Worcestershire. The LTP includes a package of measures for the Wyre Forest District and is reviewed every 5 years. Further information on the LTP is available from [www.worcestershire.gov.uk](http://www.worcestershire.gov.uk). The Wyre Forest Local Development Framework will help to deliver those measures set out in the LTP. Worcestershire County Council has also developed Transport Assessment Guidelines, which major development proposals should take full account of.<sup>(15)</sup>

14 Source: Wyre Forest Place Survey 08/09

15 <http://www.worcestershire.gov.uk/cms/pdf/wcc-ht-ltp-v2-requirements-for-transport-assessment10.pdf>



**6.37** Car parking standards are very important as part of a package of demand management measures. Standards need to be carefully balanced with the need to enhance the economic viability of the town centres. Across the District, car parking standards for new development should generally be provided in accordance with national guidance as set out in PPG 13: Transport. However, through the Local Development Framework, site specific parking standards will be considered through the Site Allocations and Policies and KCAAP Development Plan Documents. Standards for the town centres will need to be carefully considered within the context of regeneration proposals to ensure that they remain viable and that development is not perversely incentivised to locate in out of centre locations.

**6.38** The provision of strategic infrastructure including new roads needs to be considered as part of an overall integrated sustainable transport network. Relative distance from strategic regional transport routes and an ageing infrastructure are particular challenges for the sustainable economic regeneration of this area. There is heavy congestion along the A451 Stourport Road throughout the day, which also has a negative impact on communities within the deprived ward of Oldington and Foley Park. Future investment in transport infrastructure and services must be focussed primarily on delivering the levels of accessibility and quality of services which provide realistic alternatives to the car to encourage and maximise the use of sustainable transport modes. Where investment in highways infrastructure is accepted, all proposals must be accompanied by a robust justification in terms of traffic flows, scheme designs and operation.



Congestion in the Horsefair, Kidderminster

## Rail

**6.39** A high quality public transport network in the District will assist with sustainable economic growth and regeneration. The District falls within the West Midlands journey to work area and it is important that residents should have sustainable access to regional services including wider employment and education opportunities.

**6.40** Kidderminster is a significant rail station within the West Midlands. Recent accessibility improvements have been made to the station. Network Rail and Worcestershire County Council along with other partners are moving forward proposals and funding to deliver a new railway station building and bus station during the earlier timeframe of 2011-16.

**6.41** The former WMRSS Phase 2 Review also identifies the "vicinity of Kidderminster Rail Station" as a strategic park and ride site for future development. Proposals for improvements at the station should take account of this longer term need.

**6.42** Centro's West Midlands Network Development Strategy includes proposals for connecting the Severn Valley Railway line into the national rail network. This would allow through linkages to be made by conventional rail services to Bewdley, using the Severn Valley Railway line. Such proposals will greatly assist the role of sustainable tourism in supporting the District's economy in the future.



Kidderminster Mainline Station and Severn Valley Railway Station

### Opportunities for Sustainable Freight Movement

**6.43** The former British Sugar Factory site is adjacent to a set of former rail sidings and the Severn Valley Railway line. The site therefore could have access to existing infrastructure which has the potential to be upgraded as a rail freight line to serve local industry and businesses in the future.

**6.44** The District's inland waterway network including the Staffordshire & Worcestershire Canal and the Rivers Severn and Stour also offer longer term opportunities for the sustainable movement of freight through the District.



## Hoobrook Link Road

**6.45** The traffic congestion along the Stourport Road Corridor linking Stourport-on-Severn with Kidderminster allied to the congestion experienced in Kidderminster, will potentially constrain economic regeneration activity within the Stourport Road Employment Corridor (SREC). The SREC is well placed for access to labour catchments and travel demand to and from the area is likely to increase significantly. This will place greater pressure on the local transport network. To facilitate the regeneration of the SREC and in particular the British Sugar Site, the provision of a new link road (Hoobrook Link Road) between the A451 Stourport Road and the A442/A440 Worcester Road across the Stour Valley has been identified in the Worcestershire Local Transport Plan.

**6.46** The provision of a link road has been subject to discussion with Worcestershire County Council and Advantage West Midlands. A pre-feasibility assessment was also undertaken in early 2009.<sup>(16)</sup> This concluded that the link road would help to address congestion problems in Kidderminster and Stourport-on-Severn as well as on sections of the A451. It would also enable the provision of bus priority measures along the A451 thereby reducing bus journey times, increasing service reliability, improving the financial sustainability of passenger transport and enhancing the accessibility of the SREC. The scheme also has the potential to enhance pedestrian/cycle infrastructure as part of the design.

## Stourport Relief Road

**6.47** High levels of traffic are channelled through the historic centre of Stourport-on-Severn facilitated by a single river crossing. This has resulted in borderline Air Quality Management Areas within the town centre. Traffic levels also have a detrimental impact on regeneration proposals for the town and in particular the Bridge Street area.

**6.48** Historically, the line of the Stourport Relief Road has been safeguarded and the scheme proposal was included in the indicative list of post 2004 transport schemes contained in the West Midlands Regional Funding Allocations. Limited sections of the scheme have already been provided in conjunction with development schemes.

## Kidderminster Ring Road

**6.49** Kidderminster Ring Road in particular suffers from traffic congestion which has given rise to air quality management issues, especially around Blackwell Street. The ring road has a 'collar' effect on the town of Kidderminster and acts as a deterrent to people wishing to access the town centre on foot.



Kidderminster Ring Road

16 Hoobrook Link Road Pre-Feasibility Study, Halcrow, 2009







## 7 A Desirable Place to Live

**7.1** One of the key issues facing Wyre Forest District is the provision of housing to meet the needs of all. Although house prices are relatively low compared to other parts of the County, the supply of affordable housing is a particular issue within the District which has been exacerbated by rising house prices in recent years. The shortage of affordable housing is most apparent in the rural areas of the District where average house prices are highest. The provision of appropriate accommodation for gypsies, travellers and travelling showpeople is a further issue locally.

**7.2** Although housing is a fundamental aspect of sustainable communities, it should not be considered in isolation of the infrastructure and services which are required for day-to-day living. It is important that communities have access to jobs, good-quality health facilities, play areas, shops, schools, community facilities and leisure facilities. This theme therefore has close links with 'Delivering Sustainable Development Standards', 'A Diverse Local Economy' and 'Retail and Commercial Development'



Affordable Housing, Stourport-on-Severn

## Providing Affordable Housing

**7.3** The Wyre Forest Matters Sustainable Community Strategy includes the provision of more affordable housing across the District as a priority. The scale of need for affordable housing is one of the key challenges facing the District for the future and is evidenced by the Strategic Housing Market Assessment (SHMA). The Core Strategy identifies the Council's strategic aims for the provision of affordable housing across the District in the policy below:

### CP04: PROVIDING AFFORDABLE HOUSING

#### Level of Provision

An annual average of at least 60 units of affordable housing will be delivered during the plan period until 2026. In accordance with the Council's adopted definition of affordable housing<sup>(17)</sup> this will include an indicative tenure split of 70% social-rented housing and 30% intermediate (shared ownership) housing.

The District Council will generally seek to secure affordable housing provision of 30% on sites of ten or more dwellings within Kidderminster and Stourport-on-Severn and 30% on sites of 6 or more dwellings within Bewdley and the rural areas.<sup>(18)</sup>

Where this level of affordable housing provision is proven to undermine the viability of a development, particularly due to residual land values, then this will be subject to further individual site viability assessment undertaken by the applicant. As part of the Site Allocations and Policies and KCAAP DPDs the Council will produce a standard viability model. This will be used to secure a greater or lesser contribution towards affordable housing, based on the individual economic circumstances relating to the site.

#### Rural Affordable Housing

A proactive approach to the provision of affordable housing within the District's rural areas will be encouraged through working in conjunction with Parish Councils to identify appropriate sites for the sole provision of affordable housing through the site allocations process, within or immediately adjacent to the District's villages, rural settlements and other rural hamlets where a local need exists.

In exceptional circumstances, small scale affordable housing schemes will be permitted as exception schemes on unallocated sites, to meet identified local housing need. Applicants will be required to demonstrate clear evidence through a Parish Housing Needs Survey.

## Reasoned Justification

### The Regional Context

**7.4** The District will accommodate at least 4,000 net additional dwellings up until 2026. In order to meet this level of housing provision, this will require an indicative annual average of 200 net additional dwellings during the plan period. The former emerging WMRSS specified a regional affordable housing target of 35% of the net housing increase, with the minimum target for net annual provision of

17 as defined in Planning Policy Statement 3: Housing, Annex B, page 25

18 To apply to all types of residential development including conversions and change of use



affordable housing within the South Housing Market Area being 1,200 dwellings. The District Council is required to set an overall minimum target for the Wyre Forest area for the amount of affordable housing to be provided per annum. This target should take account of local and sub-regional assessments of need and be subject to economic viability assessment.

### **Assessing Local Housing Need**

**7.5** The SHMA examined the South Housing Market Area of the West Midlands Region, into which the Wyre Forest District falls. The Assessment confirms that average household incomes within the District are lower than elsewhere in the South Housing Market Area (which also incorporates the Worcestershire Districts, Warwick and Stratford-on-Avon). Consequently, although house prices are generally lower than the surrounding areas, there is still a significant need for affordable housing within the District.

**7.6** The Assessment concludes that the net affordable housing need across the District for both social rented and shared ownership is projected at 175 dwellings per annum up until 2012. Overall it concludes that there is a high need for low cost market housing in the District. The supply of open market housing for sale at a price which newly forming households can afford is only slightly more than the estimated need.

**7.7** The former emerging WMRSS specified that Local Planning Authorities should determine indicative separate targets for social rented and shared equity housing within their Core Strategies. The SHMA identified increasing affordability problems for the area. There is pressure to increase the levels of affordable housing to accommodate the needs of younger and newly forming households. This will require a mixed supply of smaller homes for owner occupation and rent. The Worcestershire authorities have therefore sought an indicative tenure split of 70% social rented housing and 30% shared ownership on affordable housing sites. However, this is subject to individual site circumstances and should also take account of current local housing needs assessments.

**7.8** During 2006/07 windfall sites made up 59% of total housing completions within the South Housing Market Area. This has had a negative effect on the supply of affordable housing and very little has been secured on these generally smaller sites, which often come in below the current threshold requiring affordable housing provision. The Assessment therefore recommends that an element of affordable housing should be provided on smaller sites where such housing is strategically needed. The threshold for the provision of affordable housing has therefore been lowered.

**7.9** Parish housing needs surveys have been undertaken for a number of the District's parishes.<sup>(19)</sup> These surveys provide a snapshot on housing need within the rural parishes and also highlight a high degree of support for small affordable housing schemes to meet local needs at these settlements.

### **Level of Affordable Housing Provision within the District**

**7.10** As indicated within the SHMA the projected affordable housing need across the District is 175 dwellings per annum. This figure equates to the majority of the total number of net additions to dwellings within the District across the five-year phasing periods as set out in DS05: Phasing and Implementation. It is therefore not realistic to assume that this level of affordable housing provision

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19 At the time of writing, Housing Needs Surveys have been completed for Upper Arley, Rock, Chaddesley Corbett, Wolverley, Cookley, Stone and Blakedown

could be delivered within the District on an annual basis. As such a more realistic target for affordable housing provision has been set at 60 dwellings per annum, which is approximately 30% of the total requirement for net annual additions of dwellings.

**7.11** This annual average of affordable housing provision will be met through a combination of measures and opportunities. These include Section 106 provision, 100% provision of affordable housing on exceptions sites and windfall opportunities.

### **Taking Account of Economic Viability**

**7.12** The Council commissioned an independent viability appraisal of a sample of the SHLAA sites in late 2009,<sup>(20)</sup> with an update produced in March 2010. The key finding of the updated assessment is that an affordable housing target of 30% produced a positive residual land value in excess of the potential existing use value for all sites assessed. This improved upon the position where an affordable housing target of 40% was tested and indicates that a reduction of the affordable housing target to 30% is likely to be viable. 30% provision has therefore been set for the Core Strategy as a guiding principle.

### **Standardised Viability Model**

**7.13** The Council acknowledges that in some cases, unforeseen circumstances, existing use and residual land values may mean that the provision of 30% affordable housing on certain sites would make their delivery unviable. A standardised viability model will therefore be produced as part of the Site Allocations and Policies and KCAAP DPD procedures.

**7.14** The model will be based on a balance sheet methodology to determine residual value for a given site and will factor in existing land use value. It will be developed through consultation to establish an accepted model and be incorporated as part of these DPDs, which will be subject to an independent examination. The model can then be used by the applicant for those specific sites where it is considered that 30% affordable housing provision would result in an unviable scheme. Equally, the model will also be applied to those sites where it is considered that an increase in 30% provision of affordable housing could be viable or if the local market is buoyant and residual land values are therefore higher.

**7.15** Prior to the adoption of the standardised model, if a developer considers that such circumstances could apply to a specific scheme, then they would be required to submit a financial appraisal of the site to the Council. The financial appraisal would need to demonstrate abnormal site specific costs and the impact of the current economic circumstances on the proposed scheme. The Council will then arrange for the submitted appraisal to be independently assessed. If it is accepted as robust evidence then a Section 106 Agreement will be drawn up.

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20 Viability of SHLAA Sites (November 2009) GVA Grimley

## Delivering Mixed Communities

**7.16** In accordance with Policy 'Development Locations' all new residential development should be on previously developed land. This Core Policy provides the basis for considering dwelling type, density and mix specific to certain localities for housing developments coming forward within the plan period. The careful design of new housing developments and the consideration of local housing needs is of the utmost importance to the future quality of life for residents within the District and this policy should be considered alongside 'Quality Design and Local Distinctiveness'. New housing should offer real opportunities to meet the needs of local communities.

### CP05: DELIVERING MIXED COMMUNITIES

#### Density of New Housing Development

As an indicative guide:

- within Kidderminster town centre, new development will be expected to secure housing densities of 70 dwellings per hectare. In areas adjacent to the town centre and the railway station, new development should incorporate housing densities of at least 50 dwellings per hectare.\*
- within Stourport-on-Severn town centre new development should meet housing densities of 50 dwellings per hectare.\*
- within Bewdley and the rural areas new development should meet housing densities of 30 dwellings per hectare.\*

\*There may be circumstances where applying these minimum density requirements will not be appropriate due to the character and surroundings of the proposed site.

#### Dwelling Type and Mix to Meet Local Housing Needs

New housing developments must be well designed to address local housing needs, incorporating a range of different types, tenures and sizes of housing to create mixed communities. New developments should take account of the District's housing needs as set out in the Strategic Housing Market Assessment. In particular, larger developments will be required to incorporate a number of more affordable 2 and 4 bedrooomed houses to accommodate the growing needs of families.

#### Meeting the Needs of Older People and those with Mobility Impairments

The District Council will support innovative housing schemes which assist older and vulnerable people to live securely and independently in sustainable locations with access to local services.

All new private sector dwellings constructed after 2013 should be built to Lifetime Homes standards in accordance with the national target, to accommodate flexible living arrangements for life episodes.

## Reasoned Justification

**7.17** Policy DS01 recognises that Kidderminster and Stourport-on-Severn provide a good range of jobs and services and that opportunities for accessing the public transport network within these urban areas are higher. The higher density levels set for these towns reflect their roles within the settlement



hierarchy and will help to support existing public transport infrastructure into the future. Residential density levels for Bewdley and the rural areas reflect national planning guidance<sup>(21)</sup> and the more limited opportunities to access infrastructure and services within these settlements.

**7.18** Care needs to be taken to safeguard and enhance the local character of the District's residential areas. For this reason, the densities set out in the Core Policy are intended as an indicative guide and applicants will need to consider local character carefully in their accompanying Design and Access Statements.

**7.19** The Strategic Housing Market Assessment (SHMA) establishes that there has been a continuing increase in household formation within the District and indeed the West Midlands Region - this is projected to be maintained up until 2026. Within the District this will arise principally from the growth in one person households and to a lesser degree from the formation of multi-person households. The SHMA also evidenced a growing need for more affordable 2 and 4-bedroom dwellings within the District to accommodate the needs of families. This need has been exacerbated through an increasing trend in family break-ups, more single households forming early and increasing life expectancy.

**7.20** The SHMA found that within the District there is a growing need for more suitable housing for older people and vulnerable groups in both private and public sectors. Research undertaken in 2009 into the Housing and Support Needs of Older People in Worcestershire suggests that across the County there is marked demand for sheltered housing for sale; greater provision of extra care housing for rent or sale and more residential care places.



Supported Living Apartments for the Mature Elderly

**7.21** The District has an ageing population profile and research also suggests that many older people across Worcestershire continue to live at home. During the past 6 years there has been a 60% increase in the proportion of older people supported at home.<sup>(22)</sup> Lifetime Homes are designed to allow dwellings to meet the changing needs of their occupiers over time and enable people to stay in their own homes for longer. The District Council therefore considers that the provision of Lifetime Homes will play an important role in meeting future housing needs.

21 PPS3: Housing

22 Research into the Housing and Support Needs of Older People within Worcestershire, The Housing and Support Partnership (May 2009)

## Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

**7.22** Gypsies and Travellers form a large ethnic minority group within the District with the most marked concentrations in the Sandy Lane area of Stourport-on-Severn and resident settled traveller community in Oldington and Foley Park ward in Kidderminster. There is a well established and largely settled Gypsy and Traveller community with extensive family ties. Ninety percent of families have remained in the same area of the District for over 3 years.<sup>(23)</sup>

**7.23** This Core Policy sets out a criteria based approach to identifying sites for providing accommodation for Gypsies, Travellers and Travelling Showpeople within the District. As a guide, the policy also establishes the broad areas where new sites will be directed through the Site Allocations and Policies DPD.

### CP06: PROVIDING ACCOMMODATION FOR GYPSIES, TRAVELLERS AND TRAVELLING SHOWPEOPLE

#### Safeguarding Existing Authorised Sites

Existing authorised sites for Gypsies and Travellers within the District will be safeguarded unless it is proven that they are no longer required to meet identified needs.

