



Wyre Forest District Council



Core Strategy

Final Sustainability Appraisal Report
(January 2010)



Wyre Forest District
Local Development Framework

www.wyreforestdc.gov.uk



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Glossary

Abbreviation	Full Term
AMR	Annual Monitoring Report
AQMA	Air Quality Monitoring Area
BAP	Biodiversity Action Plan
CSH	Code for Sustainable Home
DCLG	Department for Communities and Local Government
DPD	Development Plan Document
KCAAP	Kidderminster Central Area Action Plan
LDF	Local Development Framework
LDS	Local Development Scheme
LPA	Local Planning Authority
MYE	Mid-year Estimates (population)
NI	National Indicator
ODPM	Office of the Deputy Prime Minister
SA	Sustainability Appraisal
SCI	Statement of Community Involvement
SEA	Strategic Environmental Assessment
SPD	Supplementary Planning Document
SSSI	Site of Special Scientific Interest
SuDS	Sustainable Drainage Systems

Abbreviation/Term	Explanation
Affordable housing	<p>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:</p> <p>'Affordable Housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable Housing should:</p> <ul style="list-style-type: none">• 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.
Allocation	An area of land identified in a development plan. The allocation will indicate the Council's preferred use for the land.
Annual Monitoring Report (AMR)	An annually produced document which sets out the progress made in achieving the timetable set out within the Local development Scheme as well as measuring the effectiveness of the development plan policies.
Area Action Plan (AAP)	One of the types of development plan documents. Area action plans are appropriate for areas of significant change or areas of conservation. They enable a comprehensive approach to be taken to the planning of a particular area of a town or district. Wyre Forest District Council is currently preparing an Area Action Plan for the Kidderminster Central Area.
Biodiversity	A measure of the number and range of species and their relative abundance in a community
Biodiversity Action Plan (BAP)	A strategy prepared for a local area aimed at conserving and enhancing biological diversity.
Brownfield Land/Previously Developed Land	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.

Abbreviation/Term	Explanation
Conservation Area	Area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
Core Strategy	One of the development plan documents. It sets out the long-term vision for the council area and the policies and proposals to deliver that vision. It will contain broad locations for development, not individual site boundaries.
Developer contributions	Developer contributions are often required for major developments to ensure sufficient provision is made for infrastructure and services such as roads, schools, healthcare 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	Structure plans and local plans prepared by councils to outline how development and land use decisions will be made in their area. From September 2004, development plans now consist of regional spatial strategies and local development frameworks.
Development Plan Document (DPD)	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.
Environment Agency	An independent public body that works closely with the government protecting and improving the environment in England and Wales
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 the area.
Green Belt	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 greenbelt land and areas of open countryside, as well as undeveloped land within urban areas.
Strategic Flood Risk Assessment (SFRA)	An assessment of the likelihood of flooding in a particular area so that development needs and mitigation measures can be carefully considered.
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

Abbreviation/Term	Explanation
	changes in life situations of occupants such as caring for young children, temporary injuries and declining mobility with age.
Listed building	A building of special architectural or historic interest. Listed buildings are graded I, II* or II, with grade I being the highest. Listing includes the interior as well as the exterior of the building and any buildings or permanent structures within its curtilage.
Local Development Document (LDD)	Development plan documents (DPD), supplementary planning documents (SPD), and statement of community involvement (SCI) together form the local development document.
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.
Major Urban Areas (MUAs)	The focus of Urban Renaissance which underpins the Regional Spatial Strategy. Of the 4 MUAs established in the RSS, Birmingham and the Black Country have the most relevance to the Wyre Forest District.
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.
Planning Policy Guidance note (PPG)	A series of notes setting out the government's policies on various topics, e.g. housing, transport, etc.
Planning Policy Statement (PPS)	Previously known as PPGs, these are 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.
Regional Spatial Strategy (RSS)	A strategy prepared by the Regional Planning Body for how a region should look in 15 to 20 years time and often longer. It identifies the scale and distribution of new housing in the region, indicates areas for regeneration, expansion or sub-regional planning and specifies priorities for the environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal.
Scoping Report	A scoping report sets out a framework for appraising the sustainability of the documents within the Local Development Framework.
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.

Abbreviation/Term	Explanation
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 needs to focus its 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 will be addressed through the Core Strategy.
Sustainability Appraisal	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; <ul style="list-style-type: none"> • Living within environmental limits • Ensuring a strong, healthy and just society • Achieving a sustainable economy • Promoting good governance • Using sound science responsibly
Statement of Community Involvement (SCI)	A document setting out how the council intends to involve the general public in drawing up policies in the local development framework and in major planning applications.
Strategic Environmental Assessment (SEA)	An assessment of the impact on the environment that policies, plans and programmes might have as required under European Union legislation.
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.
Supplementary Planning Document (SPD)	Supplementary planning documents provide policy guidance to supplement the policies and proposals in development plan documents. Although they will be in the local development framework they are not development plan documents and not subject to independent inspection. These documents replace supplementary planning guidance prepared under the old system.
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.
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.

Abbreviation/Term	Explanation
Travel to Work Area (TTWA)	An area where, of the economically active resident population, at least 75% work within that area, and also, of everyone working in the area, at least 75% live within that area. These areas have been defined using 1991 census data.
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.

The SEA Directive requirements and where they have been met

Table .1 Meeting the SEA Directive Requirements

SEA Directive Requirements	Where they have been met
(a) an outline of the contents, main objectives of the plan or programme and relationship with other relevant plans and programmes;	SA Scoping Report Full SA Report Section 4 and Appendix C
(b) the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	SA Scoping Report Full SA Report Section 4 and Appendix C
(c) the environmental characteristics of areas likely to be significantly affected;	SA Scoping Report Full SA Report Section 4 and Appendix C
(d) any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	SA Scoping Report Full SA Report Section 4 and Appendix C
(e) the environmental protection objectives, established at international, Community or Member State level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation;	SA Scoping Report Full SA Report Section 4 and Appendix B
(f) the likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors;	Full SA Report Section 6
(g) the measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme;	Full SA Report Section 6
(h) an outline of the reasons for selecting the alternatives dealt with and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information;	Full SA Report Sections 4-7
(i) a description of the measures envisaged concerning monitoring in accordance with Article 10;	Full SA Report Section 7
(j) a non-technical summary of the information provided under the above headings.	Full SA Report Section 1

1 Summary and Outcomes

Non-Technical Summary

1.1 Sustainability Appraisal (SA) is a process which enables Local Planning Authorities (LPAs) to assess how their plans and proposals help to achieve the Government's Sustainable Development objectives. The purpose of SA is to ensure that all Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs) conform to the Government's guiding principles of Sustainable Development, which are:

- Living within Environmental Limits
- Ensuring a Strong, Healthy and Just Society
- Achieving a Sustainable Economy
- Promoting Good Governance; and
- Using Sound Science Responsibly.

1.2 A quick reference guide to SA is available on the District Council's Forward Planning website at www.wyreforestdc.gov.uk.

1.3 There are three key stages to preparing a SA:

- The production of a Scoping Report
- The production of a Sustainability Appraisal; and
- The production of an Adoption Statement.

1.4 The Scoping Report for the Core Strategy Sustainability Appraisal was prepared in early 2007. This was the subject of a statutory 5 week consultation period between 19th March 2007 and 23rd April 2007. The document reviews relevant national, regional and local policies and presents detailed baseline data on the current economic, social and environmental state of the District. The draft Scoping Report has been amended as a result of the consultation responses. The amended Scoping Report and its appendices are available to view online at www.wyreforestdc.gov.uk, together with a table summarising the responses received and how they were dealt with.

1.5 This Scoping Report put forward a matrix and a set of objectives and decision-making criteria to assess the social, economic and environmental impacts of the objectives and policies of the Core Strategy. This matrix has been developed from joint working with Worcestershire County Council and its other District Councils.

1.6 The Initial Sustainability Appraisal Report was published for consultation alongside the Core Strategy Issues and Options Paper from 24th July 2007-10th September 2007. It assesses the draft objectives and the policy options put forward in the Core Strategy Issues and Options Paper against the Sustainability Appraisal matrix which was developed through the Sustainability Appraisal Scoping Report. The initial SA Report also put forward a set of draft indicators. These indicators, once finalised, will be used to monitor the social, economic and environmental effects of the Core Strategy once it has been adopted. Monitoring will be carried out through the Annual Monitoring Report process.

1.7 A The Draft Sustainability Appraisal Report was published for consultation alongside the Core Strategy Preferred Options Paper between 15th January and 26th February 2009. This Final SA Report incorporates comments received during the consultation. The District Council has also appointed

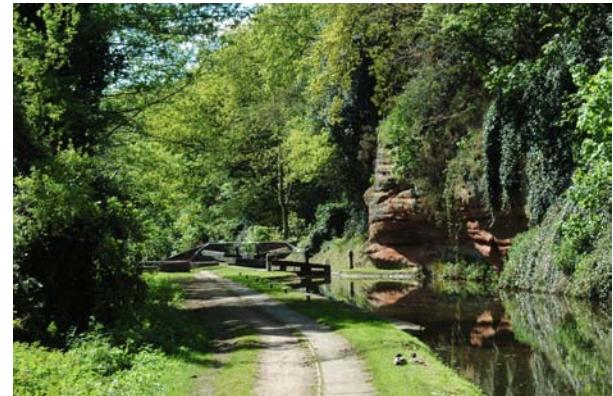
independent consultants UE Associates to undertake a quality check of the Sustainability Appraisal work undertaken on the Core Strategy. The final report was published in June 2009 and is available from the District Council's website. The recommendations of the quality check are incorporated into this report.

A Statement of the Likely Significant Effects of the Plan

1.8 This section sets out a summary of the sustainability implications of the Preferred Options and the extent to which they would support or achieve the Sustainability Appraisal objectives.

1.9 The Core Strategy sets out a series of overall objectives to deliver the vision. These objectives are:

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 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 reuse 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 healthcare and education across the District for the benefit of all residents.



1.10 Overall the preferred objectives support the sustainability objectives. However, a small number of conflicts were identified relating to the possibility of new developments putting a strain on water resources and air quality and increasing flood risk, noise and light pollution; the possibility that focusing development on brownfield sites could have a detrimental impact on biodiversity and the likelihood

that new development will lead to increased waste being produced within the District. However, it is felt that appropriate mitigation measures can be put in place to overcome these issues.

Preferred Options:

1.11 A summary of the identified impacts of the Core Policy Preferred Options is set out below:

1.12 DS01

This policy identified some potential conflicts with the SA objectives including increased waste being produced within the District, the potential to exacerbate flood risk if development is not sited appropriately, the possibility that focusing development on brownfield sites could impact biodiversity and the potential for increased densities to increase noise and light pollution.

1.13 EG01

This policy could increase noise, light and air pollution along the Stourport Road, as this is where employment development will be focused. It could also lead to pressure on the historic environment within Kidderminster. However, this option also has a number of positive sustainability impacts which are considered to outweigh the negative impacts.

1.14 RD01

The Preferred Option will improve access to retail facilities within the District, will enhance the quality of life, could help reduce CO₂ emissions by reducing the need to travel and will help to reduce pressure on greenfield land by re-using brownfield sites. The potential negative impacts are the possibility that increased development within Kidderminster could exacerbate flooding issues and could have a detrimental impact on biodiversity and could place pressure on the historic environment.

1.15 OD01

The Preferred Option will help to improve quality of life and community pride, will reduce the need to travel and reduce reliance on the private car, reduce pressure on greenfield sites and enhance the economy. The potential negative impacts identified are the possibility that additional development within Kidderminster Town Centre could exacerbate flooding issues and impact on biodiversity and the historic environment.

1.16 Core Policy 1: Delivering Housing Choice:

Core Policy 1a: Delivering affordable housing: The Preferred Option performs well against the SA framework as it will increase affordable housing provision across the District. However, it is recognised that the increased level of affordable housing required may detract from the regeneration of Kidderminster and Stourport-on-Severn by making some sites economically unviable. It is recognised that allocating sites for 100% affordable housing could lead to social problems, therefore, any such sites will be limited to a maximum of 30 dwellings.

Core Policy Area 1b: Developing and catering for the needs of mixed communities: The Preferred Option performs well against the SA framework, however, allocating sites for specialist elderly accommodation may have a detrimental impact on the character of the townscape and may increase noise and light pollution within the immediate vicinity. Requiring a proportion of homes to be built to lifetime homes standards may result in developers looking outside the District if requirements are not comparable.

Core Policy Area 1c: Providing accommodation for Gypsies and Travellers: The Preferred Option sets out detailed criteria which will be used to allocate sites and to determine applications coming through the development control process. The criteria aim to provide sustainable sites

which are close to services, facilities and local schools and have safe pedestrian access to reduce car travel which is in accordance with the sustainability objectives.

1.17 Core Policy 2: Delivering Employment Opportunities:

The Preferred Option is generally in accordance with the sustainability objectives, however, the approach could detract from the regeneration of Kidderminster and Stourport-on-Severn and could have a negative impact on the landscape and townscape of rural areas. The promotion of small start-up units within the three towns performed well against the SA framework, however, it did raise some negative issues in relation to its potential to put pressure on the townscape of these areas and also the potential pressure that this could put on the flood plain.

1.18 Core Policy 3: Strategic Infrastructure Provision:

Both elements of the Preferred Option have identified some negative sustainability impacts. Both elements would aid accessibility by reducing congestion, strengthen the economy and aid the regeneration of Kidderminster and Stourport-on-Severn. However, both options would encourage people to drive as congestion is reduced; lead to increased carbon emissions; have a potentially negative impact on air quality, biodiversity and noise and light pollution; and in the case of the Stourport Relief Road, require the use of greenfield land. A comprehensive package of mitigation measures will be needed to support this policy.

1.19 Core Policy 4: Local Distinctiveness and Regeneration:

It is considered that enhancing the role of Stourport-on-Severn and Bewdley may increase their risk of flooding. Also, developing adjacent to watercourses may increase flooding risk and have a detrimental impact on biodiversity. Incorporating Designing out Crime standards raises a number of potential negative impacts including conflict with the existing townscape; reduced potential to increase tree cover and vegetation which could also have a negative impact on biodiversity; increased light pollution; and the potential for the principles to be incompatible with designing to adapt to and mitigate against climate change. Promoting a wider range of activities within the town centre could also increase noise and light pollution.

1.20 Core Policy 5: Managing Travel Demand and Promoting Sustainable Modes: The Preferred Option will enhance accessibility to services and facilities, will encourage people to walk, cycle and travel by public transport, would reduce carbon emissions and improve air quality and would improve the attractiveness of the town centres. No potential negative impacts have been identified in relation to the Preferred Option.

1.21 Core Policy 6: Delivering Sustainable Development Standards:

The Preferred Option will reduce the volume of waste going to landfill and increase recycling rates. Requiring renewable energy could have a detrimental impact on the landscape and townscape of the District, however, this would lead to reduction in carbon emissions and could help to develop small-scale business opportunities. Encouraging developers to build to higher environmental standards, as set out within the Code for Sustainable Homes and BREEAM, would have a number of positive sustainability impacts with no identified potential negative sustainability impacts.

1.22 Core Policy 7: Addressing Flood Risk through Future Development:

The Preferred Option will have positive implications for both flooding and biodiversity. No negative sustainability impacts have been identified.

1.23 Core Policy 8: Rural Development and Countryside Protection:

The Preferred Option may restrict the development of renewable energy opportunities within the District. However, it would help safeguard access to greenspace and open countryside, safeguard

the landscape character of the District, conserve and enhance biodiversity and geodiversity, aid the regeneration of the town centres and help to mitigate against climate change.

1.24 Core Policy 9: Providing a Green Infrastructure Network and Supporting Local Biodiversity:

The Preferred Option generally performs well against the SA framework. Identified positive impacts include; improved access to greenspace, safeguarding the landscape, increasing community pride and helping to mitigate against climate change and adapt to its inevitable impacts. The potential negative issues identified were; the possibility that demand for greenspaces to be lit could increase which would lead to an increase in light pollution and the potential for an increase in allotment provision to have a detrimental impact on the landscape character of the District.

1.25 Core Policy 10: Promoting Community Well-being and Confidence:

Seeking planning contributions towards a range of facilities identified a number of positive impacts including improving access to services and facilities and improved quality of life. Supporting the shared use of buildings also performed favourably against the SA framework as this improves access to services and facilities and reduces the demand for additional buildings which could help to safeguard greenfield land. In terms of negative impacts, requiring developer contributions for community infrastructure could jeopardise the achievement of affordable housing targets.

1.26 Core Policy 11: Historic Environment, Culture and Tourism:

The Preferred Option raised one potential negative impact, providing a greater range of cultural facilities within the villages will reduce the need for people to travel to Kidderminster and Stourport-on-Severn to access such facilities and this may detract from their regeneration. However, facilities provided within the villages will be small scale and this is not considered to be a threat to regeneration within the town centres. The Preferred Option has a number of positive impacts, including, improving access to services and facilities, strengthening the economy and promoting the regeneration of Kidderminster and Stourport-on-Severn.

1.27 Where appropriate, mitigation measures have been proposed to offset any negative impacts identified. A monitoring framework will monitor the performance of the final policies against the sustainability objectives and this will enable revisions to be made if necessary. The SA framework sets out some proposed indicators for monitoring the plans effects on sustainability.

Publication:

1.28 A summary of the potential negative impacts of the policies within the Publication Core Strategy is set out below:

1.29 DS01: Development Needs

This policy raised a potential negative impact in relation to flooding. This issue will need to be given further consideration through subsequent DPDs which allocate specific sites for specific types of development.

1.30 DS02: Kidderminster Regeneration Area

This policy has also raised a potential negative impact in relation to flooding and the information set out under DS01 applies equally here.

1.31 DS03: Market Towns

The policy identifies a number of areas where the policy effects are difficult to identify. The impact on flooding, the historic environment, and noise and light pollution will need to be given further consideration at the site allocations stage and through the development control process.

1.32 DS04: Rural Regeneration

No negative impacts have been identified in relation to this policy.

1.33 DS05: Phasing and Implementation

No negative impacts have been identified in relation to this policy.

1.34 Core Policy 1: Delivering Sustainable Construction Standards

No potential negative impacts have been identified in relation to this policy.

1.35 Core Policy 2: Managing Water

No potential negative impacts were identified for this policy.

1.36 Core Policy 3: Promoting Transport Choice and Improving Accessibility

No potential negative impacts have been identified for this policy.

1.37 Core Policy 4: Providing Affordable Housing

No potential negative impacts have been identified in relation to this policy.

1.38 Core Policy 5: Delivering Mixed Communities

This policy raises some potential concerns regarding the impact of higher density development on the landscape, townscape, and historic character of the District and also its impact on the availability of private outdoor space within developments. Also, higher density development may cause increased noise and light pollution.

1.39 Core Policy 6: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

This policy raised one negative issue in relation to the possible detrimental impact of sites on the landscape and townscape of the District. However, this would be mitigated by locating sites within existing built-up areas rather than in open countryside.

1.40 Core Policy 7: Delivering Community Wellbeing

No potential negative impacts were identified in relation to this policy.

1.41 Core Policy 8: A Diverse Local Economy

This policy has raised two issues which will require further consideration at site allocations and planning application stage. The impact of new development on flooding will need to be considered through the site allocations process and the impact of new development on the landscape and townscape will need to be given detailed consideration at planning application stage.

1.42 Core Policy 9: Retail and Commercial Development

The potential negative impacts that have been identified in relation to this policy are the impact of new development in Kidderminster town centre on flooding and the potential for new development in the town centre to generate noise and light pollution. These will need to be considered at the site allocations and design stages.

1.43 Core Policy 10: Sustainable Tourism

The potential negative impacts that have been identified in relation to this policy are the impact of new development in Kidderminster town centre on flooding and the potential for new development in the town centre to generate noise and light pollution. These will need to be considered at the site allocations and design stages.

1.44 Core Policy 11: Strategic Transport Infrastructure

This policy identified a number of negative impacts including increasing car dependence by providing additional road capacity; the potential detrimental impact of new roads on the landscape and on biodiversity, as well as the need to release greenfield land for the Stourport Relief Road; and increased noise and light pollution within the road corridors.

1.45 Core Policy 12: Design Quality and Local Distinctiveness

No potential negative impacts have been identified in relation to this policy.

1.46 Core Policy 13: Landscape Character

This policy did not raise any negative impacts.

1.47 Core Policy 14: Providing a Green Infrastructure Network

No negative impacts have been identified in relation to this policy.

1.48 Core Policy 15: Providing Opportunities for Local Biodiversity and Geodiversity

This policy will safeguard and enhance the biodiversity and safeguard the geodiversity of the District.

1.49 Core Policy 16: Regenerating the Rivers and Canal

This policy has identified no negative impacts.

Statement of the Difference the Process has Made to Date

1.50 The Sustainability Appraisal process has investigated the likely significant environmental, economic and social impacts of the options put forward at the Issues and Options stage and those put forward through consultation responses. Both the positive and negative impacts of all of the options have been considered. This has informed the selection and development of the Preferred Options and the Submission Core Strategy.

1.51 The Draft SA Report identified the potential impacts of the Preferred Options and the possible mitigation measures which could be introduced. This has informed the development of the Submission Core Strategy. The mitigation measures set out within the Draft Sustainability Appraisal Report have been further refined through the development of the Submission Core Strategy and are set out within this Final SA Report.

1.52 The Final SA Report has tested those policies set out within the Publication Core Strategy against the SA framework and where potential negative impacts have been identified, mitigation measures have been identified to address these.

How to Comment on this Report

1.53 The Core Strategy and this accompanying SA Report will be published for a period of 6 weeks on Thursday January 7th 2010. Representations should be received by the District Council by 5.30pm on Thursday 18th February 2010. You can submit representations on-line at <http://wyreforestdc.limehouse.co.uk/portal/>. Alternatively, representations can be submitted by e-mail, fax or in writing. Please forward your comments to the following:

Policy and Regeneration Manager
Planning and Regulatory Services Directorate
Duke House
Clensmore Street
Kidderminster
Worcestershire

DY10 2JX

Planning.policy@wyreforestdc.gov.uk

Fax: 01562 732556

1.54 If you have any questions or would like clarification on any aspect of this report, please contact the Policy and Regeneration team on **01562 732928**.

1.55 This SA Report forms stage D2(i) of the SA process and as such includes the appraisal of significant changes resulting from representations made during the consultation on the preferred options of the DPD. For further information on the SA process, including details of the various stages please see 'Approach Adopted to the SA'. Upon adopting the DPD, an Adoption Statement will be prepared, this will set out how the findings of the SA Report have been taken into account and will finalise the arrangements for monitoring. Once the Core Strategy DPD has been adopted, its impacts will be monitored using the monitoring framework set out at 'The SA Framework, including Objectives, Targets and Indicators'. The effects will be monitored and reported through the AMR and any unforeseen adverse effects will be identified. Proposals will then be put forward to mitigate against such effects.

2 Background

Purpose of the SA and the SA Report

2.1 Section 39 of the Planning and Compulsory Purchase Act 2004 requires a Sustainability Appraisal (SA) to be carried out on all Development Plan Documents and Supplementary Planning Documents which a Local Planning Authority produces. The SA process is integral to the production of DPDs and SPDs and it enables the LPA to assess the degree to which the plans and proposals contribute towards the achievement of Sustainable Development. This understanding assists in the preparation of planning policy.

2.2 Sustainable Development is defined as "development which meets the needs of the present without compromising the ability of future generations to meet their own needs". The purpose of SA is to ensure that all Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs) conform to the Government's guiding principles of Sustainable Development, which are:

- Living within Environmental Limits
- Ensuring a Strong, Healthy and Just Society
- Achieving a Sustainable Economy
- Promoting Good Governance; and
- Using Sound Science Responsibly.

2.3 SA identifies and reports on the likely significant effects of the plan and mitigation measures which can be taken to reduce them. These effects are identified through the use of a Sustainability Appraisal framework. The SA Report details the results of the appraisal of the preferred options and the policies set out within the Publication Core Strategy.

Plan Objectives and Outline of Contents

2.4 The Core Strategy DPD sets out the strategic, over-arching planning policy for the District. The Core Strategy will guide the development of the District up until 2026. The Core Strategy contains a Spatial Vision and a set of Spatial Objectives which will help to achieve the vision.

2.5 The following Development Objectives have undergone consultation through the Core Strategy Issues and Options document and the Core Strategy Preferred Options document, and are set out within the Publication Core Strategy:

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 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 reuse 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 healthcare and education across the District for the benefit of all residents.



2.6 The Core Strategy will contain a number of strategic policies which will guide the development of the District and will be used in the determination of planning applications. The preferred options paper set out core policies covering the following areas:

- Delivering Housing Choice
- A Diverse Local Economy
- Delivering Strategic Infrastructure to Assist Regeneration
- Local Distinctiveness and Regeneration
- Managing Travel and Transport Demand and Supporting Sustainable Modes
- Delivering Sustainable Development Standards
- Addressing Flood Risk through Future Development
- Rural Development and Countryside Protection
- Providing a Green Infrastructure Network and Supporting Local Biodiversity
- Promoting Community Well-Being
- Historic Environment, Culture and Tourism

2.7 These areas have been further developed and refined and the Publication Core Strategy sets out policies covering these areas:

- Development Locations
- Kidderminster Local Regeneration Area
- Market Towns
- Rural Regeneration and Services
- Phasing and Implementation

- Delivering Sustainable Development Standards
- Water Management
- Promoting Transport Choice and Improving Accessibility
- Providing Affordable Housing
- Delivering Mixed Communities
- Provision for Gypsies and Travellers
- Delivering Community Wellbeing
- A Diverse Local Economy
- Retail and Commercial Development
- Sustainable Tourism
- Strategic Transport Infrastructure
- Quality Design/Local Distinctiveness
- Landscape Character
- Providing a Green Infrastructure Network
- Providing Opportunities for Local Biodiversity and Geodiversity
- Regenerating the Rivers and Canal

Compliance with the SEA Directive/Regulations

2.8 Under Section 39(2) of the Planning and Compulsory Purchase Act 2004, Sustainability Appraisal (SA) is mandatory for new or revised Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). The SA process also incorporates Strategic Environmental Assessment (SEA) in accordance with the requirements of European Directive 2001/42/EC "on the assessment of the effects of certain plans and programmes on the environment".

2.9 The SEA Directive requires a report to be produced detailing information that may be reasonably required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme and its stage in the decision-making process. Information likely to be provided in the Environmental Report includes: the likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climate factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. These effects should include secondary, cumulative, synergistic, short, medium and long-term, permanent and temporary, positive and negative effects; an outline of the reasons for selecting the alternatives dealt with; and the measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme.

2.10 Government Guidance (ODPM, 2005) promotes the integration of the SA and SEA processes into one report. Therefore, this report meets both sets of requirements. A table has been included at the front of this report to indicate where the SEA Directive requirements have been met.

3 Appraisal Methodology

Approach Adopted to the SA

3.1 The SA has been carried out using the methodology set out in Government Guidance, (ODPM, 2005). The table below sets out how the SA process has been incorporated within the DPD process.

Table 3.1 The Sustainability Appraisal Process

DPD Stage 1: Pre-Production - Evidence Gathering	
SA Stages and Tasks	
Stage A: Setting the context and objectives, establishing the baseline and deciding on the scope.	
<ul style="list-style-type: none"> ● A1: Identifying other relevant policies, plans and programmes and sustainability objectives. ● A2: Collecting baseline information. ● A3: Identifying sustainability issues and problems. ● A4: Developing the SA framework. ● A5: Consulting on the scope of the SA. 	
DPD Stage 2: Production	
SA Stages and Tasks	
Stage B: Developing and refining options and assessing effects.	
<ul style="list-style-type: none"> ● B1: Testing the DPD objectives against the SA framework. ● B2: Developing the DPD options. ● B3: Predicting the effects of the DPD. ● B4: Evaluating the effects of the DPD. ● B5: Considering ways of mitigating adverse effects and maximising beneficial effects. ● B6: Proposing measures to monitor the significant effects of implementing the DPDs. 	
Stage C: Preparing the Sustainability Appraisal Report.	
<ul style="list-style-type: none"> ● C1: Preparing the SA Report. 	
Stage D: Consulting on the Preferred Options of the DPD and the SA Report.	
<ul style="list-style-type: none"> ● D1: Public participation on the Preferred Options of the DPD and the SA Report. ● D2(i): Appraising significant changes. 	
DPD Stage 3: Examination	
SA Stages and Tasks	
<ul style="list-style-type: none"> ● D2(ii): Appraising significant changes resulting from representations. 	
DPD Stage 4: Adoption and Monitoring	
SA Stages and Tasks	
<ul style="list-style-type: none"> ● D3: Making decisions and providing information. 	
Stage E: Monitoring the significant effects of implementing the DPD.	
<ul style="list-style-type: none"> ● E1: Finalising aims and methods for monitoring. ● E2: Responding to adverse effects. 	

3.2 As illustrated above, the SA has been carried out in four main stages and as such, four reports have been produced:

- The SA Scoping Report was published for a 5 week consultation period during March 2007. The Scoping Report covered the stage 'A' tasks as set out in the table above. An amended SA Scoping Report was published in July 2007 which incorporated the consultation responses received.

- An Initial SA Report was published in July 2007. This tested the spatial vision, the spatial objectives and the initial spatial options against the SA framework. This was published for consultation alongside the Issues and Options document in order to allow people to make a more informed decision at this stage. The results of this consultation have been used to inform the preparation of the Preferred Options.
- Thirdly, the Preferred Options for the Core Strategy have been assessed against the SA framework. This report documents the outcome of that process. This full SA report was published in draft for consultation alongside the Core Strategy Preferred Options Paper in January 2009. The detailed methodology used to assess the sustainability effects of the Preferred Options is set out at Section 6 of this report.
- Finally, the SA report has been updated to include appraisals of significant changes arising from the consultation responses. This Final SA Report incorporates comments received during the consultation. The District Council has also appointed independent consultants UE Associates to undertake a quality check of the Sustainability Appraisal work undertaken on the Core Strategy. The final report was published in June 2009 and is available from the District Council's website. The recommendations of the quality check are incorporated into this report.

3.3 The appraisal of the options is based on a matrix. The matrix sets out the sustainability objectives which are set out within the SA framework against each of the options for each of the topic areas. Each option is then given a score, using the decision-making questions, which are also set out within the SA framework as a basis for determining the score applied. Where baseline data was not available, it has been necessary to make assumptions regarding the current situation and how this may change with the implementation of the plan. Further information can be found in the 'Uncertainties and Risks' section. The degree of impact is graded as follows:

Symbol	Likely effect against the SA objective
++	Significant contribution to the achievement of sustainability objectives likely (much better than 'do nothing' approach)
+	Contribution to achievement of sustainability objectives likely (better than 'do nothing' approach)
XX	Significant conflict to achievement of sustainability objectives likely (much worse than 'do nothing' approach)
X	Conflict to achievement of sustainability objectives likely (worse than 'do nothing' approach)
0	Neutral effect likely (baseline position)
+?	Unpredictable effect but likely to be positive (uncertainties remain over exact impact but likely to be better than 'do nothing' approach)
X?	Unpredictable effect but likely to be negative (uncertainties remain over exact impact but likely to be worse than 'do nothing' approach)

3.4 The judgement as to the impact of the option is based upon the scoping and baseline data which was presented in the scoping report as well as the local knowledge of the staff carrying out the exercise. In order to comply with the SEA regulations, the assessment has taken account of:

- Secondary, cumulative and synergistic effects (defined below) and inter-relationships between effects
- The significance and time frame of any identified effects, and
- Mitigation measures and suggested changes to the strategy in order to overcome or minimise any identified impacts.

Term	Definition
Secondary Effects	Secondary effects that are not a direct result of the plan, but occur away from the original effect or as a result of a complex pathway.
Cumulative Effects	Cumulative effects arise where several developments each have insignificant effects but together have a significant effect, or where several individual effects of the plan have a combined effect.
Synergistic Effects	Synergistic effects interact to produce a total effect greater than the sum of the individual effects.

When the SA was Carried Out and by Whom

3.5 The Council has carried out all of the SA work for the Core Strategy in-house and it is considered that this has provided substantial benefits to an understanding of the key sustainability issues that face the District. An SA Scoping Report was prepared during late 2006 and early 2007. The statutory consultation period ran from 19th March until 23rd April 2007. The consultation responses were then used to produce the Amended SA Scoping Report which was published in July 2007 alongside the Issues and Options Report. The Initial SA Report was produced alongside the Issues and Options Paper and both documents were published for consultation during July and August 2007. A Draft Sustainability Appraisal report was produced and underwent consultation alongside the Core Strategy Preferred Options Paper from Thursday 15th January to Thursday 26th February 2009.



3.6 Independent consultants UE Associates were appointed by the District Council in April 2009 to undertake a quality check of the SA work completed up until and including the Draft SA Report. The final report is available to view on the District Council's website www.wyreforestdc.gov.uk. The findings have been used to develop this Final SA Report which will be submitted to Government Office for the West Midlands alongside the Submission Core Strategy.

Who was Consulted, When and How

3.7 At the Scoping Stage, a range of social, economic and environmental interests were consulted, as well as neighbouring authorities and the Statutory Bodies (Natural England, English Heritage and the Environment Agency). The full list of consultees is set out in the SA Scoping Report. The responses have been summarised and can be downloaded from the District Council's website. The responses were used in the preparation of the amended SA Scoping Report which can also be downloaded from the website www.wyreforestdc.gov.uk.

3.8 The Initial SA Report was made available for consultation alongside the Core Strategy Issues and Options paper. The three Statutory Environmental Bodies received a hard copy of the Report, while others received a leaflet which explained the SA process and raised awareness of the Initial SA Report. Responses received have been summarised and can be downloaded from the website.

3.9 A Draft SA Report was published alongside the District Council's Core Strategy Preferred Options Paper for a six-week consultation period between 15th January and 26th February 2009. The representations received have been incorporated into this Final SA Report.

Appropriate Assessment

3.10 In October 2005, the European Court of Justice ruled that Appropriate Assessment (AA) must be carried out on all land use plans in the UK. The purpose of AA is to ensure that protection of the integrity of European sites is part of the planning process. There are no Natura 2000 sites within the District boundary. However, there are two sites within 15km of the District boundary; Fens Pool which is approximately 8.7km north of the District boundary and Lyppard Grange Ponds which is approximately 12.9km south of the District boundary. A separate AA Screening report has been produced looking at the potential impact of the Core Strategy on these sites. It has been concluded that the Core Strategy will not have a significant effect on these sites and therefore, it is not necessary to undertake a full AA for the Core Strategy.

4 Sustainability Objectives, Baseline and Context

Links to other Policies, Plans and Programmes and Sustainability Objectives and how these have been taken into Account

4.1 Details of the links to other policies, plans and programmes and sustainability objectives are provided in the SA Scoping Report. The amended SA Scoping Report provides details of the additional plans and programmes scoped as a result of consultation responses. The initial table has been updated to include those documents raised during consultation and emerging documents. The table below lists the policies plans and programmes which have been scoped. The full details of these and their relevance for the Core Strategy Sustainability Appraisal is set out at Appendix B.

INTERNATIONAL
Johannesburg Declaration on Sustainable Development
Rio Declaration on Environment & Development
Aarhus Convention
Kyoto Protocol
The EU Sustainable Development Strategy (updated 2005)
European Habitats Directive (1992)
European Birds Directive (1979)
European Air Quality Directive (2000)
European Water Framework Directive (2000)
European Sixth Environmental Action Plan (2001 – 2010)
European Landscape Convention

NATIONAL
Working with the Grain of Nature – A Biodiversity Strategy for England (DEFRA, 2002)
UK Waste Strategy (DEFRA, 2000)
Waste Strategy for England 2007 (DEFRA)
The Eddington Transport Study (2006)
Barker Review of Land Use Planning (DCLG, 2006)
Strong and Prosperous Communities – the Local Government White Paper (October 2006)
UK Strategy for Sustainable Development (2005)
Urban White Paper (2000)
Rural White Paper (2000)
Sustainable Communities Plan (2003)
Transport 10 Year Plan (2000)
UK Climate Change Programme (1994)
Stern Review of the Economics of Climate Change (November 2006)
Energy White Paper
The Countryside and Rights of Way Act (CROW) 2000

Diversity and Equality in Planning 2005
Untapped Potential – Identifying and Delivering Residential Development on Previously Developed Land (CPRE, 2007)
Waterways for Tomorrow (DEFRA, 2000)
Planning a Future for the Inland Waterways (IWAAC, 2001)
The Historic Environment: A Force for Our Future (DCMS, 2001)
Heritage Protection White Paper (DCMS, March 2007)
Planning (Listed Buildings and Conservation Areas Act) 1990
Ancient Monuments and Archaeological Areas Act 1979
Code for Sustainable Homes – A step change in sustainable home building practice (DCLG, 2006)
Green Infrastructure Guidance, Natural England (2009)
Living, Working Countryside (Mathew Taylor MP) (2008)
PPS 1 – Delivering Sustainable Development (2005)
PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)
PPG 2 – Green Belts 1995
PPS 3 – Housing (DCLG, 2006)
PPG 4 – Industrial, Commercial Development & Small Firms (1992)
Consultation paper on a new Planning Policy Statement 4: Planning for Prosperous Economies (2009)
PPS 6 – Planning for Town Centres (2005)
PPS 7 – Sustainable Development in Rural Areas
PPG 8 – Telecommunications 1991
PPS 9 – Biodiversity & Geological Conservation (2005)
PPS 10 – Planning for Sustainable Waste Management
PPS 11 – Regional Spatial Strategies (2004)
PPS 12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)
PPG 13 – Transport (2001)
PPG 14 – Development on Unstable Land
PPG 15 – Planning and the Historic Environment (1994)
Consultation Paper on a new PPS15: Planning for the Historic Environment
PPS: Planning for the Historic Environment Planning Practice Guide - Living Draft (July 2009)
PPG 16 – Archaeology and Planning (1990)
PPG 17 – Planning for Open Space, Sport & Recreation (2002)
PPG 19 – Outdoor Advertisement Control
PPS 22 – Renewable Energy (2004)
PPS 23 – Planning & Pollution Control (2004)
PPG 24 – Planning & Noise 2001
PPS25 - Development & Flood Risk (2006)
Good Practice Guide on Planning for Tourism (DCLG, 2006)

Physical Activity and the Environment National Institute for Health and Clinical Excellence (January 2008)

Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society (DCLG, 2008)

The Climate of the UK and Recent Trends (2009) Hadley Centre

REGIONAL

Regional Sustainable Development Framework - Refreshed Version (2008)

West Midlands Regional Spatial Strategy (2004-2021)

West Midlands Regional Housing Strategy (2006-2021)

West Midlands Regional Transport Strategy (2004-2021)

Black Country Sub-Regional Strategy

West Midlands Regional Spatial Strategy Revision Phase Two - Preferred Option (December 2007)

West Midlands Regional Spatial Strategy Revision Phase Three - Spatial Options Consultation

West Midlands Economic Strategy (December 2007)

West Midlands Regional Innovation Strategy

West Midlands Cultural Strategy (2001-2006)

West Midlands Visitor Economy Strategy

West Midlands Energy Strategy

West Midlands Regional Forestry Framework

West Midlands Regional Biodiversity Strategy

West Midlands Regional Water Resources Strategy

Severn Trent Water Resources Plan 2005-2010

Choosing Health: Regional Health and Wellbeing Strategy (WMRA, 2008)

Fluvial Severn Flood Risk Management Strategy (2006)

South Housing Market Area: South Housing Market Assessment (2007)

South Housing market Area: Gypsy and Traveller Accommodation Assessment (2007)

Sign up for Sport: A Regional Plan for Sport in the West Midlands (2004-2008)

UKCIP 09: West Midlands Region

COUNTY

Worcestershire Local Area Agreement (2006)

Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013 (Draft 2007)

Worcestershire County Structure Plan (1996 – 2011)

Worcestershire Local Transport Plan 2 (2006 – 2011)

Worcestershire Waste Core Strategy Issues and Options Paper (2009)

Worcestershire Biodiversity Action Plan

Worcestershire Supporting People Strategy

Worcestershire County Council Tourism Strategy

A Cultural Strategy for Worcestershire

Worcestershire Minerals Local Plan 1997

Worcestershire Countryside Access & Recreation Strategy. (2003 – 2013)

Fluvial Severn Flood Risk Management Strategy (2006)

Worcestershire Climate Change Strategy

Planning for Water in Worcestershire – Technical Research Paper (2008)

Planning for Renewable Energy in Worcestershire – Technical Research Paper (2008)

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

DISTRICT

Wyre Forest Sustainable Community Strategy (2008)

Wyre Forest Adopted Local Plan (2004)

Wyre Forest Housing Strategy (2004)

Wyre Forest Cycle Strategy (2002)

Wyre Forest Design Supplementary Planning Guidance. (2004)

Wyre Forest Community Safety Strategy

Wyre Forest Air Quality Strategy (2005)

Wyre Forest Housing Needs Survey

Wyre Forest Housing Stock Condition Survey (2007)

Wyre Forest Sustainability Strategy 2004 - 2007

Wyre Forest Contaminated Land Inspection Strategy (2001)

PARISH

Upper Arley Parish Plan (2004)

Rock Parish Plan (2005)

Chaddesley Corbett Parish Plan (2006)

A Design Statement for the Parish of Chaddesley Corbett Chaddesley Corbett parish Council (2008)

Description of the Social, Environmental and Economic Baseline Characteristics and the Future Predicted Baseline

4.2 A summary of the social, economic and environmental baseline characteristics of the Wyre Forest District is set out below. The detailed description can be found at Appendix B to the amended SA Scoping Report.