#### Sustainable Locations for Gypsy and Traveller Accommodation

The Site Allocations and Policies DPD will adopt a sequential approach towards the identification of sites for Gypsies, Travellers and Travelling Showpeople. This will give preference to potential sites within the existing settlement boundaries on previously developed sites.

Sustainable and good quality sites for Gypsy and Travellers accommodation will be allocated within and around the settlement areas of Stourport-on-Severn and Kidderminster, in accordance with the levels of identified need set out in the South Housing Market Area Gypsy and Traveller Accommodation Assessment.

#### Criteria for Allocating New Gypsy, Traveller and Travelling Showpeople Sites within the District

New sites will need to accord with the following criteria to ensure that they meet the specific needs of Gypsies, Travellers and Travelling Showpeople within the District:

1. For a publicly managed site it is large enough to accommodate 15-25 pitches.
2. Privately managed sites should be smaller in size and generally be capable of accommodating up to 10 pitches.
3. If the site is to meet the identified needs of Travelling Showpeople, it should be large enough to be suitable for the storage of mobile equipment and accord with Circular 04/07.
4. Local community services and facilities should be within easy access from the site by a variety of modes of transport.
5. The site should not fall within areas at higher risk of flooding such as Flood Zones 2 and 3 and its exact location should take account of the Strategic Flood Risk Assessment.
6. Neighbouring uses should be complementary to the amenities of the proposed site.

23 Gypsy and Traveller Accommodation Assessment for The South Housing Market Area of the West Midlands Region, (2008)

7. The development of the site should not negatively impact on biodiversity or green infrastructure and should be capable of integration with the landscape character of the area.
8. The site is capable of providing adequate on-site services for water supply, power, drainage, sewage and waste disposal facilities.
9. There is safe and convenient vehicular and pedestrian access and that the site can be easily accessed by towing caravans.

## Reasoned Justification

**7.24** The former WMRSS specified that Local Development Frameworks should ensure that adequate provision is made for suitable sites to accommodate Gypsies and Travellers and that this should reflect demand in the area. The requirement for additional Gypsy, Traveller and Travelling Showpeople accommodation is identified regionally and also at the sub-regional level across Worcestershire. In March 2008 the Gypsy and Traveller Accommodation Assessment (GTAA) was published. This established that within the Wyre Forest District almost all need for accommodation arises from established sites from gypsy families who are seeking accommodation to form a permanent base.

**7.25** Current gypsy site provision within the District is concentrated to the South East of Stourport-on-Severn within the Sandy Lane area. This comprises a mixture of local authority run sites, a number of tolerated sites and privately run sites within Broach Meadow. There is also an established site through lawful use, which is used by travelling showpeople at Long Bank, Bewdley.

**7.26** The GTAA has established a need for 30 additional pitches over the next 5 years. In particular it recommends that the majority of this provision should be provided through local authority and Registered Social Landlord sites within the Stourport-on-Severn and Wyre Forest District area. A lower level of public provision would be sufficient if further small private sites are identified. The study recommends that the suitability and sustainability of the local authority and private sites at Sandy Lane should be considered and further additional pitches identified if appropriate.



Gypsy Sites at Sandy Lane, Stourport



## Delivering Community Wellbeing

**7.27** Community facilities provide for the health, welfare, social, educational, spiritual, recreational, leisure and cultural needs of the community. The provision of community facilities and services is essential to the quality of life of local residents. It is important that good quality facilities are available in accessible locations throughout the whole of the District. Ensuring appropriate provision of community facilities reduces the need for people to travel to obtain essential services, which particularly benefits the less mobile and more deprived members of society. This Core Policy seeks to ensure that future development fully considers the needs of local communities and seeks to promote and enhance facilities wherever practicable. The policy should also be considered alongside Core Policies CP03: Promoting Transport Choice and Improving Accessibility, CPO4: Providing Affordable Housing, CP10: Sustainable Tourism, CP13: Providing a Green Infrastructure Network and CP14: Providing Opportunities for Local Biodiversity and Geodiversity.

### CP07: DELIVERING COMMUNITY WELLBEING

#### Existing and Improved Community Facilities

The Council will resist the loss of any community services and facilities including rural public houses unless an appropriate alternative is provided or, evidence is presented that the facility is no longer required and suitable alternative uses have been considered. Any alternative provision should be of equal or better quality and be located in an appropriate and, where feasible, sustainable location.

Opportunities to expand, enhance or maximise existing community uses will be supported (subject to other material considerations) and the shared use of community and educational facilities will generally be promoted.

Open space provision and sport and recreation facilities within the District will be safeguarded and enhanced in accordance with the standards set out in the Open Space, Sport and Recreation Assessment.

#### Providing Community Infrastructure

New development proposals must contribute towards the retention and formation of sustainable communities within the District. Applicants will be required to provide evidence that the provision of community infrastructure has been fully considered as part of major new development proposals.

Permission for development will only be granted where adequate infrastructure and services exist or can be provided. The preference will be for new facilities to be provided within new developments rather than in lieu of actual provision.

#### Developer Contributions

As an indicative guide, the Council will require developer contributions with regard to the following areas of social infrastructure:

- Affordable housing provision
- Sustainable transport initiatives
- Highways infrastructure and local utility infrastructure
- Education and learning, including schools and libraries

- Sports, recreation, youth facilities, play space and amenity space
- Health and community safety (includes emergency services) facilities and services
- Community and shared use facilities
- Cultural facilities
- Public art, public realm, heritage and environmental improvements
- Biodiversity, geodiversity and green infrastructure

### Reasoned Justification

**7.28** The former WMRSS identified that Local Development Frameworks should make provision for the full range of requirements needed to create sustainable communities. This includes services and social infrastructure to meet the needs of the population including health, education and skills, spiritual, sport and recreation and cultural facilities. Appendix B sets out an indicative infrastructure schedule which is intended as a guide, based on current knowledge of the level and type of infrastructure that will be required during the plan period to support the overall Development Strategy and levels of development to 2026.

### Education



Kidderminster College

**7.29** Worcestershire County Council has recently undertaken a Wyre Forest Schools Review. Under these proposals the number of mainstream schools was reduced from 45 to 30, as the 3-tier system of first, middle and high schools was replaced by a 2-tier one of primary and secondary schools. The new secondary schools are identified as top priority for funding under the 'Building Schools for the Future Initiative'. There is an increased emphasis on the shared use of these new educational facilities under the extended schools initiative and these schools, along with others in the District, will make an important contribution to the local community.

**7.30** Aside from the schools within the District, Kidderminster College is a successful educational institution and plays an important role in vocational learning for self employment. It is vital that the Core Strategy and other elements of the LDF seek to protect and enhance the educational institutions that exist or are planned to be developed during the lifetime of the plan.

### Health

**7.31** Also central to community wellbeing within the District is the provision of health care facilities. Worcestershire Primary Care Trust (PCT) plans and provides the health care facilities within the District. There are health hotspots within the Oldington and Foley Park and Greenhill /Broadwaters wards of Kidderminster. Here access to health care facilities remains a major concern for local residents. The District Council will need to work closely with the PCT to sustain and deliver appropriate facilities in the future.

## Sport and Recreation

**7.32** In 2008 consultants PMP undertook an assessment of all open space, sports and recreation facilities in the District. The Audit recommends that the District should protect and enhance the quality of its existing facilities; improve accessibility to greenspace; prioritise the development of new facilities where the audit has identified deficiencies in current levels of provision and provide new facilities for children and young people at school sites to optimise the use of resources. The Audit will inform the development of a Playing Pitch Strategy for the District, which will be used to develop the Site Allocations and Policies DPD. The strategic context for provision and requirements of outdoor recreation is set out in the Worcestershire Access and Informal Recreation Strategy.



Springfield Park, Kidderminster

## Social and Community Facilities

**7.33** A recent audit of the social and community facilities currently available within the District,<sup>(24)</sup> demonstrates that a wide diversity of social groups make use of these facilities. It is important that community halls, churches, theatres and social clubs remain safeguarded from inappropriate development and that their roles are enhanced and promoted wherever possible.

**7.34** The provision of multi-use facilities, that provide access to a number of services from a single location, will be particularly encouraged within the District's rural areas. In order to ensure that community facilities and services are enhanced and provided in the most effective and accessible way, it will be important that the Council works with other providers and the voluntary sector.

## Securing Community Infrastructure Provision in New Development

**7.35** The level of contribution required towards social infrastructure will be dependent upon the type and size of the development proposed, its cumulative impacts on particular areas and the existing facilities and services into which the proposed development falls. Detailed information on the range of contributions relating to social infrastructure provision and those circumstances under which contributions would be required is set out in the Adopted Planning Obligations Supplementary Planning Document (2007).

**7.36** The Adopted Planning Obligations SPD will continue to be used as a basis for securing developer contributions. The Council's approach will also be informed by the national regulations for the Community Infrastructure Levy and any future proposals advocated/implemented by Government. The independent viability work commissioned by the Council<sup>(25)</sup> demonstrates that with the exception of 100% affordable housing sites, planning obligation assumptions as set out in the Council's Planning Obligations SPD would be deliverable in the future.

24 Community Facilities Audit (August 2009) WFDC

25 Viability of SHLAA Sites (November 2009) GVA Grimley







## 8 A Good Place to do Business

**8.1** The vision and strategic objectives of the Core Strategy provides the framework for the continued prosperity and evolution of the District's economy. The proposed strategy reflects that of the former West Midlands Regional Spatial Strategy and the former West Midlands Economic Strategy (WMES), as well as emerging Government advice in PPS4. Some of the main aims of the Core Strategy are to direct employment development to the most sustainable locations possible, that development of brownfield land takes precedent over greenfield release, that existing employment sites are protected where appropriate and, that a flexible approach to the supply and use of land is advocated.

**8.2** Due to the historical influence of the manufacturing industry within the District and especially in Kidderminster, there are a number of former industrial sites that exist which provide opportunities for future employment development. Diversification of the District's economy has occurred steadily over recent years and it is important that the Core Strategy facilitates the suitable environment for this to continue. In line with national and regional policy, sites for economic development will be provided primarily by the re-use of employment land and encouraging urban development whilst regard will be had to the needs of the rural economy and rural diversification.

**8.3** It is important to understand, however, that the 'Good Place to do Business' theme refers to more than just employment sites. The role of retail, offices and tourism and the need for appropriate facilities to enhance opportunities is also part of the wider economic strategy. Therefore, sustainable and appropriate proposals within the District, which will help to strengthen the District's economy, will also be encouraged.

**8.4** Ensuring that appropriate infrastructure is in place to serve the needs of businesses will also play a central role for future prosperity. Access to and from economic areas will be crucial to the effectiveness of businesses. Therefore, any new employment led opportunities will need to be in accessible locations and well supported by sustainable infrastructure.



Stourport Road Employment Corridor

## A Diverse Local Economy

**8.5** The strength of the District's economy is vital to the future prosperity and the quality of life of its residents. Economic growth can increase employment opportunities and income and help to regenerate deprived communities.

**8.6** A strategic approach to the provision and location of employment opportunities for the District is set out in the Development Strategy. To help deliver a diverse local economy the LDF needs to address the development of the underused and vacant sites, identified in the Employment Land Review (ELR), into high quality employment areas. It is the aim that these new employment areas will attract new companies, encourage people to stay in the area and connect people to economic opportunity through enhancing accessibility, skills and learning.

### **CP08: A DIVERSE LOCAL ECONOMY**

Up to 44 hectares of employment land will be brought forward in the period up to 2026 in line with Policy DS01: Development Locations.

Major new employment development will be located within the urban area of Kidderminster, particularly within the Stourport Road Employment Corridor (SREC). All future employment development within the urban areas will be on previously developed land and should be located in highly accessible locations. A portfolio of employment sites for a range of businesses (B1, B2 and B8)<sup>(26)</sup> will be provided in terms of location, size and quality. The development of small scale businesses and starter units will be particularly encouraged.

Land and premises within the District's existing employment areas (as allocated on the proposals map) will be reserved for uses which generate employment (B1, B2, B8 use classes). Applications for expansion, updating and intensification of employment uses on existing sites will be supported where they do not compromise the activities of the employment area or conflict with other policy objectives in the Local Development Framework.

Rural employment sites will be safeguarded for employment uses where appropriate. Applications for small scale employment proposals in the rural areas will be assessed on their merits and should have regard to national and regional policy as well as Policy DS04: Rural Regeneration.

Development that would result in a loss of employment land will only be acceptable where it is demonstrated that:

1. The site is identified in an up-to-date Employment Land Review as being suitable to be considered for alternative uses.
2. The continued use of the buildings, or their redevelopment for an employment use, is not viable (in physical, operational or commercial terms) and this is supported by robust evidence, such as the marketing of the site and evidence that the site is unviable to be developed for employment use.

26 Some sui-generis uses would also be permissible on employment land due to the nature of their activities, such as car showrooms, vehicle maintenance, repair and service centres



3. The proposed new use would be compatible with neighbouring uses and would not prejudice the amenity, viability or future development of other businesses.
4. When considering alternative uses preference will be given to mixed-use development prior to any single-use development.

## Reasoned Justification

### Employment Land Availability

**8.7** The provision of well located employment land that is available and capable of being developed is essential to the District's future economic prosperity. Reflecting national guidance, a wide choice of types and sizes of sites need to be provided to give flexibility so that all sectors of the economy have the opportunity to expand.

**8.8** To ensure that there is enough available land to meet the District requirements an Employment Land Review (ELR) was undertaken in 2007 - 2008. The ELR provided an assessment of the current employment sites within the District and calculated potential future requirements for new employment land. The requirement for new employment land identified by the ELR was for a potential demand of 43.95ha - 46.47ha up until 2026. This figure is closely aligned to the emerging indicative longer term requirement as identified in the former West Midlands Regional Spatial Strategy Panel Report (September 2009), set at 44ha.



Brintons, Stourport Road, Kidderminster

**8.9** Importantly, the ELR reviewed the potential future supply sites within the District, with one of the key outcomes being that:

*"Even taking into account a flexible approach to the supply of employment land, the analysis suggests that Wyre Forest has enough employment land of the appropriate type to be able to accommodate its employment needs to 2026"*

**8.10** Within this, there are a large number of vacant and underused brownfield employment sites and these will provide ideal areas for regeneration for new employment floorspace. Safeguarding and recycling these accessible and well located industrial and commercial sites is an important element of the District's strategy for future employment development. These sites will be assessed and allocated further through the Site Allocations and Policies DPD and the KCAAP DPD.

**8.11** It is therefore envisaged that the vast majority of employment activity will continue to take place from existing locations within the District. The strategy for future employment development, therefore, is to focus new employment on existing vacant and underused employment areas, which negates the need to consider further allocations in Greenfield and / or Green Belt locations.

## Existing Employment Sites



Wilden Lane Industrial Estate

**8.12** An important aspect of providing an appropriate portfolio of employment sites is to ensure that the existing employment sites within the District are retained, where appropriate. The existing employment sites and premises within the District are a valuable resource to the local economy and it is therefore vital that sites that make an important contribution to the portfolio of employment land are protected and safeguarded for continuing employment use. The ELR has assessed all of the existing employment sites within the District to ascertain the continuing suitability of sites for employment use and to ensure that there is a

continuing supply of available and attractive sites for all types of businesses.

**8.13** The ELR identified that the majority of existing employment sites within the District should continue to be safeguarded from competing uses in the future. However, a number of sites are recommended to be considered further for alternative uses. These sites will be assessed through the Site Allocations and Policies and KCAAP DPDs. It will be important to assess the issues on a site-by-site basis and in accordance with CP08: A Diverse Local Economy.

**8.14** It is also important to note that the quality and success of each employment area does vary and it is recognised that environmental, access and security improvements may be required in order to retain and to attract new businesses. Some improvement work has already been undertaken in areas such as Sandy Lane but further improvements may be required over the plan period. The Council will continue to work with landowners and organisations such as Advantage West Midlands, to improve the quality and image of existing industrial estates and business parks as appropriate.

## Stourport Road Employment Corridor (SREC)

**8.15** The SREC is seen as a key strategic area within the District. Its central location, geographically within the District, makes it an accessible and sustainable area. Stourport Road is also the only high frequency bus route within the District. There are a number of historic, currently vacant, former industrial areas within this corridor which provide real opportunities for regeneration and could provide businesses with the type of facilities that are required for modern business practices. The corridor is also located predominantly within the Oldington and Foley Park ward which is one of the most deprived wards in Worcestershire, and therefore could provide the catalyst for further job creation with the aim of decreasing the level of deprivation.

**8.16** It is important that the existing sites within this corridor are retained and enhanced while opportunities for new businesses and sites in this area are developed. This focus reflects the corridor's importance as a manufacturing and business area and its potential in offering major brownfield redevelopment opportunities. However, it should be recognised that there are a number of issues to address to secure the delivery of these sites, relating to traffic congestion and potential site contamination.



Former British Sugar Site

**8.17** Perhaps the most important site for future redevelopment within this corridor is the former British Sugar Site. The site is 24 hectares in size (split into 2 phases of roughly 12ha each) and is located about a mile south of the town centre. The site, the former home of a sugar beet factory, is identified as having significant redevelopment potential that could be of strategic importance to the District and the wider sub-region. The site could have a key role to play in providing more modern and efficient business premises which would have the potential to provide space for Kidderminster's existing businesses to relocate, as well as enticing new firms into the area.

### Contaminated Land

**8.18** With the focus for new development to be located primarily on previously developed land and taking into account the District's past industrial heritage (especially with regard to former carpet manufacturing sites) it will be vital to ensure that any potential contamination issues have been considered. This issue will be considered further through the site specific DPDs.



## Retail and Commercial Development

**8.19** Town centres are crucial to the social, economic and environmental wellbeing of the District. The concentration of a range of goods, services and facilities in one area creates a centre for communities and enables people to make one trip for many reasons. The settlement hierarchy in the Development Strategy provides the basis for identifying the locations which are suitable for new retail, leisure and commercial developments. This Core Policy provides further detail on the sequential approach to locating retail and office development within the District.

### **CP09: RETAIL AND COMMERCIAL DEVELOPMENT**

Support will be given to safeguarding, maintaining and enhancing the vitality and viability of the existing retail centres throughout the District

In line with the settlement hierarchy and national policy, new development for retail and commercial uses should follow a sequential approach and be directed to Kidderminster town centre, as the strategic centre in the District, in the first instance.

Retail and office development within the market towns will be supported subject to proposals being in keeping with the settlement hierarchy and proposals not causing adverse effects on the built and natural environment.

For new office development the focus will be on Kidderminster and the following sequential approach:

- Brownfield - In centre
- Brownfield - Edge-of-centre
- SREC
- Other allocated employment areas

## **Reasoned Justification<sup>(27)</sup>**

### **Retail Development**

**8.20** The retail sector within the area forms a key element of the District's economy. Jobs in the wholesale and retail sector accounted for approximately 18.5% of the workforce in 2001, which was higher than the national average. National policy identifies the importance of ensuring that town centres retain their vitality and viability and that planning authorities should positively plan for anticipated growth, with a sequential approach advocated for any new proposals, focusing on a town centre first approach.

27 All figures expressed in this section refer to gross floorspace

## Kidderminster - Comparison Floorspace

**8.21** The former WMRSS identifies that for the strategic centre of Kidderminster an indicative longer term requirement of 35,000sqm of comparison retail floorspace should be planned for up until 2026. However, the former WMRSS also indicated that these figures can be reviewed through Core Strategies and that any significant variations should be justified on the basis of clear evidence.

**8.22** On this basis the District Council commissioned a Retail Report (undertaken by White Young Green Planning) in 2006 and updated in 2010, to analyse the retail and leisure market within the area. These studies identified the need for new retail floorspace, for both comparison and convenience retailing, taking into account quantitative and qualitative considerations. The Retail update of 2010, suggested that by 2026 approximately 25,000sqm of comparison floorspace may be required within Kidderminster. It is considered, therefore, that given the large expansion of the retail offer within Kidderminster over the recent past and the detailed nature of the retail reports commissioned by the Council, that the figure of 25,000sqm of comparison retail floorspace would be a more appropriate indicative longer term figure to plan for. This is in line with the approach set out within the former WMRSS, where variations to the figures can be justified on the basis of clear evidence.



Weavers Wharf, Kidderminster

**8.23** The following extract from the White Young Green Report of 2010 identifies the potential need for comparison floorspace in Kidderminster up until 2026.

	2011	2016	2021	2026
Kidderminster	-2,535	1,486	9,343	23,806

Gross Floor Area Comparison Retail Requirements in Kidderminster (Sqm) (adapted from figure 3.6, p.24, WYG Wyre Forest Retail and Leisure Study Update, 2010)

**8.24** It is therefore identified through this policy and the Development Strategy that 25,000sqm of new comparison floorspace will be developed within Kidderminster up until 2026. It is also anticipated that the demand for new retail floorspace will primarily be towards the later stages of the plan period. It will be important that this figure is closely monitored through the lifetime of the plan.

## Convenience Floorspace

**8.25** The former WMRSS did not set any indicative requirements for future convenience floorspace, instead leaving the issue for Core Strategies to consider. For any future convenience floorspace within the District, specific need will have to be identified. The retail update study of 2010 identifies potential need for convenience floorspace within the three towns up until 2026. Any future development will therefore have to have regard to the figures set out by the study<sup>(28)</sup> as well as having regard to national and regional policy.

28 During the life of the plan updates to the retail study will be made, therefore proposals should have regard to the most up to date assessments

## Other Retail Areas

**8.26** Although the strategic centre of Kidderminster provides the main focus for large retail developments, the town, village and neighbourhood retail centres provide vital facilities and services to serve the local populations. It is important that these areas are safeguarded for retail use into the future in order to ensure a sustainable approach to future provision is realised.



Local Centre - Lickhill, Stourport-on-Severn

**8.27** As well as safeguarding existing centres it will also be important to target areas of decline within retail areas. Pockets of vacant units exist within the town centres and as part of improving the vitality and viability of the centres these areas will require careful consideration. Delivering improvements in the town centres, for example improving public realm and the provision of public art thus creating a more pleasant and pedestrian friendly shopping environment, are also important considerations. These issues will be further delivered through the KCAAP and the Kidderminster Regeneration Prospectus and through the Site Allocations and Policies DPD.

## Office Development

**8.28** National planning policy identifies offices as a town centre use, and seeks to direct new office development to in-centre locations. The requirement set by the former WMRSS is for 40,000sqm (gross) of office floorspace to be provided within Kidderminster up until 2026. The rationale behind this is to direct office development to more sustainable locations which are accessible by pedestrians, cyclists and public transport.

**8.29** New office development will, therefore, be directed to the strategic centre of Kidderminster in the first instance and allocated primarily through the KCAAP. The sequential approach advocated by this policy identifies the need to continue the focus for new development on brownfield land within, or on the edge, of Kidderminster town centre. If demand for offices can not be met within these locations then the following areas have been identified:

- The Stourport Road Employment Corridor is considered suitable due to the employment nature and high frequency bus service that exists on this route. There may also be future opportunities for a rail link to the Severn Valley Railway at this location and therefore it is considered to be a more appropriate location for new office development if demand can not be met closer to the town centre.
- Other allocated employment areas whose make up is generally supportive and considered suitable for office development.

**8.30** The focus for brownfield regeneration within sustainable areas should therefore negate the need for any new greenfield allocations to be made.

**8.31** Aside from the strategic centre of Kidderminster and in line with the Development Strategy, new office development within the market towns and in rural areas will be allowed subject to the proposals being suitable to the size of the settlement proposed and in conformity with other policies in the LDF.



## Sustainable Tourism

**8.32** Tourism in the area has continued to grow steadily and there are a number of regionally significant tourist attractions such as the Severn Valley Railway and the West Midlands Safari Park that exist within the District. The attractive and diverse landscape character of the area has also contributed to a growing number of visitors to the Wyre Forest and the surrounding areas.

**8.33** The following Core Policy seeks to protect and enhance existing tourist facilities within the District whilst providing opportunities for new development without compromising the high quality of the environment. Other core policies that are particularly relevant to this area are CP12: Landscape Character, CP15: Regenerating the Waterways and CP03: Promoting Transport Choice and Improving Accessibility.

### CP10: SUSTAINABLE TOURISM

The strategy is to support the local tourism industry through:

- Supporting sustainable proposals that improve the quality and diversity of existing tourist facilities, attractions, accommodation and infrastructure, subject to the proposals not causing adverse impacts on the surrounding environment and infrastructure. New developments should incorporate sustainable transport links wherever possible, especially between attractions and town centres
- Identifying the strategic centre of Kidderminster as the primary area for new tourist accommodation development
- Supporting sustainable tourism opportunities within the market towns of Stourport-on-Severn and Bewdley and within the rural settlements provided that the development:
  - Does not have a detrimental effect on the character of the area
  - Does not adversely affect the surrounding infrastructure
  - Benefits the local community and is proportionate to the size of settlement in which it is located
  - Where feasible, involves the re-use of existing buildings or is part of farm diversification
  - Is consistent with other policies in the plan
- Encouraging developments, projects and initiatives that assist in promoting the waterways as a tourist attraction

## Reasoned Justification

**8.34** Tourism is the fourth largest contributor to the economy of the West Midlands. Each year more than 140 million visits are made to the region, generating over £5 billion to the economy and supporting more than 130,000 jobs. Additionally, business tourism is now worth over £6.6 billion and offers employment to more than 100,000 people. (Advantage West Midlands)

**8.35** As identified in the West Midlands Visitor Economy Strategy (WMVES),<sup>(29)</sup> visitor activity plays an important part in place making and in place marketing. There has always been a strong tourist economy within the Wyre Forest District which has not only shaped the economy but also the landscape of the area, contributing to its local distinctiveness.

29 West Midlands Visitor Economy Strategy, AWM, 2008

**8.36** The District has a wide variety of tourist attractions, with perhaps the largest attractions being the Severn Valley Railway and the West Midlands Safari Park. These two attractions were identified within Policy PA10 of the former WMRSS as key regional tourism and cultural assets and on average they attract approx. 700,000 visitors to the District each year, which has a number of impacts on the District and the surroundings. The other large attraction within the District is the historic woodland of the Wyre Forest, which attracts a number of visitors throughout the year and is also home to the recently constructed 'Go Ape' facility.

**8.37** Due to the value of the tourist industry within the District it is important that the LDF promotes tourism opportunities, whilst ensuring the very character of the District, which is often what attracts visitors to the area, is not compromised.

**8.38** All proposed schemes will have to be considered on their individual merits, however it will be important to reflect the objectives of the WMVES which seeks to ensure that local businesses and cultural life are supported and enhanced through promoting what is distinctive and unique within the District.

**8.39** In line with national objectives,<sup>(30)</sup> opportunities for new hotel accommodation should be primarily located within Kidderminster town centre, where maximum access by public transport is available. Outside of Kidderminster town centre, but within the built-up



Wyre Forest Visitor Centre

areas, opportunities may arise for the construction or conversion of buildings to provide tourist accommodation. Support for schemes will be given, subject to detailed consideration on the effects on the surrounding local environment and infrastructure.

**8.40** It will also be important that there is an element of flexibility for small development proposals in rural areas, which would help to boost the rural economy. Small developments, subject to proposals not adversely affecting the character of the area, can help provide jobs in the rural areas and aid in their regeneration. Schemes can also provide additional income to support agricultural businesses. The potential for re-use of existing rural buildings or farm diversification should be supported wherever appropriate. Furthermore, support for new tourism proposals within the rural areas needs to be carefully balanced against the potential impacts on other issues such as biodiversity enhancement and protection. When considering proposals, regard should be had to Policy DS04: Rural Regeneration.

**8.41** Tourism, by its very nature, attracts new people into the District and this can have a large impact on the surrounding travel network. Some of the tourist attractions in the District are large 'trip generators' and therefore, when considering any proposals for tourist-led development, the

30 Planning Policy Statement 4: Planning for Sustainable Economic Growth

impact on the surrounding infrastructure must be closely analysed. In line with CP03: Promoting Transport Choice and Improving Accessibility, sustainable transport links between the town centres and tourist attractions should be promoted wherever feasible.

**8.42** The District is currently an area which is popular with day visitors. The challenge for the LDF will be to broaden the offer and facilitate an appropriate environment to enable visitors to stay in the District for a greater length of time which should help to secure greater economic benefit for the area as a whole. The Council will continue to work with key partners, such as AWM and Destination Worcestershire, to try and achieve this aim and the other aims and objectives as identified in this policy.



Severn Valley Railway







## 9 A Unique Place

**9.1** The built and natural environment includes everything that surrounds us from open space to historic buildings, rivers and canals and the wider countryside. The environment of Wyre Forest District is made unique by the valleys of the Rivers Severn and Stour and the Staffordshire and Worcestershire Canal which flow through the District and shape the landscape. The District has a number of sites and features which are designated either nationally or locally for conservation interest.

**9.2** A high quality environment can have numerous benefits for an area. Businesses are more likely to locate in areas where the built and natural environment is attractive. The natural and built environment of the District is also attractive to tourists and can create a strong sense of place, helping to retain residents within the District.

**9.3** Access to high-quality, well-maintained public space is an essential part of promoting active, healthy lifestyles. Well-designed streets can encourage walking and cycling and good access to public space can facilitate participation in sport and active recreation. A comprehensive network of green spaces and corridors will support a range of biodiversity and will help to tackle climate change.

**9.4** This chapter sets out policies to define quality design and safeguard and enhance the natural and historic environment of Wyre Forest District.



Arley Arboretum

## Quality Design and Local Distinctiveness

**9.5** This policy should be considered alongside CP01: Delivering Sustainable Development Standards.

**9.6** The Wyre Forest District is a considerably diverse area with particularly distinctive characteristics and heritage assets. It is therefore important to strive for high quality design in any future developments in order to complement and enhance that sense of local distinctiveness and create an excellent environmental setting.

### CP11: QUALITY DESIGN AND LOCAL DISTINCTIVENESS

New development should sensitively connect to the surrounding streets, spaces and communities. Where appropriate, proposals should incorporate strong links to nearby town centres and local centres.

Design measures which help to improve sustainable transport including pedestrian, cycling and public transport links should be integral within scheme designs.

The emphasis on the creation of successful places will start with a careful consideration of movement routes based on well planned streets and spaces. New developments and their layouts should take into account heritage assets and where possible utilise historic streets, buildings, spaces and infrastructure as an integral part of the scheme design. Subsequent DPDs which allocate sites will take full account of the heritage assets within the landscapes and settlements. The positive management of the District's historic environment and heritage assets will be taken forward through the development of appropriate SPDs.

Designs should combine active frontages and secure private areas and, where appropriate, the suitable integration of mixed uses complemented by attractive buildings and landscaping that is an integral part of the overall scheme design.

It is essential that new buildings and spaces are fit for purpose and capable of future adaptation. Buildings and spaces will themselves need to be well-designed to complement the layout through the appropriate use of scale, mass, proportions and materials coherently brought together as part of a bespoke architectural approach.

'Design quality', reflecting a thorough understanding of site context, must be demonstrated as part of any proposal. The authority will require the submission of an accompanying Design and Access Statement that has regard to the latest Supplementary Planning Guidance or Document(s).

Developers will be required to demonstrate how their proposals address community safety and crime prevention in Design and Access Statements.

## Reasoned Justification

**9.7** In 2004 the District Council adopted Design Quality Supplementary Planning Guidance (SPG) underlying its commitment to improve the quality of new developments within the area and reflecting the importance attached to design through PPS1. This guidance will be reviewed and updated following the adoption of the LDF Core Strategy, Site Allocations and Policies and Kidderminster Central Area Action Plan Development Plan Documents to create a Supplementary Planning Document.



In the meantime, the SPG provides a useful evidence base for the LDF and identifies some of the main design challenges facing the town centres and surrounding residential areas and more detailed guidance on the design of layouts, buildings and spaces.

**9.8** The District contains a rich heritage with a range of heritage assets including significant buildings, structures, archaeology and conservation areas including the Staffordshire and Worcestershire Canal in addition to a valued network of green infrastructure incorporating important habitats, rivers and streams. This creates an asset-rich environment which will influence the location, design and use of future development and management of the public realm.<sup>(31)</sup> Utilising existing qualities including heritage assets will help to strengthen the sense of local identity and community.<sup>(32)</sup> If successfully incorporated, these elements will also improve the overall legibility of the place with inclusion of recognisable landmarks, spaces and points of enclosure. In summary, the strategic policies set out in the Core Policy will help to ensure the creation of successful places that are secure, active, well connected and attractive places to live and work with a clear sense of community.



Staffordshire & Worcestershire Canal

**9.9** The Historic Environment Technical Paper recommends that the Core Strategy should identify how the historic environment contributes to local identity. It states that the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs will need to layer on detail regarding specific sites. Distinctive elements of the District's historic environment are identified in the paper and these include:

- Industrial heritage within Kidderminster and Stourport-on-Severn
- The dispersed rural settlements
- Historic landscapes and archaeology, particularly those associated with the Wyre Forest
- The canals and waterways
- Cultural heritage assets such as the Severn Valley Railway

**9.10** A specific SPD will be produced to address details on the the positive management of the District's historic environment and heritage assets. This will also need to be considered in relation to the review of the Design Quality SPG.

**9.11** It is widely recognised that the process of good design starts with the creation of a well planned structure of streets and spaces which are often the most enduring feature of successful places.<sup>(33)</sup> Effectively connecting new streets and spaces into their surroundings will help to assimilate new developments. This is a particularly important consideration within the Wyre Forest District with the

31 Wyre Forest District Historic Environment Technical Paper, 2010

32 Design Quality SPG - Paragraph 1.46 WFDC, 2004

33 Manual for Streets Paragraph 1.1.2 (DfT & DCLG, 2005)

SHLAA focus on small and medium sized urban brownfield regeneration opportunities within or adjacent to existing established communities rather than the creation of new communities and urban extensions.

**9.12** Crime and the fear of crime is often a big issue within local communities and can affect the wellbeing of the District's communities. Although recent surveys indicate that community safety in the District is a falling concern<sup>(34)</sup> even low levels of anti-social behaviour and fear of crime can have a significant impact on people's lives and community cohesion. The issue of safe communities is reflected in one of the Sustainable Community Strategies themes - 'communities that are safe and feel safe', and is also reflected in Spatial Objective 12. Community safety is essential to creating sustainable communities and is a key component of PPS1: Delivering Sustainable Development. The issue of crime and community safety is dealt with at a local level by the Wyre Forest Community Safety Partnership, which is the Crime and Disorder Partnership that operates within the District. The Partnership brings together a variety of stakeholders who share the vision 'Wyre Forest - an even safer place to live, work, visit or do business in'.

**9.13** As a reflection of the importance attached to community safety locally - it is one of the Sustainable Community Strategy (SCS) themes ('communities that are safe and feel safe') - the LDF seeks to play a part in addressing the challenges and perceptions by design. The design of our environment can influence the likelihood of criminal activity in an area.<sup>(35)</sup> In particular, the concept of natural surveillance, involving public spaces that are overlooked and private areas that are secure, is to be encouraged through the principle of active frontages and private backs. Connecting streets and providing a suitable mix of uses can also provide activity during extended hours serving to provide familiarity with 'friendly eyes', i.e. members of the local community, keeping an eye on the street and properties within the area and watching out for strangers. However, tackling the issues of crime requires other mechanisms such as education, personal responsibility, detection and enforcement outside the scope of the LDF.



Listed Building, Bewdley

34 Source: Wyre Forest Place Survey 08/09

35 Safer Places - The Planning System and Crime Prevention - Chapter 1 (ODPM, 2004)

## Landscape Character

**9.14** The landscape character of the District is an important asset. The particular qualities of the landscape play a major role in defining sense of place and, provide the fabric of and home to, our natural resources and biodiversity. Local residents and visitors value the beautiful and peaceful environment and countryside within the District and the difference which this makes to quality of life.<sup>(36)</sup> This policy has close links to DS04: Rural Regeneration.