Social Overview

4.3 Wyre Forest District is a rural district which lies in North West Worcestershire, to the South West of the Black Country conurbation. The District is made up of the three towns of Kidderminster, Stourport-on-Severn and Bewdley, of which Kidderminster is the largest. These are surrounded by a number of outlying villages and hamlets. The District covers an area of 75 square miles and has a population of 98,600 (2008 MYE).

4.4 In 2005/2007, life expectancy at birth in Wyre Forest District was 77.9 years for males and 82 years for females. In 2001, the percentage of people living with a limiting long-term illness was 17.9%, this was lower than both the regional and national averages. The population of the District is aging, over 50% of the District's population is over 40 years of age and an increasing number of residents are aged over 80 years. This has implications for access to services and facilities, particularly healthcare. Ethnic minorities are significantly under-represented within the District compared to the national and regional averages.

4.5 Crime within the Wyre Forest District decreased between April 2001 and March 2006 and is below the national average. Within the District, crime is highest in Greenhill ward which includes Kidderminster Town Centre. There are fewer crimes in the rural areas of the District than in the urban areas.

4.6 Wyre Forest has a higher proportion of owner occupied housing than the national average. However, house prices are increasing within the District and the average price of terraced and semi-detached houses is higher than the regional average. House prices within the District are lower than the County average. House prices in Bewdley and the villages to the West of Bewdley are the highest within the District.

Economic Overview

4.7 Unemployment within the Wyre Forest District was 5.4% in May 2009. This is higher than the county level but lower than the regional and national level. Unemployment in the District is concentrated in Broadwaters and Oldington and Foley Park where it is 8% and 12.2% respectively. Bewdley and the rural areas of the District have the lowest unemployment levels at 2-4%.

4.8 The highest earning households within the District are located in Bewdley and the rural areas to the East and West of the District. The lowest income households are in Oldington and Foley Park ward.

4.9 Wyre Forest District has the lowest industrial and office rents within Worcestershire County. Manufacturing remains the largest employer within the District providing 25.4% of the total jobs. The total number of jobs in Wyre Forest District increased by approximately 1,500 between 2003 and 2004; however, there has been a growing shift towards part-time jobs. This is also true at county and regional level, although to a lesser extent.

4.10 Educational attainment in Wyre Forest District is below both the regional and county average, with 55.8% of pupils achieving 5 A*-C grades in August 2006/07. The percentage of residents with a higher education qualification varies across the District, Oldington and Foley Park ward has the lowest percentage (6-9%), while Bewdley and Arley and Blakelaw and Chaddesley, 21+ % of the population have a higher education qualification.

Environmental Overview

4.11 57% of the Wyre Forest District is covered by the West Midlands Green Belt and 45% is designated as Landscape Protection Area. All of the land outside the three towns of Kidderminster, Bewdley and Stourport-on-Severn is protected by one of these designations and the natural environment is seen as one of the District's main assets.

4.12 6% of land within the District is designated as a Site of Special Scientific Interest, the largest area being that of the Wyre Forest itself. A variety of habitats are found within the Wyre Forest District, including broadleaved mixed woodland, natural grassland, acid grassland and heathland. The District

also has a number of Special Wildlife Sites and both National and Local Nature Reserves. The District is also home to a number of protected species with most being found along the Rivers Stour and Severn and in ponds throughout the District.

4.13 The District West of Kidderminster, including the towns of Bewdley and Stourport-on-Severn, falls within the Abberley and Malvern Hills Geopark, an area with geological heritage of international significance. There is a rich legacy of mining activities associated with the area's carboniferous rocks.

4.14 The District has six Grade I, 29 Grade II* and 852 Grade II Listed Buildings. The District also has nine Scheduled Ancient Monuments. Arley Arboretum is the only entry within the District on the Register of Parks and Gardens, however, the Hereford and Worcester Gardens Trust has identified 31 other landscaped parks and gardens of interest within Wyre Forest District. The District has 16 Conservation Areas which cover approximately 1.6% of the District. In addition to this, there are also a large number of records on the Historic Environment Record which include historic structures and archaeological remains.



4.15 The three towns within the District all have Rivers flowing through them and therefore, are at risk of flooding. There is pressure for further development to take place in areas at risk from flooding, however, the Environment Agency are consulted on all proposals within the defined flood zones. Flood defences have been constructed at Bewdley and at Crossley Park/Puxton Marsh in Kidderminster.

4.16 The overall volume of residential waste has decreased since 2004/05 from 38,353 tonnes to 37,507 tonnes. The percentage of this waste which is recycled has increased during the same period from 24.5% to 28.47%. Approximately 98.6% (2008/09) of households within the District are currently served by recycling facilities.

4.17 The District currently has two Air Quality Management Areas, one in Welch Gate, Bewdley and the other along St.Mary's Ring Road and into the Horsefair, Kidderminster; these are caused by traffic congestion within the affected areas. There is also a further borderline AQMA in Stourport-on-Severn.

Difficulties in Collecting Data and the Limitations of the Data

4.18 New data which has been collected as part of the SA Report is set out at C 'Baseline Data and Trends'. The information presented relates directly to the identified sustainability issues and to the indicators and is a summary of the baseline statistics set out in the Scoping Report. Where updated data is available, this has been used. There were difficulties collecting data as often, the required data is not available at the right level. The SA framework set out within this report will form the basis of the Monitoring Framework; the indicators have been further developed and refined since the Draft SA Report due to the difficulties in obtaining data for some of the indicators. The framework has been developed jointly with the other five Worcestershire Districts and Worcestershire County Council. The framework has been amended to include responses from the SA Scoping consultation, the Initial SA Report consultation and the Draft SA Report consultation.

4.19 One of the major problems with developing local indicators is the availability of data at the local level. Often, county level is the lowest level at which data is available, some data may be available at national and regional level but not disaggregated to district level. In some instances the suggested

monitoring indicator is not available at present; therefore, monitoring systems will need to be put in place to collect this data into the future.

Main Social, Environmental and Economic Issues and Problems Identified

4.20 The key sustainability issues are identified in the SA Scoping Report. They are summarised in the table below and broken down into social, economic and environmental issues.

Table 4.4 Identified Sustainability Issues

IDENTIFIED SUSTAINABILITY ISSUE	Baseline/Trend Data
Social	
Marked variation in the provision of community facilities between the District's urban wards.	Concentration of facilities in Greenhill and Broadwaters with few facilities in Aggborough and Spennells and Oldington and Foley Park (WFDC Community Facilities Audit June 2009).
A decline in rural services, particularly to the West of the District.	WFDC Adopted Local Plan 2004 and the Retail Update 2005 indicate that the decline in rural services to the West of the District has been exacerbated by pressure for residential conversions.
Importance of safeguarding the District's Local Centres in order to serve their resident populations.	The Wyre Forest District Retail Update 2008 demonstrates that a reasonable spread of local centres and that they serve their resident populations by providing a range of services.
Poor access to play facilities in some urban and rural wards.	Largest deficiencies identified in Greenhill, Offmore and Comberton, and Franche wards (PPG17 Audit, October 2008).
Variation in levels of health between the District's wards.	Within the District there is one SOA which falls into the most deprived 20% nationally for health, this is in Oldington and Foley Park District. Habberley and Blakebrook, Oldington and Foley park, Broadwaters, Greenhil and Offmore and Comberton wards all have at least one SOA within the 20% most deprived nationally. The least deprived wards are Rock, Blakedown and Chaddesley, Wolverley, and Bewdley and Arley where all of the SOAs are in the 50% least deprived nationally.
Need to bring empty homes within the District back into use.	Growth in empty homes within the District 2005-2008. Currently 4.65% of homes within the District are empty homes.
The need to reduce crime within the District.	Crime in the District has shown fluctuations but has fallen overall since 2001.
The need to reduce drug and alcohol misuse within the District.	Wyre Forest has the second highest number of drug offences and the third highest number of alcohol related offences in Worcestershire (WFCSP, 2002-2003).
Need to retain and enhance short stay parking facilities within the town centres.	District Council car Park data shows that Kidderminster and Stourport-on-Severn are particularly well-served by public car-parks which are well-used.
Economic	
A high concentration of fuel poverty within the District, particularly in the most deprived ward.	15% of households are estimated to be living in fuel poverty in Wyre Forest, compared to 13.3% across the County. In the most deprived ward, this figure is 27.3%, the highest in the County. (Source: Affordable Warmth for Worcestershire)
Lack of affordable housing choice across the District.	The average house price across the District has risen rapidly in recent years, however, it is now falling. The ratio of lower quartile house prices to lower quartile earnings fell sharply after 2005 but has risen steadily since.
Noticeably higher unemployment forming a corridor between Kidderminster and Stourport-on-Severn.	Unemployment within the District fell between 2000 and 2008 but has risen sharply since then. The highest levels of unemployment are within the urban areas.
Environmental	

Identified Sustainability Issue	Baseline/Trend Data
Need to control the further development of caravan sites in the District and restrict occupancy of existing caravans.	The District has 211 caravans that are licensed for use 12 months of the year and in excess of 2750 which are licensed for between 6 and 11 months of the year.
Need to control the further development of existing chalets within the District and their replacement with permanent dwellings.	The District has approximately '380' chalets or 'shacks' constructed pre-1947 legislation. These are clustered in locations which are unsustainable and would not be considered suitable and would not be considered suitable for residential development today.
Need to reduce noise pollution complaints in the District.	Noise pollution complaints have remained high in the District despite falling during 07-08.
The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.	Condition of SSISI has improved since 2005. A much greater areas of SSSI land is now unfavourable but recovering, and less is unfavourable but declining.
The need to conserve and enhance the rich variety of habitat types within the District.	The 2008 Worcestershire BAP identifies a large number of habitat types within the District.
The need to protect the variety of protected species from adverse development.	The 2008 Worcestershire Biodiversity Action Plan identifies a number of protected species within the District.
Significant residential and urban areas are at risk from flooding.	The Environment Agency's designated flood zones show that all three of the District's towns are affected by fluvial flooding from the main rivers. The District is also affected by surface water run-off, ground water flooding and foul water flooding.
Declining air quality within the urban areas of the District.	WFDC has declared two Air Quality Management Areas within the District: Welch Gate, Bewdley and the Horsefair, Kidderminster, the Horsefair AQMA has recently been expanded and incorporates an area which was previously a borderline AQMA.. The Wyre Forest Air Quality Strategy also identifies a borderline AQMAs in Stourport.
To safeguard and enhance the distinctive historic environment of the District.	The District has 16 conservation areas in both urban and rural areas, 9 SAMs, over 900 individual buildings and structures which are listed, and local lists for the three towns. A local list for the Parish of Wolverley and Cookley is currently being developed. There is also a significant amount of heritage outside of these designations, the Historic Environment record has in excess of 2500 entries for the District including over 50% of which are un-designated.
The need to conserve the District's rural landscape from inappropriate development.	There was an increase in horsiculture planning application approvals between 2000 and 2004. However, the number of approvals has declined steadily since.
Low uptake figures for domestic micro-generation/renewable energy.	Currently there is very little renewable energy in the District; as a result the District is heavily reliant upon fossil fuels for its energy requirements (DTI)
Need to improve energy efficiency in new and existing housing stock.	The Housing Stock Condition Survey (2007) shows that 36% of private dwellings have a SAP rating of less than 50 and 6% have a SAP rating of less than 30 which is considered to be unacceptably low.
Need to reduce CO ₂ emissions within the District.	Total CO ₂ emissions within the District increased from 614 to 619 thousand tonnes between 2004 and 2006.
Need to adapt to the present and future changes in climate that the District is experiencing.	The climate of the West Midlands Region is forecast to change significantly by 2080. Changes include warmer average temperatures, increased winter rainfall, decreased winter rainfall and periods of more intense rainfall.
Need to conserve water resources and use them in a sustainable way.	Much of the District's water resources come from ground water abstraction and there is no scope for further abstraction.
Need to reduce the total volume of waste produced and increase recycling.	The level of waste collected from residential properties across the District is decreasing and the volume of waste recycled has increased.

IDENTIFIED SUSTAINABILITY ISSUE	Baseline/Trend Data
Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.	During 2008/2009 there was an increase in the percentage of residential developments which were not yet started or under construction on greenfield
Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.	There has been an increase in the number of dwellings built at greater than 50 dph since 2006/07.
Potential impact of the Wyre Forest Schools Review on access to educational facilities and impact on travel patterns/increased journey times.	The Wyre Forest Schools Review has had an impact on the distance which some pupils travel to school.
Rapidly increasing growth in rail usage at both the District's rail interchanges.	Kidderminster is the second busiest rail station in Worcestershire. Significant growth was recorded at both Kidderminster and Blakelock stations between 1994 and 2007 and this trend has continued into 2008.
Need to provide safe cycle route networks to increase cycling levels within the District.	2001 census data shows that only 2.19% of the District's working population cycle to work. WCC cycle counter data shows that there has been a steady increase in cycling along the Gilgal towpath but cycling levels on Minster Road have fallen to 2002/03 levels.
Importance of safeguarding and enhancing the bus priority route network and the need to enhance public transport infrastructure.	WCC statistics show that bus patronage has fallen within the District since 2002. There is continued downgrading of bus services across the District in both urban and rural areas.

The SA Framework, including Objectives, Targets and Indicators

4.21 The SA framework has been developed in partnership with Worcestershire County Council and the 5 other District Councils within Worcestershire through the County SA working group. However, the framework has been modified to reflect issues which are specific to Wyre Forest District. The framework was consulted on at the SA Scoping stage and was amended to reflect changes suggested at this stage. Further changes were also made as a result of feedback received on the initial SA Report during the Core Strategy Issues and Options consultation and the Draft SA report during the Preferred Options consultation.

4.22 The SA framework of decision-making criteria cover the full range of environmental impacts stipulated by the SEA Directive and Regulations and the broad range of economic and social issues set out in the ODPM guidance on SA. The SA Objectives and decision-making criteria are set out below.

Table 4.5 The Sustainability Appraisal Framework

SA Objective	Decision-Making Criteria	Indicators
Improved Health and Well-Being		
1. To improve the health and well-being of the population and reduce inequalities in health.	<p>1. Will it improve access to health facilities across the District?</p> <p>2. Will it help to improve quality of life for local residents?</p>	<ul style="list-style-type: none"> ● IMD health profiles ● Number of developments (applications approved) which benefit the green infrastructure network. ● Life expectancy ● Adult participation in sport (NI8)
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	1. Will proposals enhance the provision of local services and facilities?	<ul style="list-style-type: none"> ● % of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre. ● Loss of community facilities as a result of new development.

SA Objective	Decision-Making Criteria	Indicators
3. To provide decent, affordable housing for all, of the right type, tenure and affordability for local needs in a clean, safe and pleasant local environment	2. Will it contribute to rural service provision across the District?	<ul style="list-style-type: none"> ● % of villages with key facilities, i.e. primary school, post offices, GP, Pub, village hall, convenience store
	3. Will it enhance accessibility to services by public transport	<ul style="list-style-type: none"> ● % of new residential development within 30 minutes public transport travel time of a GP or hospital.
	4. Will it enhance accessibility to the District's countryside by sustainable modes of transport?	<ul style="list-style-type: none"> ● Number of developments (applications approved) which benefit the green infrastructure network.
	1. Will it provide opportunities to increase affordable housing levels within urban and rural areas of the District?	<ul style="list-style-type: none"> ● Number of affordable housing completions ● % of housing completions which are affordable.
	2. Will it provide affordable access to a range of housing tenures and sizes?	<ul style="list-style-type: none"> ● % of housing completions by size. ● % of housing completions by tenure. ● Number of additional gypsy/traveller pitches granted permission. ● Number of extra care units completed.
	3. Does it seek to provide high quality, well-designed residential environments?	<ul style="list-style-type: none"> ● Number of residential applications refused as a result of poor quality design.
	4. Does it provide opportunities for the construction of sustainable homes?	<ul style="list-style-type: none"> ● % of homes constructed to Code level 4 and above
	1. Does it seek to enhance the prospects and quality of life of disadvantaged communities?	<ul style="list-style-type: none"> ● Life expectancy.
	2. Does it provide fair access to all members of the community, regardless of social class?	<ul style="list-style-type: none"> ● % of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.
	3. Does it promote opportunities for easy access to the District's greenspaces?	<ul style="list-style-type: none"> ● Number of developments (applications approved) which benefit the green infrastructure network.
Community Safety		
5. Encourage pride and social responsibility in the local community and reduce crime.	1. Does it offer the opportunity to enhance civic pride?	<ul style="list-style-type: none"> ● NI3: Those who have participated in a local area.
	2. Do proposals offer the opportunity for community involvement?	<ul style="list-style-type: none"> ● Average number of neighbour and statutory consultation letters sent per planning application.
	3. Does it promote the principles of 'Secured by Design'?	<ul style="list-style-type: none"> ● Number of new developments incorporating 'Secured by Design' principles.
Better Environment		
6. To minimise the production of waste generated.	1. Are opportunities to increase recycling incorporated into proposals?	<ul style="list-style-type: none"> ● % of residential apartment and all commercial developments providing storage for recycling (permissions granted).
	2. Will it reduce household waste?	<ul style="list-style-type: none"> ● Volume of household waste collected. ● Volume of household waste recycled.
7. Reduce contributions to climate change and promote energy efficiency and renewable energy.	1. Will it reduce emissions of greenhouse gases?	<ul style="list-style-type: none"> ● District per capita CO₂ emissions
	2. Will it use sustainable construction methods?	<ul style="list-style-type: none"> ● % of homes built to Code level 4 or above.
	3. Will it encourage opportunities for the production of renewable energy?	<ul style="list-style-type: none"> ● Number of major new developments incorporating on-site renewable energy generation.
	4. Will it promote greater energy efficiency?	<ul style="list-style-type: none"> ● Average energy rating of new housing.
8. To reduce the need to travel and move towards more sustainable travel modes.	1. Will it reduce the need to travel?	<ul style="list-style-type: none"> ● % of residential development within Kidderminster, Stourport and Bewdley.
	2. Will it provide opportunities to increase sustainable modes of travel?	<ul style="list-style-type: none"> ● % of new residential development within 30 minutes public transport travel time of a GP, Hospital,

SA Objective	Decision-Making Criteria	Indicators
		<ul style="list-style-type: none"> ● Employment, Primary School, Secondary School, Retail Centre. ● Number of developments granted permission providing cycle parking. ● Number of developments granted permission which incorporate travel plans.
	3. Does it focus development in existing centres and make use of existing infrastructure to reduce the need to travel?	<ul style="list-style-type: none"> ● % of residential development within Kidderminster, Stourport and Bewdley.
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	1. Will it provide opportunities to reduce the District's Air Quality Monitoring Areas and other areas of concern?	<ul style="list-style-type: none"> ● Number of AQMAs and areas of air quality concern within the District.
	2. Will it improve air quality across the District?	<ul style="list-style-type: none"> ● Number of AQMAs and areas of air quality concern within the District.
	3. Will it provide opportunities to improve water quality?	<ul style="list-style-type: none"> ● % of new developments incorporating SuDS
	4. Will it encourage measures to improve water efficiency in new development, refurbishment and redevelopment?	<ul style="list-style-type: none"> ● % of new developments incorporating rain-water harvesting/water efficiency measures.
10. Ensure development does not occur in high-risk flood prone areas and does not adversely contribute to fluvial flood risks or contribute to surface water flooding in all other areas.	1. Does it protect the floodplain from development?	<ul style="list-style-type: none"> ● Number of new residential developments (permissions granted) located in flood plain (zones 2 and 3).
	2. Does it take account of all types of flooding?	<ul style="list-style-type: none"> ● Number of planning permissions granted contrary to EA advice.
	3. Does it reduce the risk of flooding in existing developed areas?	<ul style="list-style-type: none"> ● % of new developments incorporating SUDS.
	4. Does it promote Sustainable Urban Drainage Systems?	<ul style="list-style-type: none"> ● % of new developments incorporating SUDS.
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	1. Will it achieve high quality, sustainable design for building, spaces and the public realm which is sensitive to the locality?	<ul style="list-style-type: none"> ● Number of applications refused as a result of poor quality design.
	2. Will it enhance the District's Conservation Areas?	<ul style="list-style-type: none"> ● Number of applications refused in Conservation Areas. ● Number of planning permissions granted in Conservation Areas.
	3. Does this preserve and enhance the historic character of the landscape and townscape?	<ul style="list-style-type: none"> ● Number of new records added to the HER. ● Number of Listed Building consents granted.
12. To conserve and enhance the District's biodiversity and geodiversity.	1. Will it help to safeguard the District's biodiversity and geodiversity?	<ul style="list-style-type: none"> ● Number of applications approved contrary to Natural England recommendation. ● Number of applications refused because of their potential impact on biodiversity/geodiversity.
	2. Will it provide opportunities to enhance local biodiversity/geodiversity in both urban and rural areas?	<ul style="list-style-type: none"> ● Condition of SSSIs. ● Number of developments (applications approved) which benefit the green infrastructure network.
	3. Will it protect sites designated for nature conservation?	<ul style="list-style-type: none"> ● Change in areas of biodiversity importance. ● Proportion of Local Sites where positive conservation management has been or is being implemented(NI197)
	4. Will it help to achieve targets set out in the Biodiversity Action Plan?	<ul style="list-style-type: none"> ● Achievement of BAP targets.
13. Conserve and enhance the historic and built environment through considerate siting and	1. Will it preserve, protect and enhance conservation areas, listed buildings, archaeological remains, historic parks and gardens and their settings and other features and areas of historic and cultural value?	<ul style="list-style-type: none"> ● Number of demolition consents (Listed Buildings) ● Number of demolition consents (Conservation Areas).

SA Objective	Decision-Making Criteria	Indicators
design and through respecting architectural, cultural and archaeological heritage.	2. Will it help safeguard the District's Listed, Locally Listed and other historic buildings?	<ul style="list-style-type: none"> ● Number of buildings on the national and local BARs.
	4. Will it improve and broaden access to and understanding of, local heritage, historic sites, areas and buildings?	<ul style="list-style-type: none"> ● % of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years. ● % of Conservation Areas with Management Plans completed/updated within the last 5 years.
	5. Will it help to realise the physical, social, economic and environmental value of the historic environment in the regeneration of the District?	<ul style="list-style-type: none"> ● Number of derelict buildings brought back into use.
14. Ensure efficient use of land through the safeguarding of mineral reserves, the best and most versatile agricultural land and greenfield land; and maximise the use of previously developed land.	1. Will it safeguard the District's mineral resources?	<ul style="list-style-type: none"> ● To be developed
	2. Will it help to protect the District's agricultural land from adverse developments?	<ul style="list-style-type: none"> ● Amount of best and most versatile agricultural land lost to built development.
	3. Will it preserve the openness of the Green Belt?	<ul style="list-style-type: none"> ● Number of planning permissions granted in the Green Belt.
	4. Will it protect and enhance the District's open spaces of recreational and amenity value?	<ul style="list-style-type: none"> ● Number of hectares of open space and recreational/amenity space lost to development.
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	1. Does it focus development in the town centres of Kidderminster and Stourport-on-Severn?	<ul style="list-style-type: none"> ● % of new residential completions located in Kidderminster and Stourport-on-Severn.
	2. Does it encourage the re-use of existing buildings and brownfield sites in Kidderminster and Stourport-on-Severn?	<ul style="list-style-type: none"> ● % of new residential developments located on brownfield land in Kidderminster and Stourport-on-Severn.
16. Mitigate against the unavoidable negative impacts of climate change.	1. Does it promote development that is adaptable to and suitable for predicted changes in climate?	<ul style="list-style-type: none"> ● % of new developments incorporating SuDS
	2. Does it promote land uses that are suitable for the predicted changes in the District's climate?	<ul style="list-style-type: none"> ● % of new developments incorporating SuDS
17. Reduce noise and light pollution.	1. Does it mitigate against noise pollution?	<ul style="list-style-type: none"> ● Number of noise pollution complaints.
	2. Does it mitigate against light pollution?	<ul style="list-style-type: none"> ● Number of light pollution complaints received.
Greater Learning and Prosperity		
18. To raise the skills levels and qualifications of the workforce.	1. Will it provide opportunities to further develop adult and community learning facilities within the District?	<ul style="list-style-type: none"> ● % of school leavers with 5 A*-C grades. ● % of the District's working age population qualified to NVQ level 4 or higher.
19. To consult communities in accordance with the SCI, providing opportunities to participate in and contribute to the decisions that affect their neighbourhood and quality of life.	1. Do proposals incorporate consultation with local communities?	<ul style="list-style-type: none"> ● % of LDF consultations carried out in accordance with the SCI
	2. Are proposals transparent and open to the public?	<ul style="list-style-type: none"> ● Number of consultation responses received on LDF documents.
	3. Will it offer people the chance to directly affect decisions in their locality?	<ul style="list-style-type: none"> ● Number of consultation responses received on LDF documents.
	4. Does it promote community engagement?	<ul style="list-style-type: none"> ● Number of consultation responses received on LDF documents.
Shared Prosperity		
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	1. Will it help enhance the District's economy?	<ul style="list-style-type: none"> ● Number of VAT registered businesses within the area.
	2. Will it contribute towards rural regeneration?	<ul style="list-style-type: none"> ● Number of VAT registered businesses in rural areas.
	3. Will it provide opportunities for businesses to develop and enhance their competitiveness?	<ul style="list-style-type: none"> ● De-registrations of VAT registered businesses in the area.

SA Objective	Decision-Making Criteria	Indicators
	4. Will it support sustainable tourism?	<ul style="list-style-type: none"> ● Number of bed spaces developed (Hotels and Guest Houses) ● Number of tourism related jobs
	5. Will it support the shopping hierarchy?	<ul style="list-style-type: none"> ● New retail development within or on the edge of primary shopping area (Kidderminster and Stourport-on-Severn) ● Net new retail floorspace completed (sq m)
21. Promote and support the development of new technologies, especially those with high value and low impact.	1. Does it encourage innovative and environmentally friendly technologies?	<ul style="list-style-type: none"> ● % of employment land developed on brownfield land ● Number of B1 completions.

4.23 Of the 21 SA Objectives, the majority cover environmental concerns, with the remaining covering social and economic concerns. This is reflective of the fact that the majority of the sustainability issues are environmental in their nature.

5 Plan Issues and Options

Main Strategic Options and how they were Identified

5.1 At the Issues and Options stage, the District Council sought comments on the draft Core Strategy objectives and on a number of issues. At the Revised Issues and Options stage, the issues were further refined and developed and options were presented for addressing each of the issues. The options related to the following 13 key issues:

- Retain focus on Kidderminster as the key strategic centre for the District and conserve and enhance the character and community identity of each town.
- Retaining services within the District's rural settlements.
- Providing a balanced housing market with a higher proportion of affordable homes across the District.
- Safeguarding and enhancing the District's unique historic character.
- Providing opportunities to diversify the local economy.
- Addressing increasing traffic congestion within the District's three towns and reducing the need to travel.
- The need to balance regeneration with flood risk and mitigation for climate change.
- Safeguarding the District's diverse landscape character and the Green Belt.
- Maximising opportunities to safeguard and improve biodiversity within new development.
- Providing the environment to offer residents the choice of healthier lifestyles.
- Helping local residents feel safe, particularly within the three town centres and some of the most deprived neighbourhoods.
- Improving access to community, cultural, leisure and educational services for all sections of the community.
- Meeting the needs of an ageing population.

5.2 These key issues have now evolved into an overall development strategy and 11 Core Policy Areas which will deliver the objectives of the Core Strategy. The options presented in the Revised Issues and Options Paper and those which have been put forward through consultation responses have all been considered under a Core Policy Area and tested against the SA framework. The full assessment of all of the options can be found at Appendix A of this report. The Core Policy Areas are set out below:

- Delivering Housing Choice
- A Diverse Local Economy
- Delivering Strategic Infrastructure to Assist Regeneration
- Local Distinctiveness and Regeneration
- Managing Travel and Transport Demand and Supporting Sustainable Modes
- Delivering Sustainable Development Standards
- Addressing Flood Risk through Future Development
- Rural development and Countryside Protection
- Providing a Green Infrastructure Network and Supporting Local Biodiversity
- Promoting Community Well-Being
- Historic Environment, Culture and Tourism

5.3 All of the options considered in developing the Preferred Options for each of the Core Policy areas have been tested against the SA framework and the results are set out at Appendix A to this report.

5.4 The Core Policy areas have evolved further as a result of representations received during the preferred Options consultation. The Core Policy areas are now set out under five themes, each of the individual Core Policy areas sets out a Core Policy. These Core Policies have all been tested against the SA Framework and the results of this are set out at Appendix A. The Core Policy areas are set out below:

- **A Sustainable Future - Development Strategy:**
 - Development Locations
 - Kidderminster Local Regeneration Area
 - Market Towns
 - Rural Regeneration and Services
 - Phasing and Implementation
- **Adapting to and Mitigating Against Climate Change**
 - Delivering Sustainable Development Standards
 - Water Management
 - Promoting Transport Choice and Improving Accessibility
- **A Desirable Place to Live:**
 - Providing Affordable Housing
 - Delivering Mixed Communities
 - Provision for Gypsies and Travellers
 - Delivering Community Wellbeing
- **A Good Place to do Business:**
 - A Diverse Local Economy
 - Retail and Commercial Development
 - Sustainable Tourism
 - Supporting Transport Infrastructure
- **A Unique Environment:**
 - Quality Design/Local Distinctiveness
 - Landscape Character
 - Providing a Green Infrastructure Network
 - Providing Opportunities for Local Biodiversity and Geodiversity
 - Regenerating the Rivers and Canals

Comparison of the Social, Environmental and Economic Effects of the Options

5.5 The options considered for each of the Core Policy Areas were often not mutually exclusive and could therefore in some instances be combined to achieve a broader policy. Most of the options performed well against the SA framework. The options for the strategic directions for housing and employment growth were perhaps the most wide ranging and some of the options put forward here revealed a number of negative sustainability issues. Generally, it was considered that delivering higher housing numbers was less sustainable. It should be noted that housing numbers will be determined by the Regional Spatial Strategy and it may be necessary therefore to re-consider at a later date options which have been ruled out at this stage.

5.6 In terms of the Core Policy Areas, the majority of the Preferred Options revealed few or no potential negative sustainability impacts. However, the three road-building options which were considered under delivering strategic infrastructure to aid regeneration all raised a number of negative sustainability impacts. The Preferred Option will require a package of mitigation measures to be put in place to minimise any negative environmental, economic and social impacts.

5.7 As part of the process of developing the Submission Core Strategy, the mitigation measures originally set out have been further refined and are set out at 'Proposed Mitigation Measures'.

How Social, Environmental and Economic Issues were Considered in Choosing the Preferred Options

5.8 The District Council has taken into account the findings of the Initial Sustainability Appraisal Report and the subsequent SA testing of those options which were put forward in the Revised Issues and Options Paper and through consultation responses in defining its Preferred Options.

5.9 Details of the appraisal of all of the options presented are set out in Appendix A to this report. The Core Strategy Preferred Options Report outlines the reasons for the selection of each of the Preferred Options and provides a summary of the Sustainability Appraisal results for those options selected and those rejected. The Sustainability Appraisal of the Preferred Options is set out in greater detail within Chapter 6 of this report.

5.10 The policies set out within the Publication Core Strategy have been tested against the SA Framework in order to identify any potential negative impacts arising from changes which have taken place since the Preferred Options stage. The results are set out at Appendix A.

Other Options Considered and why these were Rejected, and Proposed Mitigation Measures

5.11 This section provides an overview of the options which were considered and rejected under each Core Policy Area. The full assessment tables for each Core Policy Area are set out within Appendix A to this report.

Development Strategy

DS01

5.12 "Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Clensmore Street/Stoney Lane".

5.13 This option performed well against the SA framework and was considered to be the most sustainable. It would help to regenerate one of the District's most deprived wards and aid the regeneration of Kidderminster. The site is also within walking distance of the town centre and would therefore help to improve accessibility to services and facilities by non-car modes, thus reducing CO₂ emissions. The scale of the site may make it possible to deliver higher levels of on-site renewable energy and the site would be able to deliver a proportion of affordable housing subject to an economic viability assessment. This option has not been carried forward through the Core Strategy because of concerns over the timescale for delivery. The site will be progressed through the Site Allocations and Policies DPD.

Churchfields Site



5.14 "Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites".

5.15 This option would focus on brownfield sites and continue to promote the regeneration of Kidderminster and Stourport-on-Severn. However, the small of windfall sites means they are less likely to provide on-site renewable energy and affordable housing provision or contribute towards infrastructure provision, thus placing pressure on existing services and facilities. The cumulative impact of such smaller developments could have a detrimental impact on the townscape.

5.16 "Accommodate an additional 1,000 dwellings comprising of 500 dwellings windfall allowance and 500 dwellings to be accommodated through allocated brownfield sites to continue the regeneration of key parts of Kidderminster and Stourport-on-Severn and secure additional affordable housing provision to meet identified needs. This would require the the switch of some further employment land to housing but would not require greenfield urban extensions".

5.17 The comments set out above in relation to windfall sites are relevant to this option. Additionally, this option raised concern over the impact that switching additional employment land to residential use might have on economic diversification within the District. Additional development may also lead to pressure to develop sites within the flood plain. There may also be an increase in noise and light pollution.

5.18 "Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the Areas of Development Restraint identified in the Adopted Local Plan".

5.19 A more dispersed pattern of growth is likely to emerge as a result of this option. This could put pressure on existing services and facilities and make access to them more difficult. This option may have a detrimental impact on the character of the landscape and townscape and on biodiversity and geodiversity. The option would be the least beneficial to town centre regeneration, however, it could help to deliver greater numbers of affordable housing within the rural areas.

5.20 "Accommodate higher levels of housing growth through greenfield urban extension including a review of the adopted Green Belt boundary".

5.21 This option would have a significant impact on greenfield land, biodiversity and geodiversity. It could also lead to pressure to develop greenfield land within the flood zones and would detract from the regeneration of the town centres. It could however help to deliver increased levels of affordable housing.

5.22 "Accommodate a much larger number of dwellings by developing sustainable urban extensions, including Hoo Farm to the South of the town within well defined boundaries".

5.23 This option could help to deliver increased affordable housing and new community facilities. However, it would lead to the loss of best and most versatile agricultural land and could exacerbate flooding issues through increased run-off. It would have a detrimental impact on the landscape by developing an area of Green Belt land which is highly visible from the main road and rail transport corridors. It would have a detrimental impact on biodiversity and would undermine the regeneration of the town centres.

EG01

5.24 "Provide new employment areas on the eastern edge of Kidderminster, to the East of Worcester Road, South of Spennells for business park development".

5.25 This option would require the release of Green Belt land in a highly visible location. This would have a detrimental impact on the landscape, as well as on biodiversity and geodiversity. It would also require the loss of best and most versatile agricultural land. The site is also likely to increase private car reliance and detract from the regeneration of brownfield sites in more sustainable locations. However, the option would assist in supplying a more diverse portfolio of employment land within the District which would boost the local economy and provide employment opportunities.

RD01

5.26 No alternative options were considered for the amount and location of retail development within the District as this is taken directly from the RSS.

OD01

5.27 No alternative options were considered for the amount and location of office development within the District as this is taken directly from the RSS.

Core Policies

5.28 Core Policy 1: Delivering Housing Choice:

The options put forward under this Core Policy Area were considered in three distinct sections.

5.29 Core Policy 1a: Delivering affordable housing:

A number of options relating to the provision of affordable housing were tested and rejected, including allocating sites for 100% affordable housing development, setting the threshold at which affordable housing is required to 10 units, restricting the provision of housing in Bewdley to affordable housing for local needs; and allocating redundant farm buildings for affordable housing. The main negative sustainability implications identified from these options were; the risk that single-tenure developments might lead to social problems and have a detrimental impact on regeneration; the risk that requiring too high a contribution to affordable housing may lead to sites becoming economically unviable and developers developing outside the District where requirements may be lower; the likelihood that new development in the rural areas will be car dependant; and the need for new development within Bewdley and the villages to be sensitive to the existing townscape.

Affordable Housing



5.30 Core Policy 1b: Developing and Catering for the Needs of Mixed Communities:

The options tested and rejected under this area related to densities and the mix of housing types within developments; also an option was tested to resist the redevelopment of houses in large grounds to accommodate higher density development. Other areas considered were requiring all homes to be built to Lifetime Homes standards and promoting mixed-use care villages for the elderly. The main negative sustainability issues associated with these options were that lower density housing is likely to increase reliance on the private car and lead to pressure to develop greenfield land, however, very high densities

may be unable to provide adequate amenity space. Preventing the redevelopment of houses in large grounds may restrict the supply of affordable housing and does not help to promote non-car travel modes. Requiring all new homes to be built to lifetime homes standards will improve the quality of new development and the quality of life of those people living there, however, it could impact on the economic viability of developments, this will need to be considered further through the plan-making process. The provision of elderly people's accommodation in the form of mixed-use care villages could have a detrimental impact on the townscape and could increase noise and light pollution in the adjacent areas. This option could provide employment, however, jobs are likely to be low-skilled.

5.31 Core Policy 1c: Providing Accommodation for Gypsies and Travellers:

The options put forward for gypsy and traveller provision relate to site specific allocations. These options have not been carried forward at this stage, instead, the Core Strategy sets out a criteria based policy. The Site Allocations and Policies DPD will further consider specific locations for gypsy and traveller provision.

5.32 Core Policy 2: A Diverse Local Economy:

A number of the options tested here related to specific sites, these options will be considered further in the Site Allocations DPD. Options which were considered and rejected related to focusing new development in areas accessible by public transport, promoting a more flexible approach to live-work units within the District's rural areas and only safeguarding existing rural employment sites with a genuine, viable economic future. These options generally performed well against the SA framework, however, only safeguarding those rural employment sites with a genuine, viable economic future raised some potential negative sustainability issues in relation to increasing car borne commuting as rural employment opportunities diminish. It was also considered that promoting a more flexible approach to live-work units in rural areas could have a detrimental impact on the character of the landscape, lead to pressure to release greenfield land; and could detract from the regeneration of Kidderminster and Stourport-on-Severn.

5.33 Core Policy 3: Strategic Infrastructure Provision to Aid Regeneration:

All of the options tested in this Core Policy Area have been carried forward.

5.34 Core Policy 4: Local Distinctiveness and Regeneration:

A number of options were tested in relation to this Core Policy Area. The options which were considered and rejected include; seeking contributions from developers to soften the town centre ring road; and enhancing retail and commercial uses at Crossley Park, Kidderminster. These options raised some potential negative impacts. Enhancing retail and commercial development at Crossley Park would require the release of greenfield land within the flood plain, would have a detrimental impact on biodiversity; and could have a detrimental impact on the landscape and townscape of Kidderminster. This option would be detrimental to the regeneration of Kidderminster Town Centre and is likely to increase car journeys and CO₂ emissions. Requiring contributions from developers to soften the ring-road raised no negative sustainability issues, however, this will need to be considered as part of a package of S106 measures to be negotiated on a site-by-site basis. Directing retail development at Kidderminster Town Centre has not been carried forward within the Core Strategy as this is set out within the RSS.

5.35 Core Policy 5: Managing Travel Demand and Promoting Sustainable Modes:

Cycle Link

The options tested under this Core Policy heading and not carried forward include; encouraging higher densities where access to public transport is good(although it should be noted that the housing preferred option includes achieving higher densities within the town centres where public transport access is good); support and progressing traffic management proposals at Welch Gate, Bewdley and Horsefair, Kidderminster; requiring developments located near to an AQMA to provide transport infrastructure and travel plans; providing park and ride facilities for the three towns; continuing to safeguard the Stourport-on-Severn - Hartlebury rail line; and the possibility of connecting the British Sugar site to the national railway network via the Severn Valley Railway. Although the options relating to rail services would reduce car use and reduce CO₂ emissions, thus helping to tackle climate change, they are not considered to be deliverable within the Core Strategy period. Traffic management scheme proposals at Welch Gate, Bewdley and Horsefair, Kidderminster would improve traffic flow, thus reducing emissions and improving air quality. This option would also aid regeneration. Requiring major new developments located close to AQMAs to provide transport infrastructure and robust travel plans would reduce congestion and reduce CO₂ emissions, helping to tackle climate change. Transport infrastructure will be negotiated on a site-by-site basis and all major developments likely to have an impact on the transport network will be required to submit a travel plan. Identifying sites for park and ride facilities was considered to have a potentially negative impact on the landscape and townscape and would increase accessibility to the town centres, however, it may move congestion and air quality problems rather than resolve them. Providing systematic bus priority measures along the Stourport Road Employment Corridor would reduce congestion and emissions, improve air quality, improve accessibility and could help to make the District more attractive to inward investment. However, this is not considered to be deliverable within the plan period.