### CP12: LANDSCAPE CHARACTER

#### Landscape Character

New development must protect and where possible enhance the unique character of the landscape including the individual settlement or hamlet within which it is located. Opportunities for landscape gain will be sought alongside all new development, such that landscape character is strengthened and enhanced.

The Worcestershire County Council Landscape Character Assessment and Historic Landscape Characterisation will be used when determining applications for development within the rural areas. The Worcestershire Landscape Character Assessment and Historic Landscape Characterisation will form the basis for the development of supplementary guidance relating to landscape character.

Where it is considered appropriate to the landscape character, small scale development which can reasonably be considered to meet the needs of the rural economy, outdoor recreation, or to support the delivery of services for the local community will be supported subject to it meeting all other relevant criteria within the LDF.

#### Caravan, Mobile Home and Chalet Developments

Applications for further mobile home, caravan and chalet developments within the District's rural areas will be resisted due to the collective impact which the existing sites have on the landscape.

#### Severn Valley Regional Heritage Park

The establishment of a Severn Valley Regional Heritage Park to link the historic towns and landscape from Stourport-on-Severn to Ironbridge will be supported and promoted during the plan period.

## Reasoned Justification

**9.15** Landscape character is defined as "a distinct, recognisable and consistent pattern of elements, be it natural (soil, landform) and/or human (for example settlement and development) in the landscape that makes one landscape different from another, rather than better or worse".<sup>(37)</sup>

**9.16** Worcestershire County Council have undertaken a Landscape Character Assessment covering the rural areas of the County. Landscape Character Area (LCA) is a tool for identifying the features that give a locality its 'sense of place' and is used to sub-divide the landscape into areas of similar character.

36 Best Value General user Survey 2009/07

37 Natural England



**9.17** The process of Landscape Character Assessment<sup>(38)</sup> identifies commonalities in landscapes, recognising repeating patterns of natural and cultural attributes that reflect how geographically separate areas have evolved in a similar way. This allows this information to be classified into Landscape Types. The following landscape types have been identified within the District:

- Principal Wooded Hills
- Wooded Forest
- Forest Small Holdings and Dwellings
- Timbered Plateau Farmlands
- Principal Timbered Farmlands
- Sandstone Estatelands
- Estate Farmlands
- Principal Settled Farmlands
- Riverside Meadows

**9.18** The Worcestershire Landscape Character Assessment and Historic Landscape Characterisation will be supported through the development of supplementary guidance on landscape character.

**9.19** The Worcestershire Landscape Character Assessment and Historic Landscape Characterisation will be used when determining applications for development within the rural areas. The Landscape Character Assessment determines the sensitivity of the landscape which may be used at a strategic level to help guide new development to the most appropriate areas. Areas of high landscape sensitivity are those which are the least able to accommodate changes without damage to their character. Less sensitive areas of landscape are more likely to be able to accommodate change without damage to their character. It is these areas which are the most likely to be suitable for future small scale development such as community facilities and rural affordable housing, which is needed to keep the District's villages viable.

**9.20** One of the biggest development pressures in the rural areas of the District in recent years has been in relation to mobile home and caravan sites. The issue is most prevalent along the River Severn and to the west of the River Severn around the Wyre Forest itself. The District has around 3000 caravans; approximately 200 are permanent dwellings and the remainder are licensed for holiday use.<sup>(39)</sup> There are also around 380 chalets which were constructed pre-1947 Town and Country Planning Act.



Hill Farm, Trimpey

**9.21** The landscape of the Severn Valley is particularly distinctive. The River Severn is a cross-boundary feature and the establishment of a linear Severn Valley Heritage Park to celebrate and promote the Severn Valley will be supported through the development of supplementary guidance on landscape character.

38 Worcestershire County Council Landscape Character Assessment - A New Look at the Landscapes of Worcestershire (2004)

39 Caravan Licensing Data, WFDC

## Providing a Green Infrastructure Network

**9.22** Green infrastructure planning will deliver a comprehensive network of green spaces, corridors and stepping stones across the District. This will help to promote active lifestyles, improve health and wellbeing, promote walking and cycling as a means of sustainable transport, support biodiversity and help to deliver UK and local BAP (Biodiversity Action Plan) targets and objectives, address climate change, and safeguard and enhance the District's unique landscape character, including the historic environment. Green infrastructure is an important cross-cutting issue. Therefore this policy has linkages with CP14: Providing Opportunities for Local Biodiversity and Geodiversity; CP01: Delivering Sustainable Development Standards; CP07: Delivering Community Wellbeing; and CP15: Regenerating the Waterways.

### CP13: PROVIDING A GREEN INFRASTRUCTURE NETWORK

#### Developing a Green Infrastructure Network

The existing green infrastructure network within the District, as set out within the emerging Green Infrastructure Strategy, will be safeguarded.

New development will be required to contribute positively towards the District's green infrastructure network. The Green Infrastructure Study and Green Infrastructure Strategy will be used to identify where green space contributions are spent and the requirements on individual sites. Open space typologies, identified within the PPG17 audit as being deficient, will be prioritised for further provision.

The following features have been identified as key green infrastructure assets and essential to the District's local distinctiveness:

- The Rivers Severn and Stour and the associated wetlands;
- The Staffordshire and Worcestershire Canal;
- The District's heathlands and acid grasslands;
- The Wyre Forest and associated areas of high landscape and biodiversity value.

These features will be safeguarded and new developments must positively contribute towards the enhancement of their green infrastructure value.

#### Provision of Open Space in New Developments

All new development will be expected to provide open space where technically feasible. Where private garden space is not provided for each dwelling, communal gardens or allotment spaces will be required in order to improve health and wellbeing, support local biodiversity and, where possible, strengthen landscape characteristics. Roof-top gardens and green roofs will be encouraged in order to help address climate change and enhance biodiversity.

## Reasoned Justification

**9.23** There are a large number of green spaces and green corridors within the District which are currently fragmented but have the potential to provide a comprehensive, well-linked network of green infrastructure. The District's waterways, in particular, offer the opportunity to link the urban

areas with the open countryside beyond. This is especially important within Kidderminster where the ring road severs links between the town centre and open spaces such as Brinton Park, St. George's Park and open spaces adjacent to the canal.

**9.24** A PPG17<sup>(40)</sup> compliant audit of open spaces, sport and recreation facilities has been undertaken which has mapped all of the existing sites within the District falling into the typologies set out within the Companion Guide to PPG17. The audit has set and applied quantity, quality and accessibility standards and has made recommendations for the improvement of facilities across the District. One of the recommendations is that the District Council should undertake a Green Infrastructure Study to look at a wider range of sites and more importantly, how these sites are linked to each other and to the wider countryside. A Study has been produced for the District and this will subsequently be developed into a Green Infrastructure Strategy. The Study maps all existing green infrastructure within the District and identifies broad opportunities for enhancing provision, whilst the proposed Strategy will identify a network of green infrastructure for the District, setting out where new space and linkages need to be delivered to create a comprehensive network of green infrastructure throughout the District. Worcestershire County Council is currently working with partners to develop a Sub-Regional Green Infrastructure Framework which will provide a strategic context for the preparation of the District Green Infrastructure Strategy.

**9.25** The District has some of the County's most important and distinctive acid/lowland heath communities and the continued protection and enhancement of these types of communities will need to be considered in future development.

**9.26** Green infrastructure will need to be carefully planned into all new developments from the outset. When determining planning applications, the way in which the proposals contribute to delivering the Green Infrastructure Strategy for the District will be an important consideration. Open space provided as part of new developments should be usable and multi-functional; it should also contribute to the green infrastructure network and provide benefits for both people and nature.



Staffordshire and Worcestershire Canal

40 Wyre Forest District Open Space, Sport and Recreation Assessment, (October 2008)



## Providing Opportunities for Local Biodiversity and Geodiversity

**9.27** Wyre Forest District supports a wide range of habitats and species which are recognised in both the UK and local BAP.<sup>(41)</sup> Of particular note are the District's lowland acid/heathland communities, wetland river corridors, including some of the most important wetland and wet woodland and, extensive ancient semi-natural broadleaf woodlands such as the National Nature Reserves of the Wyre Forest and Chaddesley Woods. A large area of the District falls into the Abberley and Malvern Hills Geopark.

**9.28** This policy is closely linked to CP12: Landscape Character and CP13: Providing a Green Infrastructure Network.

### CP14: PROVIDING OPPORTUNITIES FOR LOCAL BIODIVERSITY AND GEODIVERSITY

#### Existing Biodiversity Sites

Biodiversity sites (Site of Special Scientific Interest (SSSI), National Nature Reserve (NNR), Local Nature Reserve (LNR) Special Wildlife Site (SWS)) and species and habitats recognised within the Worcestershire BAP will be safeguarded from development. The District Council will support the establishment of new sites where this is considered to be appropriate. Development which has a detrimental impact on habitats or provision for protected species will not be permitted.

#### New Development and Biodiversity

New development will be required to contribute towards biodiversity within the District, either by enhancing opportunities for biodiversity within the site or by making a contribution to off-site biodiversity projects. On brownfield sites, consideration should be given to incorporating existing flora and fauna where appropriate in order to preserve the site's ecological and biodiversity value.

New developments should take account of the location of and, aim to contribute to, the priorities established by the Worcestershire Biodiversity Partnership within the Biodiversity Opportunity Areas.

New developments must take measures to ensure that they have a positive impact on the ability of species to migrate to ensure diversity and as a response to climate change.

The biodiversity value of the Rivers Severn and Stour and the Staffordshire and Worcestershire Canal will be safeguarded. New development alongside these watercourses should maintain and enhance their biodiversity value.

#### Trees and Woodlands

In order to provide opportunities for increased biodiversity, existing trees and woodlands which have Tree Preservation Orders (TPOs) will be conserved and enhanced and, on appropriate development sites, new trees and woodlands will be planted in keeping with the landscape character of the area.

41 Worcestershire Biodiversity Action Plan (2008)

**Geodiversity**

New development must strive to enhance and not have a detrimental impact on the geodiversity of the District.

**Reasoned Justification**

**9.29** Legislation places a duty of care on local authorities to conserve biodiversity within their area.<sup>(42)</sup> This emphasises that decisions taken on planning applications should be taken using up-to-date environmental characteristics of the area, which includes the biodiversity and geodiversity resources of an area. The District Council will strive to enhance biodiversity and geodiversity across the District and this links closely to CP13: Providing a Green Infrastructure Network.

**9.30** Connectivity between habitats is an important element of safeguarding biodiversity and allowing it to adapt to a changing climate and migrate. This can be achieved through the use of green roofs, street trees, stepping stone sites and green corridors. Biodiversity is expected to be a key part of all new developments, regardless of scale. Developments should consider the incorporation of biodiversity from an early stage.

**9.31** The District has a number of sites which are important for biodiversity and geodiversity. The Worcestershire Biodiversity Action Plan (BAP) identifies a number of significant species and habitats which occur within the District which will be protected from development. Wildlife sites outside of the designated areas are also important, they help to connect habitats and provide for species migration. Such corridors and stepping stones, both existing, and those which are desirable to achieve into the future, will be identified through the Green Infrastructure Study and Strategy and will be safeguarded from future development.



Nesting Swans, Staffordshire and Worcestershire Canal

42 Natural Environment and Rural Communities Act, 2006



**9.32** The Worcestershire Biodiversity Partnership has adopted the concept of working at a landscape-scale to restore and enhance biodiversity, reflected in the development of the Biodiversity Opportunity and Priority maps.<sup>(43)</sup> An immediate priority for biodiversity action within the County is restoring the fragmented acid grassland and heathland sites within Wyre Forest District.

**9.33** Requiring all major new developments to make a contribution towards biodiversity projects will help to achieve BAP objectives. New developments can best achieve this by:

- Ensuring that all identified BAP habitats are safeguarded.
- Incorporating SUDS wherever feasible in new development.
- Ensuring that culverted watercourses are restored where they fall within the site of a new development.

**9.34** It is important to consider the impact of the Development Strategy which seeks to locate the majority of new development on brownfield sites. Brownfield sites can have high biodiversity value and it is important that where this is the case, features are retained. Landscaping schemes, the provision of gardens in all new residential developments (where technically feasible) and the provision of SUDS can help to increase the biodiversity value of new development. In addition, all reasonable measures should be taken to ensure that trees, hedges and watercourses which occur within development sites are retained.



SUDS scheme in Stourport-on-Severn

43 Worcestershire Biodiversity Partnership



## Regenerating the Waterways

**9.35** The District has three main waterways: the River Severn, River Stour and the Staffordshire and Worcestershire Canal. The District's three main towns all feature at least one of these waterways and have been significantly influenced by them.

**9.36** The Staffordshire and Worcestershire Canal and River Stour both flow through Kidderminster and Stourport-on-Severn and the River Severn flows through Bewdley and onto Stourport-on-Severn. These key features are identified in the Development Strategy and are distinctive assets which could provide a catalyst for local regeneration within the District. This Core Policy has close links to 'Kidderminster Regeneration Area', 'Market Towns' and 'Water Management'. This policy is also linked to CP13: Providing a Green Infrastructure Network and CP14: Providing Opportunities for Local Biodiversity and Geodiversity.

### CP15: REGENERATING THE WATERWAYS

Any developments, projects and initiatives that assist in promoting the waterways as a tourist attraction will be encouraged. In particular the enhancement of the canal for the use of boaters, that help to increase visitor numbers and overnight stays, will be supported.

#### Rivers

- All proposals for development in or adjacent to the District's rivers and/or within an area at risk of flooding must take into account CP02: Water Management and the Strategic Flood Risk Assessment
- The river is to be enhanced as an integral part of the green infrastructure and a biodiversity corridor for the District.
- In Kidderminster, the opening up and enhancement of the River Stour through the town centre will be encouraged.

#### Staffordshire & Worcestershire Canal

- Developments and initiatives that contribute positively to the creation of a quality canal-side environment, particularly in the urban areas, will be supported.
- All new development in areas adjacent to the canal must have a positive relationship to it, providing a strong, active frontage onto the waterside. Developments must contribute towards creating an attractive waterside environment that provides natural surveillance to the area and promotes a high level of activity throughout the day.
- The capacity of the canal towpath as a sustainable pedestrian and cycle route should be developed and promoted.

## Reasoned Justification

**9.37** The canal and rivers are very prominent features of the District and as well as helping to shape the area's past, they have great potential to bring benefits and influence the future development of the District.

## Tourism

**9.38** Stourport-on-Severn and Bewdley already have a well established tourism sector in which the River Severn plays an important role. However, Kidderminster has not utilised its tourism potential or the fact that the River Stour and the canal both run through the centre of town.

**9.39** There is great economic potential in Kidderminster provided by canal-boating tourism. Currently a lot of boaters travel through Kidderminster on the canal, but strong anecdotal evidence suggest that the majority of boaters do not stay long in the town and use it as a stop off for the supermarkets. This appears to be largely due to the fear of anti-social behaviour. Anti-social behaviour is an issue on the town centre stretch of the canal and it suffers particularly with problems of litter and graffiti. This is not helped by the fact that the canal does not benefit greatly from natural surveillance. A further problem is that the town does not relate well to the canal and therefore does not advertise itself well from the boaters point of view and misses out on this passing trade.

**9.40** Although a large and successful restoration of the Stourport canal basins has taken place in recent years the town has still not maximised the potential of it as a visitor attraction. The town mainly attracts day visitors drawn to the riverside amusements but there is an opportunity to capitalise on heritage based tourism also and encourage longer stays.<sup>(44)</sup>

## Nature

**9.41** The District's waterways present a great opportunity to provide essential green infrastructure and biodiversity corridors and habitats. This is especially important as the waterways travel through the centre of the three towns where green infrastructure and natural habitats are most lacking and are needed to provide vital connections between the urban centres and the surrounding countryside. In Kidderminster, the enhancement works to the River Stour as part of the development of the Tesco and Morrisons supermarkets have reintroduced wildlife habitats and green infrastructure into the town centre. These projects have shown how the river can be better utilised.

## Staffordshire and Worcestershire Canal

**9.42** The Staffordshire and Worcestershire Canal is of great historical and cultural significance to the District and to Stourport-on-Severn and Kidderminster in particular. The network through the two towns was built by James Brindley and was opened in 1771 and considerably shaped the future development of the District.

**9.43** Stourport-on-Severn is uniquely the only town in Britain built solely as a consequence of the coming of the canals, growing around its canal basin. After Birmingham it was the



Stourport Canal Basins

44 Regeneration of Stourport-on-Severn - Chapter 2 (Pieda,1996)

Midlands busiest inland port attracting a rapidly expanding industrial sector.<sup>(45)</sup> In recent times, despite the significant decline of industry in the town, the canal still plays a crucial part of the town's tourism offer.

**9.44** The canal is also important to the industrial heritage of Kidderminster<sup>(46)</sup> and was intrinsic to the carpet manufacturing industry. Canal basins, forming arms off the main canal channel, served the town's major factories bringing in essential materials and allowing the manufacturers to transport their goods outside of the town. However, unlike Stourport-on-Severn, Kidderminster has tended to turn its back on the canal in recent times and has underutilised this important feature.

### River Severn and River Stour

**9.45** The District's two major rivers are fundamental to the history, heritage and future of the District.

**9.46** The River Severn helped Stourport-on-Severn and Bewdley become thriving river ports and industrial towns and, although the river no longer has an industrial role in these two towns, it still remains a very dominant and important feature both culturally and economically.

**9.47** Bewdley's town centre does particularly well in relating to the river, providing a strong frontage onto it and having a thriving waterfront including art studios, bars and cafés. In Stourport-on-Severn the riverside provides the focal point of the town's main tourist activities and links directly to the Staffordshire & Worcestershire Canal.

**9.48** Unlike Stourport-on-Severn and Bewdley and the River Severn, Kidderminster has not made the most of the fact that the River Stour runs right through the middle of the town centre. A lot of the river has been culverted and is hidden from view. To those unfamiliar with the town it would be easy to forget that the river runs through it at all. However, like the canal, it was a key part of Kidderminster's industrial growth.