5.36 Core Policy 6: Delivering Sustainable Development Standards:

The options under this Core Policy Area were considered in two sections; energy conservation and generation; and waste minimisation. In terms of energy conservation and generation, the options considered and rejected at this stage were; setting a carbon reduction target for new development; setting out a timetable to achieve Code for Sustainable Homes level 6 ahead of the national timetable; using canal water for heating and cooling; and generating renewable energy from the River Severn. A carbon reduction target would reduce CO₂ emissions and help to address climate change however, it was decided that a renewable energy target should be included within the Core Strategy instead of a carbon reduction target. Implementing the Code for Sustainable Homes ahead of the national timetable was considered to be the most sustainable option, however, delivery of this could not be guaranteed. However, the voluntary implementation of the Code for Sustainable Homes ahead of the national timetable will be supported and encouraged and particular consideration should be given to the potential of the larger development sites to use economies of scale to deliver higher standards. Using canal water for heating and cooling raised some negative implications including a potential negative impact on biodiversity, water quality and flooding. These issues would need to be addressed on a site-by-site basis. The policy is also considered to be too prescriptive for a Core Strategy and has therefore not been carried forward. Generating renewable energy from the River Severn raises uncertainties regarding its impact on flood-risk, biodiversity and water quality, as well as the landscape which could change quite significantly as a result of this proposal being implemented.

This is a large scale project for which delivery can not be guaranteed within the plan period, therefore, this has not been carried forward into the Preferred Options.

5.37 In terms of waste minimisation, requiring new development proposals to use on-site or locally sourced materials performed well against the SA framework, however, this was considered to be too restrictive for inclusion within the Core Strategy. However, this will still be encouraged where viable.

5.38 Core Policy 7: Addressing Flood Risk through Future Development:

In terms of flood risk, two options were considered and not carried forward, these were; requiring developer contributions from new developments within the flood plain towards flood alleviation and protection schemes; and identifying locations for the restoration of the functional flood plain. Requiring developer contributions from developments within the flood zones raised concern as the SA objective seeks to prevent development within the flood plains and this option would potentially encourage new development in the flood plain and could also have a detrimental impact on biodiversity. Identifying locations for restoring the functional flood plain performed well against the SA framework and did not identify any potential negative sustainability impacts.

5.39 Core Policy 8: Rural Development and Countryside Protection:

Only one of the policy options tested against the SA framework for this Core Policy Area was not carried forward. This was to continue to protect discrete areas via local landscape designations. This policy option performed well against the SA framework with the only potential negative issues identified being that it could restrict opportunities for the development of renewable energy. However, this policy option is in conflict with national planning policy and as such has not been carried forward.

5.40 Core Policy 9: Providing a Green Infrastructure Network and Supporting Local Biodiversity:

All of the options tested under this Core Policy Area have been carried forward into the Preferred Option.

5.41 Core Policy 10: Promoting Community Well-being:

The options for this Core Policy Area were tested within a number of sub-sections. In terms of accessing community, cultural and leisure facilities, only one option was rejected at this stage. This was promoting the development of hubs where residents can access a range of facilities. Although this performed well against the SA framework, raising no negative sustainability impacts, it was decided not to carry forward the options to safeguard existing facilities and maximise their use.

5.42 In terms of retaining services within the rural areas, the options which were rejected were; allocating sites for live-work units within the larger villages; and allocating sites for mixed use development within the larger villages. These options both identified some negative sustainability impacts, including the potential impact on the regeneration of Kidderminster and Stourport-on-Severn and the potential impact on the landscape.

Kidderminster College



5.43 In terms of education and learning, enhancing the role of Kidderminster College and links with Worcester or Wolverhampton University has not been carried forward at this stage. Although this option performed well against the SA framework, identifying no negative impacts, it is considered to be too specific to carry forward through the Core Strategy.

5.44 In terms of providing health care facilities and linking with the health agenda, three options were not carried forward at this stage. The option to work with the Primary Care Trust to increase the capacity of existing health facilities would improve access to health care and raised no negative sustainability implications. Providing better walking and cycling facilities as integral parts of new development to encourage sustainable travel would help to improve health and accessibility to services and facilities. However, this has not been carried forward at this stage as it is addressed under the sustainable transport Core Policy Area. Incorporating Home Zones into new developments also raised no potential negative sustainability issues, however, this has not been carried forward at this stage.

5.45 Core Policy 11: Historic Environment, Culture and Tourism:

Four policy options have been tested and rejected under this Core Policy Area. They are; identifying suitable sites for budget hotel development outside the town centre; developing a series of outdoor leisure activities which are based on the District's natural assets which are well connected by public transport; improving sustainable transport links between Kidderminster Town Centre, the Safari Park and the Severn Valley Railway; and restoring navigation to the River Severn throughout the District. Identifying locations outside of Kidderminster Town Centre for budget hotel accommodation performed poorly against the SA framework as it is likely to increase car travel and increase CO₂ emissions. It could also reduce air quality, create pressure to release greenfield land for development, impact on the landscape/townscape of the District and undermine the regeneration of Kidderminster. Improving sustainable transport links between Kidderminster, the Severn Valley Railway and the Safari Park performed well against the SA framework. Pedestrian links between the Severn Valley Railway and the town centre will be improved through the KCAAP, however, the element considering using the Severn Valley Railway line to provide sustainable transport to the Safari Park can not be carried forward at this time due to uncertainties around its delivery. Restoring navigation to the River Severn raised a number of sustainability issues including uncertainty over impacts on water quality, flooding, and biodiversity and the impact that the proposal would have on the landscape. Therefore, this option has not been carried forward at this stage.

6 Plan Policies

Introduction

6.1 This chapter presents the findings of the SA of the preferred approaches to be taken forward. The Preferred Options have been developed as a result of consultation on the Revised Issues and Options Paper and as a result of the Sustainability Appraisal of all of the options put forward for consideration.

6.2 This main report provides a summary of the findings of the Sustainability Appraisal. The full appraisal tables can be found at Appendix A to this report. The summary includes an overview of the potential sustainability impacts of each option in relation to each of the 21 sustainability criteria set out in the SA framework and details of the mitigation measures proposed to address any negative sustainability impacts. The summaries are presented by Core Policy Area.

6.3 Each Option is tested against each of the sustainability criteria and the result is represented by a symbol which shows the forecast impact of the option (positive/neutral/negative). The symbols and their meanings are set out in the table below.

6.4 The Publication Core Strategy policies have also been tested against the SA Framework and the results of this are set out later in this chapter.

Table 6.1 Sustainability Appraisal Scoring Criteria

Symbol	Likely Effect Against the SA Objective
++	Significant contribution to the achievement of sustainability objectives likely
+	Contribution to achievement of sustainability objectives likely
XX	Significant conflict to achievement of sustainability objectives likely
X	Conflict to achievement of sustainability objectives likely.
0	Neutral effect likely
+?	Unpredictable effect but likely to be positive
X?	Unpredictable effect but likely to be negative

Significant Social, Environmental and Economic Effects of the Preferred Policies

Preferred Strategic Objectives

6.5 The Core Strategy proposes 12 Spatial Objectives to assist in achieving the Spatial Vision. The objectives have been tested against the SA framework in order to identify any potential areas of conflict. The full results are set out at Appendix A to this report. Generally the spatial objectives were considered to be working towards the sustainability objectives, with most spatial objectives having either a neutral impact or making a positive contribution towards the sustainability objectives.

6.6 The following possible adverse impacts were identified when testing the Preferred Spatial Objectives against the SA framework:

- New development may put a strain on water resources and reduce air quality. Appropriate mitigation measures will need to be identified for individual developments where necessary but could include rain-water harvesting and the use of renewable energy.

- New development may contribute to increased flood risk. The Strategic Flood Risk Assessment will need to be carefully considered when setting the strategic policy relating to flooding and when allocating sites for development.
- New development could increase noise and light pollution. Appropriate mitigation measures will need to be identified for each development as necessary.
- Focusing new development on brownfield sites could have a detrimental impact on biodiversity, this will need to be considered on a site-by-site basis.
- New development could increase waste, this will need to be managed in accordance with the waste hierarchy.
- Focusing new development within Kidderminster and Stourport-on-Severn could lead to pressure to develop flood plains within the town centres. The Strategic Flood Risk Assessment will need to be carefully considered in the site allocations process.
- Allowing new development within villages could impact on their character. Careful, high-quality design will be required in order to minimise impact.

Development Strategy

6.7 DS01 The overall development strategy sets out the direction of growth for housing, employment land, retail development and office development. A number of options have been tested for housing and employment land and the Preferred Option has been selected based on the Sustainability Appraisal and the merging RSS. For retail and office growth, the figures set out within the emerging RSS are clearer and therefore, the Preferred Option is taken from the RSS and is the only option which has been tested against the SA framework. The SA results for each of the Preferred Options for the overall development strategy are set out below:

6.8 DS01

This policy sets out the amount of residential development to be accommodated within the District during the plan period and the broad locations where this development will be focused. The negative sustainability impacts identified include the possibility that increasing the number of homes within the District will lead to an increased volume of waste being produced within the District and the need to manage this in accordance with the waste hierarchy. The fact that focusing development in Kidderminster and Stourport-on-Severn could lead to pressure to develop flood plains within the towns or could exacerbate flood risk through increasing run-off. Close attention will need to be paid to the Strategic Flood Risk Assessment and the Core Strategy will set out strategic policy on managing flood risk. By focusing development on brownfield sites, there is a possibility that biodiversity could be impacted. In order to prevent this, appropriate biodiversity surveys will be carried out on sites during the site allocations process. It is considered that higher density new development could increase noise pollution complaints and high-quality design will be necessary in order to prevent this. Overall, it is felt that the possible adverse effects of this policy can be mitigated through the measures set out above.

Former British Sugar Site



6.9 EG01

This policy sets out the broad location where employment development will be focused during the plan period. This option also sets British Sugar Phase Two as a reserve site should it be necessary to accommodate additional employment growth in accordance with the Employment Land Study. It is

considered that this option could increase noise, light and air pollution along the Stourport Road, as this is where employment development will be focused. This will need to be mitigated at individual development level. Focusing employment opportunities within Kidderminster Town Centre could lead to pressure on the historic environment. Careful consideration will need to be paid to both Nationally and Locally Listed Buildings and Conservation Areas when allocating sites for development. However, this option also has a number of positive sustainability impacts which are considered to outweigh the negative impacts.

6.10 RD01

This policy sets out the broad locations for retail development during the plan period. The Preferred Option will improve access to retail facilities within the District, will enhance the quality of life, could help reduce CO₂ emissions by reducing the need to travel and will help to reduce pressure on greenfield land by re-using brownfield sites. The potential negative impacts are the possibility that increased development within Kidderminster could exacerbate flooding issues, this would be particularly relevant to any development located along the River Stour corridor. Development along the River and Cabal corridors could also have a detrimental impact on biodiversity. Development within the town centre could place pressure on the historic environment, although Listed Buildings and Conservation Areas benefit from statutory protection, there are a number of locally listed buildings within the town centre which have more limited protection. Possible mitigation measures include the careful siting and design of buildings to ensure that they do not increase flood risk, the use of permeable surfaces throughout the town centre so that run-off is not increased and the use of flood defences where this is considered appropriate. Impacts on biodiversity can be mitigated against by undertaking biodiversity surveys to identify species and ensuring that provision is made for them within the new development. In terms of the historic environment, mitigation measures could include converting existing buildings where appropriate and ensuring that new development is sensitively designed to fit within its historic context. Further details on the exact location of new retail provision will be set out within the KCAAP, this will be supported by a more detailed Sustainability Appraisal.

6.11 OD01

This policy sets out broad locations for office development over the plan period. The Preferred Option will help to improve quality of life and community pride, will reduce the need to travel, reduce reliance on the private car, reduce pressure on greenfield sites and enhance the economy. The potential negative impacts identified are the possibility that additional development within Kidderminster Town Centre could exacerbate flooding issues and impact on biodiversity and the historic environment. The issues raised here are similar to those identified for policy OD01 above and therefore, the same potential negative impacts and possible mitigation measures should be applied.

Core Policies

6.12 Core Policy 1: Delivering Housing Choice:

This policy sets out the type of housing which is considered to be appropriate within the District, including the size, density and mix of housing required and the levels of affordable housing which will be sought across the District. This Core Policy Area is made up of three components covering provision of affordable housing; developing and catering for the needs of mixed communities; and providing accommodation for gypsies and travellers.

6.13 Core Policy 1a: Delivering Affordable Housing: The Preferred Option seeks to increase affordable housing provision to 40% and to decrease the threshold at which affordable housing is required to 10 units in Kidderminster and Stourport-on-Severn and to 5 units in Bewdley and the rural areas. Developments falling below the threshold will be required to make a financial contribution. Some small sites will be allocated for 100%

affordable housing through the Site Allocations and Policies DPD. The Preferred Options represent a combination of options put forward at the Issues and Options stage. The Preferred Option performs well against the SA framework as it will increase affordable housing provision across the District, including within Bewdley and the rural areas. In response to concerns raised over possible difficulties in delivering development on brownfield sites due to potential impacts on economic viability, a full economic viability assessment will be carried out in order to support this policy. In terms of allocating sites for 100% affordable housing, it is recognised that single tenure estates can experience social problems, therefore, any such sites will be limited to a maximum of 30 dwellings. Affordable housing in rural areas of the District may be car dependant and will also need to be carefully designed in order not to have a detrimental impact on the sensitive village townscapes.

6.14 Core Policy 1b: Developing and Catering for the Needs of Mixed Communities:

The Preferred Option seeks to achieve higher density housing within the town centres, whilst still providing adequate amenity space. The options carried forward perform well against the SA framework. The potential negative impacts which were raised are that allocating sites for specialist elderly accommodation may have a detrimental impact on the character of the townscape and may increase noise and light pollution within the immediate vicinity and that requiring a proportion of homes to be built to lifetime homes standards may result in developers looking outside the District if requirements are not comparable. The issues relating to townscape and noise and light pollution can be overcome by high-quality design.

Waterside Grange, Kidderminster



6.15 Core Policy 1c: Providing Accommodation for Gypsies and Travellers: The options set out at Issues and Options stage relate to the possible future locations of gypsy and traveller accommodation. This will be dealt with through the Site Allocations and Policies DPD and therefore, none of the options set out have been carried forward at this stage. The Core Strategy sets out detailed criteria which will be used to allocate sites and to determine applications coming through the development control process. The criteria aim to provide sustainable sites which are close to services, facilities and local schools and have safe pedestrian access to reduce car travel. The criteria also seek to preserve the landscape of the District by directing sites away from the Green Belt and areas where such sites would not be capable of being integrated within the landscape character. The criteria have been appraised against the SA framework and have raised potential negative sustainability issues regarding the location of sites within the Green Belt, however, this will only be permitted where very spacial circumstances can be demonstrated, and the potential for the use of sites for travelling showpeople to generate noise and light pollution as sites are used to service and repair equipment. The Site Allocations and Policies DPD will allocate specific sites for the accommodation of gypsy, traveller and travelling showpeople. This will consider the sustainability impacts on a site-by-site basis.

6.16 Core Policy 2: Delivering Employment Opportunities:

This policy will seek to maintain a wide portfolio of employment land within the District. The Preferred Option is a combination of those options which were set out at the issues and options stage.

The SA of the overall approach is set out under policy EG01 and therefore is not repeated here. The additional options relate mainly to rural employment and to promoting the development of business starter units within the three towns. Rural employment land will be provided through the intensification and upgrading of rural employment sites as identified in the Employment Land Review and through the conversion of redundant agricultural buildings to workspaces where this relates well to the role of the existing settlement. Both of the options are likely to reduce the need to travel and could increase the skills base within the rural areas. They may also allow the development of specific technologies by providing small scale business units. However, the approach could detract from the regeneration of Kidderminster and Stourport-on-Severn and could have a negative impact on the landscape and townscape of rural areas. However, small-scale development should not be detrimental to the regeneration of Stourport-on-Severn and Kidderminster and landscape character issues can be addressed through high-quality design and by using the landscape character assessment work to identify the most appropriate sites for any development. The promotion of small start-up units within the three towns performed well against the SA framework, however, it did raise some negative issues in relation to its potential to put pressure on the townscape of these areas and also the potential pressure that this could put on the flood plain. These issues can be overcome at the design stage.

6.17 Core Policy 3: Strategic Infrastructure Provision:

This policy sets out the strategic infrastructure projects which will be delivered during the plan period to aid the regeneration of the District. The Preferred Option set out is to seek contributions from developers towards the implementation of the Stourport Relief Road and to progress the feasibility work relating to the road with a view to implementing the Stourport Relief Road towards the end of the plan period. The Preferred Options also includes addressing the provision of a new link road as part of the regeneration of the Horsefair area within Kidderminster. Both elements of the Preferred Option have identified a number of significant negative sustainability impacts. It is considered that both elements would aid accessibility by reducing congestion, strengthen the economy and aid the regeneration of Kidderminster and Stourport-on-Severn. However, both options would encourage people to drive as congestion is reduced; lead to increased carbon emissions; have a potentially negative impact on air quality, biodiversity and noise and light pollution; and in the case of the Stourport Relief Road, require the use of greenfield land. Although the appraisal has identified some positive impacts associated with this policy, a comprehensive package of mitigation measures will be needed to address the negative impacts associated with progressing this policy. An Environmental Impact Assessment will need to be carried out for the road scheme and this will provide more detailed information on its exact impacts the mitigation measures required. The mitigation measures set out should address the issues identified through this SA Report.

6.18 Core Policy 4: Local Distinctiveness and Regeneration:

This policy sets out the preferred approach for retaining the character and local distinctiveness of the District and therefore relates mainly to design issues and the regeneration of Kidderminster and Stourport-on-Severn. It is considered that enhancing the role of Stourport-on-Severn and Bewdley may increase their risk of flooding, also, developing adjacent to watercourses may increase flooding risk and have a detrimental impact on biodiversity. Of the options which have been carried forward to address community safety, incorporating Designing out Crime standards raises a number of potential negative impacts including; conflict with the existing townscape; reduced potential to increase tree cover and vegetation which could also have a negative impact on biodiversity; increased light pollution; and the potential for the principles to be incompatible with designing to adapt to and mitigate against climate change however, these effects are unlikely to be significant and can be overcome by promoting design and layout which is mutually complementary to, and supports, all of these aspects. Promoting a wider range of activities within the town centre could also increase noise and light pollution.

6.19 Core Policy 5: Managing Travel Demand and Promoting Sustainable Modes: This policy sets out how travel demand will be managed during the plan period and the measures which will be taken to move towards a sustainable transport network. The Preferred Option is to require new developments to contribute to providing an integrated sustainable transport network and improved walking and cycling facilities within the District; and to require new developments which will have a significant impact on the transport network to produce a travel plan. Maximum parking standards will be set out within the Site Allocations

and Policies DPD and the KCAAP DPD. Further, more detailed transport policies will be set out within the KCAAP DPD. The options carried forward will enhance accessibility to services and facilities; will encourage people to walk, cycle and travel by public transport; would reduce carbon emissions and improve air quality; and would improve the attractiveness of the town centres. No potential negative impacts have been identified in relation to the preferred options.



Cyclist using Route 45

6.20 Core Policy 6: Delivering Sustainable Development Standards:

This policy sets out the requirements that developments will be expected to meet in terms of energy efficiency, renewable energy and other elements of sustainable design. The Preferred Option covers a number of areas relating to sustainable design including rainwater harvesting, grey water recycling, recycling of waste, encouraging the use of locally sourced raw materials, energy conservation, renewable energy requirements and supporting free-standing renewable energy developments. The Preferred Option relating to waste will reduce the volume of waste going to landfill and increase recycling rates. There are no potential negative impacts associated with this element of the Preferred Option. In terms of renewable energy, both of the elements taken forward could have a detrimental impact on the landscape and townscape of the District, however, they would lead to reduction in carbon emissions and could help to develop small-scale business opportunities. Encouraging developers to build to higher environmental standards, as set out within the Code for Sustainable Homes and BREEAM would have a number of positive sustainability impacts with no Identified potential negative sustainability impacts.



Bewdley's Flood Defences

6.21 Core Policy 7: Addressing Flood Risk through Future Development:

This policy sets out how development within the District must incorporate measures to address climate change, both by reducing the District's contribution to climate change and mitigating against the already inevitable impacts. The policy also sets out the flood reduction measures which developers will be required to incorporate. Incorporating SUDS into all new developments will have positive implications for both flooding and biodiversity.

6.22 Core Policy 8: Rural Development and Countryside Protection:

This policy sets out how the rural landscape of the District will be safeguarded. A detailed SPD on landscape character will be produced to guide development within the District's rural areas. The Worcestershire County Landscape Character Assessment will be used as a basis for developing a detailed criteria based policy to determine applications within the District's countryside. The appraisal

of these two options raised one potential negative impact, both of the options may restrict the development of renewable energy opportunities within the District. However, both options identified a number of positive impacts including; safeguarding access to greenspace and open countryside; safeguarding the landscape character of the District; conserving and enhancing biodiversity and geodiversity; aiding the regeneration of the town centres and helping to mitigate against climate change.

6.23 Core Policy 9: Providing a Green Infrastructure Network and Supporting Local Biodiversity:

This policy sets out the approach to creating a comprehensive network of green infrastructure and maintaining and enhancing biodiversity across the District. All of the options put forward here have been carried forward to produce the Preferred Option. The options generally perform well against the SA framework and identified positive impacts include; improved access to green space; safeguarding the landscape; increasing community pride and helping to mitigate against climate change and adapt to its inevitable impacts. The potential negative issues identified were; the possibility that demand for greenspaces to be lit could increase which would lead to an increase in light pollution; and the potential for an increase in allotment provision to have a detrimental impact on the landscape character of the District. However these are not considered to be significant issues and it is felt that they can be managed by selecting appropriate sites and managing the lighting of open spaces. The policy should be broadened to give reference to specific biodiversity considerations within the District and should acknowledge the presence of SACs within the region.

6.24 Core Policy 10: Promoting Community Well-being and Confidence:

This policy sets out the approach to providing for sustainable communities within the District and is primarily based upon setting out the developer contributions required. Seeking planning contributions towards a range of facilities identified a number of positive impacts including improving access to services and facilities; and improved quality of life, however, it may jeopardise the deliverability of affordable housing. Supporting the shared use of buildings also performed favourably against the SA framework as this improves access to services and facilities; and reduces the demand for additional buildings which could help to safeguard greenfield land. In terms of negative impacts, it was identified that requiring developer contributions for community infrastructure could jeopardise the achievement of affordable housing targets and it is therefore necessary to strike a balance. However, the policy is a basis for negotiation and developer contributions will be negotiated on a site-by-site basis.

6.25 Core Policy 11: Historic Environment, Culture and Tourism:

This policy sets out proposals for managing the tourist economy in a sustainable manner and safeguarding the District's heritage to continue to attract tourists into the future. The Preferred Option set out incorporates a number of the options put forward. Only one potential negative impact was identified from those taken forward, providing a greater range of cultural facilities within the villages will reduce the need for people to travel to Kidderminster and Stourport-on-Severn to access such facilities and this may detract from their regeneration. However, facilities provided within the villages will be small scale and this is not considered to be a threat to regeneration within the town centres. Also, reducing the need to travel is a significant consideration in terms of sustainability. Promoting a cultural quarter within Kidderminster to help develop the evening economy could lead to increased noise and light pollution within the town centre. Despite the policy not raising any negative implications with regard to the historic environment, the policy is considered to be weak with regards to protecting the full range of

The Rose Theatre, Kidderminster



historic environment features within the District and the policy should be broadened to ensure that both features with and without statutory protection are safeguarded. The Preferred Option has a number of positive impacts, including; improving access to services and facilities; strengthening the economy and promoting the regeneration of Kidderminster and Stourport-on-Severn.

Significant Social, Economic and Environmental Effects of the Submission Policies

6.26 The Preferred Options Paper set out 12 development objectives for the Core Strategy. These objectives have not changed significantly, however, an additional objective has been added which covers the historic environment. This objective has been tested against the SA framework at Appendix A. This objective has raised no potential negative impacts and has raised a number of positive impacts including safeguarding and enhancing the landscape and townscape of the District, providing opportunities to recycle buildings which will enhance sense of place, potentially reduce waste and reduce contributions to climate change and help to safeguard greenfield land.

6.27 The Core Strategy sets out a Development Strategy for the District up until 2026. This contains five Development Strategy policies which have been tested against the SA framework at Appendix A. This is followed by 17 Core Policies which will implement the Development Strategy. The main impacts identified from these policies are set out below.

DS01: Development Locations

6.28 This policy raised a potential negative impact in relation to flooding. The policy looks to locate development within Kidderminster town centre which has historically experienced problems with flooding. The exact location of development will need to be considered in more detail through the Site Allocations and Policies and KCAAP DPDs. The Core Strategy also sets out a strategic policy on flooding and any site allocations will need to be in accordance with this. The policy has a number of potential positive impacts which include; improving access to facilities and housing; reducing the need to travel; reducing pressure on greenfield land and supporting rural economies.

DS02: Kidderminster Regeneration Area

6.29 This policy has also raised a potential negative impact in relation to flooding and the information set out under DS01 applies equally here. The policy has raised a number of positive impacts including; improving access to housing and services; improving quality of life; reducing the need to travel; reducing pressure to release greenfield land; and enhancing the District's economy.

DS03: Market Towns

6.30 The policy identifies a number of areas where the policy effects are difficult to identify. The impact on flooding, the historic environment, and noise and light pollution will need to be given further consideration at the site allocations stage and through the development control process. The policy has highlighted a number of positive impacts which include; improving access to services, facilities and housing; improving quality of life; reducing crime and anti-social behaviour; reducing the need to travel and thus improving air quality; reducing pressure on greenfield land and improving the District's economy.

DS04: Rural Regeneration

6.31 No negative impacts have been identified in relation to this policy. The positive impacts include; increasing access to services and facilities; increasing the supply of housing, particularly

affordable housing; increasing quality of life and reducing crime and anti-social behaviour; reducing the need to travel thus improving air quality; and supporting the rural economy.

DS05: Phasing and Implementation

6.32 This policy will ensure that new homes are delivered within the District and therefore, improve quality of life. New development will be required to meet higher environmental standards and incorporate on-site renewable energy and therefore, this policy will help to reduce CO₂ emissions within the District.

Core Policy 1: Delivering Sustainable Construction Standards

6.33 No potential negative impacts have been identified in relation to this policy. The positive impacts identified are reducing waste, increasing energy efficiency and increasing the use of renewable energy; mitigating against climate change and potentially generating a market for new technologies, thus boosting this area of the economy.

Core Policy 2: Managing Water

6.34 No potential negative impacts were identified for this policy. The potential positive impacts which were identified include; reducing flood-risk, increasing quality of life; and the potential of SUDS schemes to increase water quality and biodiversity.

Core Policy 3: Promoting Transport Choice and Improving Accessibility

6.35 No potential negative impacts have been identified for this policy. The positive impacts include; improving accessibility and reducing the need to travel, improving air quality and reducing contributions to climate change.

Core Policy 4: Providing Affordable Housing

6.36 No potential negative impacts have been identified in relation to this policy. The positive impacts identified include increased access to affordable housing; increased quality of life; and aiding the regeneration of Kidderminster and Stourport-on-Severn.

Core Policy 5: Delivering Mixed Communities

6.37 This policy raises some potential concerns regarding the impact of higher density development on the landscape, townscape, and historic character of the District and also its impact on the availability of private outdoor space within developments. Also, higher density development may cause increased noise and light pollution. The positive impacts associated with this policy include; providing housing specific to the needs of older people; increasing access to services and facilities; improving quality of life; reducing the need to travel; reducing pressure to release greenfield land and aiding the regeneration of Kidderminster and Stourport-on-Severn.

Core Policy 6: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

6.38 This policy raised one negative issue in relation to the possible detrimental impact of sites on the landscape and townscape of the District. However, this would be mitigated by locating sites within existing built-up areas rather than in open countryside. The positive impacts identified include; increasing access to housing, services and facilities for a particular group of the population; and

reducing the need to travel by setting out a sequential approach to site location which favours more accessible locations and brownfield sites.

Core Policy 7: Delivering Community Wellbeing

6.39 No potential negative impacts were identified in relation to this policy. Positive impacts identified include; increasing access to services and facilities; increasing the supply of affordable housing; improving community safety; delivering improvements to biodiversity and geodiversity; and increasing access to education within the District.

Core Policy 8: A Diverse Local Economy

6.40 This policy has raised two issues which will require further consideration at site allocations and planning application stage. The impact of new development on flooding will need to be considered through the site allocations process and the impact of new development on the landscape and townscape will need to be given detailed consideration at planning application stage. A number of positive impacts have been identified in relation to this policy, including; improving quality of life by enhancing employment opportunities; reducing the need to travel by focussing employment in accessible locations, this will also have a positive impact on air quality within the District; The policy will also prioritise brownfield sites for employment development, thus reducing pressure on greenfield land and will enhance the District's economy.

Core Policy 9: Retail and Commercial Development

6.41 The potential negative impacts that have been identified in relation to this policy are the impact of new development in Kidderminster town centre on flooding and the potential for new development in the town centre to generate noise and light pollution. These will need to be considered at the site allocations and design stages. The policy has also identified a number of positive impacts including; enhancing the economy; providing employment and training opportunities; reducing the need to travel to access retail facilities and employment opportunities; and improving air quality as a result of reduced need to travel.

Core Policy 10: Sustainable Tourism

6.42 The potential negative impacts that have been identified in relation to this policy are the impact of new development in Kidderminster town centre on flooding and the potential for new development in the town centre to generate noise and light pollution. These will need to be considered at the site allocations and design stages. The positive impacts identified include reducing the need to travel by focussing tourist accommodation in Kidderminster and enhancing sustainable transport links to attractions; increasing the range of jobs on offer within the District; and enhancing the economy.

Core Policy 11: Strategic Transport Infrastructure

6.43 This policy identified a number of negative impacts including increasing car dependence by providing additional road capacity; the potential detrimental impact of new roads on the landscape and on biodiversity, as well as the need to release greenfield land for both Stourport Relief Road; and increased noise and light pollution within the road corridor. The policy also identified a number of positive benefits including increasing access to facilities, including health facilities; reducing congestion, although this is likely to be short-term, improving air quality as traffic is able to flow better; supporting sustainable transport by supporting the delivery of a replacement rail station at Kidderminster station; and supporting the regeneration of Kidderminster and Stourport.

Core Policy 12: Design Quality and Local Distinctiveness

6.44 A number of positive effects have been identified in relation to this policy. Promoting high quality design will ensure that neighbourhoods are attractive; improve quality of life; reduce the risk of, and fear of crime; safeguard and enhance the landscape and townscape character, including the historic element of this, support the regeneration of Kidderminster and Stourport-on-Severn; and minimise noise and light pollution.

Core Policy 13: Landscape Character

6.45 This policy did not raise any negative impacts. A number of positive impacts were identified in relation to enhancing quality of life; safeguarding landscape character; safeguarding the historic environment; safeguarding the open countryside from development; enhancing biodiversity and safeguarding geodiversity; and helping to promote the regeneration of Kidderminster and Stourport-on-Severn.

Core Policy 14: Providing a Green Infrastructure Network

6.46 No negative impacts have been identified in relation to this policy. The positive impacts identified include; improving health and wellbeing, providing sustainable transport opportunities; increasing access to recreational spaces; enhancing quality of life; reducing contributions to climate change; and aiding the regeneration of Kidderminster and Stourport-on-Severn.

Core Policy 15: Providing Opportunities for Local Biodiversity and Geodiversity

6.47 This policy will safeguard and enhance the biodiversity and safeguard the geodiversity of the District.

Core Policy 16: Regenerating the Rivers and Canal

6.48 This policy has identified no negative impacts. A number of positive impacts have been identified including; enhancing quality of life; reducing crime and the fear of crime; increasing sustainable transport opportunities; improving air quality; potentially helping to alleviate flooding; enhancing the landscape; and helping to regenerate Kidderminster and Stourport-on-Severn.

Secondary, Cumulative and Synergistic Effects of the Policies

6.49 An important component of predicting and evaluating the impacts of policies within the plan is to consider the likelihood of cumulative, secondary or synergistic effects of policy implementation. Examples of cumulative, secondary and synergistic effects include loss of tranquillity, changes in the landscape, economic decline and climate change. These effects are very hard to deal with on a project-by-project basis through EIA; it is at the SA level that they are most effectively identified and addressed. The table below sets out the definitions of secondary, cumulative, and synergistic effects.

Term	Definition
Secondary Effects	Secondary effects that are not a direct result of the plan, but occur away from the original effect or as a result of a complex pathway.
Cumulative Effects	Cumulative effects arise where several developments each have insignificant effects but together have a significant effect, or where several individual effects of the plan have a combined effect.

Term	Definition
Synergistic Effects	Synergistic effects interact to produce a total effect greater than the sum of the individual effects.

6.50 The policies within the plan are assessed for their individual impacts, but there may be collective effects which occur as a result of the policies being implemented in combination. These impacts may be greater than the sum of implementing individual policies. Good practice suggests that cumulative impact assessment should be conducted throughout and as an integrated component of the SA process.

6.51 The table below shows the secondary, cumulative and synergistic effects which may arise by SA objective.

Table 6.2 Secondary, Cumulative and Synergistic Effects Associated with the Preferred Options

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
1. To improve the health and well-being of the population and reduce inequalities in health.	The development strategy and Core Policies 1 a,b and c will combine to have a positive effect on health and well-being by improving the quality and availability of housing across the district.	Significant positive effect over the short, medium and long term.
	Policies ED01, RD01, OS01 and core policy two will also have a combined impact on health and well-being by providing employment opportunities and providing an enhanced living environment.	Significant positive effect over the short, medium and long term.
	The spatial strategy and core policy 5 and 6 will improve health and well-being, the approach set out in the spatial strategy to locating development in existing built-up areas will support managing travel demand and promoting sustainable modes.	Positive effects over the short, medium and long term.
	A potential secondary impact of core policy 10 is that it may reduce the funding available for affordable housing and thus reduce health and well-being by restricting access to affordable housing.	Potential negative impact over the short, medium and long-term.
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	The development strategy, core policy 1a and core policy 10 will interact to enhance service provision and access to services within the District.	Positive effect over the short, medium and long term.
3. To provide decent, affordable housing for all, of the right type, tenure and affordability for local needs in a clean, safe and pleasant local environment	The development strategy and core policies 1 a,b, and c will combine to have a positive effect on the provision of affordable housing.	Positive effect over the short, medium and long-term.
4. To enhance the quality of life for all residents within the District?	Core policies 1a,b and c, and core policy 2 will improve quality of life by improving the range of housing and jobs available within the District.	Positive effect over the medium and long term.
	Core policy 4 will interact with core policies 9 and 10 to improve quality of life.	Positive effect over the short, medium and long term.
5. Encourage pride and social responsibility in the local community and reduce crime.	Core policies 2, 4 and 10 will interact to encourage social responsibility and reduce crime.	Positive effect over the short, medium and long term.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
6. To minimise the production of waste generated.	Core policies 1 a,b and c and core policy 2 may interact to increase the overall level of waste produced within the District.	Potential negative impact over the short, medium and long-term.
7. Reduce contributions to climate change and promote energy efficiency and renewable energy.	Core policies 1a, b and c and core policy 2 may increase climate change by increasing the amount of development within the District. However, core policy 6 seeks to achieve more sustainable development and therefore, this risk is minimised.	Potential negative effect over the short, medium and long-term.
	Core policies 5, 6 and 7 will work together to try to reduce the District's contribution to climate change and increase energy efficiency and renewable energy within the District.	Potential significant positive impact over the short, medium and long-term.
8. To reduce the need to travel and move towards more sustainable travel modes.	The development strategy and core policies 1b and 2 will locate development where walking, cycling and using public transport are viable options and core policy 5 will encourage the use of sustainable modes.	Significant positive effect over the short, medium and long-term.
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	Core policies 5 and 6 will work together to improve air quality.	Positive effect over the short, medium and long-term.
10. Ensure development does not occur in high-risk flood prone areas and does not adversely contribute to fluvial flood risks or contribute to surface water flooding in all other areas.	Core policies 1,2 and 3 could increase run-off and flooding within the district as a result of increased development. However, SuDs would be required in all new developments to mitigate this.	Potential negative effect over the short, medium and long-term if not mitigated correctly.
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	The combination of new residential, employment, retail and office development could have a detrimental impact on the landscape and townscape character of the district. This will need to be considered further on a site-by-site basis.	Potential negative effect over the short, medium and long-term if not correctly mitigated.
12. To conserve and enhance the District's biodiversity and geodiversity.	The combination of new residential, employment, retail and office development and the Hoo Brook Link Road could have a detrimental impact on biodiversity. This will need to be mitigated against through the development of a green infrastructure study and through site-by-site mitigation measures.	Potential negative effect over the short, medium and long-term if not correctly mitigated.
	Policies 9 and 10 will interact to ensure that the District's biodiversity is conserved and enhanced.	Significant positive effect over the short, medium and long-term.
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	Core policies 4 and 11 will interact to safeguard the historic environment.	Significant positive effect over the short, medium and long-term.
14. Ensure efficient use of land through the safeguarding of mineral reserves, the best and most versatile agricultural land and greenfield land; and maximise the use of previously developed land.	The development strategy and policies 1a, and 2 will combine to ensure that brownfielded land is prioritised for new development and that greenfield land is safeguarded.	Significant positive effect over the short, medium and long-term.
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	The development strategy and core policies 1, 2 and 8 will interact to have a positive impact	Significant positive effect over the short, medium and long-term.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
	on the regeneration of Kidderminster and Stourport-on-Severn.	
16. Mitigate against the unavoidable negative impacts of climate change.	The development strategy and core policies 5, 6 and 7 will help to reduce the impact which climate change has on the district.	Significant positive effect over the short, medium and long-term.
17. Reduce noise and light pollution.	The combination of new development within the district may increase noise and light pollution within some areas of the district.	Potential for a significant negative effect in specific areas. This will need to be mitigated on a site-by-site basis.
18. To raise the skills levels and qualifications of the workforce.	Core policies 10 and 11 will interact to increase the skills level and qualifications of the workforce.	Positive effect over the short, medium and long-term.
19. To consult communities in accordance with the SCI, providing opportunities to participate in and contribute to the decisions that affect their neighbourhood and quality of life.	No secondary, cumulative or synergistic effects have been identified in relation to this SA objective.	N/A
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	Policies EG01 and core policies 2,3 and 8 will work together to strengthen the urban and rural economy.	Significant positive effect over the short, medium and long-term.
21. Promote and support the development of new technologies, especially those with high value and low impact.	Core policies EG01, 2 and 6 should interact to support the development of new technologies.	Positive effect over the short, medium and long-term.

Table 6.3 Secondary, Cumulative and Synergistic Effects of the Publication Core Strategy Policies

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
1. To improve the health and well-being of the population and reduce inequalities in health.	A secondary impact of core policy 3 will be improved health and wellbeing as more people walk and cycle as a method of transport.	Positive effect over the short, medium and long-term.
	Core policies 3, 6, 7 and 14 will work together to deliver improved health and wellbeing.	Positive effect over the short, medium and long-term.
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	The development strategy and core policies 3 and 7 will interact to make cultural and local services and facilities more accessible.	Positive effect over the short, medium and long-term.
3. To provide decent, affordable housing for all, of the right type, tenure and affordability for local needs in a clean, safe and pleasant local environment	Core policies 4 and 5 and the development strategy will work together to deliver affordable housing.	Positive effect in the short, medium and long term.
	The development strategy and core policies 4,5,6, 7 and 12 will interact to provide high quality living environments for all.	Positive effect in the short, medium and long-term.
4. To enhance the quality of life for all residents within the District?	Most of the policies within the Core Strategy will work together to contribute to improved quality of life.	Positive effect in the short, medium and long term.
5. Encourage pride and social responsibility in the local community and reduce crime.	Core policies 5, 12 and 8 will interact to improve community safety and encourage pride and social responsibility.	Positive effect in the short, medium and long-term.
6. To minimise the production of waste generated.		

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
7. Reduce contributions to climate change and promote energy efficiency and renewable energy.	Development strategy policy DS01 and core policies 1, 3, and 14 will work together to reduce contributions to climate change.	Positive effect over the short, medium and long-term.
8. To reduce the need to travel and move towards more sustainable travel modes.	Development strategy policy DS01, and core policies 3, 5, 6, 7, 8, 9, and 14 will reduce the need to travel by private car.	Positive effect over the short, medium and long-term.
	A potential secondary effect of core policy 11 is that it may reduce congestion and therefore make travelling by private car more attractive.	Negative effect over the short, medium and long-term.
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	Core policies 1, 2, and 16 will have a cumulative impact on water and air quality.	Positive effect in the short, medium and long term.
10. Ensure development does not occur in high-risk flood prone areas and does not adversely contribute to fluvial flood risks or contribute to surface water flooding in all other areas.	Core policies DS01, DS02, DS03 and core policies 9, 10 and 11 could have a negative impact on flooding within the District, particularly within the three towns. Further consideration will need to be given to the exact locations of development through the Site Allocations and Policies and KCAAP DPDs.	Potential negative effect over the short, medium and long-term.
	Core policy 2 will help to alleviate flood risk.	Significant positive effect over the short, medium and long-term.
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	Development strategy policy DS01 and core policies 5, 8 and 9 may have a detrimental impact on the landscape and townscape.	Potential negative effect over the short, medium and long-term.
	Core policies 12 and 13 will work together to safeguard the District's landscape and townscape.	Positive effect in the short, medium and long-term.
12. To conserve and enhance the District's biodiversity and geodiversity.	Core policies 13, 14, 15 and 16 will work together to help safeguard the District's biodiversity.	Positive effect in the short, medium and long-term.
	Development strategy policy DS01 and core policy 11 may combine to have a detrimental impact on the biodiversity of brownfield sites within the District.	Possible negative effect in the short, medium and long-term.
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	Development strategy policy DS01 and core policies 5, 8 and 9 may have a detrimental impact on the historic and built environment.	Potential negative effect in the short, medium and long-term.
14. Ensure efficient use of land through the safeguarding of mineral reserves, the best and most versatile agricultural land and greenfield land; and maximise the use of previously developed land.	The policies within the development strategy will work together to promote the development of brownfield land and safeguard greenfield land.	Significant positive effect in the medium and long-term.
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	The policies within the development strategy and core policies 9, 10 and 11 will work together to promote the regeneration of Kidderminster and Stourport-on-Severn.	Significant positive effect in the medium to long-term.
16. Mitigate against the unavoidable negative impacts of climate change.	Core policies 1 and 2 will work together to achieve this objective.	Positive effect in the short, medium and long-term.
17. Reduce noise and light pollution.	The combination of new development proposed by policies DS01 and core policies 5, 8, 9 and 11 may increase noise and light pollution,	Potential negative effect in the short, medium and long-term.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
	particularly within Kidderminster and Stourport-on-Severn.	
18. To raise the skills levels and qualifications of the workforce.	Core policies 7, 8, 9 and 10 will work together to develop the economy and provide education and training opportunities within the District.	Positive effect in the short, medium and long-term.
19. To consult communities in accordance with the SCI, providing opportunities to participate in and contribute to the decisions that affect their neighbourhood and quality of life.	All of the policies within the Core Strategy will provide the opportunity for community consultation.	Positive effect in the short, medium and long-term.
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	Core policies 8, 9 and 10 will work together to diversify the District's economy.	Positive effect in the short, medium and long-term.
21. Promote and support the development of new technologies, especially those with high value and low impact.	Core policies 1 and 8 will have a cumulative impact on achieving this objective.	Positive effect in the short, medium and long-term.

Limitations

6.52 There are many uncertainties associated with cumulative impact assessment as it is often necessary to base predictions on a wide range of assumptions, especially when looking 20 years into the future. It is difficult to speculate on climatic conditions, technological advances and changing social lifestyles. Therefore at this stage a certain degree of professional judgement has been made in order to broadly identify cumulative, secondary or synergistic impacts.

Proposed Mitigation Measures

6.53 The table below sets out the proposed mitigation measures which have been identified to overcome the negative sustainability issues identified.

Table 6.4 Proposed Mitigation Measures

Sustainability Issue	Proposed Mitigation Measures
Increased number of homes within the District could lead to increased waste, increased noise and light pollution and increased flood risk as well as placing pressure on water supply.	Ensure that waste is managed in accordance with the waste hierarchy and that developments are designed to reduce noise and light pollution and surface water run-off. Pay close attention to the findings of the Strategic Flood Risk Assessment and the Water Cycle Study when allocating sites for new development.
Focusing development on brownfield sites could have a detrimental impact on biodiversity.	Biodiversity will be considered as part of the Strategic Housing Land Availability Assessment. Assessments will be carried out on those sites which are progressed in order to understand their biodiversity value. A Green Infrastructure Study will also be carried out for the District which will identify those sites with significant biodiversity value. Biodiversity contributions will be sought as part of a package of Section 106 measures where appropriate.

Sustainability Issue	Proposed Mitigation Measures
Increased noise, air and light pollution along the SREC as a result of focusing employment growth in this area.	Ensure that new developments are designed to reduce noise and light pollution and ensure that public transport is improved as a way to reduce congestion within this area.
Focusing development in Kidderminster and Stourport-on-Severn could exacerbate flood risk.	Ensure that the SFRA is fully considered when allocating sites for development.
Increased noise and light pollution as a result of new development.	This will depend on exact locations and design. At the strategic level, the Core Strategy should promote high quality design which reduces impact on its surroundings.
New development could place pressure on the historic environment, particularly within the town centres.	Any proposals must take account of Conservation Areas and Listed Buildings legislation.
Requiring increased levels of affordable housing may impact on the economic viability of sites and result in them being left undeveloped, thus having a detrimental impact on regeneration.	An economic viability assessment has been undertaken and the final levels of affordable housing reflect the findings of this assessment.
The construction of new roads could increase travel by the private car and lead to increased emissions, have a detrimental impact on air quality and biodiversity and increase noise and light pollution.	New road links will not be seen as an alternative to improve public transport provision, but as part of a package of measures to reduce reliance on the private car. Steps will be taken in the planning and design of routes to reduce the impact on existing communities. A comprehensive package of mitigation measures will be put in place at the individual project level. Mitigation measures will need to reduce impact on noise and light pollution, air quality, biodiversity, flooding, and consider how the road forms part of a comprehensive transport package which includes making provision for walking, cycling and the use of public transport. All road building proposals will be subject to a full Environmental Impact Assessment (EIA) before being taken further.
Design out Crime standards may conflict with the existing townscape, reduce opportunities to increase vegetation and tree planting and increase light pollution.	The Core Strategy sets out strategic level design policy. The incorporation of Designing out Crime standards and the impacts of this will be addressed at the level of the individual development.
Increasing the District's level of renewable energy production from both on-site standalone provision may have a detrimental impact on the landscape.	This will be addressed at the site specific level. Where on-site provision is required, this will need to be sensitively incorporated into a scheme's design and where standalone renewable energy developments are proposed any sites considered will undergo Sustainability Appraisal through the Site Allocations and Policies DPD.
Seeking to safeguard the landscape may conflict with increasing the supply of renewable energy within the District.	This issue will need to be considered on a site-by-site basis through the Site Allocations and Policies DPD.
Increasing the focus on greenspaces within the District and promoting their use as walking and cycling corridors could create demand for these spaces to be lit, leading to increased noise and light pollution.	Should it be considered necessary to light such spaces, sensitive designs which reduce light pollution and solar powered lighting will need to be considered in order to minimise impact.
Requiring a range of developer contributions could impact on the economic viability of sites, thus having a detrimental impact on regeneration by leaving brownfield sites undeveloped.	The developer contributions required will be negotiated on a site-by-site basis taking into consideration the economic viability of the site.
Locating new retail and office development in Kidderminster town centre could have a detrimental impact on biodiversity and the historic environment and could exacerbate flooding issues.	<p>The careful siting and design of buildings to ensure that they do not increase flood risk, the use of permeable surfaces throughout the town centre so that run-off is not increased, and the use of flood defences where this is considered appropriate.</p> <p>Undertaking biodiversity surveys to identify species and ensuring that provision is made for them within the new development.</p> <p>Converting existing buildings where appropriate and ensuring that new development is sensitively designed to fit within its historic context.</p>

Uncertainties and Risks

6.54 Sustainability Appraisal is an uncertain process which requires assumptions to be made regarding the impacts of the policies proposed on the basis of limited or inadequate data. Most of the impact predictions made in this report are therefore subject to some uncertainty and entail risks.

6.55 There are two main uncertainties within the report. Firstly, the availability of baseline data make it difficult in some cases to identify the current situation and the likely impact future development may have. Secondly, as the Core Strategy sets out strategic policy, it is often difficult to identify sustainability impacts as these will depend on the exact location, scale and design of individual proposals. The Site Allocations and Policies DPD will allocate land for specific uses and this will be subject to a comprehensive Sustainability Appraisal in order to identify and mitigate against sustainability impacts on a site-by-site basis.

6.56 Uncertainties relating to baseline data will be resolved through monitoring. Uncertainties associated with impact prediction will be addressed at the planning application stage where more specific information is available and the actual impacts can be identified. Some impacts will be more clearly identified and mitigated against through the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs.

Summary of SEA Topics

Table 6.5 Identified Effects by SEA Topic

SEA Topic	Summary of Effects
Biodiversity, Flora and Fauna	<p>The plan focuses development on brownfield land and this may have an impact on biodiversity. The biodiversity value of housing sites has been considered through the SHLAA. Further consideration will be given to the biodiversity value of specific sites at the site allocations stage.</p> <p>The delivery of the Stourport Relief Road and the Hoo Brook Link Road could have a detrimental impact on biodiversity. This will also need to be considered further at site allocations stage and through the EIAs for individual projects.</p> <p>Requiring developer contributions towards biodiversity, developing a green infrastructure network and implementing the core policy on biodiversity will have a positive impact on the biodiversity of the District.</p>
Population and Human Health	<p>The policies of the plan will work together to improve quality of life in the District overall.</p> <p>Policies on community wellbeing, sustainable transport, green infrastructure and regenerating the rivers and canal will have a positive impact on human health as they provide opportunities for more active lifestyles.</p>
Soil, Air and Water	<p>A number of the core policy areas which seek to focus development in Kidderminster and Stourport-on-Severn could increase flood-risk. However, sites will be carefully considered at allocations stage and a policy is in place in the Core Strategy to address flood-risk.</p> <p>The core policy area which promotes sustainable transport will help to improve air quality. To some extent, the development of the Stourport Relief Road and the Hoo Brook Link Road will also help to improve air quality as the air quality issues in Stourport-on-Severn arise as a result of traffic congestion. The Relief Road will help traffic flow, thus improving air quality. However, there may be an increase in car journeys as a result of the new roads and this could have a negative impact on air quality.</p> <p>Promoting the development of brownfield sites over greenfield sites will help to protect soil, particularly the best and most versatile agricultural land.</p>
Climatic Factors	The core policies on sustainable development standards, managing water and promoting sustainable transport will help to adapt to and mitigate against climate change.

SEA Topic	Summary of Effects
Material Assets	The historic environment policy, green infrastructure policy and biodiversity policy as well as the community wellbeing policy will help to safeguard the District's material assets.
Cultural Heritage	<p>The quality design/local distinctiveness policy, landscape policy, and the community wellbeing policy will help to safeguard the District's cultural heritage.</p> <p>Poor design could threaten the District's cultural heritage, however, the Core Strategy sets out a clear policy on design which will help to prevent this.</p>
Landscape	<p>The landscape character policy will help to safeguard the District's unique landscape character.</p> <p>New development could have a detrimental impact on the District's landscape, however, the landscape character and design policies are in place to prevent this.</p>

How the SA has Influenced the Plan

6.57 The process of undertaking Sustainability Appraisal on emerging LDDs is an integral part of their development. The Sustainability Appraisal process has not simply been carried out on the policies once they have been developed, the SA process has influenced the development of the policies. This has resulted in:

- The SA guiding the development of the development objectives
- The SA guiding the development of the development strategy,
- The SA guiding the development of the core policy areas,
- The SA setting out a number of monitoring indicators which have been incorporated into the Core Strategy; and
- The SA recommending mitigation measures and further considerations to be taken into account as the site allocations documents are developed and as planning applications come forward.

7 Implementation

Links to other Tiers of Plans and Programmes and the Project Level

7.1 It is a requirement that the Core Strategy is in general conformity with higher level policies and plans. Therefore, it is essential that the Core Strategy does not conflict with any principles established through the national Planning Policy Statement and Planning Policy Guidance Notes set out by DCLG. At the Regional Level, the Core Strategy must be in conformity with the West Midlands Regional Spatial Strategy which is currently under-going an early revision in three phases. Phase One is now complete and the RSS was published in January 2008. Phase Two has been submitted to the Secretary of State for Communities and Local Government and an Examination in Public is expected to take place in April 2009. Phase Three is in the early stages of preparation, with an Issues and Options consultation expected to take place in December 2009. The Core Strategy should implement policies set out within the RSS and therefore, the Sustainability Appraisal of those policies may be useful in appraising the options put forward in the Core Strategy.

7.2 This Sustainability Appraisal will be relevant when carrying out the Sustainability Appraisal of any future Development Plan Documents or Supplementary Planning Documents which implement or expand on the policies of the Core Strategy. The Sustainability Appraisal of such documents will focus on the effects of the more detailed policies which implement the Core Strategy. Additionally, the Sustainability Appraisal of the Core Strategy will be relevant when undertaking any Environmental Impact Assessments required for specific projects which are proposed in the plan.

Proposals for Monitoring

7.3 The following indicators are proposed for monitoring. These indicators are drawn from those set out within the Sustainability Appraisal framework, however, they may need to be further refined should it not be possible to obtain the data required:

- IMD health profiles
- Number of developments (applications approved) which benefit the green infrastructure network
- Life expectancy
- Adult participation in sport (NI8)
- % of new residential development within 30 minutes public transport travel time of key facilities.
- Loss of community facilities as a result of new development.
- % of villages with key facilities, i.e, primary school, post office, GP, pub, village hall, convenience store
- Number of affordable housing completions (net of demolitions)
- % of housing completions which are affordable (net of demolitions)
- % of housing completions by size (gross)
- % of housing completions by tenure (net of demolitions)
- Number of additional gypsy/traveller pitches granted permission
- Number of extra care units completed
- Number of residential applications refused as a result of poor quality design (applications refused using Policy D1 in Wyre Forest District Adopted Local Plan 2004)
- % of homes constructed to Code for Sustainable Homes level 4 or above
- NI3: Those who have participated in a local area
- Average number of neighbour and statutory consultation letters sent per planning application
- Number of new developments incorporating 'Secured by Design' principles (applications determined using policy D16 in the Wyre Forest District Adopted Local Plan, 2004)

- % of flatted residential and all commercial developments providing storage for recycling (permissions granted)
- Volume of household waste recycled (NI192)
- Household waste collected. (excluding recycling)(tonnes)
- District per capita CO₂ emissions
- Number of major new developments incorporating on-site renewable energy generation
- Average energy rating of new housing
- % of residential completions within Kidderminster, Stourport-on-Severn and Bewdley
- Number of developments granted permission which provide cycle parking
- Number of developments granted permission which incorporate travel plans
- Number of AQMAs and areas of air quality concern within the District
- % of new developments incorporating SuDS
- Number of new residential developments (permissions granted) where any part of the site is located in the floodplain (zone 2 and 3)
- Number of planning permissions granted contrary to EA advice
- Number of applications refused in Conservation Areas
- Number of planning permissions granted in Conservation Areas
- Number of Listed Building consents granted
- Number of new records added to the HER
- Number of applications approved contrary to Natural England recommendation
- Number of applications refused because of their potential impact on biodiversity/geodiversity.
- Condition of SSSIs
- Change in areas of local biodiversity importance
- Proportion of local sites where positive conservation management has been or is being implemented (NI197).
- Achievement of BAP targets
- Number of demolition consents (Listed Buildings)
- Number of demolition consents (Conservation Areas)
- Number of buildings on the national and local BARs
- % of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years
- % of Conservation Areas with Management Plans completed/updated within the last 5 years.
- Number of derelict buildings brought back into use.
- Amount of best and most versatile agricultural land lost to development
- Number of planning permissions granted in the Green Belt
- Number of hectares of open space and recreational/amenity space lost to development
- % of new residential completions in Kidderminster and Stourport-on-Severn located on brownfield land
- Number of noise pollution complaints
- Number of light pollution complaints received
- % of school leavers with 5 A*-C grades
- % of the District's population qualified to NVQ level 4 or higher
- % of LDF consultations carried out in accordance with the SCI
- Number of consultation responses received on LDF documents
- Number of VAT registered businesses within the area
- Number of VAT registered businesses in rural areas
- Number of bed spaces developed (Hotels and Guest Houses)

- Number of tourism related jobs
- De-registrations of VAT registered businesses in the area
- New retail development within or on the edge of primary shopping area (Kidderminster and Stourport)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions

A Options Testing Tables - Publication

SA Objective Development Objective 6: To conserve and enhance the District's heritage assets.

1	0	
2	++	Safeguarding the District's heritage assets will improve access to them for recreation, leisure and education.
3	0	
4	+	Safeguarding the District's heritage assets will enhance quality of life by enhancing the sense of place within the District.
5	0	
6	+	Safeguarding heritage assets can include converting historic buildings for other uses, recycling buildings in this way can reduce waste.
7	+	Recycling historic buildings can reduce contributions to climate change.
8	0	
9	0	
10	0	
11	++	Safeguarding heritage assets will help to safeguard the landscape and townscape within the District.
12	0	
13	++	Safeguarding the District's historic assets will help to conserve and enhance the historic and built environment.
14	+	Recycling existing buildings could reduce pressure to release greenfield land.
15	++	Both Stourport-on-Severn and Kidderminster have a large number of historic buildings which will be central to their regeneration.
16	0	
17	0	
18	0	
19	++	All proposals for new development will be subject to consultation in accordance with the SCI.

SA Objective	Development Objective 6: To conserve and enhance the District's heritage assets.	
20	0	
21	0	

Table A.2 Development Strategy Policy DS01**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 ⁽¹⁾	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:

- Key regeneration sites within the KCAAP Boundary as highlighted in the Kidderminster Regeneration Prospectus.
- Other major (>1 ha) brownfield sites within Kidderminster and Stourport-on-Severn urban areas.
- Smaller infill brownfield sites within Kidderminster, Stourport-on-Severn and Bewdley; and
- Brownfield sites within the rural settlements.

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.

¹ This figure is consistent with the required level of provision in 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 2009.

Settlement Type	Name	Suitable Development	
Strategic Centre	Kidderminster	<ul style="list-style-type: none"> ● Comparison and Convenience A1 Retail (to meet District requirements and needs) ● Commercial Leisure ● Large Scale Office ● Residential ● Employment ● Hotels, tourism and leisure ● Major services 	
Large Market Town (Population c.20,000)	Stourport-on-Severn	<ul style="list-style-type: none"> ● Convenience A1 retail (to meet the needs of Stourport-on-Severn) ● Local services ● Residential ● Small scale business/office development 	
Market Town (Population c. 10,000)	Bewdley	<ul style="list-style-type: none"> ● Convenience A1 retail to meet local needs. ● Small scale business ● Housing to meet local needs 	
Villages	Fairfield Cookley Blakedown Wilden	<ul style="list-style-type: none"> ● Housing to meet local needs. ● Local services. ● Small scale rural employment 	
Rural Settlements	Chaddesley Corbett Wolverley Clows Top Rock Bliss Gate Far Forest Callow Hill Arley	<ul style="list-style-type: none"> ● Housing to meet local need identified through rural exceptions sites in appropriate circumstances. ● Small scale rural employment. 	
1	++	This will help increase access to health services which will help to improve the health of the population. The 2007 IMD has placed a larger number of the District's SOAs within the most deprived 20% nationally than the 2004 IMD did, however, life expectancy is increasing.	

2	++	This will help to improve access to services and facilities as they are centred around the settlements with the larger settlements having a greater level of provision.
3	++	Will increase housing provision in accordance with the settlement hierarchy and will enable affordable housing to be provided in Bewdley and the rural areas where house prices are highest.
4	+	This will contribute to enhanced quality of life by ensuring that new development provides access to services and facilities.
5	0	N/A
6	0	N/A
7	0	N/A
8	++	Ensuring that new development is located in accordance with the settlement hierarchy will mean that residential development offers the opportunity to access services and facilities without relying on the private car.
9	0	N/A
10	X?	This will need to be assessed on a site-by site basis and will be a particular issue in Kidderminster town centre which is to be the focus of new retail and office development for the District and has historically suffered with flooding.
11	++	Ensuring that existing settlements grow in a sustainable way will strengthen their character and distinctiveness and help them to retain local services.
12	0	N/A
13	0	N/A
14	++	Locating development in existing settlements will reduce pressure on greenfield land.
15	++	Locating new development in accordance with the settlement hierarchy will reduce pressure on greenfield land.
16	0	N/A
17	+	Locating development in existing settlements will reduce the spread of noise and light pollution however, it may be exacerbated within existing settlements.
18	0	N/A
19	0	N/A
20	+	The policy will support development appropriate to the scale of rural settlements.

Table A.3 Development Strategy Policy 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 at 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 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.

SA Objective	Assessment	Commentary
1	0	N/A
2	++	Regenerating Kidderminster town centre will improve its range of services and facilities. This will have a positive impact on the whole of the District as Kidderminster acts as the main service centre.
3	++	Kidderminster will accommodate the largest proportion of the District's housing growth, including a % of affordable housing. During 2008/09 66% of new homes built within the District were in Kidderminster; this was an increase on the previous year.
4	++	Regeneration within Kidderminster will provide new jobs and services for all within the District, thus improving quality of life.
5	++	Enhancing Kidderminster through regeneration will improve community pride and help to reduce crime.
6	0	N/A
7	+	New development will be required to incorporate renewable technologies, thus reducing its impact on climate change.

8	+	Concentrating development in Kidderminster will reduce the need to travel. Residents from outlying settlements will be able to access services and facilities within Kidderminster, however, sustainable transport options will need to be provided.
9	+?	Kidderminster currently has a large AQMA, mainly as a result of traffic congestion. Air quality could be improved in this area if adequate changes were made to the road layout as part of any new development around the Horsefair area.
10	-?	The River Stour flows through Kidderminster and there is a history of flooding within the town centre. This has been alleviated by flood defences but it is still necessary to carefully consider the impact of new development on flood risk within the town.
11	+	New development within Kidderminster has the potential to reuse existing buildings and further details on this will be set out within the KCAAP DPD.
12	+?	The regeneration of Kidderminster will include providing green space and encouraging the use of green roofs. Further details will be set out within the KCAAP DPD.
13	+?	New development within Kidderminster has the potential to reuse existing buildings and further details on this will be set out within the KCAAP DPD.
14	++	Focussing development within Kidderminster maximises the potential to reuse brownfield land and reduces pressure to release greenfield sites.
15	++	
16	+?	New development should incorporate measures to mitigate against climate change.
17	?	Noise and light pollution may increase as a result of further development in Kidderminster, however, focussing development here will prevent noise and light pollution spreading.
18	0	
19	++	All proposals and planning applications will be subject to public consultation. The KCAAP DPD which will set out the detailed plans for the future of Kidderminster will undergo public consultation.
20	++	The regeneration of Kidderminster will help to enhance the District's economy.
21	+	All major new developments will be required to incorporate renewable energy and this could help to diversify the economy as supply chains will need to be developed.

Table A.4 Development Strategy 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.
- Development which improves access to health and community uses within the town.

SA Objectives	Assessment	Commentary
1	++	Better access to services and facilities, including health facilities and recreational facilities will provide opportunities to improve health and well-being.
2	++	The policy will improve access to services and facilities within the market towns which will also benefit the surrounding rural areas.
3	++	This policy will help to provide new homes within the market towns, with a focus on affordable housing within Bewdley where prices are particularly high.

4	++	Better access to services and facilities will improve quality of life.
5	++	Improving the facilities available within the market towns will help to create vibrant places and reduce crime and anti-social behaviour.
6	0	
7	0	
8	++	Enhancing the sustainable transport infrastructure will reduce the need for residents of outlying villages and settlements to access the market towns by private car.
9	+	Reducing the need to travel by private car will improve air quality, particularly as Bewdley has an AQMA as a result of traffic congestion.
10	?	Both Stourport and Bewdley are riverside towns and as such all new development will have to carefully consider its impact on flood risk.
11	?	Both Stourport and Bewdley have Conservation Areas and many Listed Buildings. All new development will have to carefully consider impact on the existing townscape.
12	0	
13	?	Both Stourport and Bewdley have Conservation Areas and many Listed Buildings. All new development will have to carefully consider impact on the existing townscape.
14	++	Focusing new development within the market towns will maximise the use of brownfield land and reduce pressure on greenfield sites.
15	++	This policy will contribute significantly to the regeneration of Stourport-on-Severn.
16	0	
17	-?	Focusing development in the towns may increase noise and light pollution in these areas but will prevent it from spreading into the rural areas.
18	0	
19	++	All proposals will be subject to consultation in accordance with the SCI.
20	++	Providing new employment opportunities will help enhance the District's economy.
21	0	

Table A.5 Development Strategy Policy DS04

Rural Regeneration	
Providing Affordable Housing	
• New residential development in the District's villages and other rural settlements will be to meet local housing needs only, preferably 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 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.	
SA Objectives	Assessment
1	++
2	++
3	++
4	++
5	+
6	0
Commentary	
1	This policy protects, and allows the further provision of, facilities in rural areas, including health facilities.
2	This policy will safeguard and enhance service provision in the rural areas.
3	The policy enables affordable housing schemes to be developed in rural areas where average house prices are highest within the District.
4	Ensuring services are available will improve quality of life.
5	Providing activities and facilities can reduce crime and anti-social behaviour.

			New developments will need to demonstrate that they have taken account of energy efficiency and sustainable development techniques.
7	+		Ensuring services are provided within the villages will reduce the need to travel by private car. Focusing development on those villages which have sustainable transport links and improving these links will reduce reliance on the private car when accessing higher order services. Live-work units will also reduce the need to travel.
8	++		Making facilities available locally will reduce the need to travel and this will improve air quality.
9	+		
10	0		
11	+		All new development will need to be sensitively designed in order that it does not have a detrimental impact on the landscape and townscape. Prioritising the re-use of existing buildings will help to safeguard the existing landscape and townscape.
12	0		
13	+		All new development will need to be sensitively designed in order that it does not have a detrimental impact on the historic and built environment. Prioritising the re-use of existing buildings will help to safeguard the existing landscape and townscape.
14	+		Development in the rural areas will focus on the re-use of existing buildings where possible. It is likely that some greenfield land will need to be released to provide affordable housing for local needs.
15	++		Limiting new development in rural areas to that which is required to meet demonstrated local need will help to promote the regeneration of Kidderminster and Stourport.
16	+		New development will be required to meet higher standards than existing development.
17	+		Limiting development in the rural areas to that required to meet local needs will limit the potential for noise and light pollution to increase within these areas.
18	0		
19	++		All development proposals will be subject to consultation in accordance with the SCI
20	++		Promoting live-work units within the rural areas will ensure that rural areas benefit from economic success.
21	++		Providing live-work units will help to promote new industries within rural areas.

Table A.6 Development Strategy Policy: DS05

Phasing and Implementation

Housing

To deliver the WMRSS requirement for 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
- 2011/12-2016/17 - 326 dwellings per annum
- 2016/17-2020/21 - 196 dwellings per annum
- 2020/21-2025/26 - 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 the WMRSS requirement for 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.

SA Objectives	Assessment	Commentary
1	++	Meeting the requirements for new residential development will improve quality of life by increasing the provision of decent homes within the District.
2	0	
3	++	The phasing policy will ensure that new homes are delivered within the District increasing access to decent, affordable homes.
4	++	The delivery of new homes will enhance quality of life.
5	0	
6	0	
7	+	New homes will be required to meet higher environmental standards than the existing built stock.

8	0
9	0
10	0
11	0
12	0
13	0
14	0
15	0
16	0
17	0
18	0
19	0
20	0
21	0

Table A.7 Core Policy 1

Delivering Sustainable Development Standards

1. 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.
2. A minimum of 10% of the energy requirements of new developments on sites of 10 dwellings or more, or 1,000 sq m or more for commercial 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.
3. Free-standing renewable energy developments will be supported subject to them being appropriate to the sensitivity of the landscape and meeting the requirements of all other policies within the LDF.
4. 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.
5. 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.

6. 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.
 7. The West Midlands Sustainability Checklist should be applied to all major new developments.

SA Objectives	Assessment	Commentary
1	0	
2	0	
3	0	
4	0	
5	0	
6	++	Ensuring that developments provide space for recycling will help to minimise waste sent to landfill.
7	++	The policy will ensure that energy efficiency is increased and will increase the amount of the District's energy which comes from renewable sources.
8	0	
9	0	
10	0	
11	0	
12	0	
13	0	
14	0	
15	0	
16	++	Applying the Sustainability checklist to new developments will ensure that they are appropriate for a changing climate.
17	0	
18	0	

19	++	All new developments will be subject to consultation in accordance with the SCI.
20	0	
21	+	This policy could lead to new business opportunities centred around new technologies.

Table A8 Core Policy 2

Water Management

The Council will determine planning applications in accordance with the guidance contained within Planning Policy Statement 25 (Development and Flood Risk). In considering proposals for development the District Council will follow the sequential risk-based approach, including the application of the “exception test” where continuing development is necessary for wider sustainability reasons. This approach will target development to areas of least risk and will be informed by the District Council’s SFRA.

New developments will be required to incorporate appropriate Sustainable Drainage Measures (SUDS). The level and type of SUDS that are required will depend on the location and the scale of the development proposed.

For developments in areas with known surface water flooding issues, (2) 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 LDF.

The Site Allocations and Policies and KCAAP DPD’s will carefully consider the loss of flood plain storage when allocating future development. Where significant loss as a result of new development is anticipated, then comparable storage should be discussed with the Environment Agency to offset the impact of development. (3)

New development proposals should seek to:

- i. Conserve the ecological 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.

SA Objectives	Assessment	Commentary
1	0	

² Identified by the SFRA, the Environment Agency or the Council's emergency planning team

³ Flood Plains in the District could provide benefits as part of a wider Green Infrastructure Network to contribute to health and biodiversity opportunities. This is further outlined under the ‘Providing a Green Infrastructure Network Core Policy’

2	0	
3	0	
4	++	Reducing flood risk will enhance quality of life, particularly in those areas prone to flooding.
5	0	
6	0	
7	0	
8	0	
9	++	The use of SUDS will improve water quality.
10	++	This policy will prevent development occurring in areas of high flood risk and will help to prevent an increase in flood-risk.
11	0	
12	+	SUDS can have a positive impact on biodiversity.
13	0	
14	0	
15	0	
16	+	This policy will help to mitigate against flooding, one of the negative impacts of climate change.
17	0	
18	0	
19	++	All proposals for new development will be subject to community consultation in accordance with the SCI.
20	0	
21	0	

Table A.9 Core Policy 3

Promoting Transport Choice and Improving 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.

Delivering transport infrastructure

Where appropriate new developments will be required to connect in to 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.

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.

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 & Policies and Kidderminster Central Area Action Plan 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.

SA Objectives	Assessment	Commentary
1	0	
2	+	The policy will enhance accessibility to local services and facilities.
3	0	
4	++	Improving public transport will help to increase accessibility to services and facilities.
5	0	
6	0	

7	++																							
8	++																							
9	0																							
10	0																							
11	0																							
12	0																							
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19	++																							
20	0																							
21	0																							

Table A.10 Core Policy 4

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 **(4)** 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 Kiddminster and Stourport-on-Severn and 30% on sites of 6 or more dwellings within Bewdley and the rural areas **(5)(6)**

0

Where this level of affordable housing provision is proven to undermine the viability of a development, particularly due to existing land values, then this will be subject to further individual site viability assessment undertaken by the applicant. As part of the Site Allocations & 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 rural settlements 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.

SA Objectives	Assessment	Commentary
1	0	
2	0	
3	++	Delivering affordable housing across the District will increase access to decent, affordable homes.
4	+	Increasing the provision of affordable housing will increase quality of life.
5	0	
6	0	
7	0	
8	0	
9	0	

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

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

10	0	
11	0	
12	0	
13	0	
14	0	
15	+	Providing affordable housing within Kidderminster and Stourport-on-Severn will help to support their regeneration.
16	0	
17	0	
18	0	
19	++	All new developments will be subject to consultation in accordance with the SCI.
20	0	
21	0	

Table A.11 Core Policy 5

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 bedroomed 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.

SA Objectives	Assessment	Commentary
1	+	Providing housing to meet the needs of older people will improve health and well-being.
2	++	Developing at higher densities within the town centres will enhance access to services and facilities.
3	++	This policy will ensure that housing of different sizes and densities is provided.
4	++	Providing housing to meet a range of needs will improve quality of life.
5	0	
6	0	
7	0	
8	++	Developing at higher densities will help to sustain a public transport network, reducing the need to travel.
9	0	
10	0	
11	?	Higher densities could have a detrimental impact on the landscape and townscape and will need to be sensitively designed.

12	?	Higher densities could reduce the amount of land available for gardens and green space.
13	?	Higher densities could have a detrimental impact on historic character.
14	++	Higher densities will reduce the need to release greenfield land by increasing the potential capacity on brownfield sites.
15	++	Well-designed schemes will support the regeneration of Kidderminster and Stourport-on-Severn.
16	0	
17	-?	Higher density developments have the potential to generate increased noise and light pollution.
18	0	
19	++	All new developments will be subject to consultation in accordance with the SCI.
20	0	
21	0	

Table A.12 Core Policy 6

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 gypsies and traveller 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 and 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 schools, services and facilities can be easily accessed on foot, cycle or public transport from the site.
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.
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.

SA Objectives	Assessment	Commentary
1	+	Providing accommodation for gypsies, travellers and travelling showpeople will improve their access to health care.
2	+	Providing accommodation for gypsies, travellers and travelling showpeople will improve their access to services and facilities.
3	++	This policy will contribute to providing a range of housing within the District.
4	+	This policy will enhance quality of for gypsies, travellers and travelling show people.
5	0	
6	+?	New sites should incorporate opportunities for recycling.
7	0	
8	+	Locating new sites within the existing urban areas will reduce the need to travel.
9	0	
10	0	
11	-?	New sites may have a detrimental impact on the landscape and townscape.
12	0	

13	0	
14	++	A sequential approach will be applied to site selection which will seek to accommodate need on brownfield sites.
15	0	
16	0	
17	0	
18	+	The policy will help to increase access to education amongst gypsies, travellers and travelling showpeople by providing permanent accommodation.
19	++	All development proposals will be the subject of community consultation in accordance with the SCI.
20	0	
21	0	

Table A.13 Core Policy 7

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 & recreation facilities within the District will be safeguarded and enhanced in accordance with the standards set out in the Leisure and Open Spaces Audit.

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 proposal.

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, including schools and libraries.
- 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 facilities and services.
- Community and shared use facilities.
- Cultural facilities
- Public art, public realm, heritage and environmental improvements.
- Biodiversity, geodiversity and green infrastructure.

SA Objectives	Assessment	Commentary
1	++	The policy will increase the provision of health facilities within the District.
2	++	The policy will increase the provision of cultural and local facilities across the District.
3	++	This policy will increase affordable housing provision within the District.
4	++	Delivering a range of infrastructure will increase quality of life.
5	+	This policy will deliver improvements in community safety.
6	0	
7	0	
8	++	Safeguarding existing facilities and promoting the development of further facilities will increase access and therefore reduce the need to travel.
9	0	
10	0	

11	0	
12	++	This policy will help to deliver improvements in biodiversity and geodiversity.
13	0	
14	0	
15	0	
16	0	
17	0	
18	++	This policy will improve access to educational facilities across the District.
19	++	All new development will be subject to consultation in accordance with the adopted SCI.
20	0	
21	0	

Table A.14 Core Policy 8

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 (S.R.E.C). All future employment development within the urban areas will be on previously developed land and should be located in highly accessible locations. Employment sites will need to provide for a range of businesses (B1, B2 and B8⁽⁷⁾) needs in terms of location, size and quality and the development of small scale businesses and starter units will be particularly encouraged.
- Land and premises within District's existing employment areas will be reserved for uses which generate employment. 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 and Services.
- Development that would result in a loss of employment land from a site will only be acceptable where it is demonstrated that:
 - The site is identified in an up to date Employment Land Review of being suitable to be considered for alternative uses
 - 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;

⁷ 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.

- The proposed new use would be compatible with neighbouring uses and would not prejudice the amenity, viability or future development of other businesses.
- When considering alternative uses a sequential approach must be taken, with preference given to mixed-use development prior to any single-use development
- Employment development on brownfield sites must ensure that contamination issues have been considered and that appropriate remediation measures are proposed where necessary.

SA Objectives	Assessment	Commentary
1	0	
2	0	
3	0	
4	++	Providing a range of jobs will help to improve quality of life.
5	+	Providing jobs may lead to reduced crime and improved social responsibility.
6	0	
7	+	New development will need to meet higher environmental standards than previously.
8	+	New employment development will be focussed on sustainable locations, particularly the SREC which is a high frequency bus corridor.
9	+	Locating employment in sustainable locations will reduce the need to travel by car, thus improving air quality as both of the District's AQMAs are result from traffic related pollution.
10	?	This will need to be addressed on a site-by-site basis.
11	?	This will need to be assessed on a site-by-site basis, however, all new developments should be of high quality design which is appropriate to its location.
12	0	
13	?	This will need to be assessed on a site-by-site basis, however, all new developments should be of high quality design which is appropriate to its location.
14	++	Employment development will be based on brownfield land which will reduce pressure for greenfield release.
15	++	Locating new employment development in Kidderminster, Stourport-on-Severn and along the SREC will contribute to the regeneration of these areas.
16	+	New development will have to demonstrate that it is suitable for the forecast changes in climate.

17	?	New development could increase noise and light pollution within the direct area.
18	++	Expanding employment options within the District will enable people to improve skills and qualifications.
19	++	All new development will be subject to community consultation in accordance with the SCL.
20	++	The policy provides for a range of types of employment and ensures sufficient flexibility to develop suitable employment options within the rural areas.
21	++	Providing a portfolio of employment land within the District will support the development of new technologies.

Table A.15 Core Policy 9

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 affects to 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
- S.R.E.C
- Other allocated employment areas

SA Objectives	Assessment	Commentary
1	0	
2	++	Locating retail and commercial uses in accordance with the settlement hierarchy will enhance accessibility to services. Improving the District's retail offer will increase reduce the need for people to shop outside of the District.
3	0	

4	++	Providing office accommodation and retail space will increase the number of jobs available within the District and this will improve quality of life.
5	+	Providing office accommodation and retail space will increase the number of jobs available within the District and this will lead to greater social responsibility and reduced crime.
6	0	
7	+	New developments will be required to achieve higher environmental standards than existing buildings.
8	++	Providing new retail space within Kidderminster will reduce the need to shop outside the District. Providing office space will increase the number of jobs available within the District and therefore reduce the need to travel outside of the District for employment.
9	+	Reducing the need to travel will improve air quality across the District.
10	-?	Kidderminster town centre is on the banks of the River Stour and has suffered with flooding in the past. All development will need to consider flooding issues on a site-by-site basis.
11	?	The design of individual developments will be an important factor in achieving this objective.
12	0	
13	?	The design of individual developments will be a key factor in achieving this.
14	++	The policy prioritises brownfield sites reducing pressure to release greenfield land.
15	++	Focussing retail and office development in Kidderminster will help promote its regeneration.
16	+	New development will need to ensure that it is appropriate for the forecast changes in climate.
17	-?	New development may increase noise and light pollution within its specific location.
18	++	Providing new employment opportunities will help to improve the skills levels and qualifications of the workforce.
19	++	Consultation will be undertaken on all new development proposals in accordance with the SCI.
20	++	Increasing office provision within the town centre will help to create a diverse, knowledge-driven economy.
21	++	Increasing office provision will provide the opportunity for growth in the new technology sector.

Table A.16 Core Policy 10**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 affect 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.

SA Objectives	Assessment	Commentary
1	0	
2	0	
3	0	
4	0	
5	0	
6	0	
7	0	
8	+	Public transport links serving tourist attractions will be enhanced which will help to reduce the need to travel.
9	+	Reducing the need to travel by private car to access tourist attractions will improve air quality.
10	-?	Kidderminster has suffered flooding in the past and all new developments within the town will need to consider their impact on flooding.
11	++	Prioritising the re-use of existing buildings will help to safeguard the character of the District.

12	0	Prioritising the re-use of existing buildings will help to safeguard the District's historic environment.
13	++	New tourist development will be focussed on brownfield sites in Kidderminster and conversions of existing buildings within rural areas, this will reduce the need to release greenfield land.
14	++	Promoting Kidderminster as the main area for new tourist accommodation development will aid its regeneration.
15	++	
16	0	
17	-?	New development could increase noise and light pollution within the immediate area which it is located.
18	+	Increasing the range of tourist facilities within the District will increase jobs and may offer opportunities to improve skills and qualifications.
19	++	All new development proposals will be subject to community consultation in accordance with the SCI.
20	+	Enhancing tourism will help to provide a diverse economy, particularly in the rural areas where opportunities are more limited.
21	0	

Table A.17 Core Policy 11

Strategic Transport Infrastructure

The following strategic transport infrastructure schemes will be sought to support regeneration during the plan period:

- The provision of a new Kidderminster Railway Station building and improved access for all modes of transport to the station facilities.
- To connect 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.
- To provide a new A451/A449 Hoobrook Link Road to facilitate the Stourport Road Employment Corridor.
- Improvements to facilitate the multi-modal use of Kidderminster Ring Road and to enhance accessibility to the town centre and in particular pedestrian access.
- The 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 proposals 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.

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.

SA Objectives	Assessment	Commentary
1	+	Enhancing transport infrastructure will improve access to health services.
2	+	Enhancing transport infrastructure will improve access to services and facilities.
3	0	
4	+	Providing additional road capacity will reduce congestion and therefore enhance quality of life, however, this may be a short term gain.
5	0	
6	0	
7	-	Providing additional road capacity is likely to increase dependence on the private car.
8	+	Enhancing Kidderminster rail station will encourage travel by public transport, however, providing new road infrastructure may lead to an increased reliance on the private car.
9	++	Reducing congestion will help to improve air quality, this is particularly relevant to Stourport-on-Severn where a borderline AQMA has been designated as a result of traffic emissions. A relief road here would keep traffic moving and improve air quality.
10	0	
11	-?	New road infrastructure can have a detrimental impact on the landscape and townscape.
12	-	New road infrastructure can have a negative impact on biodiversity and geodiversity. Of particular concern is the Hoo Brook link road which could have a detrimental impact on a SSSI. This will need to be considered in further detail through the project EIA.
13	0	
14	-	The existing safeguarded line of the Stourport Relief Road passes through the Green Belt.
15	++	Providing new road infrastructure and a new rail station within Kidderminster will aid the regeneration of Kidderminster and Stourport.