Riverside, Bewdley

45 Stourport Forward- <http://www.stourporttown.co.uk/history.html>

46 Design Quality SPG - Paragraph 4.11 (WFDC, 2004)







## **10 Monitoring and Implementation Framework**

**10.1** The Core Strategy must be flexible and robust enough to respond to changing needs and circumstances. An effective monitoring strategy is crucial to ensuring that the policies within the Core Strategy are delivered effectively. This section sets out how the implementation of the policies will be monitored. It also includes contingency arrangements for the future should certain policies not perform effectively due to changing circumstances.

### **Why do we Need to Monitor Policies?**

**10.2** The key purposes of monitoring are:

- To identify any policies that may need to be amended or replaced in the future.
- To measure the performance of the Core Strategy against the vision and development objectives.
- To establish whether the assumptions and objectives behind policies remain relevant throughout the plan period.
- To establish whether targets are being achieved.

### **How will Monitoring be Undertaken?**

**10.3** For the Wyre Forest Local Development Framework, monitoring will have regard to:

- Whether the strategies and policies of the Core Strategy and subsequent DPDs are delivering the intended outcomes;
- The Council's Community Strategy targets which have a 'spatial' context;
- The Sustainability Appraisal indicators;
- The Government's Core Output Indicators and relevant National Indicators.

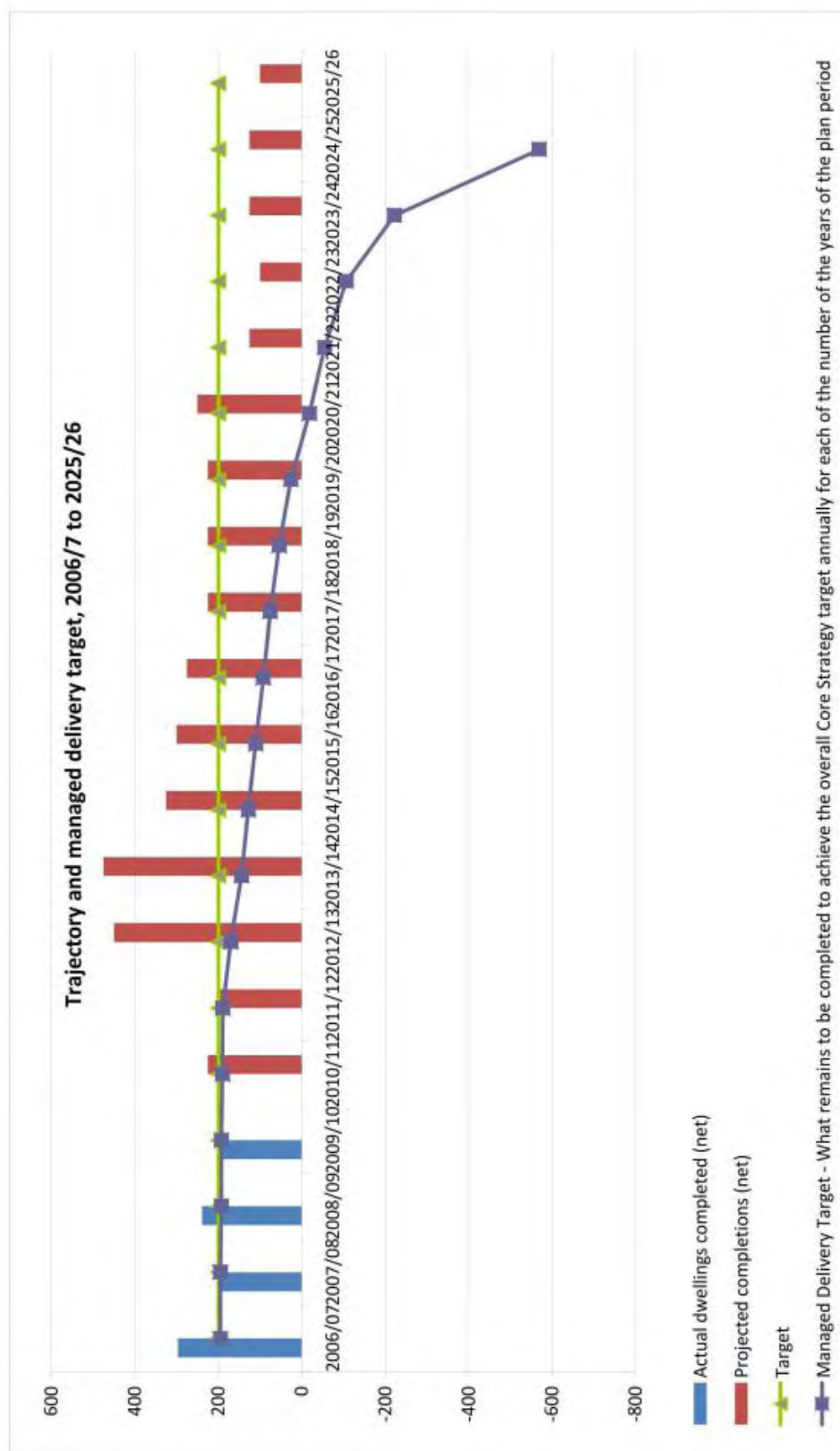
**10.4** In order to achieve these targets and milestones the Council will:

- Actively monitor planning applications
- Regularly update our in-house databases using development control records
- Work jointly with a range of public and private sector organisations to co-ordinate investment and ensure delivery of the spatial vision, objectives and policies
- Manage a phased release of sites to control the location and scale of new development in line with the Development Strategy.

### **Annual Monitoring Report**

**10.5** At the end of each year an Annual Monitoring Report (AMR) is produced which reports on the previous financial year (April 1st to March 31st). The AMR assesses the extent to which policies, objectives and targets are being achieved. As well as linking with spatial policies and objectives, the AMR indicators also link to sustainability appraisal objectives to help identify the effects of implementing the policies. If, as a result of monitoring, it is shown that certain policies are not being used effectively or key targets are being missed, then parts of the Local Development Framework may need to be reviewed.

**10.6** The AMR includes an updated housing trajectory, which shows housing delivery in terms of net additional completions and estimated future completions for the remainder of the plan period. This is a particularly useful tool for monitoring progress on delivering new housing within the District and has been used to inform Policy DS05: Phasing and Implementation.



Housing Trajectory



**Monitoring and Implementation Framework**

**10.7** The monitoring requirements for each of the Core Strategy policies are set out in the following table. The Core Output Indicators are from the Government's Update 2/2008 published July 2008. The effectiveness of policies and their outcomes needs to be assessed against measurable targets. Some policies may not have a quantitative outcome so it is more appropriate to monitor whether the policy is delivering the intended 'trend'.

**10.8** Indicators are categorised as follows:

- COI = Annual Monitoring Report Core Output Indicator
- LI = Local Indicator: District information reported on in the Annual Monitoring Report
- SI = Sustainability Indicator from the Sustainability Appraisal Report
- NI = National Indicator
- New = new indicator

**10.9** The table also includes information on delivery agencies and how policies will be implemented during the Core Strategy's lifetime. Contingency arrangements are also included to help develop the plan, monitor and manage strategy for future development. This will help to ensure that the Core Strategy is flexible enough to deal with changing circumstances, without the need to review it on a regular basis.

Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
DS01: Development Locations	<ul style="list-style-type: none"> <li>Developers</li> <li>WFDC</li> <li>WCC</li> <li>HCA</li> <li>AWM</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Kidderminster Rewyre</li> </ul>	% of houses built on brownfield land. (COI H3)	90%	If <75% residential development on brownfield sites in any 5 year phasing period then review site allocations through the SHLAA process.	In-house monitoring
DS02: Kidderminster Regeneration Area	<ul style="list-style-type: none"> <li>WFDC</li> <li>WCC</li> <li>WFCH</li> <li>Developers</li> <li>HCA</li> <li>ReWyre Initiative</li> <li>AWM</li> <li>British Waterways</li> <li>Wyre Forest Matters LSP</li> <li>English Heritage</li> </ul>	<ul style="list-style-type: none"> <li>KCAAP DPD</li> <li>Site Allocations and Policies DPD</li> <li>Kidderminster Rewyre</li> </ul>	% of residential development within Kidderminster.	60% by 2026	Monitor actual and expected completions, maintain a forecast of at least 50% of residential completions within Kidderminster over the 5 year housing supply period. If forecast drops below 50% bring forward more sites within Kidderminster.	In-house monitoring Five year housing land supply
			Amount of new comparison retail development located within or on the edge of the primary shopping area of Kidderminster.	7,000 sq m by 2016 25,000 sq m by 2026	Due to the unpredictability of the retail market it is difficult to forecast completions. However, it is expected that the majority of the target will come forward later in the plan period.	In-house monitoring
			% of new office development located on brownfield sites within or on the edge of Kidderminster town centre.	65%	Less than 65% within any five year phasing period, release sites in accordance with the sequential approach set out in CP09: Retail and Commercial Development.	In-house monitoring
DS03: Market Towns	<ul style="list-style-type: none"> <li>WFCH</li> <li>WFDC</li> <li>Town Councils</li> <li>English Heritage</li> <li>AWM</li> <li>PCT</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>Market Towns Initiative</li> <li>Bridge Street SPD</li> <li>Grow with Wyre Project</li> </ul>	% of residential development within Stourport-on-Severn and Bewdley.	33% by 2026	Monitor actual and expected net completions, maintain a forecast of at least 25% of residential completions within Stourport-on-Severn and Bewdley over the 5 year housing supply period. If forecast drops below 25%	In-house monitoring

Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
					bring forward more sites in Bewdley and Stourport-on-Severn.	
			Amount of retail floorspace within or on the edge of the primary shopping area in Stourport-on-Severn and Bewdley lost to other uses.	No loss of retail floorspace anticipated	If loss of floorspace occurs, improve partnership working and delivery with town centre partners to ensure that the retail areas continue to remain viable.	In-house monitoring
DS04: Rural Regeneration	<ul style="list-style-type: none"> <li>WFDC</li> <li>AWM</li> <li>RSLs</li> <li>Parish Councils</li> <li>Farmers and Local Landowners</li> <li>Forestry Commission</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>Parish Plans</li> <li>Rural Regeneration Zone</li> <li>Grow with Wyre Project</li> </ul>	<p>Amount of best and most versatile agricultural land lost to built development. (SI 14.2)</p> <p>% of villages with key facilities ie. Primary school, post office, GP, pub, convenience store, village hall. (SI 2.2, 8.2)</p> <p>% of new residential development within 30 minutes public transport travel time of key facilities. (SI 2.1, 3.1, 8.2)</p> <p>Number of VAT registered businesses in rural areas. (SI 20.2)</p>	No loss	N/A	Neighbourhood statistics
				No decrease	If an increasing trend in loss of facilities is demonstrated by 2016 then look to review this policy.	In-house monitoring
				90%	If below 85% seek to restrict developments in areas of poor public transport access.	In-house monitoring
				N/A	Liaison with external partners such as AWM and seek to enhance opportunities through streams such as the RRZ.	Neighbourhood Statistics
DS05: Phasing and Implementation	<ul style="list-style-type: none"> <li>WFDC</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> </ul>	Net number of completions per annum. (NI154)	2006/07-2010/11 240 dwellings per annum	+ 20% in the five year phasing period - reduce	AMR and Housing Trajectory



Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
	<ul style="list-style-type: none"> <li>WCC</li> <li>Infrastructure Providers</li> </ul>	<ul style="list-style-type: none"> <li>KCAAP DPD</li> <li>Housing Trajectory</li> </ul>		2011/12-2015/16 326 dwellings per annum  2016/17-2020/21 196 dwellings per annum  2021/22-2025/26 94 dwellings per annum	number of site allocations for the 5 yr period. -20% in the five year phasing period - bring forward site allocations for later stages in the plan period.	ELR
CP01: Delivering Sustainable Development Standards	<ul style="list-style-type: none"> <li>WCC</li> <li>WFDC</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Design SPD</li> <li>Development Control process.</li> </ul>	% of major new developments incorporating on-site renewable energy generation. (SI 7.3)  CO <sub>2</sub> emissions per capita. (NI 186)	100%  3% reduction per annum 2005: 6.2 tonnes per annum	If below 80% bring forward an SPD.  N/A	In-house monitoring  Defra
CP02: Water Management	<ul style="list-style-type: none"> <li>WFDC</li> <li>Environment Agency</li> <li>Severn Trent</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Flood Risk Assessment</li> <li>PPS 25</li> <li>Site Allocations and Policies DPD</li> <li>Development Control process</li> </ul>	Number of planning permissions granted contrary to Environment Agency advice. (COI E1)  % of new developments incorporating SUDS. (SI 10.3, 10.4)	0  80%	Bring forward further guidance to encourage better provision for recycling if target not achieved.  If more than 5 per annum re-assess the Environment Agency's role in the Development Team Approach at pre-application stage.	In-house monitoring  In-house monitoring
CP03: Promoting Transport Choice and Improving Accessibility	<ul style="list-style-type: none"> <li>WCC</li> <li>WFDC</li> </ul>	<ul style="list-style-type: none"> <li>Worcestershire Local Transport Plan</li> </ul>	Number of major developments under	100%	If below 80% request more active involvement from	In-house monitoring

Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
	<ul style="list-style-type: none"> <li>Bus Operators</li> <li>Network Rail</li> <li>TOCs</li> <li>Developers</li> <li>AWM</li> <li>Tourism Attractions</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Development Control process</li> <li>Planning Obligations/CIL</li> <li>Regional funding mechanisms</li> <li>LTP Funding</li> <li>Kidderminster Interchange Project</li> <li>Worcestershire Partnership</li> </ul>	construction which incorporate a travel plan. (SI 8.2)		WCC under Transport Assessment Guidelines.	
			% of new residential development within 30 minutes public transport travel time of key facilities: GP, Hospital, employment, primary school, secondary school, retail centre. (LI 11)	90%	If below 85% seek to restrict developments in areas of poor public transport access.	In-house monitoring
			Number of developments under construction providing cycle parking. (LI 8)	Increasing trend	If a decreasing trend is shown bring forward more detailed design guidance.	In-house monitoring
			Delivery of rail station interchange improvements.	N/A	If interchange improvements are not delivered by 2013 then facilitate more effective liaison with delivery partners and reassess funding.	In-house monitoring
			Delivery of LTP Priorities	N/A	Effective partnership working with WCC to deliver priorities. Ensure that LTP transport priorities remain high on the Worcestershire Partnership's priorities for funding purposes.	WCC In-house monitoring
CP04: Providing Affordable Housing	<ul style="list-style-type: none"> <li>WFDC</li> <li>RSLs</li> <li>Parish Councils</li> <li>HCA</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Development Control process</li> <li>Planning Obligations SPD/S106 Agreements</li> <li>Parish Plans</li> </ul>	Number of affordable housing completions. (COI H5)	60 units per annum	Less than an average of 55 units per annum over a five year period then review potential sites.	In-house monitoring
			Number of affordable housing units completed in rural areas. (New indicator)	Increasing trend	If no units complete with a five year period look to allocate sites specifically for rural affordable housing.	In-house monitoring

Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
CP05: Delivering Mixed Communities	<ul style="list-style-type: none"> <li>WFDC</li> <li>RSLs</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Design and Access Statements</li> <li>Design Guidance SPG</li> <li>Housing Market Assessments</li> </ul>	% of affordable housing completions with 2 or more bedrooms excluding flats. (New indicator)	Increasing trend	If an increasing trend is not shown then adopt more pro-active pre-application discussions with developers.	In-house monitoring
			% of residential completions at >30 dwellings per hectare. (LI 9)	75%	If lower than 70% in any five year period look at the site allocations.	In-house monitoring
			% of residential completions with 2 or more bedrooms excluding flats. (LI 2)	Increasing trend	Regularly reassess the need for particular housing types through the Housing Market Area Assessment process and amend Policy CP05 as appropriate to reflect any emerging increasing needs for a particular house type.	In-house monitoring
CP06: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	<ul style="list-style-type: none"> <li>WFDC</li> <li>WCC</li> <li>DCLG</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>Grant Funding</li> <li>Development Control process</li> </ul>	Number of extra-care housing completions. (SI 3.2)	Awaiting data on need within the District - target to be established once information is available.	N/A	In-house monitoring
			Number of additional gypsy and traveller pitches granted permission. (COI H4)	35 pitches by 2026	If <16 pitches are provided by 2016 then look to bring forward fresh site allocations.	In-house monitoring
			Number of unauthorised and illegal encampments. (New indicator)	Decreasing trend	If an increasing trend is apparent by 2016 then look to review site allocations for gypsy and traveller pitch provision.	In-house monitoring
CP07: Delivering Community Wellbeing	<ul style="list-style-type: none"> <li>WFDC</li> <li>WCC</li> <li>RSLs</li> <li>Town and Parish Councils</li> <li>Wyre Forest Matters LSP</li> <li>PCT</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Planning Obligations SPD</li> <li>CIL</li> <li>Playing Pitch Strategy</li> </ul>	Number of community facilities lost as a result of development. (SI 2.1)	No net loss	If an increasing trend in net loss of facilities is demonstrated by 2016 then review CP07: Delivering Community Wellbeing.	In-house monitoring



Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
	<ul style="list-style-type: none"> <li>Sport England</li> <li>Developers</li> <li>Local Community Groups</li> </ul>		Amount of new community facilities developed (sqm). (New indicator)	Net increase	More effective liaison with community groups to identify actual need.	In-house monitoring
			Adult participation in sport. (New indicator)	1% increase per annum	More effective engagement with Sport England and other relevant organisations to identify opportunities.	Sport England
CP08: A Diverse Local Economy	<ul style="list-style-type: none"> <li>Local Employers and Businesses</li> <li>Landowners</li> <li>AWM</li> <li>WFDC</li> <li>WCC</li> <li>Wyre Forest Matters LSP</li> <li>NM Pathfinders</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Employment Land Review</li> <li>Kidderminster Regeneration Prospectus</li> <li>Pathfinder Initiatives</li> <li>Development Control process.</li> </ul>	Total amount of additional floorspace / land by use class (Ha.) (COI BD1)	11 Ha per 5 year phasing period	Review phasing of employment land in Site Allocations and Policies DPD to bring forward or delay sites as appropriate.	In-house monitoring
			Total amount of employment floorspace / land completed on previously developed land (Ha.). (COI BD2)	Increasing trend	Work closely with current site owners to bring sites forward. Eg: Kidderminster Rewyre Initiative.	In-house monitoring
			Employment Land available by type (hectares). (COI BD3)	N/A	Review phasing of employment land in Site Allocations and Policies DPD to bring forward or delay sites as appropriate.	In-house monitoring
CP09: Retail and Commercial Development	<ul style="list-style-type: none"> <li>WFDC</li> <li>Kidderminster Rewyre Retailers</li> <li>Leisure Providers</li> <li>Market Town Delivery Agencies</li> </ul>	<ul style="list-style-type: none"> <li>KCAAP DPD</li> <li>Site Allocations and Policies DPD</li> <li>Kidderminster Regeneration Prospectus</li> <li>Development Control process</li> <li>Market Towns Initiative</li> </ul>	Total number of employee jobs in District. (contextual indicator)	Increasing trend	Liaise with local business support groups through the Re-Wyre Initiative.	ABI
			Amount of new comparison retail development located within or on the edge of the primary shopping area of Kidderminster.	7,000 sq m by 2016 25,000 sq m by 2026	Due to the unpredictability of the retail market it is difficult to forecast completions however, it is expected that the majority of the target will come forward later in the plan period.	In-house monitoring
			% of vacant retail floorspace within	Decreasing trend	Improve partnership working and delivery with	In-house monitoring

Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
CP10: Sustainable Tourism	<ul style="list-style-type: none"> <li>AWM</li> <li>Severn Valley Railway</li> <li>West Midlands Safari Park</li> <li>Stourport Forward</li> <li>Bewdley Development Trust</li> <li>WFDC</li> <li>WCC</li> <li>Forestry Commission</li> <li>Local Transport Operators</li> <li>British Waterways</li> <li>Farmers</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Development Control process</li> <li>Kidderminster Rewyre Initiative</li> <li>Market Towns Initiative</li> <li>Worcestershire LTP</li> </ul>	town centres. (New indicator)	town centre partners through the Re-Wyre Initiative.		
			% of new office development located on brownfield sites within or on the edge of Kidderminster town centre.	65%	Less than 65% within any five year phasing period, release sites in accordance with the sequential approach set out in CP09: Retail and Commercial Development.	In-house monitoring
			Number of bed spaces developed. (Hotel and guest houses) (SI 20.4)	Increasing trend	If an increase in bed spaces is not apparent by 2016 then bring forward site allocations.	In-house monitoring
			Number of tourism related jobs. (Contextual indicator)	Increasing trend	If a decreasing trend is demonstrated in any 5 year period then publish further guidance on promoting opportunities for sustainable tourism.	ABI
CP11: Quality Design and Local Distinctiveness	<ul style="list-style-type: none"> <li>WFDC</li> <li>English Heritage</li> <li>Civic Societies</li> <li>Parish Councils</li> <li>West Mercia Constabulary.</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Development Team Approach</li> <li>Design Guidance</li> <li>Development Briefs</li> <li>SPDs</li> <li>Design and Access Statements</li> </ul>	Number of applications refused as a result of poor quality design. (SI 11.1)	Decreasing trend	Increase in pre-application discussions and raising awareness of design issues.	In-house monitoring
			Proportion of Heritage Assets at Risk	Decreasing trend	If an increasing trend is shown over a 5 year period look at policy implementation relating to enabling development, CIL provisions and planning enforcement.	In house monitoring, 5yr survey, GIS Assessment
			Number of planning applications resulting in the positive enhancement of a locally designated heritage asset.	A relative increase in % year on year	If a decreasing trend is shown in a 5 year period then re-examine policy implementation including the possible use of Article 4 Directions.	Local List and in-house monitoring

Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
CP12: Landscape Character	<ul style="list-style-type: none"> <li>WCC</li> <li>Parish Councils</li> <li>Natural England</li> <li>WFDC</li> <li>English Heritage</li> <li>Local landowners/Farmers</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>Landscape Character SPD</li> <li>Parish Plans</li> <li>WCC Landscape Characterisation Project</li> <li>Development Control process</li> </ul>	Number of major applications approved in the Green Belt.	Decreasing trend over each 5 year period	A decreasing trend should be demonstrated this will be supported through the production of detailed Landscape Character Guidance.	In-house monitoring
			Number of additional mobile home sites granted permission. (New indicator)	Decreasing trend over each 5 year period	A decreasing trend should be demonstrated this will be supported through the production of detailed Landscape Character Guidance.	In-house monitoring
CP13: Providing a Green Infrastructure Network	<ul style="list-style-type: none"> <li>Natural England</li> <li>WFDC</li> <li>WCC</li> <li>Environment Agency</li> <li>British Waterways</li> <li>English Heritage</li> <li>Sport England</li> <li>Local Landowners</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Green Infrastructure Strategy</li> <li>Planning Obligations SPD/CIL</li> </ul>	Number of developments (applications approved) which benefit the green infrastructure network. (SI 1.1, 2.4, 4.3, 12.2)	Increasing trend	If no increase is demonstrated by 2016 then review the Green Infrastructure Strategy.	In-house monitoring
			Net amount of open space and recreation/amenity space lost to development. (SI 14.4)	0	If an increasing trend is shown in any 5 year period then review the Green Infrastructure Strategy and pre-application discussions.	In-house monitoring
CP14: Providing Opportunities for Local Biodiversity and Geodiversity	<ul style="list-style-type: none"> <li>Natural England</li> <li>Worcestershire Wildlife Trust</li> <li>Environment Agency</li> <li>Forestry Commission</li> <li>WCC</li> <li>WFDC</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Green Infrastructure Strategy</li> <li>Planning Obligations SPD/CIL</li> </ul>	% of SSSIs by area which are in 'favourable' or 'unfavourable but recovering' condition. (LI 16)	95%	If decrease in trend emerges improve liaison with Natural England.	In-house monitoring
			Proportion of Local Sites where positive conservation management has been or is being implemented. (NI197)	Increasing trend (baseline 28%)	If 35% not reached by 2016 then improve partnership working with delivery bodies.	County Council
			Change in areas of biodiversity importance. (COI E2)	No decrease	If decrease is demonstrated by 2016 review Green Infrastructure Strategy.	In-house monitoring



Development Strategy or Core Policy	Delivery Agency	Implementation	Indicator	Target	Contingency planning	Data source
CP15: Regenerating the Waterways	<ul style="list-style-type: none"> <li>British Waterways</li> <li>Environment Agency</li> <li>Natural England</li> <li>English Heritage</li> <li>Stourport Forward</li> <li>Bewdley Development Trust</li> </ul>	<ul style="list-style-type: none"> <li>Site Allocations and Policies DPD</li> <li>KCAAP DPD</li> <li>Green Infrastructure Strategy</li> <li>Kidderminster Regeneration Prospectus</li> </ul>	No of applications which include enhancement of the District's waterways. (New indicator)	Increasing trend	Work closely with British Waterways and the Environment Agency to effectively deliver schemes.	In-house monitoring



## A Profile of Wyre Forest District

### Settlement Hierarchy

**A.1** Wyre Forest District takes its name from one of the largest ancient semi-natural woodlands in the Country and is situated within north-west Worcestershire. Covering 75 sq. miles, it has a population of approximately 98,600, which has grown at a modest rate since 1991, with stable migration rates. The over 65 age group is significantly higher than both national and regional averages and is anticipated to increase.

**A.2** The District comprises the three towns of Kidderminster, Stourport-on-Severn and Bewdley, together with a rural hinterland which includes a number of small villages. The three towns form a triangle of settlements at the centre of the District separated by narrow areas of open countryside. Despite their close proximity, each has its own particular character and community identity.

**A.3** Kidderminster (56,000) is the main centre for commerce. It developed rapidly in the 19th Century with the expansion of the carpet industry to become a world leading centre for carpet production. Since the 1970s the town's carpet industry has been in decline and a gradual process of economic diversification has taken place. It is one of 25 strategic centres in the West Midlands.

**A.4** Stourport-on-Severn (20,000) developed as an important industrial Georgian Canal Town at the confluence of the Staffordshire & Worcestershire Canal and the River Severn. For over 100 years this attractive town with its riverside meadows has been a popular day trip destination for residents from Birmingham and the Black Country.

**A.5** Bewdley (9,000) is a Georgian riverside town, an inland port with surviving wharves which saw significant development during the 1960s. Today Bewdley is an attractive historic market town and a popular visitor destination.



Stourport Canal Basins

**A.6** The District's rural settlements have a limited range of facilities and are poorly served by public transport. Kidderminster, Stourport-on-Severn and Bewdley provide an important role in serving their rural hinterlands. Part of the rural area to the north west is covered by the Rural Regeneration Zone (RRZ) including the Bewdley and Arley ward. The economy within the RRZ is changing, with employment in agriculture declining. However, some small businesses have been created and there has been significant growth in leisure and tourism in this area. To the east, the larger more accessible villages include Blakedown and Cookley. Whilst to the west of the River Severn the smaller settlements of Clows Top, Far Forest, Callow Hill, Bliss Gate and Rock provide limited services to rural residents. The rural areas are influenced by the adjacent conurbation in terms of attractiveness for commuting and house prices here are generally higher than in the District's main towns.



## Environment

**A.7** Topography is uniquely shaped by the Severn and Stour river valleys which flow through the town centres of Bewdley and Kidderminster respectively, before joining at Stourport-on-Severn. Part of the medium and high-risk flood zones pass through the regeneration areas of Kidderminster and Stourport-on-Severn where there is pressure for brownfield redevelopment including potentially contaminated land.

**A.8** The District has an intricate network of main rivers, streams and pools resulting in some of the richest remaining wetland and marsh habitat in Worcestershire as well as presenting significant flood risks. Average temperature changes resulting from climate change could increase by 4.5 degrees in the long term across Worcestershire, with more short duration extreme weather events with potential implications for flood risk and surface water run-off.



Arley Arboretum

**A.9** The rural landscape and Severn Valley play an important supporting role to the local economy. All countryside to the east of the District and as far west as the River Severn is included within the West Midlands Green Belt. The towns of Kidderminster, Stourport-on-Severn, Bewdley and the larger villages of Blakedown, Cookley and Fairfield are excluded from the Green Belt. The District has a network of designated wildlife sites and a wide range of habitats of importance for nature conservation. There are significant areas of lowland heathland, acid grasslands, wetlands and traditional orchards, which make a key contribution to biodiversity. The linear landscape of the Severn and Stour Valleys accommodate a degree of annual flooding. To the west the land is elevated and is dominated by the Wyre Forest ancient semi-natural woodland. This part of the District also falls into the Abberley & Malvern Hills Geopark. There are red Triassic sandstones to the east of the District and older Carboniferous and Devonian sandstones in the west. This gives rise to typical brown earth soils in the east and west and

brown sands soils in the central belt. The District is home to a number of protected species which are often found along the watercourses and in the pools and marshland areas. Potential impacts on the habitats of the area (in particular wetlands) from extreme weather resulting from climate change and habitat fragmentation are key challenges for the future.

**A.10** The canal and river networks provide an important green resource within the urban environments. Particularly within Kidderminster town centre, the opportunities to access green spaces are currently limited. The urban environment requires improvements to make it more attractive and to encourage opportunities for biodiversity.

**A.11** A rich heritage is present, including buildings, conservation areas, monuments, landscapes and archaeology. The physical environment is a key factor in the quality of life for local residents and access to nature parks, open spaces and the rural hinterland is highly valued. The District is noted for the extent of its woodlands, which notably include the Wyre Forest, Eymore Wood, Areley Wood and Chaddesley Wood. There are some 2,800 static holiday caravans in the area, which results in a proliferation of caravan sites, particularly concentrated along the Severn Valley and to the west of the District in the sensitive landscape area.

## Employment

**A.12** There are pockets of high unemployment, noticeably in the urban wards of Oldington & Foley Park (6.8%) and Broadwaters (4.3%). The manufacturing industry remains the most significant employer in the District. Some of the District's largest employers are in the manufacturing sector including Brinton Carpets, Sealine Industries and Titan Steel Wheels. Recent years have seen a growth in the service sector and small-medium sized enterprises (SMES) are becoming more prevalent. There are marked commuting flows of 5,965 people from Kidderminster to the conurbation (Birmingham and the Black Country) and to Worcester and Droitwich Spa. The District also has a significant number of people working from home, at approximately 10%. The District enjoys some self containment in employment due in part to its location to the west of the conurbation and lack of direct motorway access. However, it has not enjoyed significant office-based development, other than generally local service sector companies.

**A.13** Employment sites are concentrated in Kidderminster and Stourport-on-Severn with the main focus on the Stourport Road Corridor (A451) running south out of Kidderminster. Well established as a manufacturing area, it contains some modern high quality premises together with significant major brownfield redevelopment opportunities. Although the majority of employment focuses on the urban areas including Worcester Road and Hoo Farm in Kidderminster and the Sandy Lane Industrial Estate in Stourport, there are some existing rural business sites such as Rushock Trading Estate and Titan Steel Wheels in Cookley, which often employ local workers and contribute significantly to the rural economy. Agriculture remains the main activity in the rural areas, with high quality productive best and most versatile land around Kidderminster.



Finepoint, Stourport Road

**A.14** Tourism is an important facet of the District's economy and its proximity to the West Midlands conurbation makes it a popular day visitor and tourist destination. In particular the Severn Valley Railway and the West Midlands Safari Park attract a large number of day visitors to the area.

## Transport and Access



Kidderminster Bus Station

**A.15** The proximity of Birmingham provides opportunities for higher order and knowledge based jobs assisted by the improving rail service from Kidderminster. Worcester City is also accessible both by rail and road. Linkages with other nearby towns, such as Wolverhampton and Bromsgrove, are hindered by the quality of road connections and the absence of direct rail services.

**A.16** Traffic congestion is prevalent within and between the three main towns. Kidderminster Ring Road experiences severe congestion at peak times and from visitor traffic to the Safari Park during the summer months. The Stourport Road Corridor is a particularly congested route. Air quality is deteriorating in the town centres and there are two designated Air Quality Management Areas (AQMAs) at Horsefair in Kidderminster and Welch Gate in Bewdley.

**A.17** Currently, bus service coverage is poor, particularly within the District's rural areas, with few high frequency routes linking to the town centres and key services. The quality of passenger transport accessibility between the Wyre Forest and key locations of employment, major health carers, retail and leisure is compromised by limited bus access to Kidderminster Rail Station, compounded by poor bus and rail infrastructure facilities at the station.

**A.18** Passenger numbers at both the District's railway stations – Kidderminster and Blakedown, have increased significantly in recent years. Kidderminster Station is a key gateway to the town and forms part of the core route into central Birmingham where 4 trains per hour operate.

## Quality of Life

**A.19** There is a complex network of communities ranging from the isolated rural areas and market towns to the urban neighbourhoods of Kidderminster. Generally perceived to be relatively prosperous, the District is also home to the most deprived Worcestershire ward – Oldington & Foley Park, which along with the Greenhill and Broadwaters wards has also been identified as a "health hotspot." Here the major causes of death are circulatory diseases and cancers, which are lifestyle related. Access to health care remains a major concern for local residents. Since Kidderminster Hospital was downsized, residents are now required to travel further distances for A&E facilities.

**A.20** Levels of crime are lower than the national average although there are some areas of high incidence in the Kidderminster ward of Greenhill (which includes the town centre). Anti-social behaviour is the most common offence reported. The fear of crime amongst local residents remains disproportionately high. Educational attainment is lower than the regional and national averages and is particularly poor within the Oldington & Foley Park and Broadwaters wards. However, the number of 16-18 year olds unemployed or in jobs without training is decreasing in the area.

**A.21** There are approximately 43,785 dwellings<sup>(47)</sup> in the District. Over 80% of new housing has been provided on previously developed sites since 1996. There has been an increase in the average density of housing developments within the urban areas of Kidderminster and Stourport-on-Severn. Below average wage rates result in substantial demand for affordable housing provision across the District. In particular there is unmet demand for more affordable 2 and 4-bed dwellings. Evidence of the last five years suggests social re-lets will decrease, therefore extra pressure will be placed on increasing the supply of affordable housing.



Affordable Housing,  
Kidderminster

47 Figures taken from DCLG website. Source: Census 2001, Housing Flows Reconciliation and Regional Assembly joint returns 31/03/2009



## B Infrastructure Schedules

**B.1** The following table sets out the indicative infrastructure requirements arising from potential development across the 5 year phasing periods from 2006 - 2026. At this stage indicative costs have been used, as more specific information is not available. Costs and infrastructure requirements are estimated from discussions with Worcestershire County Council and the Worcestershire Primary Care Trust. They have also been informed by the Baker Associates/TPI Strategic Infrastructure Requirements Study for Worcestershire undertaken in 2008.

**B.2** The schedules do not include costings for environmental infrastructure at this stage. It is difficult to provide an estimate without more detailed information on site specific proposals. Environmental Infrastructure will need to include green infrastructure and open space; sustainable drainage systems; individual water supply and waste water infrastructure; the implementation of new flood risk reduction measures and enhancements for biodiversity, geodiversity and heritage.

**B.3** More detailed information on infrastructure requirements including emergency infrastructure will inform the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs. Delivery agencies and potential funding bodies are identified within the Monitoring and Implementation Framework.

Phasing Period	Residential Development (figures taken from the SHLAA)	Employment Development (as per phasing and implementation policy)	Retail Development (figures taken from White Young Green Study (2010) - based on future comparison demand)	Transport Infrastructure*	Social Infrastructure*	Funding Sources and Delivery Agencies
2006-2011	1200 dwellings	11 hectares	-	Enhanced bus network, including ongoing revenue costs of infrastructure and services including development of a series of bus rapid transport corridors, enhancements to ticketing systems, new and enhanced vehicles, investment in high quality bus stop infrastructure and real time information (£1 million)  Improved walking and cycling routes, enhanced information and signage and secure cycle parking facilities in town centres and at rail station (£50,000)	Special Education Contributions (£0.11 million)  Community Centre Space (£0.3 million)  Open Space Provision (approx £1.8 million)	Transport: LTP3 funding and Worcestershire Partnership/Section 106 funding.  Social Infrastructure: Education and Community Centre - Worcestershire County Council and Section 106 contributions.  Open Space Provision: Section 106 contributions, Worcestershire Partnership/Local Area Agreement.