16	0	
17	-	New road development will increase noise and light pollution within the immediate area.
18	0	
19	++	All proposals for new development will be the subject of community consultation in accordance with the SCI.
20	0	
21	0	

Table A.18 Core Policy 12

Design Quality 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. Where possible layouts should 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.

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).

SA Objectives	Assessment	Commentary
1	0	
2	0	

3	++	Good design will help to ensure that homes are high quality and in attractive neighbourhoods.
4	++	Providing well designed developments will improve quality of life.
5	++	The policy will help to ensure that developments are designed to reduce crime.
6	0	
7	0	
8	+	Well designed developments can encourage walking and cycling for shorter journeys.
9	0	
10	0	
11	++	High quality design will help to safeguard and enhance landscape and townscape character.
12	0	
13	++	High quality design will help to enhance the historic environment.
14	0	
15	++	High quality design will aid the regeneration of Kidderminster and Stourport-on-Severn.
16	0	
17	+	High quality design can reduce noise and light pollution.
18	0	
19	++	All proposals for new development will be subject to community consultation in accordance with the SCI.
20	0	
21	0	

Table A.19 Core Policy 13

Landscape Character		
SA Objectives	Assessment	Commentary
1	0	
2	0	
3	0	
4	+	Safeguarding landscape character and establishing a Severn Valley Regional Heritage park will enhance quality of life.
5	0	
6	0	
7	0	
8	0	
9	0	
10	0	
11	++	This policy will safeguard and enhance landscape character and maintain a sense of place.
12	++	Enhancing the landscape character will contribute to safeguarding and enhancing biodiversity by ensuring that the open countryside is protected from development.

13	0	
14	++	This policy will look to safeguard the open countryside from development.
15	++	Safeguarding the open countryside from development will help to stimulate development in Kidderminster and Stourport-on-Severn.
16	0	
17	0	
18	0	
19	++	All proposals for new development will be subject to community consultation in accordance with the SCI.
20	0	
21	0	

Table A.20 Core Policy 14

Providing a Green Infrastructure Network

1. The existing green infrastructure network within the District, as set out within the emerging Green Infrastructure Strategy, will be safeguarded.
2. 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.
3. The integrity of the Rivers' Severn and Stour and the Staffordshire and Worcestershire Canal will be safeguarded and new developments must contribute towards this both in terms of landscape and biodiversity.
4. 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 well-being. Roof-top gardens and green roofs will be encouraged in order to help address climate change and enhance biodiversity.

SA Objectives	Assessment	Commentary
1	++	Providing a well-connected green infrastructure network will help to increase walking and cycling and active recreation, thus having a positive impact on health and well-being.
2	++	Enhancing the green infrastructure network will increase access to recreational opportunities.
3	0	

4	++	Providing a green infrastructure network will enhance quality of life.
5	0	
6	0	
7	++	Green infrastructure will help to reduce CO2 within the atmosphere.
8	++	
9		Green infrastructure can help to encourage walking and cycling as a means of transport.
10	+	Green infrastructure is an appropriate use of the flood plain and maintaining a green infrastructure network can help to safeguard the flood plain from inappropriate development.
11	++	Promoting a green infrastructure network will help to safeguard the landscape.
12	++	Promoting a green infrastructure network will help biodiversity by safeguarding habitats and migration corridors. Geodiversity will also be safeguarded through the green infrastructure network.
13	++	Safeguarding historic green space and green infrastructure features within conservation areas can help to safeguard the historic character of the District.
14	+	Developing a green infrastructure strategy will help to direct development towards brownfield land.
15	++	Providing green infrastructure within the towns will help to aid their regeneration. Kidderminster in particular currently lacks accessible green space and this is a key part of the regeneration of the town.
16	++	Green infrastructure will help to mitigate against the impacts of climate change by helping to alleviate flooding and providing urban cooling.
17	0	
18	0	
19	++	All proposals for new development will be subject to community consultation in accordance with the SCI.
20	0	
21	0	

Table A.21 Core Policy 15**Providing Opportunities for Local Biodiversity and Geodiversity**

1. Biodiversity sites (SSSIs, NNRs, LNRs SWSS) 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.
2. 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.
3. 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.
4. 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.
5. In order to provide opportunities for increased biodiversity, existing trees and woodlands which have 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.
6. New development must not have a detrimental impact on the geodiversity of the District.

SA Objectives	Assessment	Commentary
1	0	
2	0	
3	0	
4	0	
5	0	
6	0	
7	0	
8	0	
9	0	
10	0	
11	0	
12	++	This policy will seek to safeguard the biodiversity and geodiversity of the District.
13	0	

14	0	
15	0	
16	0	
17	0	
18	0	
19	++	All proposals for new development will be required to undergo community consultation in accordance with the SCI.
20	0	
21	0	

Table A.22 Core Policy 16

Regenerating the Rivers and Canal

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 use of boaters, that help to increase visitor numbers and overnight stays, will be supported.

- **Rivers**

- All proposals for development adjacent to the District's rivers must take into account Core Policy 2 - Managing Water and adhere to the national flood risk guidance as set out in PPS25.
- 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 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.

SA Objectives	Assessment	Commentary
1	0	
2	0	

3	0		
4	+	Enhancing the rivers and canal will improve the quality of the environment, thus enhancing quality of life.	
5	++	Enhancing the river and canal will increase passive surveillance and reduce crime and the fear of crime.	
6	0		
7	0		
8	++	Enhancing the canals capacity as a sustainable transport corridor will help to reduce the need to travel by car.	
9	+	Reducing the need to travel by car will improve air quality, particularly in Kidderminster where there is a large AQMA as a result of traffic pollution.	
10	+	Opening up the River Stour will help to alleviate flooding within the District.	
11	++	The river and canal corridors contribute to the unique landscape of the District and therefore enhancing these corridors will help to enhance the landscape.	
12	++	Enhancing the river and canal corridors will help to provide further opportunities for biodiversity, as an example this has been achieved at Morrisons in Kidderminster.	
13	++	The canal corridor is a conservation area and creating an active frontage will make it safer for people to enjoy.	
14	0		
15	++	Enhancing the river and canal corridors will help to regenerate Kidderminster and Stourport-on-Severn.	
16	0		
17	0		
18	0		
19	++	All new development proposals will be subject to community consultation in accordance with the SCI.	
20	0		

B Review of Plans, Programmes and Policies

INTERNATIONAL			
Policy/Plan/Programme/Strategy/Initiative	Objectives		SA Implications
Johannesburg Declaration on Sustainable Development	<ul style="list-style-type: none"> ● Collective responsibility to advance and strengthen the pillars of sustainable development – economic, social development and environmental protection at local, national, regional and global levels. ● Responsibility to one another, to the greater community of life and to our children. ● Increase access to basic requirements - clean water, sanitation, adequate shelter, energy, health care, food security and the protection of biodiversity. ● Assist access to financial resources, benefit from the opening of markets, and ensure capacity building. 	Pillars of sustainable development are interwoven into the SA Process.	
Rio Declaration on Environment & Development	<ul style="list-style-type: none"> ● Environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it. ● Decrease the disparities in standards of living. ● Reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies. ● Facilitate and encourage public awareness and participation by making information widely available. 	Undertake public consultation on the SA and Core Strategy development to facilitate awareness and participation.	
Aarhus Convention	<ul style="list-style-type: none"> ● Sets out the obligation to safeguard the Environment for future generations. ● Links accountability and environmental protection. ● Imposes obligations re: access to information and public participation. 	Reflected in the SEA Directive the requirements of which need to be incorporated into the SA Report.	
Kyoto Protocol	<ul style="list-style-type: none"> ● Established to limit emissions of greenhouse gases. ● UK committed itself to a 12.5% reduction in its green house gas emissions (carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride). It has also set out domestic target of a 20% reduction in carbon dioxide by 2010. 	Include SA Objective on reducing greenhouse gas emissions within the District.	
The EU Sustainable Development Strategy (updated 2005)	<p>Seeks to combat climate change, ensure sustainable transport, address threats to public health and manage natural resources more responsibly and stop biodiversity decline, combat poverty and social exclusion and meet the challenge of an ageing population.</p>	Include SA objectives that work towards sustainable development and combating climate change.	
European Habitats Directive (1992)	Promote the maintenance of biodiversity by requiring measures to maintain or restore natural habitats and wild species at a favourable conservation status.	Include SA Objective on maintaining and enhancing biodiversity within the District.	
European Birds Directive (1979)	<ul style="list-style-type: none"> ● Maintenance of the favourable conservation status of wild bird species. 	Include SA Objective on maintaining and enhancing biodiversity within the District.	

INTERNATIONAL			
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications	
European Air Quality Directive (2000)	<ul style="list-style-type: none"> • Identification and classification of Special Protection Areas for rare or vulnerable species. • Establishment of a general scheme of protection for all wild birds. • Introduction of new air quality standards for previously unregulated air pollutants. Including sulphur dioxide, nitrogen dioxide, particulate matter, lead and ozone. • Pollutants governed by already existing ambient air quality objectives and benzene, carbon monoxide, polycyclic aromatic hydrocarbons, cadmium, arsenic, nickel and mercury. • Establishes a community wide procedure for exchange of information and data on ambient air quality in the EC. 	Include SA Objective on promoting opportunities for sustainable travel to reduce transport emissions.	
European Water Framework Directive (2000)	<ul style="list-style-type: none"> • Framework for the protection of inland surface waters, transitional waters, coastal waters and groundwater. • Four distinct elements; characterisation and assessment of impacts on river basin districts, environmental monitoring, the setting of environmental objectives and design and implementation of the programme of measures needed to achieve them. 	Include SA Objective on preservation and enhancement of the District's water resources.	
European Sixth Environmental Action Plan (2001 – 2010)	<ul style="list-style-type: none"> • High level of protection for the environment and human health, for general improvement in the environment and quality of life. • Identifies areas at risk of flooding and possible future flooding problems. 	Include SA Objective on seeking opportunities to reduce the risk of flooding within the District.	
European Landscape Convention	The aim of the Convention is to achieve a greater unity between members for the purpose of safeguarding and realising the ideals and principles which are their common heritage, it is concerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment; Noting that the landscape has an important public interest role in the cultural, ecological, environmental and social fields, and constitutes a resource favourable to economic activity and whose protection, management and planning can contribute to job creation; Aware that the landscape contributes to the formation of local cultures and that it is a basic component of the European natural and cultural heritage, contributing to human well-being and consolidation of the European identity; Acknowledging that the landscape is an important part of the quality of life for people everywhere: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas; Noting that developments in agriculture, forestry, industrial and mineral production techniques and in regional planning, town planning, transport, infrastructure, tourism and recreation and, at a more general level, changes in the world economy are in many cases accelerating the transformation of landscapes; Wishing to respond to the public's wish to enjoy high quality landscapes and to play an active part in the development of landscapes; Believing that the landscape is a key element of individual and social well-being and that its protection, management and planning entail rights and responsibilities for everyone.	Include an SA objective on protecting and enhancing the landscape of the District.	

Policy/Plan/Programme/Strategy/Initiative	NATIONAL	SA Implications
Objectives		
Working with the Grain of Nature – A Biodiversity Strategy for England (DEFRA, 2002) <ul style="list-style-type: none"> ● Aims to protect and enhance biodiversity by embedding it into all types of public policy. ● Sets out different actions to be taken in different areas, including urban areas, agriculture, water and woodland. 	<ul style="list-style-type: none"> ● Tackling Waste is essential to securing sustainable development. ● Sets targets to reduce the amount of waste going to landfill, landfill tax escalator will help to achieve this. ● Key target: - recycle or compost 30% of household waste by 2010. 	<p>Include SA objectives on preserving and enhancing the biodiversity of the region.</p> <p>Include SA objectives on reducing consumption and increasing recycling.</p>
UK Waste Strategy (DEFRA, 2000) <ul style="list-style-type: none"> ● Promotes a move towards 'One Planet Living'. Reducing waste is an important contributor to this goal. ● Need to break the link between economic growth and waste growth, and use fewer natural resources. ● Most products should be re-used or other materials recycled. Energy should be recovered from other wastes where possible. For a small amount of residual material, landfill will be necessary. 	<p>VISION: Despite major progress since 2000, England's performance on waste still lags behind many European countries. All parts of society will have to share responsibility:</p> <ul style="list-style-type: none"> ● Producers will have to make products using more recycled materials and less newly extracted raw materials. They will have to design products that are less wasteful and take responsibility for the environmental impact of their products throughout their life. ● Retailers will have to reduce packaging, source and market products that are less wasteful, and help their consumers to be less wasteful. ● Consumers – both business and individual households – will have the opportunity to reduce their own waste, purchase products and services that generate less waste and reduce environmental impacts, and separate their waste for recycling. <p>Local authorities will have to commission or provide convenient recycling services for their residents and commercial customers and advice and information on how to reduce waste. They will also have to work with their communities to plan and invest in new collection and reprocessing facilities.</p> <p>The waste management industry will have to invest in facilities to recycle and recover waste, and provide convenient waste services to their customers to recycle and recover their waste.</p> <p>The Government's key objectives are to:</p> <ul style="list-style-type: none"> ● decouple waste growth (in all sectors) from economic growth and put more emphasis on waste prevention and re-use; ● meet and exceed the Landfill Directive diversion targets for biodegradable municipal waste in 2010, 2013 and 2020; ● increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste; 	
Waste Strategy for England 2007 (DEFRA)		

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	<ul style="list-style-type: none"> secure the investment in infrastructure needed to divert waste from landfill and for the management of hazardous waste; and get the most environmental benefit from that investment, through increased recycling of resources and recovery of energy from residual waste using a mix of technologies. 	Include SA objectives on reducing the need to travel, and encouraging walking, cycling and the use of public transport as alternatives to the private car.
The Eddington Transport Study (2006)	<ul style="list-style-type: none"> Sets out the importance of a good transport system to maintaining a strong economy, and the importance of reducing congestion in urban areas. Transport contributes around a quarter of emissions and is the fastest growing source. There is a need to reduce the emissions from the transport sector in order to tackle global warming. 	Develop SA objective on the efficient use of land, prioritising the use of PDL and protecting urban green space.
Barker Review of Land Use Planning (DCLG, 2006)	<ul style="list-style-type: none"> Increase flexibility and responsiveness of the planning system through the quicker delivery of development plan documents and a more positive attitude to development. Improve the efficiency of the planning process, including major reform of the planning process for major infrastructure projects, and the streamlining of policies and processes including national planning guidance policy. Promote more efficient use of land through fiscal incentives to encourage business property to be kept in use and to develop vacant Brownfield sites, and a review of greenbelt policies to ensure that they are still appropriate. 	Develop SA objective on the efficient use of land, prioritising the use of PDL and protecting urban green space.
Strong and Prosperous Communities – the Local Government White Paper (October 2006)	<ul style="list-style-type: none"> Overall vision of revitalised local authorities working with their partners to reshape public services around the citizens and communities that use them. Requires the preparation of Local Area Agreements. Simplify procedures to enable the co-ordination of consultation on Sustainable Community Strategies, Local Area Agreements and Local Development Frameworks. 	The Core Strategy should be the spatial expression of the Community Strategy. Engage the LSP in a visioning exercise.
UK Strategy for Sustainable Development (2005)	<ul style="list-style-type: none"> Living within environmental limits. Ensuring a strong, healthy and just society. Achieving a sustainable economy. Promoting good governance and using sound science responsibly. Highlights four priority areas for action: Sustainable consumption and production, climate change and energy, protecting our natural resources and enhancing the environment and creating sustainable communities and a fairer world. For each of these areas, the Strategy identifies indicators through which to review progress. Includes 20 UK Framework Indicators intended to cover key impacts and outcomes that reflect the priority areas across the UK. 	Pillars of sustainable development are interwoven into the SA Process.
Urban White Paper (2000)	<ul style="list-style-type: none"> People shaping the future of their community People living in attractive well-kept towns and cities which use space and buildings well. Good design and planning which makes it practical to live in a more environmentally sustainable way with less noise, pollution and traffic congestion. 	Develop SA Objective on encouraging urban regeneration.

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	<ul style="list-style-type: none"> Towns and cities able to create and share prosperity investing to help all their citizens reach their full potential. Good quality services – health, education, housing, transport, finance, shopping, leisure and protection from crime that meets the needs of people and businesses wherever they are. 	Develop SA Objective on promoting rural regeneration through improving housing choice and localised services in appropriate areas.	
Rural White Paper (2000)	<ul style="list-style-type: none"> Support vital village services Modernise rural services Provide affordable homes Deliver local transport solutions Rejuvenate market towns and a thriving local economy Set a new direction for framing. Preserve what makes rural England special Ensure everyone can enjoy an accessible countryside Give local power to country towns and villages Establishes a rural proofing mechanism to ensure that all major policies are assessed for their rural impact. 		
Sustainable Communities Plan (2003)	<ul style="list-style-type: none"> Long-term programme of action for delivering sustainable communities in urban and rural areas:- addressing the housing shortage through accelerating the provision of housing, affordable housing and tackling homelessness. Addressing low demand and abandonment Decent homes Liveability – improving local environments Protecting the countryside. 	Develop SA Objective to promote opportunities to improve housing choice and provide affordable housing opportunities.	
Transport 10 Year Plan (2000)	<ul style="list-style-type: none"> Ten-year strategy for investment in the future to create prosperity and a better environment. Approach based on integrated transport, public & private partnership and new projects to deliver a broad package of improvement by 2010. 50% increase in rail use 80% increase in rail freight Traffic congestion reduced below current levels particularly in large urban areas 10% increase in bus passenger journeys Safer cycling and walking routes, more 20mph areas and Home Zones for safer roads. 	Develop SA Objective to improve transport choice for local residents and to reduce the dependency on the private car as a mode of transport.	
UK Climate Change Programme (1994)	<ul style="list-style-type: none"> Improve business use of energy, stimulate investment and cut costs. Energy labels, standards, integrated pollution prevention and control, stimulate new more efficient sources of power generation, Cut emissions from the transport sector, promote better energy efficiency in the domestic sector, improve energy efficiency requirements of the building regulations, 	Develop SA Objective on protecting and enhancing forests and woodlands in the District.	

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Stern Review of the Economics of Climate Change (November 2006)	<ul style="list-style-type: none"> Protecting and enhancing forests, New targets for improving energy management of public buildings, energy efficiency targets for local authorities, schools and hospitals, developing green travel plans. 	<p>The Planning System's chief role will be encouraging buildings and infrastructure to take account of climate change, particularly by limiting development in floodplains.</p> <p>The Planning System will be a key tool for encouraging both private and public investment in locations that are less vulnerable to climate risks today and in the future.</p>	Develop SA Objective to take account of the effects of climate change and the location of new development in the District.
Energy White Paper	<ul style="list-style-type: none"> Cut the UK's Carbon Dioxide emissions by some 60% by 2050 with real progress by 2020. To maintain the reliability of energy supplies. To promote competitive markets in the UK and beyond helping to raise the rate of sustainable economic growth and improve productivity. To ensure that every home is adequately and affordably heated. <p>Envisages an energy system by 2020 that will be much more diverse, using a much greater mix of energy, especially electricity sources and technologies, therefore affecting the means of supply and the control and management of demand.</p>	<p>Develop SA Objective to promote opportunities for renewable energy facilities in appropriate circumstances and to improve the energy efficiency of new buildings.</p>	
The Countryside and Rights of Way Act (CROW) 2000	<ul style="list-style-type: none"> Extends the public's ability to enjoy the Countryside whilst also providing safeguards for landowners and occupiers. Creates a new statutory right of access to open country and registered common land. Modernise the Rights of Way system Give greater protection to SSSIs. Provide better management arrangements for AONBs Strengthen Wildlife Enforcement Legislation. 	<p>Develop SA Objective to promote opportunities to access and enjoy the District's countryside in a sustainable manner.</p>	
Diversity and Equality in Planning 2005	<ul style="list-style-type: none"> Early and effective engagement between LPAs and the communities they serve. Planning staff should understand the mix of people within their area and how it might be changing. Effective data analysis combined with local knowledge can help identify planning needs and monitor progress over time. 	<p>Develop SA Objective to promote opportunities to engage with local communities and address diverse local needs.</p>	
Untapped Potential – Identifying and Delivering Residential Development on Previously Developed Land (CPRE, 2007)	<p>Housing on PDL can stimulate the renaissance of cities, towns and villages and increase population levels close to services and facilities, thus reducing travel demand and contributing to improved urban vitality.</p> <p>PPS3 reinforces the Government's commitment to creating mixed and sustainable communities, and nationally there is a target to develop at least 60% of housing on PDL.</p> <p>The report has five key findings:</p> <ul style="list-style-type: none"> Capacity assessments are underestimating actual PDL potential. The contribution of small sites is underestimated. 	<p>Ensure that SA objectives are developed to promote residential development on small sites.</p>	

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	<ul style="list-style-type: none"> ● Strong density policy helps increase development on PDL. ● Rigorous monitoring is key to accurate assessment of supply. ● Proactive development of PDL stimulates sustainable urban renaissance. 	Ensure that the District's inland waterways are protected and enhanced.
Waterways for Tomorrow (DEFRA, 2000)	<ul style="list-style-type: none"> ● This report follows up 'A new Deal for Transport: Better for everyone' by setting out proposals for the future of our inland waterways – the canals and navigable rivers of England and Wales. The aims for the inland waterways are: to see an improving quality of infrastructure; a better experience for users through more co-operation between navigation authorities; and increased opportunities for all through sustainable development. ● The report also encourages the use of waterways for recreation, education, regeneration, and both passenger and freight transport. 	Develop an SA objective to protect the District's inland waterways.
Planning a Future for the Inland Waterways (IWAAC, 2001)	<p>The report acknowledges that the inland waterways of England and Wales are a national asset. The Government wishes to improve the contribution that they make to quality of life in both rural and urban areas. This contribution spans a wide range of policy objectives and they are set out below.</p> <p>REGENERATION: Act as a Catalyst for economic and social regeneration; Increase development value and the opportunity for investment; Focus and link regeneration opportunities; Generate long-term economic activity and opportunities for investment; Promote inclusion and quality of life.</p> <p>SPORT AND RECREATION: Provide an important sport and recreation resource; Contribute to the health and well-being of society; Form corridors linking urban areas to the countryside; Promote accessibility to all members of society; Add value as a national fishery.</p> <p>TOURISM: Act as a tourism asset in their own right; provide a link between existing/new attractions; Support the holiday industry through water-based activities; Provide world-renowned destinations; Enhance the environment and attract increased visitor activity.</p> <p>HERITAGE, CULTURE AND THE NATURAL ENVIRONMENT: Form a unique heritage, cultural, educational, landscape and environmental asset; Host a wide array of important historic buildings and structures; Contribute to the diversity of the natural environment by sustaining habitats and hosting rare species; Contribute to open space provision; provide a resource for water supply and land drainage.</p> <p>TRANSPORT: Contribute to integrated transport objectives; Provide transport routes on a local and national scale; Act as a waterborne transport corridor for people and freight; Form important cycling, walking and public access corridors.</p>	Develop an SA objective to protect the historic environment.
The Historic Environment: A Force for Our Future (DCMS, 2001)	<p>The report aims to:</p> <ul style="list-style-type: none"> ● Ensure that the full potential of the historic environment as a learning resource is realised; ● Ensure that the historic environment is accessible to everybody and is seen as something with which the whole of society can identify and engage; ● Ensure that the historic environment is protected and sustained for the benefit of our own and future generations; ● Ensure that the historic environment's importance as an economic asset is skilfully harnessed. 	Develop an SA objective to protect the historic environment.

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Heritage Protection White Paper (DCMS, March 2007)	<p>The White paper sets out changes that are proposed to the heritage system. The most relevant to this scoping exercise is the strengthening of protection for vulnerable sites. Under this section, the main changes include:</p> <ul style="list-style-type: none"> • World Heritage Site protection will be strengthened by the introduction of greater notification of major developments and strengthened protection against minor works. • Protection will be strengthened for archaeological sites on cultivated land. The Class 1 consent system will be reformed to prevent work on sites where a management strategy had not been agreed. Designation will now include complex sites of early human activity that do not have structures. • Subject to consultation; locally designated buildings could be protected from demolition and greater controls restored over Conservation Areas.
Planning (Listed Buildings and Conservation Areas Act) 1990	<p>The Act makes provision for the listing of buildings and the designation of Conservation Areas. It seeks to preserve buildings of special architectural or historic interest and areas of archaeological or historical interest, the character or appearance of which should be preserved.</p>
Ancient Monuments and Archaeological Areas Act 1979	<p>The Act consolidates and amends the law relating to ancient monuments and makes provision for the investigation, preservation and recording of matters of archaeological or historical interest.</p>
Code for Sustainable Homes – A step change in sustainable home building practice (DCLG, 2006)	<p>The Code has been developed to drive the construction of sustainable homes.</p> <ul style="list-style-type: none"> • It introduces minimum standards for energy and water efficiency and includes new areas of sustainability design such as lifetime homes and the inclusion of composting facilities. • A star system indicates the overall sustainability performance of a home. • The Code promotes reduced greenhouse gas emissions, better adaptation to climate change and a reduced impact on the environment overall.
Green Infrastructure Guidance, Natural England (2009)	<p>Natural England's Green Infrastructure Guidance articulates Natural England's position in relation to green infrastructure planning and delivery, which is increasingly recognised as an essential part of sustainable spatial planning. This is due in no small part to the role of green infrastructure as a 'life support system', able to deliver multiple environmental functions, and to play a key part in adapting to and mitigating climate change.</p> <p>Using the guidance, Natural England will drive forward green infrastructure planning and delivery.</p> <p>In particular, the guidance will help to:</p> <ul style="list-style-type: none"> • facilitate a co-ordinated and consistent approach to green infrastructure strategies • support colleagues and guide external partners in the effective delivery of sustainable green infrastructure • promote the contribution of green infrastructure to 'place-making', in addition to other government agendas and links to spatial planning

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	<ul style="list-style-type: none"> ● inspire through best practice examples and case studies of green infrastructure planning and delivery ● inspire through best practice examples and case studies of green infrastructure planning and delivery ● demonstrate that green infrastructure adds hugely to the value of plans and projects through the delivery of multiple benefits which other conventional 'grey' infrastructure solutions may not be able to offer 	<p>The report argues that this country's rural communities cannot stand still. Change is inevitable whether development takes place or not, and the choices we make today will shape tomorrow's character of the market towns, villages and hamlets that make up our countryside.</p> <p>This report sets out a vision of flourishing, vibrant communities that will be genuinely sustainable – socially, economically and environmentally, and delivers a clear message: the planning process has to become an engine of regeneration or we face a future of decline.</p>	<p>The SA process will ensure that the Core Strategy addresses the needs of both urban and rural communities.</p>
Living, Working Countryside (Mathew Taylor MP) (2008)	<ul style="list-style-type: none"> ● ● ● 	<p>Contributing to sustainable economic development. Protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities.</p> <p>Ensuring high quality development through good and inclusive design and efficient use of resources.</p> <p>Community involvement to present a shared vision and strategy of how the area should develop to achieve more sustainable patterns of development.</p> <p>High quality inclusive design in the layout of new developments and individual buildings in terms of function and impact.</p>	<p>The SA process will ensure that sustainability is the central consideration in the Core Strategy.</p> <p>Consider people's diverse needs and aim to break down unnecessary barriers and exclusions to benefit the whole community.</p> <p>Policies should take account of environmental issues such as:</p> <ul style="list-style-type: none"> ● Mitigation of effects and adaptation to climate change through the reduction of greenhouse gas emissions and the use of renewable energy, air quality and pollution, land contamination, protection of groundwater from contamination and noise and light pollution. ● Protection of the wider countryside and impact of development on landscape quality, conservation and enhancement of wildlife species and habitats. The promotion of biodiversity. ● Need to improve built and natural environment in and around urban areas and rural settlements including the provision of good quality open space, conservation of soil quality, preservation and enhancement of built and archaeological heritage.
PPS 1 - Delivering Sustainable Development (2005)	<ul style="list-style-type: none"> ● ● ● ● ● ● 	<p>Sets out the role of planning in addressing climate change.</p> <p>Planning Authorities should provide a framework that promotes and encourages renewable and low carbon energy generation.</p> <p>When allocating land for development, sustainability criteria set out within the document should be considered.</p>	<p>Develop SA objectives on both mitigating, and adapting to climate change and ensure principles set out under 'Selecting land for Development' are represented within the SA Framework.</p>

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PPG 2 – Green Belts 1995 <ul style="list-style-type: none"> Prevent urban sprawl by keeping land permanently open, stopping towns merging into one another and to preserve the setting and special character of historic towns, and to assist in urban regeneration, by encouraging the recycling or derelict and other urban land. Assumption against development that may be considered inappropriate in the Green Belt resulting in; the loss of open space, disproportionate additions over and above the size of the original dwelling and new uses associated with development conflicting with openness and the loss of visual amenity. When considering Green Belt boundaries and/or reviewing them Authorities must consider carefully whether the land should be better reserved for future development and thus ease the pressure on other land that should have the long-term protection of the Green Belt. Safeguarded land should be located where future development would be an efficient use of land, well integrated with existing development, and well related to public transport and other existing and planned infrastructure, so promoting sustainable development. 	<p>Develop SA Objective to safeguard the greenbelt and open countryside.</p>
PPS 3 – Housing (DCLG, 2006) <ul style="list-style-type: none"> Ensure wide choice of housing types available (both affordable and market). Deliver better balance between demand and supply and improve affordability. Create sustainable, inclusive and mixed communities in all areas. Developments should be attractive, safe and designed and built to a high quality. They should be located in areas with good access to jobs, key services and infrastructure. Housing land assessments and housing market assessments to be carried out by LPAs to inform LDFs and RSS. High quality housing that is designed and built to a high standard. A sufficient quantity of housing taking into account need and demand and seeking to improve choice. 	<p>Develop SA Objectives to provide a wider choice of housing through improving affordability to create inclusive and mixed communities in all areas of the District.</p>
PPG 4 – Industrial, Commercial Development & Small Firms (1992) <p>Encourage continued economic development in away, which is compatible with government environmental objectives.</p> <p>New developments can be encouraged in locations:</p> <ul style="list-style-type: none"> Which minimise the length and number of trips, especially by motor vehicles. That can be served by more energy efficient modes of transport. That won't add unacceptably to congestion. Where development that requires access mainly to local roads is located away from trunk roads, to avoid unnecessary congestion on roads designed for longer distance movement. In rural areas, applications for development necessary to sustain the rural economy should be weighed with the need to protect the countryside. 	<p>Develop SA Objective to encourage new business developments, but also ensure that they are in suitable, sustainable locations and have minimal impact on the environment.</p>
Consultation paper on a new Planning Policy Statement 4: Planning for Prosperous Economies (2009) <ul style="list-style-type: none"> The Government's objectives are to: <ul style="list-style-type: none"> achieve sustainable economic growth raise the productivity growth rate of the UK economy – by promoting investment, innovation, competition, skills and enterprise and providing job opportunities for all 	<p>Ensure that the SA includes an objective relating to economic prosperity and regeneration.</p>

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	<ul style="list-style-type: none"> • build prosperous communities by improving the economic performance of cities, towns, regions, sub-regions and local areas, both urban and rural, and reduce the gap in growth rates between regions, promoting regeneration and tackling deprivation • deliver more sustainable patterns of development, and respond to climate change • promote high quality and inclusive design, improving the quality of the public realm and open spaces • improve accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport including reducing the need to travel and providing alternatives to car use • promote the vitality and viability of town and other centres as important places for communities and ensure that they are economically successful recognising that they are important drivers for regional, sub-regional and local economies. <p>To do this, the Government wants:</p> <ul style="list-style-type: none"> • new economic growth and development to be focused in existing centres, • with the aim of offering a wide range of services in an attractive and safe environment • competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community, and particularly socially excluded groups • the historic, archaeological, architectural heritage of centres to be conserved and, where appropriate, enhanced to provide a sense of place and a focus for the community and for civic activity • promote social inclusion, ensuring that communities have access to a range of main town centre uses, and that deficiencies in provision in areas with poor access to facilities are remedied 	<p>Develop SA objective to improve accessibility and transport choice to District and Local Centres.</p> <p>Develop SA objective to maintain and improve the attractiveness of the District's town centres.</p>
PPS 6 – Planning for Town Centres (2005)	<p>Key objective for town centres is to promote viability and vitality by:</p> <ul style="list-style-type: none"> • Planning for the growth and development of existing centres • Promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all. • Enhancing consumer choice by making provision for a wide range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, and particularly socially excluded groups. <p>Improving accessibility, ensuring that existing or new development is, or will be, accessible and well served by a choice means of transport.</p> <p>Promote social inclusion, ensuring that communities have access to a range of main town centre uses, and that deficiencies in provision in poor areas with poor access to facilities are remedied.</p> <p>Encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment.</p>	

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		<p>● Facilitate the growth of new and existing telecommunications systems whilst keeping the environmental impact to a minimum.</p>	<p>PPG 8 - Telecommunications 1991</p>

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	<ul style="list-style-type: none"> ● Protect public health. ● Protect the countryside and urban areas – especially national parks, areas of outstanding natural beauty, SSSIs, Green Belts, and areas and buildings of architectural or historic importance. ● Authorities should seek not to prevent competition between operators and should not question the need for the proposed development. ● The sharing of masts and sites is strongly encouraged where that represents the optimum environmental solution in a particular case. ● Encourage roll out to rural areas whilst managing potentially undesirable impacts upon the environment.
PPS 9 – Biodiversity & Geological Conservation (2005)	<ul style="list-style-type: none"> ● Policies should seek to maintain, or enhance, or add to biodiversity and geological conservation interests ● Policies on the form and location of development should take a strategic approach to the conservation and enhancement of biodiversity and geology, and recognise the contributions that individual sites and areas make to conserving these resources in the wider environment ● Development policies should promote opportunities for the incorporation of beneficial biodiversity and geological features within the design of development ● Policies should aim to maintain, enhance, or add to, biodiversity and geological conservation interests, including incorporating features into development
PPS 10 – Planning for Sustainable Waste Management	<ul style="list-style-type: none"> ● Protect human health and the environment by producing less waste and by using it as a resource wherever possible. ● Step change in the way waste is handled and significant new investment in waste management facilities. Providing sufficient opportunities for new waste management facilities of the right type, in the right place and at the right time. ● Waste management should be considered alongside other spatial planning concerns, such as transport, housing, economic growth, natural resources and regeneration. ● Good design and layout in new development can help to secure opportunities for sustainable waste management, including for kerbside collection and community recycling as well as for larger waste facilities. ● The Waste Hierarchy: Reduction, Re-use, Recycling and Composting, Energy Recovery, Disposal.
PPS 11 – Regional Spatial Strategies (2004)	<ul style="list-style-type: none"> ● Core strategy needs to be in general conformity with the RSS. ● RSS provides a broad development strategy for the West Midlands Region up until 2021. For example, it identifies scale and distribution of provision for new housing, priorities for the environment, transport infrastructure, economic development, agriculture, minerals extraction and waste treatment and disposal.
PPS 12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)	<ul style="list-style-type: none"> ● Sets out a number of objectives for Local Spatial Planning: ● produce a vision for the future of places that responds to the local challenges and opportunities, and is based on evidence, a sense of local distinctiveness and community derived objectives, within the overall framework of national policy and regional strategies;

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	<ul style="list-style-type: none"> ● translate this vision into a set of priorities, programmes, policies, and land allocations together with the public sector resources to deliver them; ● create a framework for private investment and regeneration that promotes economic, environmental and social well being for the area; ● coordinate and deliver the public sector components of this vision with other agencies and processes [eg LAAs]; ● create a positive framework for action on climate change; and contribute to the achievement of Sustainable Development. 		
PPG 13 – Transport (2001)	<ul style="list-style-type: none"> ● Promote development within urban areas at locations highly accessible by means other than the private car. ● Locate major generators of travel demand in existing centres, which are highly accessible by means other than the private car. ● Strengthening existing local centres, which offer a range of everyday community, shopping and employment opportunities, and aim to protect and enhance their viability and vitality. ● Maintain and improve choice for people to walk, cycle or catch public transport rather than drive between homes and facilities which they tend to visit regularly. ● Limit parking provision for developments and other on or off street parking provision to discourage reliance on the car for work and other journeys where there are effective alternatives. 	<p>Develop SA Objective to promote opportunities for sustainable modes of transport including walking, cycling and public transport.</p>	
PPG 14 – Development on Unstable Land	<p>Development proposals should ensure that land use is appropriate in the light of any known landslide risk.</p> <p>Encourage full and effective use of land in an environmentally friendly manner.</p> <p>Given proper safeguards, land which had been damaged by mining or other industrial activities or which is naturally unstable can often be put to appropriate uses.</p> <p>The principal aims of considering land instability are:</p> <ul style="list-style-type: none"> ● To minimise the risks and effects of land instability on property, infrastructure and the public. ● To help ensure that various types of development should not be placed in unstable locations without appropriate precautions. ● To bring unstable land, where possible, back into productive use. ● Any necessary protection or remedial works will not lead to significant adverse environmental effects at the site or elsewhere. ● Built development may not be appropriate unless adequate and environmentally acceptable slope stabilisation measures are included. ● Ensure that new development is suitable for the ground conditions at its location and will not be threatened by subsidence in the near future. 	<p>Develop SA Objective to take account of the effects of climate change and the location of new development in the District.</p>	
PPG 15 – Planning and the Historic Environment (1994)	<ul style="list-style-type: none"> ● Sets out clear policies for the preservation and enhancement of the historic environment. 	<p>Develop SA objective to give protection to and enhancement of</p>	

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	<ul style="list-style-type: none"> The historic environment should not be sacrificed in favour of short-term interests but also recognise that it cannot be preserved entirely unchanged. Economic prosperity can secure the continued vitality of historic areas and buildings if realistic and imaginative approach to their alteration and change of use. Conservation plays a key part in economic prosperity by offering attractive conditions that encourage inward investment. Need positive management of development in conservation areas to ensure vitality and prosperity. Design in historic area needs careful consideration in terms of scale, height, mass, alignment and materials but not necessarily copies of old style buildings. Need to integrate old buildings into the townscape.
Consultation Paper on a new PPS 15: Planning for the Historic Environment	<ul style="list-style-type: none"> Will replace PPG15 and PPG16 once finalised. Sets out policies for the conservation and enhancement of the historic environment through the planning system. Applies to those parts of the historic environment which have statutory protection but also covers heritage assets which are not currently designated or are not capable of designation under current heritage protection legislation, but which have a level of interest which should be conserved and where possible, enhanced. The Government's broad aim is that the historic environment, and heritage assets in particular, should be conserved, enhanced and enjoyed for the quality of life they bring to this and future generations. A number of objectives and policies are set out for achieving the for vision.
PPS Planning for the Historic Environment: Historic Environment Planning Practice Guide - Living Draft (July 2009)	<p>Sets out further information for the implementation of PPS15.</p>
PPG 16 – Archaeology and Planning (1990)	<ul style="list-style-type: none"> Include policies for the protection, enhancement and preservation of sites of archaeological interest and their settings. Archaeological remains identified and scheduled, as being of national importance should be earmarked for preservation in Local Plans.
PPG 17 – Planning for Open Space, Sport & Recreation (2002)	<ul style="list-style-type: none"> To maintain an adequate supply of open space and sports and recreational facilities. High quality/value open spaces should be recognised and protected through appropriate policies. Local authorities should; avoid any erosion of recreational function and maintain or enhance the character of open space. Encourage better accessibility of open spaces and recreational facilities. Local planning authorities should ensure that new facilities are accessible by walking, cycling and public transport as alternatives to the use of the car. Open space has multiple functions: defining and separating urban areas, support regeneration, improve quality of life, promote health and well being, provide havens and habitats for flora and fauna, act as a community resource and as a visual amenity.

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PPG 19 – Outdoor Advertising Control	To help everyone involved in the display of adverts to contribute positively to the appearance of an attractive and cared-for environment.
PPS 22 – Renewable Energy (2004)	<ul style="list-style-type: none"> • Should contain policies designed to promote and encourage rather than restrict the development of renewable energy resources. • LPA's should recognise the full range of renewable energy sources, their differing characteristics, locational requirements and potential for exploiting them subject to appropriate environmental safeguards. • Small-scale projects can provide a limited but valuable contribution to overall outputs of renewable energy and to meeting energy needs both locally and nationally. • LPA's and LSPs should foster community involvement in renewable energy projects and seek to promote knowledge of and greater acceptance by the public of prospective renewable energy projects that are appropriately located.
PPS 23 – Planning & Pollution Control (2004)	<ul style="list-style-type: none"> • Aim to keep apart housing and other developments sensitive to pollution from polluting or potentially polluting uses, where such uses cannot reasonably coexist. • Policies for development on and remediation of existing contaminated and derelict land. • Control and minimise pollution • In terms of contaminated land, identify and remove unacceptable risks to human health and the environment • The principles of sustainable development and the precautionary principle should be taken into account
PPG 24 – Planning & Noise 2001	<ul style="list-style-type: none"> • Noise-sensitive developments should be located away from existing sources of significant noise. • Policies to avoid potentially noisy developments in areas which have remained relatively undisturbed by noise nuisance and are prized for their recreational and amenity value for this reason. • The character of the noise (and frequency) should be taken into account, as well as its level. • Consideration should be given to whether proposals for new noise sensitive development would be incompatible with existing facilities. • Planning authorities should consider both the likely level of noise exposure at the time of the application and any increase that may reasonably be expected in the foreseeable future. • Measures to control the source of, or limit exposure to, noise include; engineering, layout and restricting operation times/activities permitted on a site.
PPS25 - Development & Flood Risk (2006)	<ul style="list-style-type: none"> • To ensure that flood risk is taken into account at all stages in the planning process to account at all stages in the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas at highest risk.
Good Practice Guide on Planning for Tourism (DCLG, 2006)	<ul style="list-style-type: none"> • The document states that the planning system has a vital role to play in terms of facilitating the development and improvement of tourism in appropriate locations. • The document points out that the planning system, by taking a pro-active role in facilitating and promoting the implementation of good quality development, is crucial to ensuring that the tourism
	<ul style="list-style-type: none"> • Ensure that the SA takes into account the role of the planning system in developing opportunities for sustainable tourism.