Phasing Period	Residential Development (figures taken from the SHLAA)	Employment Development (as per phasing and implementation policy)	Retail Development (figures taken from White Young Green Study (2010) - based on future comparison demand)	Transport Infrastructure*	Social Infrastructure*	Funding Sources and Delivery Agencies
				Carpets of Worth redevelopment, Stourport-on-Severn, Link Road (Developer funded – application approved)		
2011-2016	1630 dwellings	11 hectares	1486 sq.m	<p>Significant enhancements to Kidderminster Rail Station to develop a high quality transport modal interchange (£4 million)</p> <p>A449/A451 Eastern Wyre Forest Strategic Access Link (tbc)</p> <p>Enhanced bus network, including ongoing revenue costs of infrastructure and services including development of a series of bus rapid transport corridors, enhancements to ticketing systems, new and enhanced vehicles, investment in high quality bus stop infrastructure and real time information (£1.25 million)</p> <p>Improved walking and cycling routes, enhanced information and signage and secure cycle parking facilities in town centres and at rail station (£65,000)</p>	<p>New Kidderminster Health Centre at Bromsgrove Street. (approximately £2,359 per sq.m to accommodate 10 – 15,000 patients)</p> <p>Improved Stourport Health Facilities at York Street. (approximately £2,359 per sq.m to accommodate 10 – 15,000 patients)</p> <p>Special Education Contributions (£0.15 million)</p> <p>Community Centre Space (£0.4 million)</p> <p>Library Provision (approx £0.11 million)</p> <p>Open space (approx £2.37 million)</p> <p>Fire Engine (approx £0.22 million)</p>	<p>Rail Improvements: Regional funding allocation secured by Worcestershire County Council, NSIP (£1 million) and £75,000 Section 106 monies.</p> <p>Hoobrook Link: LTP3 funding, Regional funding/AWM, developer contributions.</p> <p>Enhanced bus and cycle networks: LTP3, Worcestershire Partnership and S106 contributions.</p> <p>Health Services: Primary Care Trust.</p> <p>Education Contributions: WCC and S106 monies.</p> <p>Community Centre: Worcestershire Partnership and developer funding.</p> <p>Library Provision: Worcestershire County Council.</p> <p>Open Space: Section 106 contributions and LAA funding.</p> <p>Ambulance Station: Government funding and S106 contributions or CIL.</p>

Phasing Period	Residential Development (figures taken from the SHLAA)	Employment Development (as per phasing and implementation policy)	Retail Development (figures taken from White Young Green Study (2010) - based on future comparison demand)	Transport Infrastructure*	Social Infrastructure*	Funding Sources and Delivery Agencies
					<p>Ambulance Station and Equipment (£TBC)</p> <p>Household Waste Recycling Centre ( approx £3 million)</p>	<p>Emergency Services (Fire/Rescue and Police): Government funding and S106 contributions or CIL</p> <p>Household Waste: Worcestershire County Council and Wyre Forest District Council.</p>
2016-2021	980 dwellings	11 hectares	7857 sq.m	<p>Enhanced bus network, including ongoing revenue costs of infrastructure and services including development of a series of bus rapid transport corridors, enhancements to ticketing systems, new and enhanced vehicles, investment in high quality bus stop infrastructure and real time information (£2.5 million)</p> <p>Improved walking and cycling routes, enhanced information and signage and secure cycle parking facilities in town centres and at rail station (£120,000)</p> <p>A449/A451 Western Wyre Forest Strategic Access Link (£tbc)</p>	<p>Special Education Contributions (£0.15 million)</p> <p>Community Centre Space (£0.4 million)</p> <p>Library Provision (£0.22 million)</p> <p>Open space maintenance (£2.37 million)</p> <p>Redevelopment of Stanmore House Surgery (PCT Funding approximately £2,359 per sq.m to accommodate 10 – 15,000 patients)</p>	<p>Improvements to bus and cycle networks: LTP3 funding and Worcestershire Partnership and Section 106 monies.</p> <p>Improvements to Kidderminster Ring Road: LTP3 funding and Worcestershire Partnership. Section 106 monies. Regional funding brought in through the ReWyre Initiative.</p> <p>Education Contributions: Worcestershire County Council and Section 106 monies.</p> <p>Community Centre Space: Developer funding.</p> <p>Library Provision: Worcestershire County Council.</p> <p>Open Space Maintenance: Section 106 monies and Wyre Forest District Council.</p>



Phasing Period	Residential Development (figures taken from the SHLAA)	Employment Development (as per phasing and implementation policy)	Retail Development (figures taken from White Young Green Study (2010) - based on future comparison demand)	Transport Infrastructure*	Social Infrastructure*	Funding Sources and Delivery Agencies
						Health Facilities: Primary Care Trust.
2021-2026	470 dwellings	11 hectares	14463 sq.m	<p>Enhanced bus network, including ongoing revenue costs of infrastructure and services including development of a series of bus rapid transport corridors, enhancements to ticketing systems, new and enhanced vehicles, investment in high quality bus stop infrastructure and real time information (£1.5 million)</p> <p>Significant transport related public realm enhancements to promote increased walking, cycling and passenger transport use, in the following areas: Bewdley town centre, Stourport-on-Severn town centre, Kidderminster town centre to include the downgrading of the Kidderminster Inner Ring Road and tributary routes.</p>	<p>Special Education Contributions (£0.7 million)</p> <p>Community Centre Space (£0.2 million)</p> <p>Open space maintenance (£1.2 million)</p>	<p>Stourport Relief Road: Regional funding and developer contributions.</p> <p>Enhanced bus and cycle networks: LTP3 funding, Worcestershire Partnership and S106 contributions.</p> <p>Education and community contributions: Worcestershire County Council and S106 contributions.</p> <p>Open space maintenance: Wyre Forest District Council and S106 contributions.</p>

## C Saved Policies to be replaced by Core Strategy

**C.1** Following the implementation of the Planning and Compulsory Purchase Act in 2004, the District Council made representations to the Secretary of State to save the majority of the Adopted Local Plan Policies. These policies would then remain in operation to determine planning applications until they are replaced by policies within Development Plan Documents.

**C.2** The Core Strategy policies will supersede a number of these saved policies. However a number of them will remain in place until they are replaced through more specific policies within the Site Allocations and Policies DPD and KCAAP DPD. The table below indicates those policies that are to be replaced by Core Strategy policies.

Adopted Local Plan Policy	Replaced By
H.1 Housing Provision	DS01: Development Locations
H.4 Housing Developments: Dwelling Mix	CP05: Delivering Mixed Communities
H.5 Housing Density	CP05: Delivering Mixed Communities
H.10 Affordable Housing	CP04: Providing Affordable Housing
H.11 Affordable Housing Exception Schemes in Rural Areas	CP04: Providing Affordable Housing
H.15 Gypsy Sites: Future Provision	CP06: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople
E.1 Employment Land Provision	DS01: Development Locations
E.2 Employment Land Proposals	DS01: Development Locations CP08: A Diverse Local Economy
E.8 Employment Development in the Rural Area Outside the Green Belt	DS01: Development Locations DS04: Rural Regeneration CP08: A Diverse Local Economy
E.10 Business Development Outside Allocated Areas	DS01: Development Locations DS02: Kidderminster Regeneration Area DS03: Market Towns CP09: Retail and Commercial Development
D.1 Design Quality	CP11: Quality Design and Local Distinctiveness
D.3 Local Distinctiveness	CP11: Quality Design and Local Distinctiveness
D.5 Design of Development in the Countryside	CP11: Quality Design and Local Distinctiveness CP12: Landscape Character
D.6 Safeguarding of Resources by Design	CP01: Delivering Sustainable Development Standards
D.7 Sustainable Drainage	CP02: Water Management
D.8 Designing for Materials Recycling	CP01: Delivering Sustainable Development Standards
D.9 Design for Movement	CP11: Quality Design and Local Distinctiveness CP03: Promoting Transport Choice and Improving Accessibility
D.13 Design of Private and Communal Amenity Spaces	CP11: Quality Design and Local Distinctiveness
D.14 Street Furniture	CP11: Quality Design and Local Distinctiveness
D.16 Design for Community Safety	CP11: Quality Design and Local Distinctiveness
D.19 Designing for Adaptability	CP11: Quality Design and Local Distinctiveness
NR.1 Development of Greenfield Land	DS01: Development Locations
NR.4 Land Stability	CP01: Delivering Sustainable Development Standards
NR.5 Floodplains	CP02: Water Management
NR.6 Development adjacent to Watercourses	CP02: Water Management
NR.7 Groundwater Resources	CP02: Water Management
NR.8 Water Supply	CP02: Water Management
NR.9 Sewage Disposal	CP02: Water Management
NR.10 Air Quality	CP03: Promoting Transport Choice and Improving Accessibility
NR.15 Recycling Facilities	CP01: Delivering Sustainable Development Standards
LA.1 Landscape Character	CP12: Landscape Character
LA.2 Landscape Protection Area	CP12: Landscape Character
LA.3 The Severn Way	CP12: Landscape Character
LA.4 The Stour Valley	CP12: Landscape Character
LA.5 Streams and Pools Systems East of Kidderminster	CP12: Landscape Character
LA.6 Landscape Features	CP12: Landscape Character
AG.1 Agricultural Land Quality	CP12: Landscape Character
AG.2 Agricultural and Forestry Workers' Dwellings	DS04: Rural Regeneration

## C Saved Policies to be replaced by Core Strategy

Adopted Local Plan Policy	Replaced By
AG.3 Agricultural and Forestry Workers' Dwellings – Removal of Conditions	DS04: Rural Regeneration
AG.4 New Agricultural Buildings	DS04: Rural Regeneration
AG.5 Intensive Livestock Units	DS04: Rural Regeneration
AG.7 Farm Shops	DS04: Rural Regeneration
AG.8 Farm Diversification	DS04: Rural Regeneration
EQ.1 Development for Commercial Equestrian Activities	DS04: Rural Regeneration CP12: Landscape Character
EQ.2 Stables and Field Shelters for Leisure Activities	DS04: Rural Regeneration CP12: Landscape Character
EQ.3 Landscape Impact of Development Involving Horses	DS04: Rural Regeneration CP12: Landscape Character
HL.1 Historic Landscapes	CP12: Landscape Character
NC.3 Wildlife Corridors and Stepping Stones	CP13: Providing a Green Infrastructure Network CP14: Providing Opportunities for Local Biodiversity and Geodiversity
NC.5 Biodiversity	CP13: Providing a Green Infrastructure Network CP14: Providing Opportunities for Local Biodiversity and Geodiversity
NC.6 Landscaping Schemes	CP13: Providing a Green Infrastructure Network CP14: Providing Opportunities for Local Biodiversity and Geodiversity
NC.8 Public Access	CP13: Providing a Green Infrastructure Network CP14: Providing Opportunities for Local Biodiversity and Geodiversity
TR.1 Bus Infrastructure	CP03: Promoting Transport Choice and Improving Accessibility
TR.2 Interchange Improvements at Kidderminster Railway Station	CP03: Promoting Transport Choice and Improving Accessibility
TR.3 Sustainable Transport Route	CP03: Promoting Transport Choice and Improving Accessibility
TR.4 Access to Rail Freight	CP03: Promoting Transport Choice and Improving Accessibility
TR.5 Lorry Route Network	CP08: A Diverse Local Economy CP03: Promoting Transport Choice and Improving Accessibility
TR.6 Cycling Infrastructure	CP03: Promoting Transport Choice and Improving Accessibility
TR.7 Provision for Pedestrians	CP03: Promoting Transport Choice and Improving Accessibility
TR.8 Highway Network	CP03: Promoting Transport Choice and Improving Accessibility
TR.9 Impacts of Development on the Highway Network	CP03: Promoting Transport Choice and Improving Accessibility
TR.10 Environmental Impact of Highway Works	CP03: Promoting Transport Choice and Improving Accessibility
TR.12 Area Wide Traffic Management Schemes	CP03: Promoting Transport Choice and Improving Accessibility
TR.13 The Horsefair, Kidderminster	CP03: Promoting Transport Choice and Improving Accessibility
TR.15 Proposed Stourport Relief Road	CP03: Promoting Transport Choice and Improving Accessibility
TR.18 Transport Assessment of New Development	CP03: Promoting Transport Choice and Improving Accessibility
TR.19 Implementation of Travel Plans	CP03: Promoting Transport Choice and Improving Accessibility
LR.2 Amenity Space	CP07: Delivering Community Wellbeing
LR.16 Arts, Entertainment and Museum Facilities	DS02: Kidderminster Regeneration Area DS03: Market Towns DS04: Rural Regeneration
LR.17 Commercial Leisure Developments	DS02: Kidderminster Regeneration Area DS03: Market Towns CP09: Retail and Commercial Development.
TM.1 Tourism Development	CP10: Sustainable Tourism
TM.2 Development of Hotels and Guest Houses	DS02: Kidderminster Regeneration Area DS03: Market Towns DS04: Rural Regeneration CP10: Sustainable Tourism
TM.5 New Holiday Caravan and Chalet Sites	CP12: Landscape Character
TM.6 Improvement of Existing Holiday Caravan and Chalet Sites	CP12: Landscape Character
TM.7 Farm Tourism	DS04: Rural Regeneration CP10: Sustainable Tourism
TM.9 Stourport-on-Severn Tourist Information and Heritage Centre	DS03: Market Towns CP10: Sustainable Tourism
CY.2 Community Facilities	CP07: Delivering Community Wellbeing
CY.4 Education Facilities – Developer Contributions	CP07: Delivering Community Wellbeing
RT.1 Sequential Approach	DS01: Development Locations CP09: Retail and Commercial Development



Adopted Local Plan Policy	Replaced By
TC.1 Town Centre Strategies	DS02: Kidderminster Regeneration Area DS03: Market Towns
TC.4 Key Movement Corridors	DS02: Kidderminster Regeneration Area DS03: Market Towns CP11: Quality Design and Local Distinctiveness
IMP.1 Planning (Section 106) Obligations	CP07: Delivering Community Wellbeing

**C.3** Worcestershire County Council also saved a number of Structure Plan Policies from the Worcestershire County Structure Plan beyond September 2007 under the provisions of the Planning and Compulsory Purchase Act. The table below indicates those Structure Plan Policies which will be replaced by the Core Strategy within the District's Local Development Framework.

Structure Plan Policy	Replaced By
SD.1 Prudent Use of Natural Resources	CP01: Delivering Sustainable Development Standards
SD.2 Care for the Environment	CP12: Landscape Character
SD.3 Use of Previously Developed Land	DS01: Development Locations DS02: Kidderminster Regeneration Area DS03: Market Towns
SD.4 Minimising the Need to Travel	DS01: Development Locations DS02: Kidderminster Regeneration Area DS03: Market Towns DS04: Rural Regeneration
SD.5 Achieving Balanced Communities	CP07: Delivering Community Wellbeing
SD.8 Development in Sustainable Rural Settlements	DS04: Rural Regeneration
SD.9 Promotion of Town Centres	DS02: Kidderminster Regeneration Area DS03: Market Towns
CTC.1 Landscape Character	CP12: Landscape Character
CTC.5 Trees, Woodlands and Hedgerows	CP14: Providing Opportunities for Local Biodiversity and Geodiversity.
CTC.6 Green Open Spaces and Corridors	CP13: Providing a Green Infrastructure Network
CTC.7 Agricultural Land	DS04: Rural Regeneration
CTC.8 Flood Risk and Surface Water Drainage	CP02: Water Management
CTC.11 Sites of National Wildlife Importance	CP14: Providing Opportunities for Local Biodiversity and Geodiversity.
CTC.12 Sites of Regional or Local Wildlife Importance	CP14: Providing Opportunities for Local Biodiversity and Geodiversity.
CTC.14 Features in the Landscape of Nature Conservation Importance.	CP14: Providing Opportunities for Local Biodiversity and Geodiversity.
CTC.15 Biodiversity Action Plan	CP14: Providing Opportunities for Local Biodiversity and Geodiversity.
D.5 The Contribution of Previously Developed Land to Meeting the Housing Provision	DS01: Development Locations
D.6 Affordable Housing Needs	CP04: Providing Affordable Housing CP05: Delivering Mixed Communities
D.8 Affordable Housing for Local Needs in Rural Areas.	CP04: Providing Affordable Housing
D.14 Housing Development in Rural Settlements Beyond, and Excluded from, the Green Belt	DS04: Rural Regeneration
D.18 Gypsy Sites	CP06: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople
D.19 Employment Land Requirements	DS01: Development Locations CP08: A Diverse Local Economy
D.26 Office Development (Class A2 and B1)	DS02: Kidderminster Regeneration Area CP09: Retail and Commercial Development
D.29 Change of use of Buildings in Rural Areas for Employment Purposes	DS04: Rural Regeneration
D.31 Retail Hierarchy	DS02: Kidderminster Regeneration Area
D.32 Preferred Locations for Large Scale Development.	DS02: Kidderminster Regeneration Area CP09: Retail and Commercial Development
D.34 Retail Developments in District and Local Centres	CP09: Retail and Commercial Development
D.35 Retailing in Rural Settlements	DS04: Rural Regeneration
D.36 Farm Shops	DS04: Rural Regeneration
D.37 Shops in Community Buildings in Rural Settlements	DS04: Rural Regeneration

## C Saved Policies to be replaced by Core Strategy

Structure Plan Policy	Replaced By
D.43 Crime Prevention and Community Safety	CP11: Quality Design and Local Distinctiveness
T.1 Location of Development	DS01: Development Locations CP09: Retail and Commercial Development
T.2 Resources	CP03: Promoting Transport Choice and Improving Accessibility
T.5 Bus Facilities	CP03: Promoting Transport Choice and Improving Accessibility
T.6 Rail Facilities	CP03: Promoting Transport Choice and Improving Accessibility
T.9 Rural Transport	CP03: Promoting Transport Choice and Improving Accessibility
T.10 Cycling and Walking	CP03: Promoting Transport Choice and Improving Accessibility
T.12 Road Schemes	CP03: Promoting Transport Choice and Improving Accessibility
RST.9 Waterways and Open Water Areas	CP15: Regenerating the Waterways
RST.12 Recreation Provision in Settlements	CP07: Delivering Community Wellbeing
RST.14 Tourism Development	CP10: Sustainable Tourism
RST.15 Development of Tourism Potential	CP10: Sustainable Tourism CP15: Regenerating the Waterways
RST.16 Tourist Accommodation	CP10: Sustainable Tourism
RST.18 Holiday Caravan Sites	CP12: Landscape Character
EN.2 Wind Turbines	CP01: Delivering Sustainable Development Standards
IMP.1 Implementation of Development	CP07: Delivering Community Wellbeing

## D Evidence Base

**D.1** The following table identifies the background papers and technical studies that have helped to make informed, evidence based decisions for the objectives, strategies and policies within the Core Strategy.

Study	Production	Completion
Sustainability Appraisal	In house	December 2009
Sustainability Appraisal (Critical Check)	Consultants (UE Associates)	June 2009
Strategic Housing Land Availability Assessment (SHLAA)	In house	December 2009
Strategic Housing Market Assessment (SHMA) for the West Midlands South Housing Market Area	Consultant (Rupert Scott) commissioned by South Housing Market Area Partnership. Updates to be undertaken by Worcestershire County Council	Latest Update Published May 2008
Gypsy and Traveller Accommodation Assessment for the West Midlands South Housing Market Area	Commissioned by the SHMA Partnership as an extension of the SHMA	February 2008
Viability Assessment of Potential Residential Sites	Consultants (GVA Grimley)	October 2009
Research into the Housing and Support Needs of Older People within Worcestershire	The Housing and Support Partnership	May 2009
Employment Land Review	In house/consultants (GVA Grimley)	July 2008
Strategic Flood Risk Assessment	Consultants (Royal Haskoning)/ Environment Agency	Level 1 - Published January 2008 Level 2 - Draft report received - final report to be published in early 2010
Water Cycle Study	Consultants (Royal Haskoning)/Environment Agency	Draft report received - final report to be published in early 2010
Retail and Commercial Leisure Study	Consultants (White Young Green)	December 2006 Updated Retail Study - 2010
PPG17 Audit: Leisure and Open Space Study	Consultants (PMP)	October 2008
Green Infrastructure Study	In house - in partnership with Worcestershire County Council, Worcestershire Wildlife Trust and Natural England	Draft report complete - final report to be published in early 2010
Biodiversity (Worcestershire Biodiversity Action Plan)	Worcestershire County Council	July 2008
Geodiversity Action Plan for Worcestershire	Hereford and Worcestershire Earth Heritage Trust	2009
Kidderminster Regeneration Prospectus	In-house	September 2009
Infrastructure Study	Consultants (Baker Associates) commissioned by WCC	January 2009
Transportation Modelling	WCC/WFDC	Initial modelling 2007 - ongoing
Renewables Audit	Consultants (IT Power) commissioned by WCC	August 2009
Appropriate Assessment	In-house - agreed by Natural England	Screening report published February 2008 - updated September 2009
Historic Environment Topic Paper	In-house	October 2009



Study	Production	Completion
Settlement Hierarchy Topic Paper	In-house	October 2009
Planning for Climate Change in Worcestershire - Technical Research Paper	Worcestershire County Council	May 2008
Planning for Water in Worcestershire - Technical Research Paper	Worcestershire County Council	December 2008
Planning for Renewable Energy in Worcestershire - Technical Research Paper	Worcestershire County Council	January 2009
Representations received at the Issues and Options, Revised Issues and Options and Preferred Options stages.	In-house	Summer 2007 February 2008 March 2009

## E Jargon Guide

**Adopted Local Plan 2004-2011** - The existing planning policy document for the Wyre Forest District, this was adopted in 2004 to guide future development within the District until 2011. Along with the Worcestershire County Structure Plan 1996-2011 and the Hereford and Worcester County Minerals Local Plan (1997) it constitutes the Development Plan for the Wyre Forest District and will remain as such until all the DPDs are in place.

**Advantage West Midlands (AWM)** - Advantage West Midlands is the Regional Development Agency (RDA) for the West Midlands. For more information please see [www.advantagewm.co.uk](http://www.advantagewm.co.uk).

**Affordable Housing** - The District Council has adopted the definition of Affordable Housing as set out in national planning policy; Planning Policy Statement 3, Annex B as follows:

'Affordable Housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable Housing should:

- Meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices.
- Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.'

**Air Quality Management Area (AQMA)** - Areas designated by Wyre Forest District Council where the level of pollutant concentrations in the atmosphere results in the air quality not meeting the objectives set out by central government in 2005.

**Annual Monitoring Report (AMR)** - An annually produced document which sets out the progress made in achieving the timetable set out in the Local Development Scheme as well as measuring the effectiveness of the development plan policies.

**Area of Development Restraint (ADR)** - ADRs are areas which have been protected from development in the current Adopted Local Plan. These areas are safeguarded to provide provision for longer term development and have been taken out of the Green Belt. Until they are identified for development, Green Belt policies apply to these sites.

**Biodiversity Action Plan (BAP)** - A strategy prepared for a local area aimed at conserving and enhancing biological diversity.

**BREEAM** - Building Research Establishment Environmental Assessment Method. A widely used means of reviewing and improving the environmental performance of buildings. BREEAM assessment methods generally apply to commercial developments (industrial, retail etc.).

**Brownfield Land/Previously Developed Land (PDL)** - Land which has previously been developed. The term may encompass vacant or derelict land, infill sites, land occupied by redundant or unused buildings, and developed land within the settlement boundary where further intensification of use is considered acceptable.

**Climate Change** - Long-term changes in temperature, precipitation, wind and all other aspects of the Earth's climate. Often regarded as a result of human activity and fossil fuel consumption.

**Code for Sustainable Homes** - A new national best practice standard for sustainable design and construction of new homes. Level 6 of the Code is equivalent to zero-carbon.

**Comparison Floorspace** - Refers to the floorspace for comparison goods, which are items that are not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

**Conservation Area** - Area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.

**Convenience Floorspace** - Refers to the floorspace for convenience goods, which are everyday essential items, including food, drinks, newspapers/magazines and confectionery.

**Community Facilities** - Facilities which provide for the health, welfare, social, educational, spiritual, recreational, leisure and cultural needs of the community.

**Developer Contributions** - Developer contributions are often required for major developments to ensure sufficient provision is made for infrastructure and services such as roads, schools, health care and other facilities. Contributions are usually secured through planning conditions or legal agreements (often referred to as planning obligations or Section 106 agreements)

**Development Plan Documents (DPDs)** - The collective term given to all statutory documents that form the Local Development Framework for the District. These comprise of the Core Strategy, Site Allocations and Policies, Kidderminster Central Area Action Plan and a Proposals Map.

**English Heritage** - English Heritage exists to protect and promote England's historic environment and ensure that its past is researched and understood.

**Evidence Base** - The information and data gathered by local authorities to justify the 'soundness' of the policy approach set out in Local Development Documents, including the physical, economic and social characteristics of an area.

**Flood Risk Assessment** - An assessment of the likelihood of flooding in a particular area so that development needs and mitigation measures can be carefully considered.

**General Conformity** - Prior to the revocation of Regional Spatial Strategies on 6th July 2010 a Local Development Document was required to be in 'general' conformity with the strategy and proposals set out in the Regional Spatial Strategy as assessed by the then Regional Planning Body (West Midlands Regional Assembly).

**Geodiversity** - The range of rocks, fossils, minerals, soils, landforms and natural processes that go to make up the Earth's landscape and structure.

**Geopark** - A geopark is an area which consists of one or more sites of scientific importance for geological, ecological, archaeological, or cultural value. The Abberley and Malvern Hills Geopark falls within the counties of Herefordshire, Gloucestershire, Shropshire and Worcestershire and covers 1,250 sq km. The geological and geomorphological significance of the area has been recognised for many years with 13 Sites of Special Scientific Interest (SSSI) and 179 Local Geological Sites (LGS) present.

**Green Belt Land** - Land which is situated between urban areas on which development is restricted so as to ensure urban sprawl – the uncontrolled, unplanned growth of urban areas – does not occur.



**Greenfield Land** - Land which has never been developed, this includes Green Belt land and areas of open countryside, as well as undeveloped land within urban areas.

**Heritage** - A general term used to refer to historical and archaeological features, buildings and monuments which are of local, regional or national interest.

**Horsiculture** - The commercial development of the countryside for pasturing or exercising horses.

**Infrastructure** - Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.

**Key Diagram** - A diagram which illustrates the main strategic principles of the spatial strategy of the LDF

**Kidderminster Central Area Action Plan (KCAAP)** - Is a Development Plan Document targeted specifically to regenerating the central area of Kidderminster.

**Landscape Character Assessment (LCA)** - An assessment of landscape character, which is defined as 'a distinct, recognisable, and consistent pattern of elements in the landscape which makes one landscape different from another.'

**Landscape Protection Area (LPA)** - An area originally outlined in the 1986 Wyre Forest Urban Areas Local Plan which is protected from inappropriate development as it is deemed to be worthy of special protection and enhancement.

**Lifetime Home Standard** - Criteria developed by the Joseph Rowntree Foundation in 1991 to help house builders to produce new homes flexible enough to deal with changes in life situations of occupants such as caring for young children, temporary injuries and declining mobility with age.

**Local Development Framework (LDF)** - This will provide the framework for delivering the planning strategy and policies for Wyre Forest District.

**Local Development Scheme (LDS)** - A three year timetable setting out the type of Development Plan Documents to be produced under the Local Development Framework and the key milestones for their development.

**Local Nature Reserve (LNR)** - Local Nature Reserves (LNRs) are sites owned, leased or managed under agreement by Local Authorities. LNRs are of nature conservation value and managed partly for educational objectives.

**Local Regeneration Areas (LRA)** - Areas designated as LRAs commonly face regeneration challenges associated with the decline or restructuring of traditional industries.

**Local Transport Plan** - A five-year integrated transport strategy prepared by local authorities in partnership with the community which seeks funding to help provide local transport projects.

**Major Developments** - Major developments include;

- Residential development comprising of at least 10 dwellings or a site area of at least 0.5 hectare if the number of dwellings is not specified.
- Other uses where the floor space to be built is greater than 1,000 sqm or the site area is at least 1 hectare in size.

**Major Urban Areas (MUAs)** - The focus of Urban Renaissance which underpinned the strategy set out within the former WMRSS. Of the 4 MUAs established within the former WMRSS, Birmingham and the Black Country have the most relevance to the Wyre Forest District.

**National Nature Reserve (NNR)** - National Nature Reserves (NNRs) are sites of national or international importance for nature conservation, which are owned, leased or managed under agreement with English Nature.

**Natural England** - Natural England works for people, places and nature to conserve and enhance biodiversity, landscapes and wildlife in rural, urban, coastal and marine areas.

**Oldington and Foley Park Pathfinder** - A seven year regeneration programme and partnership for the Oldington and Foley Park ward in Kidderminster which is in the 10% most deprived wards of the Country.

**Open Space** - All space of public value, which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife. Areas of open space include public landscaped areas, playing fields, parks and play areas, and also areas of water such as rivers, canals, lakes and reservoirs.

**Parish Plans** - Reflect the planning issues present at a local level in the rural areas of the District. These plans carry no weight in the planning system but are designed to inform the District Council of local planning issues.

**Planning Policy Guidance (PPGs)** - Guidance produced by the Government on planning matters (being replaced by PPSs)

**Planning Policy Statements (PPSs)** - Documents provided by the Department for Communities and Local Government setting out government policy and advice on planning issues such as housing, transport and conservation. Local authorities must take their contents into account in preparing their development plans.

**ReWyre Initiative/Regeneration Prospectus** - The prospectus aims to highlight Kidderminster's challenges and opportunities in order to attract support and investment into the town.

**Rural Regeneration Zone (RRZ)** - One of six Regeneration Zones designated by Advantage West Midlands in which the majority of its activity and funding will be concentrated over the next ten years.

**Site of Special Scientific Interest (SSSI)** - A specifically defined area within which protection is afforded to ecological or geological features. Sites are officially notified by English Nature.

**South Housing Market Area** - A number of sub-regional Housing Market Areas have been identified which display similar characteristics. Wyre Forest has been included within the South Housing Market Area which comprises the six districts of Worcestershire together with Warwick and Stratford-on-Avon Districts.

**Special Wildlife Sites (SWS)** - Special Wildlife Sites are considered to be of at least county-level importance for their flora and fauna, or in some specific cases for particular scarce or threatened species.

**Statement of Community Involvement** - Sets out the standards which authorities will achieve with regards to involving the local community in the preparation of local development documents and development control decisions.

**Stourport Forward** - Stourport Forward is a Company Limited by Guarantee that has been formed to utilise the £500,000 "Market Towns Initiative" (MTI) funding distributed by Advantage West Midlands (AWM).

**Stourport Road Employment Corridor (SREC)** - This is the main focus for employment within the District. This corridor runs south out of Kidderminster towards Stourport-on-Severn, is well established and contains a number of modern high quality premises together with significant redevelopment opportunities. Underused and derelict sites along this corridor include the former British Sugar site, which at 24 hectares is one of the largest sites in the region.

**Strategic Centres** - There are 25 town centres in the West Midlands region that are defined as in the Regional Spatial Strategy as 'strategic centres' and recognised for their crucial role in meeting the shopping and commercial needs of the region. Kidderminster is one of only three Worcestershire centres recognised in this way (together with Worcester City and Redditch).

**Strategic Environmental Assessment (SEA)** - Strategic Environmental Assessment (SEA) - Sustainability Appraisal needs to be undertaken in a way that incorporates the requirements for SEA. SEA is a generic term used internationally to describe environmental assessment as applied to policies, plans and programmes. This is a statutory requirement under the European 'SEA Directive' (2001/42/EC).

**Strategic Flood Risk Assessment (SFRA)** - A Level 1 and Level 2 SFRA have been produced to inform the production of the Core Strategy. These studies have been carried out in accordance with PPS25: Development and Flood Risk and assess all sources of flood risk within the District. The studies identify the functional flood plain, review flood defence infrastructure, identify risks behind defences, analyse site specific flood risk and take into account the effect of climate change.

**Strategic Housing Land Availability Assessment (SHLAA)** - The primary role of the SHLAA is to identify sites with potential for housing; assess their housing potential; and assess when they are likely to be developed.

**Strategic Housing Market Assessment (SHMA)** - The SHMA is an assessment of housing market influences, current and future housing demand issues, impacts of past and planned housing supply and the impacts of economic and demographic changes.

**Supplementary Planning Documents (SPDs)** - Provide additional information to guide and support Development Plan Documents.

**Sustainable Communities** - Defined on the Communities and Local Government website ([www.communities.gov.uk](http://www.communities.gov.uk)), 'Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.'

**Sustainable Community Strategy** - The Community Strategy brings together the concerns of Wyre Forest communities under six main themes which, as a partnership, the Council and its partners need to focus their efforts on in order to improve the social, economic and environmental wellbeing of the District. These are:- Communities that are Safe and Feel Safe; A Better Environment for Today And



Tomorrow; Economic Success Shared By All; Improving Health & Wellbeing; Meeting the Needs of Children and Young People and Stronger Communities. These themes have been addressed through the Core Strategy.

**Sustainable Drainage Systems (SUDS)** - An environmentally friendly way of dealing with surface water run-off which increases the time taken for surface water to reach watercourses, thereby reducing flash flooding.

**Sustainability Appraisal (SA)** - The purpose of SA is to ensure that all Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs) conform to the Government principles of Sustainable Development, which are;

- Living within environmental limits
- Ensuring a strong, healthy and just society
- Achieving a sustainable economy
- Promoting good governance
- Using sound science responsibly

**Travel Plans** - Travel Plans are designed to present a more economical, efficient and socially responsible way to travel. They are often used by individual organisations to encourage their employees to travel in a more socially and environmentally responsible manner to and from work.

**Tree Preservation Order (TPO)** - A Tree Preservation Order or TPO is a part of town and country planning in the United Kingdom. A TPO is made by a Local Planning Authority (usually a local council) to protect specific trees or a particular area, group or woodland from deliberate damage and destruction. TPOs can prevent the felling, lopping, topping, uprooting or otherwise willful damaging of trees without the permission of the Local Planning Authority.

**Water Cycle Strategy** – The Water Cycle Strategy assesses the constraints and requirements that may arise from the scale of the proposed development on the water infrastructure in the District. The report focuses on potential development sites and assesses the flood risk, water supply, sewerage infrastructure, wastewater treatment, river quality and demand management measures. These are discussed in more general terms.

**Waterways** - navigable watercourses encompassing canals, navigable rivers and reservoirs.

**West Midlands Regional Spatial Strategy (WMRSS)** - A strategy prepared by the West Midlands Regional Planning Body for how a region should look in 15 to 20 years time and often longer. It identified the scale and distribution of new housing in the region, indicated areas for regeneration, expansion or sub-regional planning and specified priorities for the environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal. Regional Spatial Strategies were revoked on 6th July 2010.

**West Midlands Sustainability Checklist** - The Checklist is an easy-to-use online tool that identifies a range of different economic, social and environmental sustainability issues covered in National Guidance and the West Midlands Regional Spatial Strategy. It enables users to assess to what extent a development site proposal will deliver on the different aspects of sustainability.

**Windfall Site** - A site not specifically allocated for development in a development plan, but which unexpectedly becomes available for development during the lifetime of a plan. Most windfall sites are for housing.

**Worcestershire Local Transport Plan (LTP) 2006-2011** - This sets out Worcestershire's transport strategy for this five year period, as well as identifying major long-term transportation pressures on the County.

**Wyre Forest Matters Local Strategic Partnership (LSP)** - A partnership which brings together organisations from the public, private, community and voluntary sector. The key objective of the LSP is to improve the quality of life in the District by addressing important issues affecting those who live and work here, such as health, community safety, transport and education.