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<ul style="list-style-type: none"> ● industry can develop and thrive. At the same time, the planning system aims to ensure that these benefits are achieved in the most sustainable manner possible. <p>The document emphasises that the planning process provides the opportunity to help to make new development more sustainable, both through the preparation of development plans and when decisions are taken on specific schemes. The outcomes should be developments which: provide well-designed, safe and accessible development, and create new opportunities that will improve the well being of individuals and the regeneration of communities; result in the more efficient use of land and bring forward sufficient land to meet a wide range of expected needs; provide a supportive framework for economic growth and successful business; create vibrant, vital and viable town centres; reduce the need to travel; and protect and enhance the natural and built environment and safeguard natural resources.</p>	<p>Physical Activity and the Environment</p> <p>National Institute for Health and Clinical Excellence (January 2008)</p> <ul style="list-style-type: none"> ● The guide presents the recommendations on 'Promoting and creating built or natural environments that encourage and support physical activity'. ● The guidance presents the first national, evidence-based recommendations on how to improve the physical environment to encourage physical activity. It demonstrates the importance of such improvements and the need to evaluate how they impact on the public's health. ● 1) Involve communities and experts in developing strategies, policies and plans to ensure the potential for physical activity is maximised and ensure that local facilities and services are easily accessible on foot and bicycle, and that children can participate in physically active play. ● 2) Ensure pedestrians and cyclists are given the highest level of priority when designing new developments ● 3) Plan and provide a comprehensive network of pedestrian and cycle routes which offer everyone convenient, safe and attractive access to workplaces, homes, schools and other facilities. ● 4) Ensure public open spaces can be reached on foot or by bicycle and by public transport. ● 5) Ensure different parts of campus sites are linked by pedestrian and cycle routes and ensure that new workplaces are linked to pedestrian and cycle routes. 	<p>Ensure the SA contains an objective to increase walking and cycling and reduce the need to travel by the private car.</p> <p>Ensure the SA contains an objective on provision of homes to meet the needs of all people.</p> <p>Ensure the SA includes an objective on provision of homes to meet the needs of all people.</p> <p>Ensure the SA includes an objective on provision of homes to meet the needs of all people.</p>
	<p>Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society</p> <p>(DCLG, 2008)</p>	<p>The ageing society poses one of our greatest housing challenges. By 2026 older people will account for almost half (48 per cent) of the increase in the total number of households, resulting in 2.4 million more older households than there are today.</p> <p>Today, most of our homes and communities are not designed to meet people's changing needs as they grow older. Older people's housing options are too often limited to care homes or sheltered housing. Put simply, we need more and better homes for older people now.</p> <p>Vision: We want to prepare our communities for the multiple changes that we will face; to 'future proof' our society so that it does not alienate or exclude, and to allow everybody, regardless of age, to participate and enjoy their home and their environment for as long as possible.</p> <p>It is not just lifetime homes that are needed, but lifetime neighbourhoods, where older people are not left out or forgotten because they cannot access buildings or public spaces.</p>

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		SA Implications									
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Policy/Plan/Programme/Strategy/Initiative		Objectives									
<ul style="list-style-type: none"> • We will ensure therefore that all public housing will be built to Lifetime Homes Standards by 2011. • Our aspiration is that all new housing will be built to these standards by 2013. • It is not just lifetime homes that are needed, but lifetime neighbourhoods, where older people are not left out or forgotten because they cannot access buildings or public spaces. 		<p>Warming of the global climate system is unequivocal, with global average temperatures having risen by nearly 0.8 °C since the late 19th century, and rising at about 0.2 °C/decade over the past 25 years. It is very likely that man-made greenhouse gas emissions caused most of the observed temperature rise since the mid 20th century.</p> <p>Global sea-level rise has accelerated between mid-19th century and mid-20th century, and is now about 3mm per year. It is likely that human activities have contributed between a quarter and a half of the rise in the last half of the 20th century.</p> <p>Central England Temperature has risen by about a degree Celsius since the 1970s, with 2006 being the warmest on record. It is likely that there has been a significant influence from human activity on the recent warming.</p> <p>Annual mean precipitation over England and Wales has not changed significantly since records began in 1766. Seasonal rainfall is highly variable, but appears to have decreased in summer and increased in winter, although with little change in the latter over the last 50 years.</p> <p>All regions of the UK have experienced an increase over the past 45 years in the contribution to winter rainfall from heavy precipitation events; in summer all regions except NE England and N Scotland show decreases.</p> <p>There has been considerable variability in the North Atlantic Oscillation, but with no significant trend over the past few decades.</p> <p>Severe windstorms around the UK have become more frequent in the past few decades, though not above that seen in the 1920s.</p> <p>Sea-surface temperatures around the UK coast have risen over the past three decades by about 0.7 °C.</p> <p>Sea level around the UK rose by about 1mm/yr in the 20th century, corrected for land movement. The rate for the 1990s and 2000s has been higher than this.</p>									
The Climate of the UK and Recent Trends (2009) Hadley Centre		<p>The SA should include an indicator on climate change and emissions.</p>									
Regional Sustainable Development Framework – Refreshed Version (2008)		<p>Aims to help people develop review and implement strategies, policies and plans in the West Midlands region. Tool to help this happen, by setting out a common set of objectives based around four themes, designed to help the Region move towards a more sustainable future.</p> <p>Sustainable Consumption and Production: includes objectives to use more recycled materials in construction, promote high standards of resource efficient construction, reduce dependence on the private car, minimise waste, encourage local sourcing of food, goods and materials, reduce</p>									

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	<p>dependence on fossil fuels, and encourage social and environmental responsibility amongst businesses and individuals.</p> <ul style="list-style-type: none"> ● Climate Change and Energy: includes objectives to reduce energy consumption, increase the supply of renewable and low-carbon energy, reduce greenhouse gas emissions, and implement a managed response to the effects of climate change. ● Natural Resource Protection and Environmental Enhancement: includes objectives to protect and restore environmental assets, maintain and recreate bio-diversity, minimise all forms of pollution, promote local distinctiveness and sense of place, encourage local stewardship of local environments, and promote environmental justice. ● Sustainable Communities: includes objectives to promote community engagement, ensure access to jobs and services, tackle poverty, reduce health inequalities, provide affordable housing for all, reduce crime, and promote lifelong learning. 	<p>The Core Strategy will need to be in general conformity with the RSS.</p> <p>Develop SA Objectives to reflect the RSS policies including:</p> <ul style="list-style-type: none"> ● Creating more housing choice and balanced communities. ● Providing high quality public services and transport. ● Enhancing urban greenspace and public spaces. ● Increasing forestry, woodland and biodiversity. 	<p>Develop SA Objective to ensure the District Council is able to meet the District's housing requirements.</p>
West Midlands Regional Spatial Strategy (2004 - 2021)	<p>76% of new housing on brownfield land creating balanced communities through providing a range of different housing with different tenures and within rural areas targeting new housing to meet local needs and to support local services.</p> <p>Improvements to quality of environment and access to high quality public services and transport. Creating a high quality built environment, landscapes and enhancing urban greenspace and public spaces, the historic environment, restoring degraded land, increasing forestry and woodland and areas for increasing biodiversity.</p> <p>A positive approach towards renewable energy and energy conservation. Regional targets for waste reduction and recycling.</p> <p>Reducing the need to travel and to make the best use of infrastructure while targeting investment at areas in joined up way across the different types of transport. Need to change people's attitude to travel, promote public transport and strategic park and ride.</p> <p>Increase range and quality of business opportunities available.</p> <p>Create balanced communities and provide the commercial, retail, transport and leisure facilities to serve a wider area, thereby minimising the need to travel further afield.</p> <p>Kidderminster to provide the main focus in the District for large scale retail, leisure, business and commercial development and other major community facilities like health, education and public administration.</p>		<p>Create mixed, balanced and inclusive communities</p> <p>Assist in the delivery of urban and rural renaissance as per RSS</p> <p>Influence future development of new housing provision to facilitate and enhance economic development</p> <p>Address variety of different housing needs</p> <p>See that Decent Homes standards are met</p> <p>Achieve social and other affordable housing</p> <p>Achieve sustainable access to minimise environmental resource consumption and traffic and improve the quality of the environment</p>
West Midlands Housing Strategy 2006 – 2021			

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West Midlands Regional Transport Strategy 2004 - 2021	<ul style="list-style-type: none"> ● Improve accessibility and performance of the transport system while not perpetuating post trends in car traffic and trip length growth. ● LPA's, developers and other agencies should work together to reduce the need to travel, especially by car and reduce the length of journeys. ● Provide greater opportunities for walking and cycling. ● Development plans should require all planning applications involving significant travel demand to include transport assessments and provide proposals for travel plans. ● An integrated hierarchy of public transport services should be developed with priority given to the improvement of services and interchanges within urban areas and the development of links with catchment areas. In rural areas priority should be given to the development of community and public transport services, particularly those providing links from rural hinterlands to key local service centres. ● Local Authorities, other agencies and key representatives should work together to develop a network of Strategic Park & Rides sites to reduce congestion in major centres. ● Local authorities should manage their car parking to reduce congestion and encourage more sustainable forms of travel. 	<p>Include SA Objective to reduce the need to travel and to promote sustainable modes of transport.</p>
Black Country Sub-Regional Study	<ul style="list-style-type: none"> ● Reverse the trend of people leaving the Black Country. ● Raise income levels by ensuring better skills and types of jobs ● Attract and retain people with higher level skills. ● Protect and enhance the environment and create a safe, attractive and healthy place to live and work. ● Suggests three potential directions for change: <ul style="list-style-type: none"> ● Focus on growth being directed at the Black Country's most important centres – Wolverhampton, Walsall, West Bromwich and Brierley Hill. ● Emphasis on growth along corridors – canals and public transport routes – focussed around more sustainable travel opportunities. ● Emphasis on planned dispersal – maintains the broad pattern of mixed land uses that exists at present. 	<p>Take account of the findings of the Black Country Study, particularly urban regeneration, rural renaissance and sustainable travel opportunities.</p>
West Midlands RSS Revision Phase Two – Preferred Option (December 2007)	<ul style="list-style-type: none"> ● The overall vision for the West Midlands is one of an economically successful, outward looking and adaptable Region, which is rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life of future generations'. ● This phase of the RSS considers housing, employment, transport and waste. ● The overall objective for the Housing section is 'to re-examine regional and sub-regional housing requirements and how these can be best met in the region up to 2026. To examine local housing market areas as required by Draft PPS3'. ● The overall objective for the Employment section is 'to re-examine regional and sub-regional employment land needs and requirements and consider the desirability and feasibility of identifying 	<p>Take account of the Spatial Options consultation, particularly the figures that relate to the District.</p> <p>Support the objectives of the RSS.</p>

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	<p>district level figures for the period up to 2026. To re-assess existing strategic land designations and identification of broad locations for additional provision.</p> <ul style="list-style-type: none"> The overall objective for the Waste section is 'to provide sufficient opportunities to meet identified needs of the West Midlands for waste management for all streams'. The objectives for the transport section are 'to identify broad locations for strategic park and ride sites within the region; to identify parking standards specific for the region; to provide guidance on road user charging; and to establish the implications of the Air Transport White Paper for the region; 	<p>This paper sets out consultation options on rural services; provision for gypsies, travellers and travelling showpeople; culture, sport and tourism; quality of the environment; and minerals policy.</p> <p>VISION 'To be a global centre where people and businesses choose to connect.' .</p> <p>The vision will be achieved by:</p> <ul style="list-style-type: none"> becoming a more prosperous region, but recognising that economic growth must support overall improvements in the quality of life and wellbeing of all the region's residents; becoming a more cosmopolitan and inclusive region, making full use of the skills and talents of our people and ensuring equality of opportunity, across the region, in relation to the wealth and prosperity generated through continued economic growth; becoming a more sustainable region, correctly valuing our natural, historic and cultural assets, seeking to minimise our use of the planet's resources and preparing for a low-carbon future. 	<p>The SA objectives are consistent with the RSS themes.</p> <p>Include sustainability objectives to ensure a sustainable approach to development.</p>	<p>Location of employment sites is important and a balance is needed between land allocation and the protection of the environment</p>
	<p>West Midlands RSS 3 - Spatial Options Consultation</p> <p>West Midlands Economic Strategy (December 2007)</p>			
	<p>West Midlands Regional Innovation Strategy</p>	<ul style="list-style-type: none"> Improve living standards by promoting innovation and strengthening the economic base of the region. Promotion of collaborative innovation activity – research development, design, market research and training. 		<p>Promote opportunities for innovative business development within the District to help diversify the economy.</p>
	<p>West Midlands Cultural Strategy 2001 – 2006</p>	<ul style="list-style-type: none"> Aims towards benefits to the community including a better environment, which is healthier and more attractive with more local people, involved in its conservation and regeneration. No one should be excluded from cultural involvement, access for all is a key priority; it is also essential for continuing viability. People of all ages and backgrounds must be made aware of the opportunities available. To achieve real social inclusion a more direct targeting of resources is needed, as is working closely with education and community services. Local authorities have key roles in ensuring that the needs and aspirations of local people are fully reflected in their plans for cultural development. Sustainability will also require increased investment and strong partnerships at both the local and regional levels. 		<p>Include quality of life and community cohesion as a SA Objective.</p>
	<p>West Midlands Visitor Economy Strategy</p>	<ul style="list-style-type: none"> Need to create successful sustainable destinations Need to focus on key destinations and gateways 		<p>Develop SA Objective to promote the use of public transport in linking destinations.</p>

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	<ul style="list-style-type: none"> ● Encourages the development of , and investment in, the destinations of the future ● Developing sustainable tourism and transport initiatives ● Focus public and private sector investment on the sustainable (re)development of key visitor destinations ● Focus on 'sense of place', 'liveability' and authentic local products ● Link destinations using information, signage and integrated public transport <p>Develop sustainable projects:</p> <ul style="list-style-type: none"> ● To meet market needs ● To fit with established themes ● With professional business planning ● Through partnership working 	<ul style="list-style-type: none"> ● Sets out how the region can contribute towards the development of renewable energy and greater take up of energy efficiency. ● 2020 vision: Delivered the West Midlands commitment to the climate change challenge. ● Ensured a sustainable, secure and affordable supply of energy for everyone. ● Strengthened the Region's economic capability <p>Overall aims of strategy: To improve energy efficiency, to increase the use of renewable energy, to ensure that business benefits from commercial opportunities to produce energy efficient products/initiatives.</p> <p>To provide focused and practical delivery.</p>	<p>Include SA Objective to incorporate opportunities for renewable energy generation within the District's new developments.</p>
	West Midlands Energy Strategy	<p>The vision is to create a viable and inclusive woodland and forestry sector that maximises sustainable development through the delivery of economic, environmental and cultural and social benefits to the people of the region.</p> <p>Aim to increase significantly woodland cover, linked to the Regional Spatial Strategy and local plans.</p> <p>To promote the role of woodland and forestry in the effective delivery of public benefits.</p> <p>Support the development of wood energy through the evolving renewable energy resource, through improved awareness and support.</p> <p>Increase the diversity, quality and accessibility of woodland recreation, for long-term public access.</p> <p>Social Inclusion. Enhancing opportunities for everyone to experience and enjoy trees and woodlands.</p> <p>Protecting and enhancing the biodiversity and ecological value of our woodlands.</p> <p>Improve the contribution that trees and woodlands provide for our natural, built and historic environment.</p> <p>For regeneration; embedding woodlands and forestry as a key component of new and revitalised green space and development sites in and around our towns and cities.</p>	<p>Develop SA Objective to promote woodland and forestry as a key component of green space and development sites within the District.</p>
	West Midlands Regional Biodiversity Strategy	<p>Maintain and improve the condition of habitats, species and ecosystems</p> <p>Develop an area based approach to restoring wildlife</p>	<p>Develop SA objective to protect and enhance the biodiversity of the District.</p>

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	<ul style="list-style-type: none"> ● Monitor the condition of habitats, species and ecosystems ● Reconnect and integrate action for biodiversity with other environmental, social and economic activity ● Cope with the impact of climate change <p>West Midlands Regional Water Resources Strategy</p>	<p>Future developments in the West Midlands should recognise the limited availability of water as an influence their location and timing, and should incorporate water efficiency measures and sustainable drainage systems at the feasibility or planning stage.</p> <p>Water abstraction cut backs are necessary in some area to improve the environment.</p> <p>A twin track approach to meeting future demands should be followed, combining further water resource developments and improvements with sensible management of our demands through efficient use.</p> <p>Over the next 25 years, household metering will become more widespread, providing a greater incentive for sustainable use of water in the home, with appropriate tariffs to protect vulnerable households.</p> <p>Industry should strive to use water efficiently and realise the economic and environmental benefits. Farmers should strive to use water efficiently and consider opportunities to work with others to develop new sources of water and consider the development of winter storage to ensure reliable supplies.</p> <p>Climate change studies suggest summers could become drier and winters wetter. Water resource options that are flexible to the possible impacts of climate change are preferred.</p> <p>Mineral and aggregate companies should take steps to minimise the impact of their extraction operations on the local water environment.</p>
	<ul style="list-style-type: none"> ● ● ● ● ● ● ● ● ● ● ● ● <p>Severn Trent Water Resources Plan 2005-2010</p>	<p>Demand for water is projected to stay essentially flat, and is therefore not a driver.</p> <p>Abstraction reductions may be required to achieve environmental objectives such as reducing nitrate levels.</p> <p>Over the 25 year planning period, there is a potential need for significant new strategic water resource developments to counter the impacts of climate change.</p> <p>There are many assumptions and uncertainties in the calculations of available water supply and demand.</p>
	<p>Choosing Health: Regional Health and Well-Being Strategy (WMRA, 2008)</p>	<p>Vision: "To maintain, enhance, improve and protect the health and well-being of people in the Region and to reduce health inequalities by 2020 within environmental limits, so as not to compromise healthy life for future generations"</p> <p>Key aims include reducing health inequalities; eliminating child poverty; ensuring health and well-being and sustainable development as an integrated agenda.</p> <p>Planning can assist in delivering the vision by: creating sustainable communities; identifying sites for health and education facilities; and maximising investment through planning agreements.</p>

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Fluvial Severn Flood Risk Management Strategy (2006)	<ul style="list-style-type: none"> • 50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management. • Identify and assess potential solutions: economically, technically and environmentally. • Identify preferred flood risk management options and any environmental enhancements. • In locations where there are no significant populations at flood risk, and where it would be economically viable, the preferred environmental option would be to manage retreat to allow reclamation of the floodplain. • A long term vision for development can deliver reduced flood risk.
South Housing Market Area: South Housing Market Assessment (2007)	<p>SHMA update at March 2007 shows a higher surplus of open market housing for sale in Wyre Forest and also a surplus in private rented accommodation. (Private rented sector used by those unable to access other tenures). Main change - no. of social re-lets falling greatly from 501 to 391. This means there is a shortfall of 107 a year. Add in those households which can not buy at 50% LQ price gives a total shortfall of 303 affordable housing units p.a. This is nearly 5 times the projected level of new affordable supply. Only Stratford and Warwick Districts have a greater shortfall. NB 2007/08 saw 84 affordable units completed with over 100 predicted for 2008/09.</p>
South Housing Market Area: Gypsy and Traveller Accommodation Assessment (2007)	<p>Both the Local Authority residential sites are full. 30 additional pitches required for Gypsies on existing public and private sites. It may be possible for more private sites to be set up to cater for some of this need. Need to consider suitability and sustainability of sites in Stourport area.</p>
Sign up for Sport: A Regional Plan for Sport in the West Midlands 2004-2008	<ul style="list-style-type: none"> • Vision: 'To significantly increase participation in sport within all age and social groups, leading to improvements in health and other social and economic benefits and providing the basis for progression into higher levels of performance, for those with the talent and desire to progress.' • The plan identifies 16 priorities, one of which is directly relevant to this DPD – Local authorities to complete the assessment of needs and opportunities of open spaces, sport and recreation facilities in accordance with the requirements of Planning Policy Guidance Note 17.
UKCIP 2009 West Midlands Region	<p>UKCIP09 sets out regional climate change projections for the 2020s, 2050s and 2080s based on three different emission level scenarios.</p> <p>The headline findings for the West Midlands Region are:</p> <ul style="list-style-type: none"> • 2020s: <ul style="list-style-type: none"> • Mean Winter temperature rise of between 0.5°C and 2.1°C • Mean Summer temperature rise of between 0.7°C and 2.5°C • Changes in annual mean precipitation of between -4% and +6% • Changes in winter mean precipitation of between -1% and +15% • Changes in mean summer precipitation of between -22% and +15% • 2050s:

REGIONAL	<ul style="list-style-type: none"> ● Mean Winter temperature rise of between 0.9°C and 3.5°C ● Mean Summer temperature rise of between 1°C and 4.8°C ● Changes in annual mean precipitation of between -5% and +6% ● Changes in winter mean precipitation of between 1% and 31% ● Changes in mean summer precipitation of between -38% and +13% 2080s: <ul style="list-style-type: none"> ● Mean Winter temperature rise of between 1.4°C and 5.2°C ● Mean Summer temperature rise of between 1.3°C and 11.3°C ● Changes in annual mean precipitation of between -6% and +9% ● Changes in winter mean precipitation of between -3% and 51% ● Changes in mean summer precipitation of between -51% and +11% 						
COUNTY	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="609 177 673 2095">Policy/Plan/Programme/Strategy/Initiative</th><th data-bbox="673 177 736 2095">Objectives</th><th data-bbox="736 177 800 2095">SA Implications</th></tr> </thead> <tbody> <tr> <td data-bbox="673 177 736 2095">Worcestershire Local Area Agreement (2006)</td><td data-bbox="736 177 800 2095"> <p>"A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment."</p> <p>Identifies 36 outcomes under 6 thematic blocks as follows:</p> <ul style="list-style-type: none"> A. Communities that are safe and feel safe. B. A better environment for today and tomorrow C. Economic success that is shared by all. D. Improving health and well being E. Meeting the needs of children and young people F. Stronger communities <p>Includes an outcome under A as follows:</p> <p>A5: To improve the quality of life of people living in Broadwaters and Horsefair.</p> </td><td data-bbox="800 177 863 2095"> <p>Ensure that the LAA Objectives are reflected within the SA Framework.</p> </td></tr> </tbody> </table>	Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications	Worcestershire Local Area Agreement (2006)	<p>"A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment."</p> <p>Identifies 36 outcomes under 6 thematic blocks as follows:</p> <ul style="list-style-type: none"> A. Communities that are safe and feel safe. B. A better environment for today and tomorrow C. Economic success that is shared by all. D. Improving health and well being E. Meeting the needs of children and young people F. Stronger communities <p>Includes an outcome under A as follows:</p> <p>A5: To improve the quality of life of people living in Broadwaters and Horsefair.</p>	<p>Ensure that the LAA Objectives are reflected within the SA Framework.</p>
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COUNTY	
Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013 (Draft 2007) <ul style="list-style-type: none"> ● Communities that are safe and feel safe ● A better environment for today and tomorrow ● Improving health and well being ● Meeting the needs of children and young people ● Stronger communities - covering a range of issues including housing, culture and volunteering. ● The thirty priorities to be tackled are set out under the six themes. <p>Vision – "A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment"</p>	<p>Ensure that the Sustainable Community Strategy addresses six themes:</p> <p>Ensure that the vision and key priorities are reflected in the SA and the Core Strategy DPD.</p>
Worcestershire County Structure Plan (1996 – 2011) <ul style="list-style-type: none"> ● Encourage and promote land use activities that will lead to improvement in the quality or air, water and land. ● Seek a reduction in the consumption of energy and finite resources through the more efficient use of resources, recycling, the use of renewable sources and the reduction in the amount of waste produced. Protect from damaging development and land use activity, and enhance, biodiversity and diverse and important environmental. Landscape townscape and historic features and characteristics. ● Ensure the integration of development within the landscape in order to protect and enhance essential landscape characteristics and features. ● Protect and expand amenity areas and open spaces, and access to them, in both town and country. ● Meet the housing requirements of the population of the new County through the provision of an adequate range of housing including general market, affordable and social housing in a way which protects the environment and makes the most effective use of the existing settlement pattern. ● Work towards a better balance between housing, employment, social and community facilities within settlements ● Encourage development that will help retain and enhance the identity, character and vitality of settlements. ● Promote energy efficient construction, design and development patterns. ● Seek the location of development in areas which will minimise the need to travel and reduce the distances required to be travelled (energy efficient locations) ● Guide new development to locations that can be served by a choice of transport modes for both the movements of people and freight. ● Support and facilitate the development of alternative modes of travel to the car. ● Facilitate the strengthening and diversification of the economic base of the Region and of Worcestershire by the provision of a mixed portfolio of development locations and sites and by the enhancement and management of an attractive County environment. 	<p>Long term planning document covering the period 1996-2011.</p> <p>Ensure that the Structure Plan policies are incorporated into the SA Framework.</p>

COUNTY	
	<p>Encourage urban and rural regeneration</p> <p>Support the enhancement, development and integration of, and access to, a range of recreation facilities both within and around settlements.</p> <p>Seek to reduce crime, the fear of crime and anti-social behaviour by introducing crime prevention as a material consideration into the land-use and development planning process.</p> <p>Prudent use of natural resources in order to minimise their use and to conserve them for future generations.</p> <p>There is a primary need to reduce energy use wherever possible at all stages of the development process. The loss of or detrimental impact to the County's environmental assets or landscape character should be avoided.</p> <p>Encourage development on previously developed land</p> <p>Deliver sustainable patterns of development, which allow accessibility to jobs, education, health, shopping, leisure and other local services.</p> <p>A key element of sustainability is to ensure that town centres within the County are not undermined by development proposals elsewhere.</p> <p>Skylines and hill features and prominent views of such features contribute to local landscape character and as such should be protected from development.</p> <p>The principle of sustainable development must be applied to agricultural land, and this will require the protection of the best and most versatile agricultural land for future generations, whilst recognising the environmental, economic and social needs of rural areas.</p> <p>Development will be expected to incorporate measures to prevent the pollution of watercourses and aquifers.</p> <p>Support for proposals that incorporate renewable energy/energy efficiency measures.</p>
	<p>• • • • • • • • • • • • • • •</p> <p>• • • • • • • • • • • • • • •</p> <p>• • • • • • • • • • • • • • •</p> <p>• • • • • • • • • • • • • • •</p> <p>• • • • • • • • • • • • • • •</p>
Worcestershire Local Transport Plan 2 (2006 - 2011)	<p>Sets out Transport Strategy for Worcestershire for 2006 – 11. Identifies an area strategy for Wyre Forest which includes the following policies:</p> <p>WF.1 To identify and implement an appropriate traffic management scheme to reduce traffic emissions on the A451 at Horsefair and to enable the Air Quality Management Area designation to be removed.</p> <p>WF.2 To undertake a transportation study for the Wyre Forest area, which will result in the identification of the preferred transport strategy to support the economic regeneration of the SREC. This will form the basis for a future major scheme funding bid for implementation of the strategy within the LTP3 period.</p> <p>To work with rail industry partners and the SVR to undertake improvements at Kidderminster Railway Station, that will improve accessibility within and to the Station, improve the connectivity between the station and the town centre and improve bus/rail interchange.</p> <p>To implement a package of measures within Bewdley town centre to improve air quality and the town centre environment.</p> <p>To work with Stourport Forward partners to identify and implement a package of transportation measures to reduce congestion and improve the environment within Stourport Town Centre.</p>

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	<ul style="list-style-type: none"> To support the work of WFBQP by helping the development of a fully integrated, affordable public and community transport network for Wyre Forest, providing the opportunity for seamless multi-modal journeys. To work with the Highways Agency to develop the future strategy for the management of the A449 and A456 Trunk Roadroutes. To undertake a review of all aspects of school transport provision, including school travel plans, as part of the Wyre Forest Schools Review and in particular to identify opportunities for better integration of school bus services. 	
Worcestershire Waste Core Strategy Issues and Options Paper (2009)	<ul style="list-style-type: none"> The Waste Core Strategy is the plan for Worcestershire's waste. It will set out how the waste produced within the County will be managed. The Core Strategy will set out a long-term vision for the development of waste management facilities, objectives to address the issues and a strategy for delivery. 	Ensure that the A includes an objective on sustainable waste management.
Worcestershire Biodiversity Action Plan	<ul style="list-style-type: none"> Takes objectives/targets of UK BAP and translates them into a Worcestershire context Contains Habitat Action Plans for 19 key wildlife habitats and Species Action Plans for 20 key species Habitat Action Plans aim to preserve habitats and their associated species by protecting existing sites, restoring degraded sites and where appropriate creating new sites. Species Action Plans aim to protect viable populations through protecting and enhancing them. 	Develop SA objective to safeguard and enhance biodiversity and promote creation of appropriate new habitats
Worcestershire Supporting People Strategy	<ul style="list-style-type: none"> 5-year strategy aimed at developing and implementing a countywide vision for the Supporting People Programme. A number of key priorities include; making neighbourhoods safer, addressing homelessness, tackling substance misuse and supporting those who are vulnerable through age, disability or life experience to become independent. Particular emphasis is placed on the supported-housing market. Making our neighbourhoods safer through addressing crime, community safety and anti-social behaviour. Committed to services that deliver the highest standards of equality and diversity including; promoting equal opportunities and social cohesion and responding to the needs of each eligible group and working to engage all eligible sections of the community. Promote the integration of health/social care support services to maintain the health and well-being of vulnerable people. 	Include SA Objective to reduce crime and promote community cohesion.
Worcestershire County Council Tourism Strategy	<ul style="list-style-type: none"> Help provide a high quality experience for all visitors, and to bring economic, social and environmental benefit through a growing and sustainable visitor economy Take opportunities to link with regional and county initiatives on the economy, transport, environment, leisure and cultural development where they impact on tourism and tourism can make a contribution Encourage walking, cycling, the development of 'quiet lanes', public transport interchange points and coach parties and other transport initiatives that strengthen appeal to visitors 	Include sustainability objectives to promote tourism for all visitors in a sustainable fashion.
A Cultural Strategy for Worcestershire	<p>The integration of culture into environmental initiatives helps to bring people and the planning process closer together. Programs that make use of creativity in addressing environmental issues can promote even greater empathy and awareness across a Worcestershire community, which already values its built heritage and natural environment very highly. The benefits include:</p>	Include SA Objective to improve community cohesion.

COUNTY	
	<ul style="list-style-type: none"> ● better understanding of the needs of environmental issues (through a crosscutting and integrated approach) ● managing tourism and balancing the needs of local people with promoting sustainable growth (through awareness and a wider educational context) ● direct and real improvements to natural assets ● strengthening support for community-based projects ● getting residents actively involved in environmental improvements
Worcestershire Minerals Local Plan 1997	<p>Identifies preferred areas for the working of sand and gravel in the County and sets our detailed policies.</p> <p>Proposals in the Green Belt must contribute to Green Belt purposes by maintaining openness and visual amenity and must be environmentally and ecologically acceptable.</p> <p>All proposals must be accompanied by detailed proposals for the reclamation of the site to an agreed after use.</p> <p>Note the principles set out in the Minerals Local Plan and ensure the openness of the green belt is maintained.</p>
Worcestershire Countryside Access & Recreation Strategy. (2003 – 2013)	<p>Provides the Strategic Management Framework for issues relating to countryside access and recreation within Worcestershire.</p> <p>Vision: "To develop a countryside recreation culture in Worcestershire in which residents and visitors alike benefit from the opportunity to access a range of high quality countryside recreation opportunities. This will be planned and implemented having respect for the wishes of both landowners and the local community and ensuring the utmost protection of environmental interests.</p> <p>Ensuring opportunity is available to all sections of the community to enjoy the countryside.</p> <p>Securing and promoting opportunities for countryside access.</p> <p>Encouraging and enabling local communities to become involved in and take action to share and increase the local benefits of countryside recreation opportunities.</p> <p>Manage and promote responsible land use activities so as to reduce the potential for conflict between all types of land users, communities and rural enterprises.</p> <p>Making use of recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside.</p> <p>Provide a range of facilities of high standard to ensure that the differing demands and aspirations of users are catered for, to help people enjoy and appreciate their recreational experiences.</p> <p>Contributing to and promoting the associated health and well being qualities associated with countryside recreation activities.</p> <p>Raise awareness of the opportunities and benefits of countryside recreation to the diversification of the rural economy, in particular in its support for local tourism.</p> <p>Encourage and promote the use of a greater variety of transport modes to access the countryside and in particular alternatives to the car.</p>
Fluvial Severn Flood Risk Management Strategy (2006)	<p>50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management.</p> <p>Identify and assess potential solutions: economically, technically and environmentally.</p> <p>Identify preferred flood risk management options and any environmental enhancements.</p> <p>Include SA Objective to identify flood risk management options and any environmental enhancements.</p>

COUNTY	
	<ul style="list-style-type: none"> ● In locations where there are no significant populations at flood risk, and where it would be economically viable, the preferred environmental option would be to manage retreat to allow reclamation of the floodplain. ● A long term vision for development can deliver reduced flood risk.
Worcestershire Climate Change Strategy	<p>Raise awareness of the issue of Climate Change & its impact on the County.</p> <p>Reduce Climate Change causing gas emissions across the County by a minimum of 10% from 2005 levels by 2011 and 20% by 2020</p> <p>Adapt to and plan for the inevitable impacts of Climate Change on the County by focusing on a number of key sectors including; Commercial, Voluntary & Public Service, Industry, New Developments, Public Transport and Waste.</p>
Planning for Water in Worcestershire – Technical Research Paper (2008)	<p>The purpose of this Technical Research Paper is to provide a consistent, strategic approach to the management of water by, identifying the key issues and implications surrounding the management of water in the County so that water related issues can be properly and strategically planned for at an early stage in the plan making process.</p> <p>The document identifies a number of water related challenges and issues which need to be addressed within the planning system within Worcestershire. These are: adapting to the challenges of climate change (drought and flooding); 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 water cycle; Improving water efficiency in developments; Improving water quality.</p>
Planning for Renewable Energy in Worcestershire – Technical Research Paper (2008)	<p>Identifies that there is potential to generate a greater level of renewable energy within Worcestershire than is presently achieved;</p> <p>Rivers, streams and watercourses within the County could be exploited to provide hydro-electric power;</p> <p>Large areas of the county have average wind speeds sufficient for the generation of energy from wind turbines, with the greatest potential in Wychavon and Bromsgrove districts;</p> <p>Biomass energy has significant potential in Worcestershire, with substantial existing woodland and high potential yields for energy crops;</p> <p>Solar irradiation (the amount of sunlight falling on the ground) across the County as a whole is relatively high, and could deliver both electricity and hot water through the increased use of solar panels;</p> <p>Worcestershire falls within an area that is capable of utilising the heat of the ground, air and water to contribute towards heating energy needs.</p> <p>The paper seeks to collate existing baseline information to allow an informed view to be taken on the need and support for an expansion in renewable energy capacity.</p>
Planning for Climate Change in Worcestershire (Technical Research Paper) 2008	<p>The paper reviews emerging good practice, identifies key climate change issues within Worcestershire, and makes recommendations as to how policy can contribute towards the Government's aspiration of a 60% reduction in CO2 levels by 2050.</p>

Policy/Plan/Programme/Strategy/Initiative	DISTRICT	Objectives	SA Implications
Wyre Forest Sustainable Community Strategy (2008)	<p>The Sustainable Community Strategy sets out the following vision for the District: Wyre Forest is a vibrant District where all our communities enjoy a high quality of life, and people value themselves and one another. Residents of all ages receive efficient services and play an active part in the success and well being of the District. Our unique and beautiful rural landscape is preserved; our three uniquely identifiable riverside towns and the outlying villages thrive, socially and economically. Wyre Forest District is a safe, prosperous and healthy place to live, work and play.</p> <p>The Sustainable Community Strategy is presented in inter-related block, each with its own priorities, these are set out below:</p> <ul style="list-style-type: none"> • Communities that are Safe and feel Safe; Improve the quality of life for people who live in Wyre Forest by reducing crime and deliberate fires; reassure the public by reducing the fear of crime; reduce the harm caused by illegal drugs; and build respect in communities and reduce anti-social behaviour. • A Better Environment for Today and Tomorrow: To have cleaner, greener, safer public spaces; To reduce greenhouse gas emissions and adapt to the impacts of climate change; To reduce waste and increase re-use and recycling; To protect and improve Wyre Forests natural environment/biodiversity. • Economic Success that is Shared by All: To develop a vibrant and sustainable economy, by attracting and retaining high growth and niche businesses to Wyre Forest District; To develop the economic infrastructure; To improve the skills based of the population; To ensure access to economic benefits. • Improved Health and Wellbeing: To increase the life expectancy of adults and to reduce the incidence of coronary heart disease and cancer; To improve the quality of life of older people, especially those with a limiting long-term illness; To reduce health inequalities; Improved life choices for people with mental health problems. • Meeting the Needs of Children and Young People: Support children and young people to lead healthy lifestyles; Improve the emotional well-being of children and young people; Prevent bullying; and support children who have been affected by it; Protect children and young people who are at risk of harm or neglect; Ensure that children and young people are respected and valued in their communities; Actively involve children, young people and their families in decisions that affect their lives; Support the implementation of Extended Services in Wyre Forest District; Raise the educational achievement of all children and young people, from those who find learning challenging to the most gifted and able; To enrich the experiences and development of children and young people through activity and positive contribution; Ensure that children, young people and their families have things to do and enjoy in their communities; Increase the participation of young people aged 16 and over in education, employment and training; Ensure that all children and young people and their families live in satisfactory accommodation. • Stronger Communities: Improve access to learning, participation and cultural opportunities; Increase participation in cultural, leisure and recreational activities; Improve access to services, including advice, support and facilities; Increase the availability of decent, appropriate and affordable housing; Improve housing conditions; Access to housing and preventing homelessness; To reduce the impact of traffic congestion upon Wyre Forest; Improve passenger transport leading to improved accessibility and an increase in passenger numbers; Increase the use of sustainable travel methods; Ensure the value of the Voluntary and Community Sector (VCS) and volunteers is recognised across the District; Empower local people to have a greater choice and influence over local decision making and a greater role in public delivery; Improve the 	<p>Imperative that the central themes of the Community Strategy are reflected in the SA Framework.</p>	

DISTRICT		
	<p>quality of life for people in the most disadvantaged neighbourhoods (Oldington and Foley Park ward) and ensure service providers are more responsive to neighbourhood needs and improving their delivery; To reduce income deprivation including child and pensioner poverty.</p>	The SA Framework should reflect the aims of the development strategy.
Wyre Forest Adopted Local Plan (2004)	<ul style="list-style-type: none"> Overall vision: "to establish a framework for achieving a sustainable balance between development necessary to meet the needs of the District and the conservation of the diverse character of the area's built and natural environments. In striving to achieve this balance, the Plan will help to ensure a better quality of life for residents, visitors and future generations." Principle aims of the Development Strategy: accommodate the development needs of the District as set out in the Worcestershire County Structure Plan 1996 – 2011, in a sustainable manner by concentrating housing and employment development in the main towns of Kidderminster and Stourport-on-Severn. Place an emphasis on urban regeneration and recycling of land and buildings particularly for mixed-use development in or adjacent to the main town centres. Concentrate retail, commercial, leisure and office uses in Kidderminster Town Centre and to a lesser extent Stourport-on-Severn town centre. Enable the diversification of the rural economy whilst generally limiting rural housing provision to local needs. Conserve and enhance the District's environmental assets including the countryside, natural and built heritage. Locate development so as to reduce the need to travel, provide a choice of travel modes, and support the provision of alternative modes to the private car. Maintain the existing adopted Green Belt boundaries unless exceptional circumstances require otherwise. 	<p>Develop a SA objective to try and meet the housing needs of the district's population.</p>
Wyre Forest Housing Strategy (2004)	<p>Four key priorities:</p> <ul style="list-style-type: none"> meeting affordable housing needs tackling homelessness and providing housing options maintaining independence of older and vulnerable people through housing and support improving conditions within private sector housing 	<p>Develop a SA Objective to promote opportunities to increase cycling levels within the District.</p>
Wyre Forest Cycle Strategy (2002)	<p>Aims to promote cycling as a sustainable form of transport and to provide a comprehensive framework of measures by which this can be achieved.</p> <p>Identifies a network of prioritised cycle route proposals for the District, which reflects WCC's LTP2 Strategy.</p> <p>Outlines the following objectives:</p> <ul style="list-style-type: none"> To create safe cycle routes for local people to utilise. To ensure that cyclists' needs are catered for in new developments within the District. To improve the provision of facilities for cyclists at transport interchanges and to promote links between cycling and public transport. To support the creation of safer routes to schools in conjunction with Worcestershire County Council. 	

DISTRICT			
	<ul style="list-style-type: none"> To implement the Sustrans Route 45 Network within the District in partnership with Sustrans and Worcestershire County Council. To increase cycle parking provision within the town centres of Kidderminster, Stourport-on-Severn and Bewdley. To promote cycle routes for leisure and sustainable tourism purposes within the District. To promote the environmental and health benefits of cycling as a form of transport through partnership working. To provide quality and usable cycle infrastructure through regular consultation with local cyclists. To work in partnership with Worcestershire County Council, the Highways Agency, Wyre Forest Cycle Forum and local residents to meet or exceed government targets of trebling cycling by 2010 compared with 2000. 		
Wyre Forest Design Supplementary Planning Guidance. (2004)	<p>Everyone deserves access to places, which are safe, welcoming, attractive and healthy.</p> <p>Good design adds value to development schemes in terms of environmental performance, community and social well being and commercial viability</p> <p>New development should remove real and perceived barriers to access and use</p> <p>Every opportunity should be taken to improve the environmental performance of development, at scheme and detailed level</p> <p>Sustainability relates to design, construction and operating costs of new development</p> <p>Development which scores 'Good' (or better) on the BREEAM rating system is encouraged</p> <p>Larger scale developments may need to demonstrate a commitment to sustainable design</p> <p>New buildings need to adapt to future change. Buildings that can be modified without major structural alteration will suit changing circumstances and the energy and upheaval of demolition can be avoided</p> <p>Design new development to contribute to vitality by mixing uses and increasing densities and the intensity of uses within buildings</p> <p>Design for walking and forms of movement other than the car – which should not dominate</p> <p>Residential development should support more sustainable lifestyles</p>	<p>Develop SA objective to ensure good, sustainable design in any (re)development.</p>	
Wyre Forest Community Safety Strategy	<ul style="list-style-type: none"> To reduce crime by 18% in the District by 2007/08 To reassure the public, reducing the fear of crime and antisocial behaviour. To reduce the harm caused by illegal drugs. To increase voluntary and community engagement especially amongst those at risk of social exclusion. 	<p>Develop SA Objective to contribute to the reduction of crime levels within the District.</p>	
Wyre Forest Air Quality Strategy (2005)	<p>Maps out the actions required to improve air quality and set out objectives and actions within strategic business and public sectors to implement and investigate further improvements to air quality within the District, Includes the following objectives:</p> <ul style="list-style-type: none"> Ensure that planning applications are assessed for the effects of air pollution on future occupiers of that development and the effects of the development on air quality. Implement procedures to liaise with neighbouring local authorities where developments within the District could adversely effect air quality within their area. Require air quality monitoring and modelling from developers for proposed development where appropriate. 	<p>Develop SA Objective to reduce the adverse effects on air quality within the District.</p>	

DISTRICT			
	<ul style="list-style-type: none"> Apply LTP initiatives; S106 Obligations will be sought for contributions towards improved bus services and priority measures, inclusion of cycle facilities in proposals, S106 Obligations sought for developers to enhance pedestrian access to development, all major new developments that would create specific transport related problems must be accompanied by travel plans, promote use of public transport, Bus Quality Partnerships and other forms of sustainable transport, work together with WCC to co-ordinate a sustainable transport policy across the District, implement policies to reduce traffic demand on roads in the District, Provide energy efficiency and green energy initiatives to residents and businesses within the District. 	<ul style="list-style-type: none"> To reanalyse the change in the housing market locally in order to reassess income thresholds for access to market housing. To reanalyse housing survey database. To reanalyse population forecasts. To provide an affordable need forecast to 2006. To inform the Housing Strategy and support Local Plan policies for affordable housing. 	<p>Develop SA objective to ensure that there is an adequate range of affordable and social housing to meet the District's needs</p>
	Wyre Forest Housing Needs Survey	<ul style="list-style-type: none"> The most recent housing stock condition survey was conducted in early 2007. 1,139 homes private rented and owner occupied homes were surveyed and information was collected on the following: General characteristics of the dwelling; condition of the internal and external fabric; provision of amenities; compliance with the fitness standard; compliance with housing health and safety; age and type of elements; energy efficiency measures; compliance with the Decent Homes Standard and socio-economic information about the household (where occupied). The report estimates that 9,770 homes within the District fail to meet the decent homes standard. 	<p>Develop an SA objective regarding the provision of decent, affordable housing.</p>
	Wyre Forest Housing Stock Condition Survey (2007)	<ul style="list-style-type: none"> Identifies three priority areas that need addressing in order to move towards sustainable development in Wyre Forest. These are: Improve the provision of and promotion of sustainable transport. Protect and enhance our natural and built environment. Promote effective and minimal use of natural resources. 	<p>Ensure that the objectives of the strategy are reflected in the SA objectives.</p>
	Wyre Forest Sustainability Strategy 2004 - 2007	<ul style="list-style-type: none"> The principle aims of the strategy are: To comply with statute law on contaminated land. To remove any threat to human health. To remove any threat to controlled waters. To remove any threat to flora and fauna. To aid effective re-development of land within the Wyre Forest District. To protect historic sites and the historic environment. <p>The Strategy sets out the Council's priorities for dealing with contaminated land. These are:</p> <ul style="list-style-type: none"> To protect human health. To protect controlled waters. To protect designated ecosystems. To prevent damage to property. 	<p>Ensure that any contaminated land identified is recorded in the SA baseline.</p>
	Wyre Forest Contaminated Land Inspection Strategy (2001)		

DISTRICT			
PARISH	Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
	Upper Arley Parish Plan (2004)	<ul style="list-style-type: none"> • To prevent any further contamination of land. • To encourage voluntary remediation of land. • To ensure compliance with Statute Law. • To aid effective re-development of land within the Wyre Forest District. • To ensure that procedures are in place for the provision of information to the Council's customers i.e. the public, developers, land owners etc. • To enable the Council to address liability issues associated with Council owned land. • To encourage the remediation/redevelopment of brown field sites within the District. • To have a comprehensive Strategy in place before the inspection of the District takes place. • To focus its strategy on areas of the District where contaminated land is more likely to exist and on industries specific to the region. 	<p>Include SA Objectives that relate to the provision of affordable housing in the rural areas and improved local services and amenities.</p>
	Rock Parish Plan (2005)	<ul style="list-style-type: none"> • Support provision of a full facility Sports hall. • Consider how to proceed with some form of affordable housing scheme for the Parish • Ensure that long term public transport needs are met. • Investigate and improve the traffic situation at the Lea Memorial School. 	<p>Include SA Objectives that relate to the provision of affordable housing in the rural areas and improved local services and amenities.</p>
	Chaddesley Corbett Parish Plan (2006)	<ul style="list-style-type: none"> • Sets out a vision of what is important to residents of the Parish and will influence the policies, decisions and actions of other bodies. • A Parish where there is a diversity of housing, respecting the historical heritage of the area and complimenting the rural environment. New housing should be limited unless there are exceptional circumstances. • A Parish with clean, well-maintained and safe roads, adequate parking and rural public transport. • A Parish where ancient woodland is valued, managed and protected. • A Parish where footpaths and bridleways are well maintained, well respected and used. 	<p>Include SA Objectives that relate to the provision of affordable housing in the rural areas and improved local services and amenities.</p>

Policy/Plan/Programme/Strategy/Initiative	PARISH Objectives	SA Implications
A Design Statement for the Parish of Chaddesley Corbett Chaddesley Corbett parish Council (2008)	<ul style="list-style-type: none"> • Welcomes visitors and provides appropriate facilities for a rural Parish. • Takes pride in its appearance and provides support for projects and ideas which aim to make the Parish a pleasure to look at and live in. <ul style="list-style-type: none"> • The design Statement provides a history of the parish and details of the special features which give it its local distinctiveness. • The Statement sets out design principles for new development within the parish. 	<p>Ensure that the SA and the Core Strategy strive to achieve the highest design quality standards.</p>

C Baseline Data and Trends

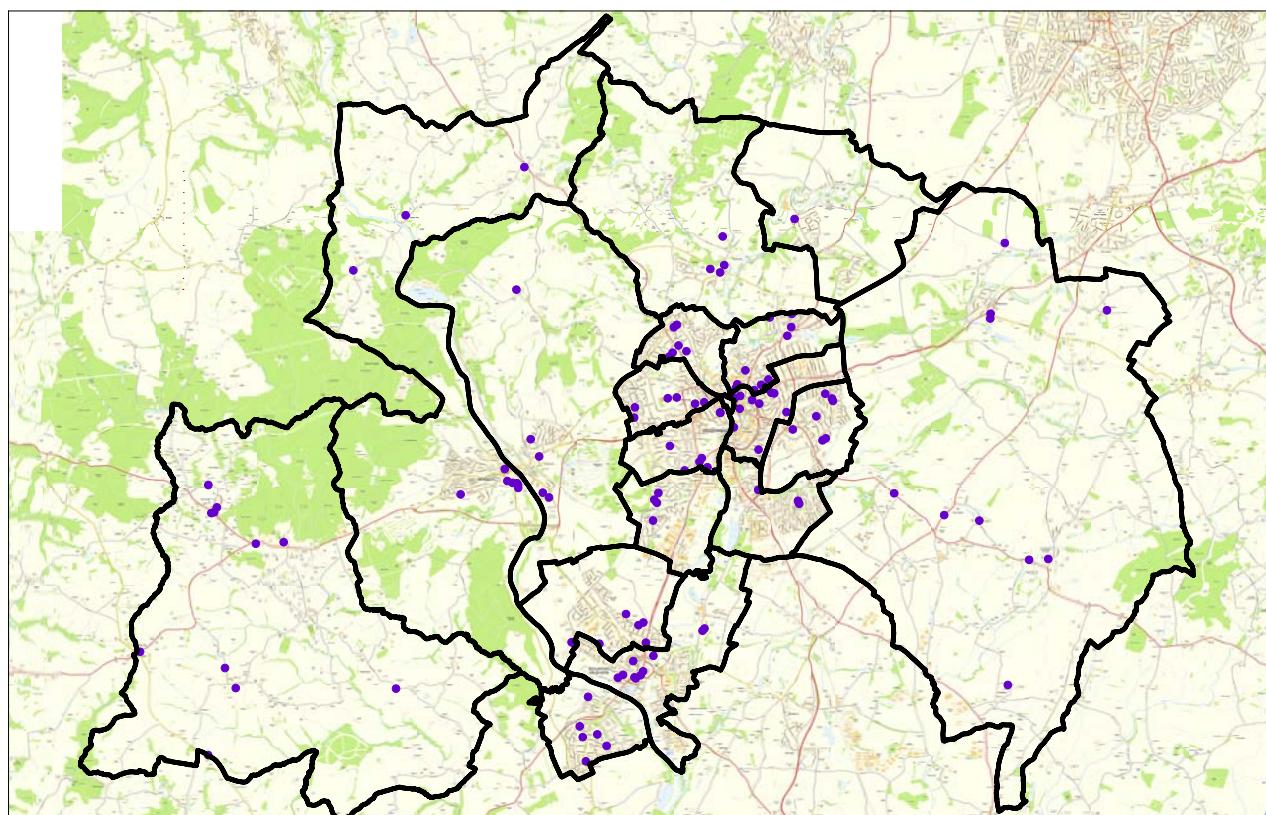
C.1 Baseline Data for Key Issues

Social

Community Facilities Audit

This map shows the location of the community halls that are available for hire across the district. The type of facilities available include village halls, youth centres, day centres, community centres, community schools and church halls. In addition to these facilities there are a further 18 scout huts located across the district many of which are available for community use.

Community Facilities for Hire - June 2009



Rural Facilities

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. To the east, the larger more accessible villages include Chaddesley Corbett, Blakedown, Cookley and Wolverley. 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.

Table C.1 Rural Services

Settlement	Facility										
	GP	Post Office	Pub	Dentist	Bus Frequency and Destination	Convenience Store	Primary School	Secondary School	Private School	Public Hall	Railway station
Cookley	√	√	√	x		√	√	x	x	√	x
Chaddesley Corbett	√	√	√	x		√	√	x	√	√	x
Blakedown	x	√	√	x		x	√	x	x	√	√
Fairfield / Wolverley	√	x	√	x		√	√	√	x	√	x
Far Forest	x	√	√	x		√	√	x	x	√	x
Callow Hill	x	x	√	x		x	x	x	x	x	x
Bliss Gate	x	x	√	x		x	x	x	x	x	x
Rock	x	x	√	x		x	x	x	x	√	x
Clows Top	x	√	√	x		x	x	x	x	√	x
Arley	x	√	√	x		√	√	x	x	√	x
Wilden	x	√	√	x		√	√	x	x	√	x

Source: WFDC Records

Local Centres

Table C.2 Local Centres

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
KIDDERMINSTER					
Blakebrook (Bewdley Road)	Fish and Chip Shop		Parking facilities located to the rear of the shops. Limited on-street parking (around 4 spaces)		?
	Charity Shop				
	Estate Agent				
	Chiropractor				
	Betting Shop				
Broadwaters	Off Licence and Convenience Store	Broadwaters cafe, formerly a hair salon	Parking to the rear and limited on-street parking		√
	Fish and Chip Shop				
	Broadwaters Cafe				
Comberton Estate	Newsagent	1 unit - formerly a greengrocer	Parking facilities located at the front of the premises. On street parking nearby.		√
	Supermarket				
	Hair Salon				
	Card/Gift Shop				
	Haberdashery				
Habberley	Convenience Store	None	On-street parking available close to the local centre. No designated spaces for the retail premises.		√
	Newsagent				
	Fish and Chip Shop				
	Hair Salon				
	Greengrocer				
Marlpool	Convenience Store	None	Parking facilities located at the front of the premises. On street parking nearby.	Spar	√
	Chinese Takeaway				
	Marlpool Diner				
	Kitchen Showroom				
	Hair Salon				
Spennells	Supermarket	None	Very good parking facilities available in designated bays located at the front of the centre. Also present within the car park is a recycling centre.	Tesco Express	√
	Pharmacy				
	Tandoori Takeaway				
	Chinese Takeaway				
Stourport Road	Supermarket	Subway was formerly a Video Rental Store	Very good parking facilities located both at the front and to the rear of the local centre.	Tesco Express	√
	Pharmacy				
	Subway				
	Fish and Chip Shop				
	Convenience Store with Integral Post office				

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
KIDDERMINSTER					
Sutton Farm	Chinese Takeaway	None	On street parking nearby. No designated areas for cars parking to use the local centre.	Costcutter	√
	Hair Salon				
	Hardware Store				
	Convenience Store				
STOURPORT-ON-SEVERN					
Areley Common	Londis - General Store	N/A - permission granted for new Londis store with deli etc.	Restricted parking along a narrow road in front of the centre.	Londis	?
	Taylor's - Newsagents				
	Arley Kings Post Office				
Burlish	Post Office	None	Limited parking available off Calder Road, adjacent to the local centre.		?
	Hair Salon				
	Convenience Store				
Lickhill	Convenience Store	None	Parking facilities available on an off road location directly in front of the local centre.		√
	Newsagent				
	Hair Salon				
	Model Shop				
	Public House				
BEWDLEY					
The Lakes	Newsagent/Convenience Store	None	Parking available in front of the one shop and close by roads offer on street parking.		X
VILLAGES					
Blakedown	Post office	None	Parking provision for Blakedown consists of one pay and display car park which is situated behind the Post office.		?
	Art Gallery				
	Interior design Shop				
Chaddesley Corbett	Convenience Store	None	On street parking is available along the whole of the main road which runs through the village.		√
	Butchers				
	Hair Salon				
	Gift and Shoe Shop				
Cookley	Supermarket	None	Limited parking available in front of many of the shops. No on street parking available due to the designation of double yellow lines along Bridge Road.	Tesco Express	√
	Fish and Chip Shop				
	Tandoori Takeaway				
	Florist				
	Butchers				
	Convenience Store				

Play Facilities

Table C.3 Provision of Facilities for Children (PPG17 Audit, October 2008)

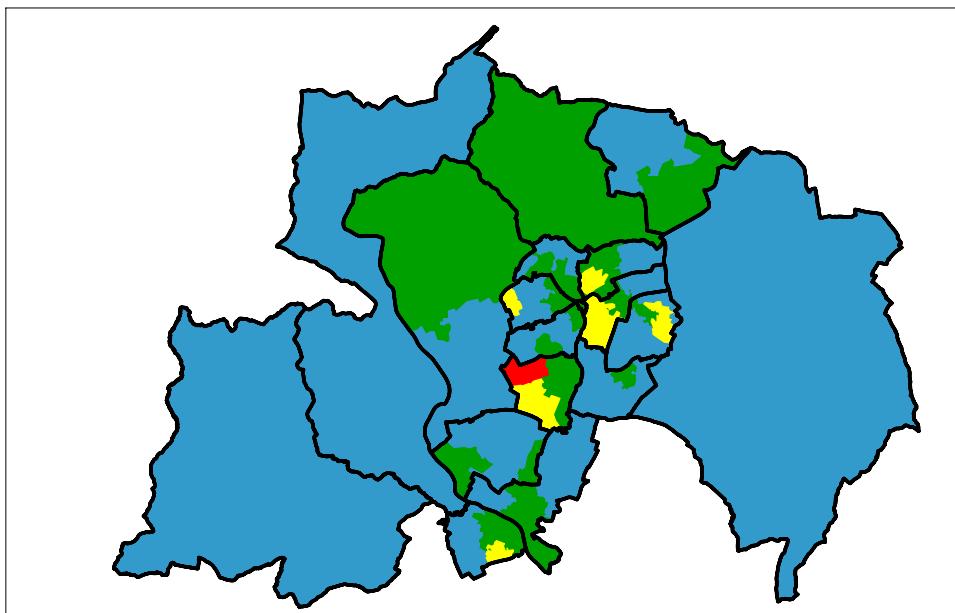
Ward	Population	Provision for Children (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Aggborough and Spennells	7,225	0.210	0.05	0.0290657	0.36125	-0.15125
Areley Kings	6,041	0.300	0.05	0.0496607	0.30205	-0.00205
Bewdley and Arley	6,295	0.150	0.05	0.0238284	0.31475	-0.16475
Blakedown and Chaddesley	4,264	0.120	0.05	0.0281426	0.2132	-0.0932
Broadwaters	7,787	0.360	0.05	0.0462309	0.38935	-0.02935
Cookley	2,491	0.150	0.05	0.0602168	0.12455	0.02545
Franchise	7,071	0.300	0.05	0.0424268	0.35355	-0.05355
Greenhill	7,293	0.040	0.05	0.0054847	0.36465	-0.32465
Habberley and Blakebrook	6,477	0.460	0.05	0.0710205	0.32385	0.13615
Lickhill	7,131	0.340	0.05	0.0476791	0.35655	-0.01655
Mitton	6,541	0.510	0.05	0.779697	0.32705	0.18295
Offmore and Comberton	6,901	0.100	0.05	0.0144907	0.34505	-0.24505
Oldington and Foley Park	5,261	0.300	0.05	0.0570234	0.26305	0.03695
Rock	2,366	0.020	0.05	0.0084531	0.1183	-0.0983
Sutton Park	7,167	0.220	0.05	0.0306962	0.35835	-0.13835
Wolverley	2,096	0.080	0.05	0.0381697	0.1048	-0.0248
Wribbenhall	4,574	0.250	0.05	0.0546568	0.2287	0.0213

Table C.4 Provision of Facilities for Young People (PPG17 Audit, October 2008)

Ward	Population	Provision for Young People (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Aggborough and Spennells	7,225	0.05	0.03	0.0069204	0.21675	-0.16675
Areley Kings	6,041	0.02	0.03	0.0033107	0.18123	-0.16123
Bewdley and Arley	6,295	0.04	0.03	0.0063542	0.18885	-0.14885
Blakedown and Chaddesley	4,264	0	0.03	0	0.12792	-0.12792
Broadwaters	7,787	0.16	0.03	0.0205471	0.23361	-0.07361
Cookley	2,491	0.14	0.03	0.0562023	0.07473	0.06527
Franchise	7,071	0	0.03	0	0.21213	-0.21213

Ward	Population	Provision for Young People (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Greenhill	7,293	0	0.03	0	0.21879	-0.21879
Habberley and Blakebrook	6,477	0.05	0.03	0.0077196	0.19431	-0.14431
Lickhill	7,131	0.07	0.03	0.0098163	0.21393	-0.14393
Mitton	6,541	0.29	0.03	0.0443357	0.19623	0.09377
Offmore and Comberton	6,901	0.46	0.03	0.066657	0.20703	0.25297
Oldington and Foley Park	5,261	0.23	0.03	0.0437179	0.15783	0.07217
Rock	2,366	0	0.03	0	0.07098	-0.07098
Sutton Park	7,167	0.14	0.03	0.019534	0.21501	-0.07501
Wolverley	2,096	0	0.03	0	0.06288	-0.06288
Wribbenhall	4,574	0.29	0.03	0.0634018	0.13722	0.15278

Index of Multiple Deprivation (2007) - Health



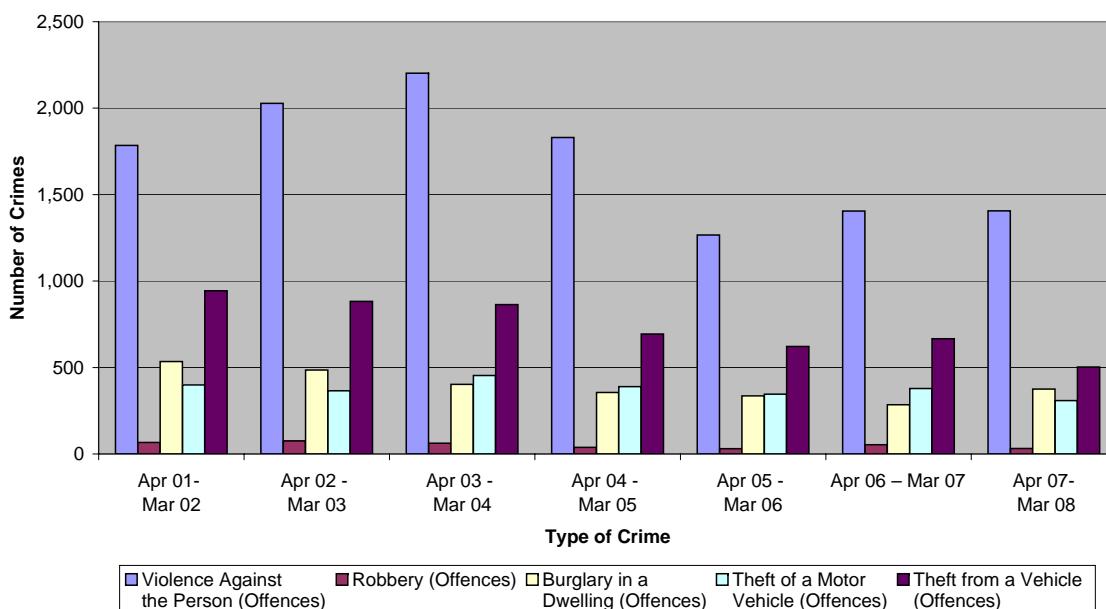
Empty Homes

Table C.5 Empty Homes Trend Data

Year	Total Number of Empty Homes	% of Empty Homes
2005	1,800	3.94
2006	1,974	4.52
2008	2,057	4.65

Crime

Crime in Wyre Forest District Apr 01 - Mar 08



Drug and Alcohol Misuse

- **Drugs:**
 - Wyre Forest had the second highest number of drug offences (413) in Worcestershire. Possession of cannabis accounted for the majority of these.
 - There were 439 drug-related crime offences within the District during this time. Kidderminster town centre and the Horsefair were the priority areas for these crimes which were mainly shop lifting and assault.
 - Most individuals committing drug related crime and offences were male and aged between 20 and 30.
 - Around two in every five residents said that drug use or drug dealing were problems in their local area.
- **Alcohol:**
 - Wyre Forest had the highest number of alcohol related offences (1627) in Worcestershire for 2002-2003.
 - Kidderminster and Stourport-on-Severn town centres and the Horsefair were identified as alcohol related hotspots.
 - Males in the 18-24 category were responsible for the majority of alcohol related crime during this period.

Town Centre Car Parks

Table C.6 District Council Pay and Display Car Parks

Car Park	Duration	No of Spaces
Kidderminster		
Comberton Place	Short Stay	88
Market Street	Short Stay	72
Bateman Yard	Long Stay	50
Horsefair	Long Stay	45
Bromsgrove Street	Short/Medium/Long Stay	330
Weavers Wharf	Short/Medium Stay	402
Pike Mills	Medium/Long Stay	210
Aldi Store	Medium/Long Stay	65
Castle Road	Medium/Long Stay	42
St. Mary's Church	Medium/Long Stay	40
Youth Centre	Medium/Long Stay	65
Stadium Close	Long Stay	153
Stourport-on-Severn		
Raven Street	Short Stay	28
Vale Road	Short/Medium/Long Stay	72
Severn Meadows No1	Medium/Long Stay	105
Stourport Sports Centre	Medium/Long Stay	49
Severn Meadows No2	Long Stay	101
Severn meadows No3	Long Stay	116
Riverside Meadows	Long Stay	600 (Seasonal)
Bewdley		
Load Street	Short Stay	41
Dog Lane	Medium/Long Stay	168
Gardeners Meadow	Medium/Long Stay	125

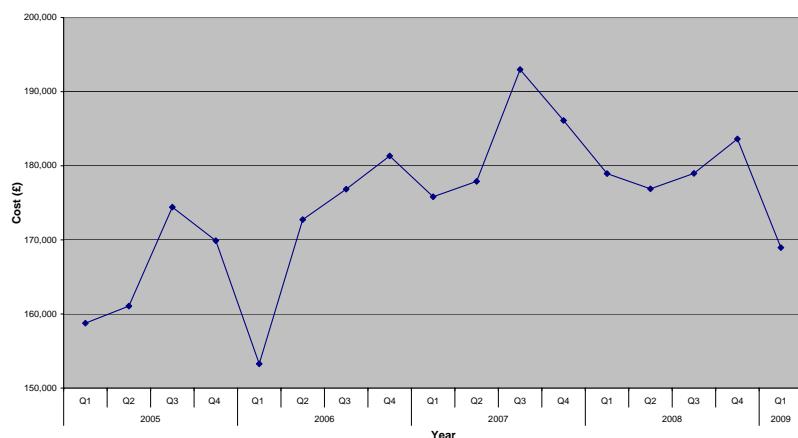
Economic

Fuel Poverty

'Affordable Warmth for Worcestershire' defines fuel poverty as the inability to heat your home adequately for comfort and health without getting into debt as a result. It estimates the percentage of households in fuel poverty in each of the County's Districts. In Wyre Forest District, it is estimated that 15% of households suffer from fuel poverty. This is above the average for the County, which is 13.3%. In the least deprived ward, this figure is 9%, however, in the most deprived ward, it is 27.3%, and this is the highest level of fuel poverty in any ward in the County.

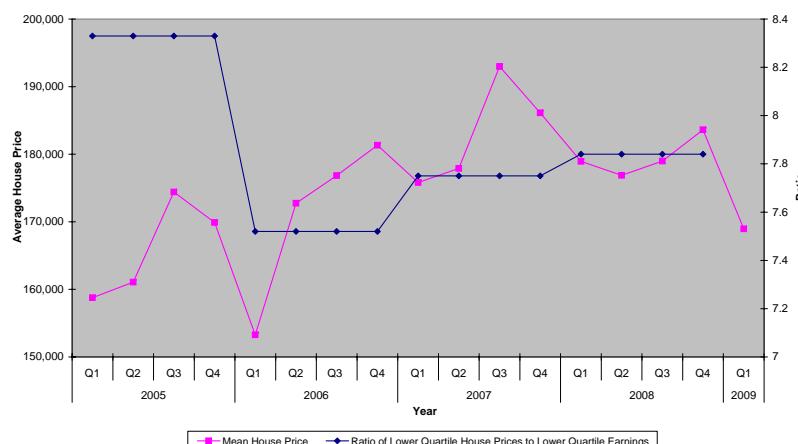
House Prices

Mean House Prices for Wyre Forest District



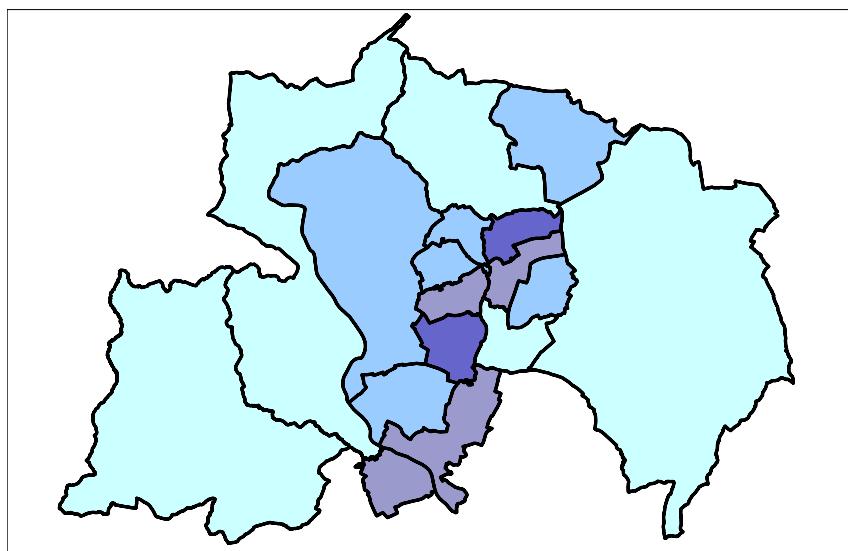
HP TREND

House Price Trend Data



Unemployment

Claimant Count Unemployment by Ward (May 2009)



The adjacent map indicates the claimant count unemployment level in the Wyre Forest by ward. The majority of wards have only 2-5% of the resident population unemployed. There are pockets of higher unemployment, noticeably in the wards of Broadwaters and Oldington and Foley Park and where the unemployment figures are 8.3% and 12.2% respectively.

The Wyre Forest District unemployment rate is 5.4% which, although slightly above the Worcestershire County rate of 4.7%,

still compares favourably with the West Midlands region rate of 7.1% and England and Wales rate 5.6%.

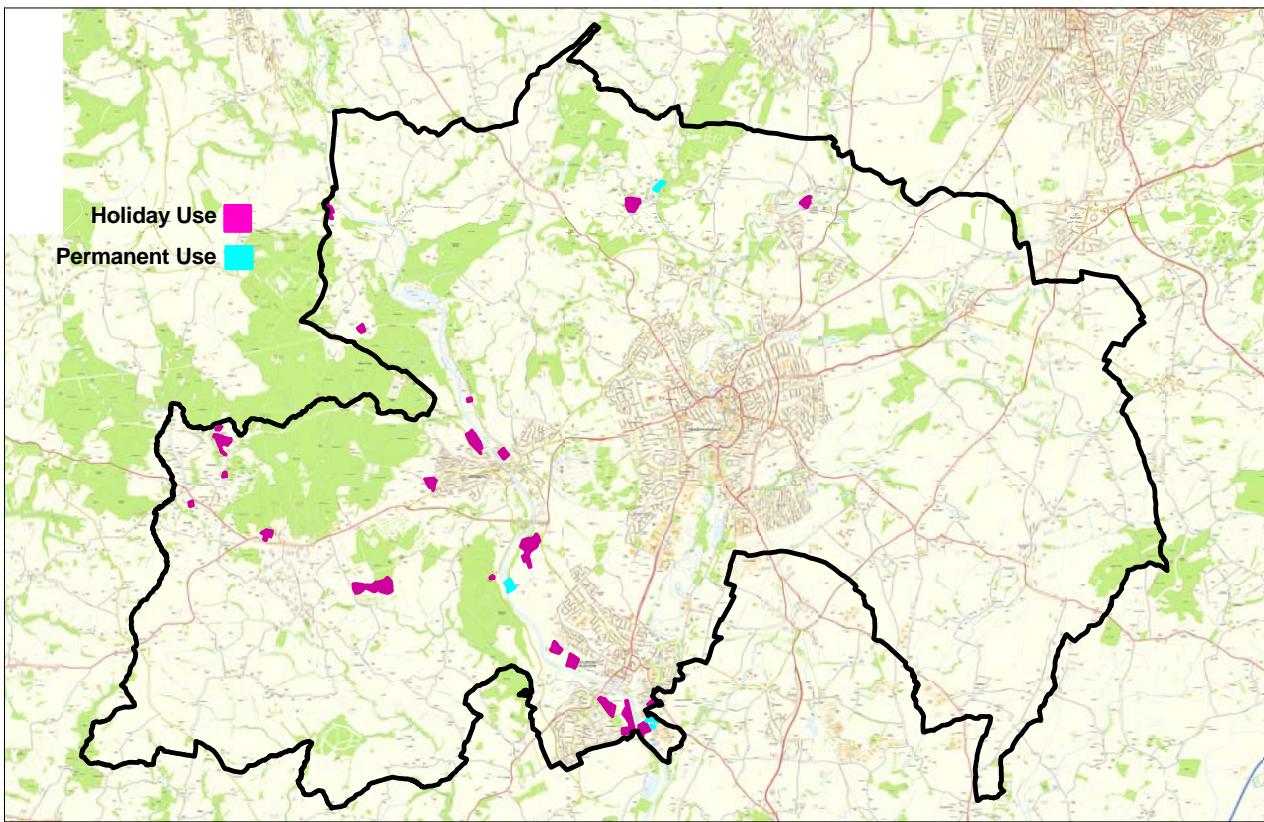
Source: Worcestershire County Council Economic Summary

Table C.7 Unemployment within the District

Date	Unemployment Percentage
January 2000	2.5
January 2001	2.2
January 2002	2.0
January 2003	2.0
January 2004	2.0
January 2005	1.7
January 2006	2.2
January 2007	2.2
January 2008	2.2
January 2009	4.6

Environmental

Caravan Sites



The District currently has 258 caravans that are licensed for use 12 months of the year. The majority of these are situated within two caravan parks, Severn Bank Caravan Park in Stourport-on-Severn (86) and Kinverdale Park, Kingsford Lane, Wolverley (104). There are 25 sites across the District where caravans are licenced for holiday use. There are in excess of 2780 caravans located on these sites. The period for permitted use of these caravans ranges from 8 months to 50 weeks.

Chalets

Within Wyre Forest District there are approximately 380 known properties described as 'shacks' or 'chalets'. These are buildings constructed of materials of less than average permanency and use for residential occupation. Most of them were built in the 1920s and 1930s in response to a post war housing shortage. Further chalets were built after the war, but before the 1947 Town and Country Planning Act began to be used as a means of controlling development. Each chalet is individual, and most have no conditions restricting the time of year during which they may be occupied.

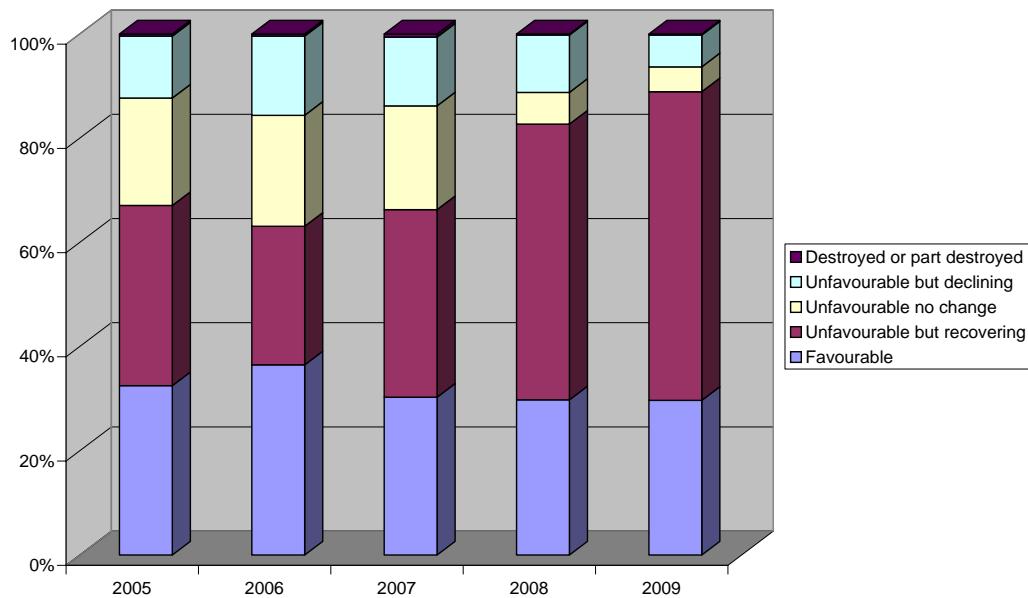
Of the 380 chalets in Wyre Forest District, approximately 78% are situated in the Severn Valley itself. The largest concentrations being at Hill Farm (including Severn meadow), Northwood Lane, Bewdley; Hawkbatch Farm in the Parish of Upper Arley on the west bank of the Severn opposite Hill Farm; and Hungry Hill Farm in the north west corner of Upper Arley. Smaller concentrations are to be found at Pound Green and Far Forest.

Noise Complaints

Table C.8 Noise Pollution Complaints 2005-2009

Nature of Complaint	Year to 31/03/2005	Year to 31/03/2006	Year to 31/03/2007	Year to 31/03/2008	Year to 31/03/2009
Pubs - Loud music	14	37	39	29	40
Commercial	35	56	15	22	25
Bird Scarers	2	2	0	4	1
Industrial	12	12	10	7	8
Commercial Alarm	7	2	6	6	6
Industrial Alarm	2	0	3	0	0
Sports	9	20	13	7	2
Commercial - other	32	23	9	15	14
Domestic - Music	89	100	123	87	103
Domestic - TV	5	8	5	3	2
Domestic - Dog	88	100	86	63	102
Domestic - DIY	8	8	12	9	6
Domestic - Car repairs	9	6	6	2	3
Domestic - Banging	4	3	6	3	14
Domestic - Alarm	12	8	10	5	6
Domestic - Shouting	16	12	20	22	19
Domestic - Other	38	49	32	26	41
Domestic - Children	2	7	4	3	7
Rail	0	0	1	0	0
Traffic	2	2	0	0	0
Air	0	0	1	0	0
Construction/Demolition	0	0	5	11	8
Equipment in Street	0	0	2	0	1
Vehicle in street	4	4	9	3	12
Vehicle Alarm	0	0	2	5	1
Vehicle stereo	2	1	3	0	1
Refridgeration Vehicle	0	0	1	0	1
Agricultural	0	0	1	0	1
Fireworks	0	0	0	3	0
TOTAL	392	460	424	335	425

SSSI Condition Survey



Habitats (Source: Worcestershire Biodiversity Action Plan - July 2008)

Table C.9 Habitats and their Locations

Habitat	Location (Examples, not exhaustive)
Woodland	Oak-birch woodland - the Wyre Forest, around Kidderminster Pendunculate oak woodland - Severn Valley Chaddesley Wood
Wet Woodland	River Severn corridor, Hurncott and Podmore Pools SSSI
Reedbeds	Along river corridors and canals, Wilden Marsh and Meadows SSSI
Fen and Marsh	Wilden Marsh, Stourvale Marsh, Puxton Marsh
Wet Grassland	Stourvale SSSI
Semi-natural Grassland	Lowland dry acidic grassland - around Kidderminster Devil's Spittleful and Riffle Range, in and around the Wyre Forest, Burlish Top, Habbeley Valley
Lowland Heathland	Devil's Spittleful/Riffle Range, Burlish Top, Vicarage Farm Heath, Kingsford Forest Park
Road Verges	Cluster of sites around Kidderminster
Urban	Parks, brownfield sites, allotments, churchyards, gardens, playing fields/school grounds, street trees
Canals	Staffordshire and Worcestershire Canal
Rivers and Streams	River Stour, River Severn

Protected Species (Source: Worcestershire Biodiversity Action Plan - July 2008)

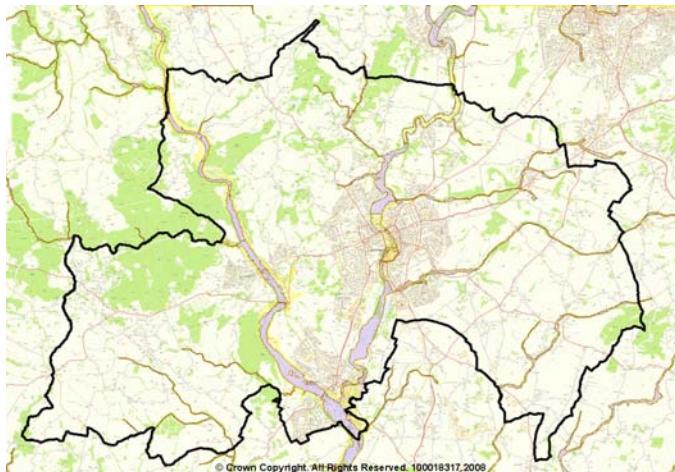
Table C.10 Protected Species and their Locations

Species	Location (Examples, not exhaustive)
European Otter	Along the River Severn Staffordshire and Worcestershire Canal
Dormouse	Ribbesford Wood
Bats	The Wyre Forest
Water Vole	The River Stour and its tributaries, canals and streams
Nightingale	Burlish Top
Noble Chafer	The Wyre Forest
Twaite and Alis Shad	River Severn
Adder	Wyre Forest, Habberley and Kingsford Country Park
Slow Worm	On allotments and at Puxton marsh and Habberley Valley
Great Crested Newt	In ponds in rural, urban and post-industrial settings
White-Clawed Crayfish	Wyre Forest Streams
High Brown Fritillary	The Wyre Forest
Pearl-Bordered and Small Peal-Bordered Fritillary Butterflies	The Wyre Forest
Club-tailed Dragonfly	River Severn, particularly above Bewdley
Hornet Robberfly	Hurcott pastures, being the only siting in the Country
Black Poplar	Along the River Severn and Stour Valleys
True Service Tree	Arley Castle, Button Oak, Bewdley
Farmland Birds	Various sites across the District
Wood White	The Wyre Forest
Grizzled Skipper	The Wyre Forest
Drab Looper	The Wyre Forest

Flooding:

The Environment Agency's designated flood zones are indicated on the map below. The map shows those areas affected by fluvial flooding from the main rivers. Other types of flooding also affect the District, including surface water run-off, groundwater, and foul water flooding.

Source: Environment Agency (July 2008) Flood Zones 2, 1:100 and 3, 1:1000

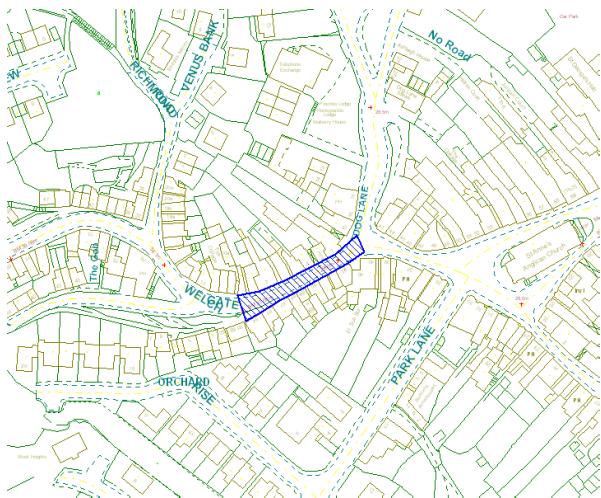


A level One Strategic Flood Risk Assessment (SFRA) has been produced for the District and is available on the District Council's website. Following recommendations in the Level One SFRA a more detailed Level Two SFRA is currently being undertaken. This study will consider in more detail a number of issues including overtopping and breaching of flood defences in Kidderminster and Bewdley; information on appropriate Sustainable Drainage techniques for the District; and guidance on appropriate policies to deal with flood risk. In addition, a Water Cycle Study is also being undertaken for the District.

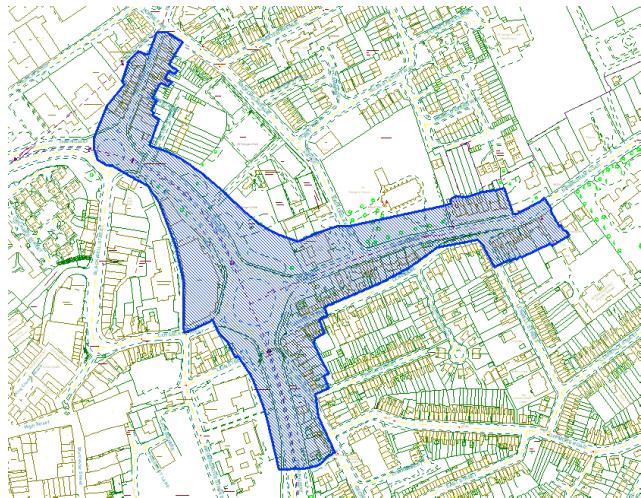
This study will interrogate all aspects of the water cycle within the District, considering; water supply and water resources; water supply networks; waste water treatment; environmental considerations; non-residential water use and planning considerations.

Air Quality:

Welch Gate, Bewdley



Kidderminster Ring Road



Historic Environment

The historic environment includes all designated historic assets together with the potential impacts on non-designated features of local historical interest and value since these make an important contribution to creating a sense of place and local identity.

Listed Buildings and Conservation Areas:

At April 2009 there were six Grade I, twenty-nine Grade II* and 852 Grade II list entries on the statutory lists. This covers over 900 individual buildings and structures. There are also 9 Scheduled Ancient Monuments and one Registered Park and garden within the District. The District has 16 Conservation Areas as shown on the map below:

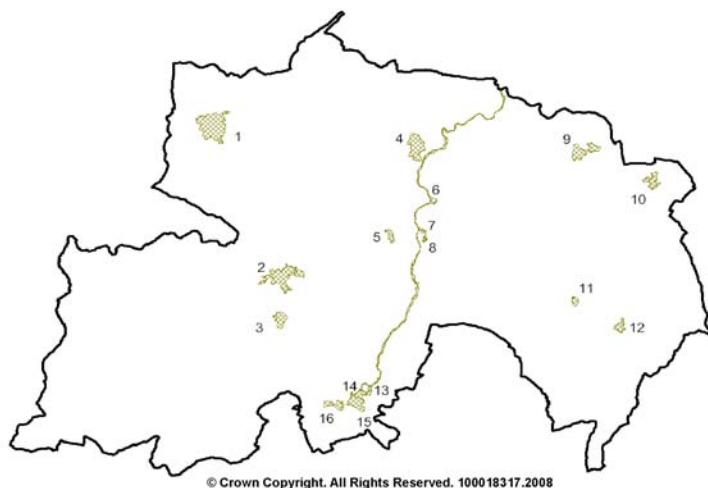


Table C.11 Conservation Areas

Areas in bold have a Character Appraisal <i>Areas in italic have management plans</i>			
Map Ref.	Conservation Area	Map Ref.	Conservation Area
1	Upper Arley	9	Churchill
2	Bewdley	10	Broome
3	Ribbesford	11	Harvington
4	Wolverley	12	Chaddesley Corbett
5	Blakebrook	13	Gilgal
6	Staffs & Worcs canal	14	Stourport-on-Severn No.2
7	Church Street	15	Stourport-on-Severn No.1
8	Vicar & Exchange St.	16	Areley Kings

Locally Listed Buildings:

Wyre Forest District Council has developed Local Lists for Kidderminster, Bewdley and Stourport and is currently developing a Local List for the parish of Wolverley and Cookley. A Locally Listed Building is one which is recognised by the District Council as being of local interest, either for historical associations, or for its architectural style. There are 237 entries on the Kidderminster Local List, 266 entries on the Stourport-on-Severn Local List, 107 entries on the Bewdley Local List and 108 entries on the Wolverley and Cookley Local List.

Heritage at Risk:

The term 'Heritage at Risk' is the new approach to identifying the extent to which the variety of monuments and sites registered as protected are 'at risk'. It includes Parks and Gardens, Battlefields, Listed Buildings and Scheduled Ancient Monuments. The District does not have any Scheduled Ancient Monuments, Registered Battlefields, or Registered parks and Gardens identified as being at risk.

Buildings at Risk:

The term 'Building at Risk' has been defined by English Heritage as "an historic building at risk through neglect and decay" as distinct from the threat posed by unsympathetic alteration. In practice, the term has been used more narrowly and has become shorthand for 'Listed Building at Risk'. The national building at risk register therefore only contains Listed Buildings. The Register was updated in 2009 and features 2 buildings within the District. These are Baches Forge, Churchill Lane; and Ribbesford House. The national List does not include grade II Listed Buildings.

The local Buildings at Risk survey was Update was completed in 2006. The Survey Update covered Grade II Listed Buildings in the three main towns. In total 627 buildings were surveyed, the results are detailed below:

Table C.12 Buildings at Risk

Town	Number of Listed Buildings Surveyed	Number of Buildings at Risk
Kidderminster	70	6
Stourport-on-Severn	128	8
Bewdley	429	15

Historic Environment Record:

The Historic Environment record has over 3000 entries within the District. A summary of these is set out below:

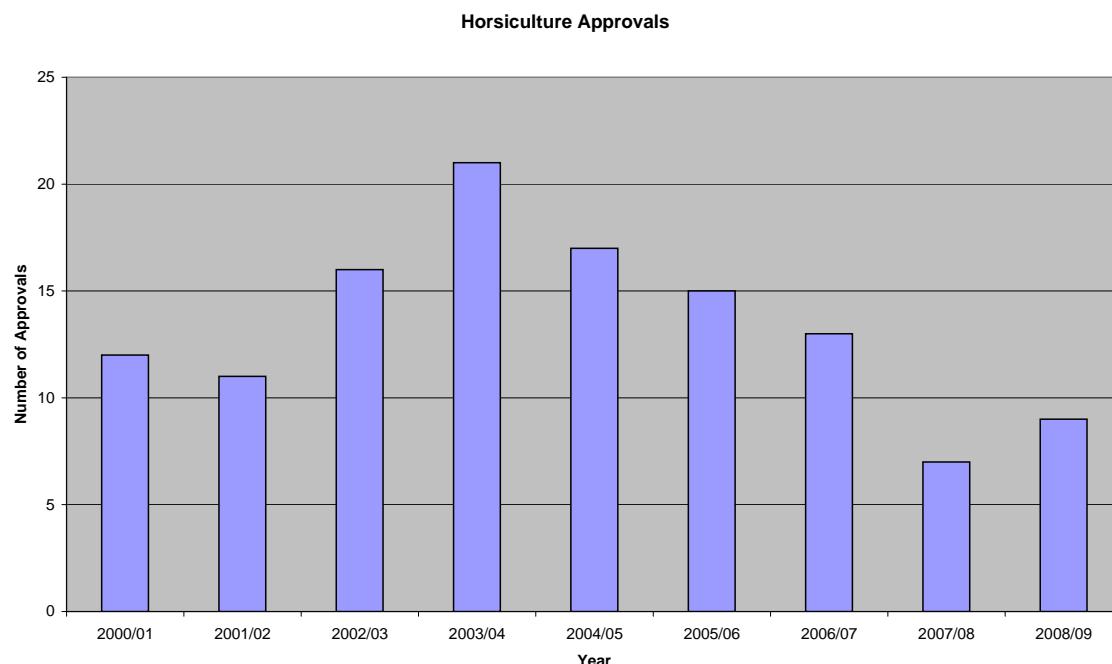
Table C.13 Historic Environment Record Data

Type of Feature	Number of Entries
Scheduled Ancient Monuments	9
Registered Parks and Gardens	1
Listed Buildings	691 (1)
Registered Battlefields	0
Non-designated Monuments	1077
Non-designated Historic Parks and Gardens	40
Non-designated Historic Buildings	702
Landscape Components (2)	152

1 Individual entries may equate to more than one building

2 Landscape components are groups of monuments and/or buildings that are historically related and therefore form a coherent group of features in the landscape. E.g. a mill complex, nunnery, medieval village or historic airfield. Landscape Components is a specific Historic Environment Record theme that is not related to Historic Landscape Characterisation, Historic Environment Assessment or Landscape Character.

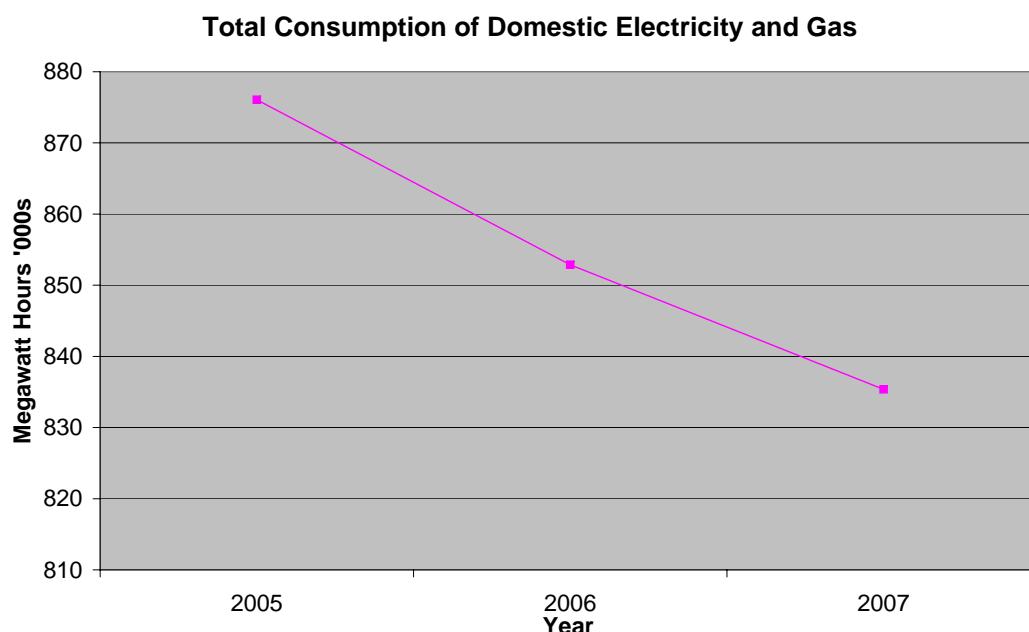
Horsiculture



Energy

Energy Consumption:

The graph below shows that consumption of domestic electricity and gas is falling.



Renewable Energy:

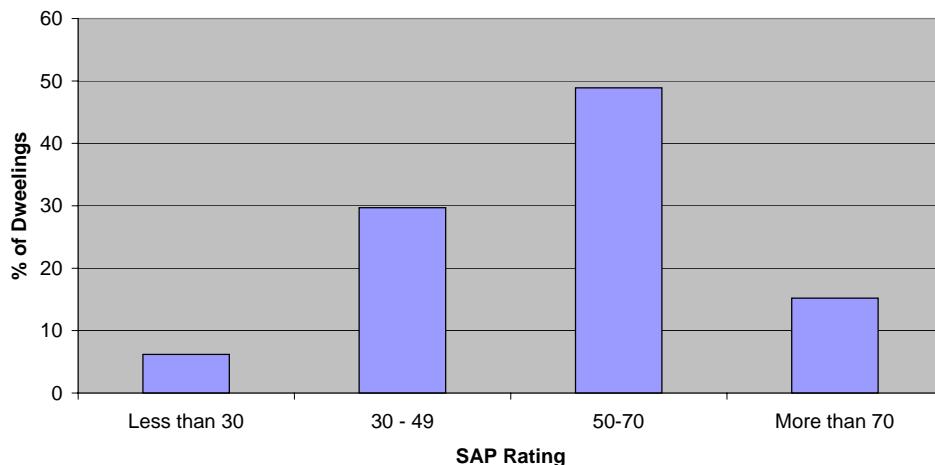
The Clear Skies grant (now the Low Carbon Buildings Programme) supports installation of domestic renewable energy systems. Between 2003 and 2005 grants were made for 1 biomass burner, 1 ground source heat pump, and 5 solar hot water systems within the District.

CO₂ Emissions:

The table below shows the end user local and regional estimates of CO₂ emissions for 2005 and 2006.

Table C.14 CO₂ Emissions

Year	Domestic	Industrial and Commercial	Road Transport	Land-use Change	Total	Per Capita CO ₂ Tonnes
2005	239	218	150	7	614	6.27
2006	244	225	145	6	619	6.31

Energy Efficiency:**SAP Rating for Private Sector Dwellings In Wyre Forest District, 2007*****Climate Change:*****Table C.15 Climate Change**

	Winter Mean Temperature	Summer mean Temperature	Winter Mean Precipitation	Summer Mean Precipitation
2020s	Increase in winter mean temperature of between 0.5°C and 2.1°C.	Increase in Summer mean temperatures of between 0.5°C and 2.1°C.	Change in winter mean precipitation of between -2% and +15%	Changes in summer mean precipitation of between -22% to +15%
2050s	Increase in winter mean temperature of between 0.9°C and 3.5°C	Increase in Summer mean temperatures of between 1°C and 4.8°C	Change in winter mean precipitation of between 1% and 33%	Change in summer mean precipitation of between -38% and +13%

	Winter Mean Temperature	Summer mean Temperature	Winter Mean Precipitation	Summer Mean Precipitation
2080s	Increase in winter mean temperature of between 1.4°C and 5.2°C	Increase in summer mean temperatures of between 1.3°C and 7.5°C	Changes in winter mean precipitation of between 5% and 51%	Changes in summer mean precipitation of between -51% and +11%.

Waste Produced and Recycled:

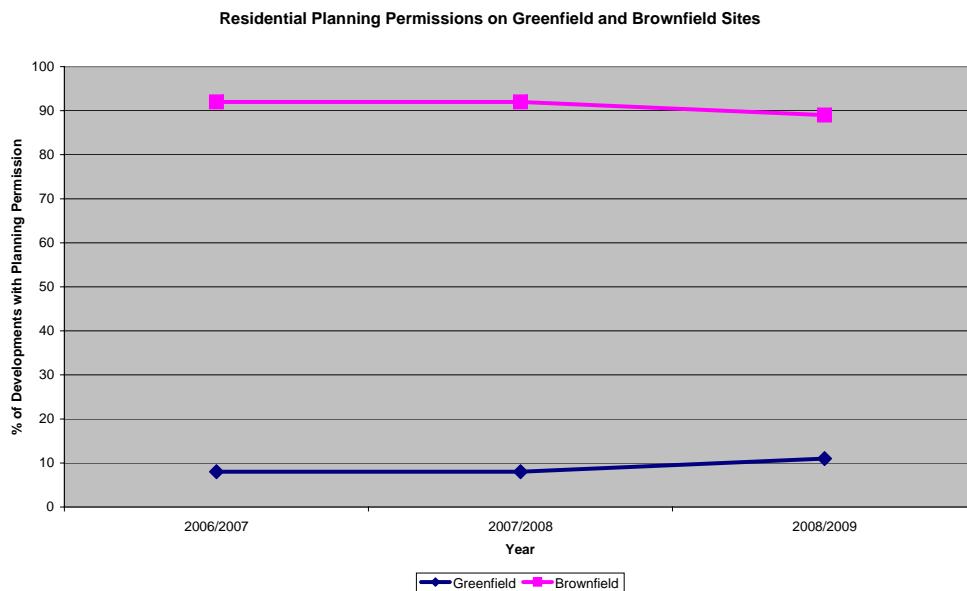
Table C.16 Household Waste

Year	Domestic Waste (Tonnes)
2008/09	28,199.53
2007/08	28,925.75
2006/07	29,286.56
2005/06	30,442.97
2004/05	30,642.36

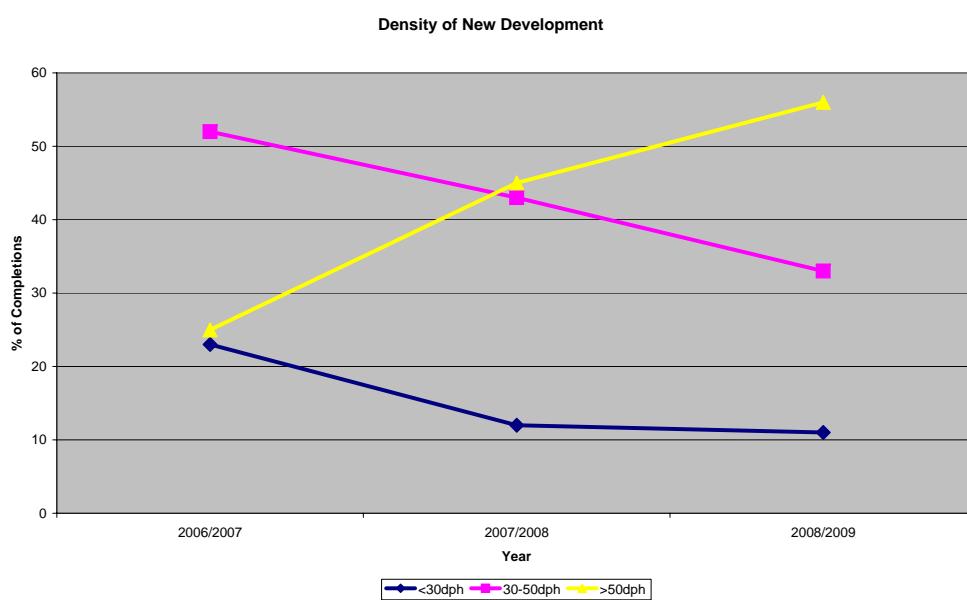
Table C.17 Domestic Waste Recycled

Year	% of waste Recycled
2008/09	28.47%
2007/08	28.45%
2006/07	27.9%
2005/06	25%
2004/05	24.5%

Residential Planning Permission on Greenfield and Brownfield Sites:



Density of Housing Completions:



Rail Station Usage:

Table C.18 Rail Station Usage

Station	1994	2007	2008	% Change 1994-2008
Kidderminster	645,517	866,145	963,041	49%
Blakelaw	23,894	53,365	61,109	156%

Cycling

Cycling data collected by Worcestershire County Council from two sites within the District shows that the average number of trips per day was the same in 2008/09 as in 2002/03 and that the average number of trips per day on the Gilgal towpath has increased since 2003/04.

Table C.19 Cycling in Wyre Forest District

Cycle Monitoring Station	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Minster Road Cycle Lane	66	58	67	63	71	68	66
Towpath, Gilgal, Stourport	N/A	49	61	59	65	64	60

Bus Usage

Data is not available at the District level, however, County Council data shows that across Worcestershire, bus patronage has increased by 2.8m journeys per annum - from 13m in 2004/5 to 15.8m in 2007/8, and this against the national downward trend.

C.2 Baseline Data for Indicators

Health and Well-Being

Indicator	Baseline Position	Identified Trend	Analysis	Source
IMD Health Profiles	The 2007 IMD health score shows that of the 65 SOAs within the District, 1 is in the most deprived 10% nationally, 6 are within the most deprived 20% nationally, 20 are within the most deprived 50% nationally, 38 are within the least deprived 50% nationally, and 0 are within the least deprived 20% nationally.	The 2004 IMD shows health score shows that of the 65 SOAs within the District, 0 are in the most deprived 10% nationally, 1 is within the most deprived 20% nationally, 22 are within the most deprived 50% nationally, 33 are within the least deprived 50% nationally and 9 are in the least deprived 20% nationally.	A greater number of SOAs are within the most deprived 20% nationally.	IMD - DCLG Updated three-yearly and available via National Statistics web-site
Number of developments (applications approved) which benefit the green infrastructure network.	No data available.	No comparison data is available.	Unknown	Database to be established to monitor applications as they are determined.
Life Expectancy	<u>2005-2007</u> Male: 77.9 Female: 82.00 <u>(Neighbourhood statistics 2009)</u>	<u>2004-2006</u> Male: 77.7 Female: 81.6 (Neighbourhood statistics 2009) <u>2001-2003</u> Male: 76 Female: 81 (Neighbourhood statistics 2009)	Life expectancy has improved for both males and females within the District.	Neighbourhood Statistics
Adult participation in sport (NI8)	<u>2007/08: 24%</u>	<u>No information available</u>	Unknown	National Indicator - available via Covalent
%t of new residential development within 30 minutes public transport travel time of key facilities.	2008/09: GP: Hospital: Employment: Primary School: Secondary School: Retail Centre: (2009 AMR)	2007/08: GP: 99% Hospital: 75% Employment: 96% Primary School: 99% Secondary School: 99% Retail Centre: 99% (2008 AMR)		Worcestershire County Council
Loss of community facilities as a result of new development	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
% of villages with key facilities, i.e, primary school, post office, GP, Pub, convenience store, village hall	22% (2 of the District's 9) villages have the full range of facilities.	22% (2 of the District's 9) villages have the full range of facilities.	The District's villages are retaining their facilities.	In-house monitoring
Number of affordable housing completions (net of demolitions)	93 (WFDC HLA, 2009)	40 (WFDC HLA, 2008)	Number of affordable housing completions has increased	In-house Monitoring - Housing Land Availability Report
% of housing completions which are affordable (net of demolitions).	2008/09: 39% (WFDC HLA, 2009)	2001/06: 11% 2006/07: 3% 2007/08: 21% (WFDC HLA, 2009)	A larger % of completions across the District are affordable homes.	In-house Monitoring - Housing Land Availability Report

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of housing completions by size (gross).	<u>2008/09</u> 1 bed flat:13% 2 bed flat:37% 1 bed house: 1% 2 bed house: 17% 3 bed house: 21% 4 bed house: 11% (2009 AMR)	<u>2007/08</u> 1 bed flat: 17% 2 bed flat: 31% 1 bed house: 1% 2 bed house: 22% 3 bed house: 18% 4 bed house: 11% (2008 AMR)	The number of residential completion which are flats has increased overall, however, the number of one bedroom flats has fallen. There has been an increase in the number of three bed houses and a decrease in the number of two bed houses.	In-house Monitoring - Annual Monitoring Report
% of housing completions by tenure (net of demolitions).	Private Ownership: 61% Social Rented: 19% Shared Ownership: 20% (WFDC HLA 2009)	Private Ownership: 79% Social Rented: 16% Shared Ownership: 5% (WFDC HLA 2008)	Completions were better spread across the tenures in 2008/09.	In-house Monitoring - Housing Land Availability Report
Number of additional gypsy/traveller pitches granted permission.	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.
Number of extra care units completed.	2008/09: 24	2007/08: 0	The provision of extra care units has increased.	In-house monitoring - Housing Land Availability Report
Number of residential applications refused as a result of poor quality design. (Applications refused using Policy D1 in Wyre Forest 2004 Adopted Local Plan)	2008/09: 27	2007/08: 30	Fewer residential applications were refused as a result of poor quality design.	Database to be established to monitor applications as they are determined. Note - Once the Core Strategy is adopted this indicator will be based on the design policy within it.
% of homes constructed to Code level 4 and above	No data yet available	No comparison data available	Unknown	In-house monitoring system to be established

Community Safety

Table C.21

Indicator	Baseline Position	Identified Trend	Analysis	Source
NI3: Those who have participated in a local area	Number of people who in the last 12 months have: <ul style="list-style-type: none">● Been a local councillor - 1%● Been a member of a group making decisions on local health or education services - 3%● Been a member of a decision-making group set up to regenerate the local area - 2%● Been a member of a local decision-making group set up to tackle crime problems - 2%● Been a member of a Tenant's Group decision-making committee - 2%	New National Indicator - no previous data available	Unknown	Place Survey available via Covalent

Indicator	Baseline Position	Identified Trend	Analysis	Source
	<ul style="list-style-type: none"> Been a member of a group making decisions on local services for young people - 3% Been a member of another group making decisions on services in the local community - 5% <p>(2008 Place Survey)</p>			
Average number of Neighbour and Statutory consultation letters sent per planning application	<p>2008/09:</p> <p>No. applications: 882</p> <p>No. notification letters: 9434</p> <p>Average per application: 11 (WFDC)</p>	<p>2007/08:</p> <p>No. applications: 1124</p> <p>No. notification letters: 12209</p> <p>Average per application: 11 (WFDC)</p>	Indicator has remained constant.	In-house monitoring
Number of new developments incorporating 'Secured by Design' principles. (Applications determined using Policy D16 in the Wyre Forest 2004 Adopted Local Plan)	<p>2008/09:</p> <p>10 new developments incorporated 'Secured by Design' in their reasons for approval</p> <p>1 new development cited 'Secured by Design' within the reasons for refusal. (2009 AMR)</p>	<p>2007/08:</p> <p>20 new developments incorporated 'Secured by Design' within their reason for approval.</p> <p>2 applications cited 'Secured by Design' in their reasons for refusal. (2008 AMR)</p>	Fewer applications referred to 'Secured by Design' as part of their decision during 2008/09 than during 2007/08.	In-house monitoring - more robust system to be established. Figures for subsequent years will not be directly comparable.

Better Environment

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of residential apartment and all commercial developments providing storage for recycling (permissions granted).	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.
Volume of household waste recycled (NI 192)	<p>2008/09: 28.47%</p> <p>2006/07: 27.9%</p> <p>2005/06: 25%</p> <p>2004/05: 24.5%</p>	2007/08: 28.45%	An increasing % of the District's waste is being recycled.	National Indicator - available via Covalent
Household Waste Collected (excluding recycling) (tonnes)	<p>2008/09: 28,199.53</p> <p>2006/07: 29,286.56</p> <p>2005/06: 30,442.97</p> <p>2004/05: 30,642.36</p>	<p>2007/08: 28,925.75</p> <p>2006/07: 29,286.56</p> <p>2005/06: 30,442.97</p> <p>2004/05: 30,642.36</p>	The volume of waste collected from residential properties throughout the District has decreased.	In-house monitoring - Resources Directorate

Indicator	Baseline Position	Identified Trend	Analysis	Source
District per capita CO ₂ emissions	2006: 6.31 tonnes per capita	2005: 6.27 tonnes per capita	Slight increase in CO ₂ emissions across the District.	DEFRA via Health and Sustainability Team
Number of major new developments incorporating on-site renewable energy generation.	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.
Average energy rating of new housing.	No information available	No information available	Unknown	Can this be added to FastControl?
% of residential completions within Kidderminster, Stourport and Bewdley.	2008/09: Kidderminster 66% Stourport 22% Bewdley 2%	2007/08: Kidderminster 59% Stourport 25% Bewdley 4%	A greater % of development was located within the three main towns in 2008/09 than 2007/08.	In-house monitoring - Residential Land Availability Report.
Number of developments granted permission providing cycle parking.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Number of developments granted permission which incorporate travel plans.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Number of AQMAs and areas of air quality concern within the District.	July 2009: The District has 2 AQMAs and 1 borderline AQMA.	March 2008: The District has 2 AQMAs and 2 borderline AQMA	Air quality has declined. The area of the Kidderminster AQMA was extended in July 2009.	In-house monitoring
% of new developments incorporating SuDS	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.
% of new developments incorporating rain-water harvesting/water efficiency measures.	No information available	No information available	Unknown	In-house system to be established
Number of new residential developments(permissions given) where any part of site is located in the flood plain (Zone 2 and 3) . % = New residential granted permission in flood zones 2 &3 / All new residential permissions granted	2008/09: 6 (13%)	2007/08: 12 (16%)	Fewer residential planning permissions were granted in the flood plain during 2008/09 than 2007/08.	Database to be established to monitor applications as they are determined.
Number of planning permissions granted contrary to EA advice.	2008/09: 1	2007/08: 1	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
Number of applications refused in Conservation Areas (using CA policies in the Wyre Forest 2004 Adopted Local Plan.) % = No. apps. refused using CA policies /	2008/09: 9 (9%)	2007/08: 22 (20%)	Fewer applications were refused in conservation areas during 2008/09 than during 2007/08.	Database to be established to monitor applications as they are determined.

Indicator	Baseline Position	Identified Trend	Analysis	Source
Total no. apps determined using CA policies				
Number of planning permissions granted in Conservation Areas (using CA policies in the Wyre Forest 2004 Adopted Local Plan.) % = No. apps. Approved using CA Policies / Total no. apps determined using CA policies	2008/09: 93 (91%)	2007/08: 90 (80%)	A larger number of planning permissions were granted in 2008/09 than during 2007/08.	Database to be established to monitor applications as they are determined.
Number of Listed Building consents granted. % = No LB applications approved / No LB applications determined	2008/09: 61 (94%)	2007/08: 75 (90%)	A larger number of Listed Building consents were granted during 2008/09 than during 2007/08.	In-house monitoring
Number of new records added to the HER.				Data to be obtained from County Council Historic Environment Team annually.
Number of applications approved contrary to Natural England recommendation.	2008/09: 0	2007/08: 0	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
Number of applications refused because of their potential impact on biodiversity/geodiversity.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Condition of SSSIs.	<u>2009:</u> Favourable - 29.7% Unfavourable but Recovering - 59.2% Unfavourable no Change - 4.8% Unfavourable but Declining - 6.1% Destroyed or Part Destroyed - 0.2%	<u>2008:</u> Favourable - 29.8% Unfavourable but Recovering - 52.9% Unfavourable no Change - 6.1% Unfavourable but Declining - 11% Destroyed or Part Destroyed - 0.2%	Overall the condition of SSSIs within the District is improving	In-house monitoring - AMR
Change in areas of biodiversity importance	0	1 new Local Nature Reserve established.	No changes have occurred to areas of biodiversity importance this year, compared to 1 the previous year.	In-house monitoring - AMR
Proportion of Local Sites where positive conservation management has been or is being implemented(NI197)	28%	No data available	Unknown	WCC - BAP team
Achievement of BAP targets.	No information available	No information available	Unknown	Information to be collected from WCC.

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of demolition consents (Listed Buildings)	2008/09: 0	2007/08: 0	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
Number of demolition consents (Conservation Areas). Applications approved using policy CA2 of the Wyre Forest 2004 Adopted Local Plan	2008/09: 4	2007/08: 6	Fewer demolition consents were granted in Conservation Areas during 2008/09 than during 2007/08.	Database to be established to monitor applications as they are determined.
Number of buildings on the national and local BARs.	31	No data available	Unknown	In-house monitoring - Conservation Officer
% of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years.	50%	No data available	Unknown	In-house monitoring
% of Conservation Areas with Management Plans completed/updated within the last 5 years.	6.25%	6.25%	Indicator has remained constant.	In-house monitoring
Number of derelict buildings brought back into use.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Amount of best and most versatile agricultural land lost to development.	0ha	0ha	Trend has remained constant	In-house monitoring
Number of planning permissions granted in the Green Belt (Using GB policies in the Wyre Forest Adopted Local Plan). % = No. apps approved using GB Policies / No. apps determined using GB policies	2008/09: 137 (84%)	2007/08: 140 (75%)	A greater number of applications submitted in the the Green Belt were approved during 2008/09 than during 2007/08.	Database to be established to monitor applications as they are determined.
Number of hectares of open space and recreational/amenity space lost to development (as identified in the PPG17 audit).	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
% of new residential completions located in Kidderminster and Stourport-on-Severn.	88% of total housing completions were located in Kidderminster or Stourport-on-Severn.	84% of total housing completions were located in Kidderminster or Stourport-on-Severn.	An increasing % of the District's new homes are located in Kidderminster and Stourport-on-Severn.	In-house monitoring - Residential Land Availability Report
% of new residential completions in Kidderminster and Stourport-on-Severn located on brown-field land.	Kidderminster 100% Stourport-on-Severn 100%	Kidderminster 99% Stourport-on-Severn 100%	Increase in amount of residential development taking place on brownfield land in Kidderminster.	In-house monitoring - Residential Land Availability Report
Number of noise pollution complaints.	YE 31/03/2009 - 425	YE31/03/2008 - 335	Noise pollution complaints have increased.	In-house monitoring - Pollution Control Team

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of light pollution complaints received.	2008/09:6	2007/08:14 2006/07:7	Light pollution complaints were highest in 2007/08 but have returned to lower levels during 2008/09.	In-house monitoring - Pollution Control team

Greater Learning and Prosperity

Table C.23

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of school leavers with 5 A*-C grades.	2007/08 - 57.3%	2006/07 - 55.8% 2005/06 - 53% 2004/05 - 49.8% 2003/04 - 49.9% 2002/03 - 45.1% 2001/02 - 49.8%	The percentage of students achieving 5 or more GCSEs at A*-C grades has been steadily increasing since 2001.	National Statistics
% of the District's working age population qualified to NVQ level 4 or higher.	2008 - 20.8%	2007 - 20.3% 2006 - 20.6%	An increasing percentage of working age people have a higher level qualification.	Nomis
% of LDF consultations carried out in accordance with the SCI.	2008/09: 100%	2007/08: 100%	All Forward Planning and Development Control consultations are carried out in accordance with the SCI	In-house monitoring
Number of consultation responses received on LDF documents.	<u>2008/09:</u> <ul style="list-style-type: none">● Core Strategy Preferred Options Report and Sustainability Appraisal:86● Kidderminster Central Area Action Plan Issues and Options Paper:44● Site Allocations and Policies Issues and Options Paper:125	<u>2007/08:</u> <ul style="list-style-type: none">● Core Strategy Issues and Options Paper:106● Core Strategy Revised Issues and Options Paper: 35	A greater number of responses were received to the Site Allocations and Policies Issues and Options Paper than to the Core Strategy Issues and Options Paper.	In-house monitoring

Shared Prosperity

Table C.24

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of VAT registered businesses within the area.	2007 - 3,295 (ONS 2007)	2005 - 3,310 2006 - 3,320 (ONS 2007)	The number of VAT registered local businesses has fallen slightly since 2005.	Neighbourhood Statistics
Number of VAT registered businesses in rural areas.	2007 - 970 (ONS 2007)	2005 - 980 2006 - 965 (ONS 2007)	The number of VAT registered local rural	Neighbourhood Statistics

Indicator	Baseline Position	Identified Trend	Analysis	Source
			businesses has fallen slightly since 2005.	
Number of bed spaces developed (Hotels and Guest Houses)	No data available	N/A	N/A	In house monitoring system to be established
Number of tourism related jobs	2007: 3600 10.5% of workforce	3400 9.7% of workforce	The number of tourism related jobs is increasing.	In-house monitoring - AMR
De-registrations of VAT registered businesses in the area.	2007 - 215 VAT de-registrations (Nomis 2007)	2006 - 210 2005 - 200 2004 - 220 2003 - 235 (Nomis 2007)	Business VAT de-registrations have been more or less at a consistent level.	Nomis
New retail development within or on the edge of primary shopping area (Kidderminster and Stourport) Net new retail floor space completed (Sq.M).	2008/09 1205 Sq.m	2007/08 0 Sq.m		In-house monitoring
% of employment land developed on brownfield land.	2008/09: 3.7%	2007/08: 1% 2006/07:		In-house monitoring - Employment Land Availability Report
Number of B1 completions.	2008/09:	2007/08: 0.011ha		In-house Monitoring - AMR

D Options Testing Tables - Preferred Options

The following pages set out the options which have been tested against the Sustainability Appraisal (SA) framework and the findings for each option. A copy of the Sustainability Appraisal framework is set out at Section 5.5 of the main report. Symbols have been used to illustrate the sustainability impacts for each of the options. A key is set out below:

Table D.1 Key

Symbol	Likely effect against the SA objective
++	Significant contribution to the achievement of sustainability objectives likely
+	Contribution to achievement of sustainability objectives likely
XX	Significant conflict to achievement of sustainability objectives likely
X	Conflict to achievement of sustainability objectives likely.
0	Neutral effect likely
+?	Unpredictable effect but likely to be positive
X?	Unpredictable effect but likely to be negative

Table D.2 Core Strategy Objectives

SA OBJECTIVE	Core Strategy Objectives											
	1	2	3	4	5	6	7	8	9	10	11	12
1	++	0	0	0	0	0	0	0	++	0	++	++
2	+	0	++	++	0	0	0	0	++	0	++	++
3	++	0	0	+	0	0	+	0	0	0	0	0
4	++	++	++	++	+	0	+	++	++	++	++	++
5	+	+	++	+	0	+	0	0	+	0	++	++
6	?	x?	0	0	0	++	0	0	0	0	0	0
7	++	x	0	++	0	+	++	+	++	0	0	0
8	+	?	++	++	0	0	0	0	+	++	0	0
9	x?	+	0	0	0	++	0	0	+	0	0	0

SA OBJECTIVE	Core Strategy Objectives											
	1	2	3	4	5	6	7	8	9	10	11	12
10	x?	-?	0	+	+	0	0	++	++	0	0	0
11	?	?	++	x?	++	0	0	0	0	0	0	0
12	?	-?	0	++	++	0	++	0	0	0	0	0
13	?	?	0	0	0	++	0	0	0	0	0	0
14	+	-?	0	++	++	++	0	0	0	++	0	0
15	+	++	++	++	++	++	0	0	0	0	0	+
16	+	++	++	0	+	+	0	++	+	0	0	0
17	x?	?	++	0	++	0	0	0	0	0	0	0
18	0	+	x	++	0	0	0	0	0	+	++	++
19	0	0	0	0	0	0	0	0	0	++	++	++
20	0	++	0	++	0	0	0	0	0	++	0	0
21	0	+	0	+	0	0	0	++	0	0	0	0

Table D.3 Core Strategy Objective

Core Strategy Objective	SA Commentary
To provide a range of high-quality, high energy efficiency housing options for residents of all ages to achieve sustainable communities.	Access to high quality housing will help to improve health and well-being and improve community pride. Locating housing within existing urban areas will help to increase access to services and facilities and will reduce the need to travel by car reducing carbon emissions. New developments may put a strain on water resources and reduce air quality and suitable mitigation measures will need to be built-in. Flooding could be exacerbated as a result of new development – to reduce this risk the SFRAs will need to be fully considered when identifying sites for development and the use of SUDS will need to be considered. New developments will need to be sensitively designed in order to minimise their impact on the existing townscape. The biodiversity of individual sites will need to be considered through the site allocations process in order to reduce any potential impact on bio-diversity. New development will be focused on brownfield sites which will safeguard greenfield sites and promote the regeneration of Kidderminster and Stourport-on-Severn. New development could increase noise and light pollution and as such appropriate mitigation measures will need to be employed. New development could also increase waste and therefore, mitigation measures will need to be incorporated to manage waste in accordance with the waste hierarchy.
To diversify and grow the District's economy, emphasising the development of the service sector, high-technology industry and sustainable tourism.	Increasing employment opportunities will improve quality of life and could also enhance community pride and reduce crime. The objective will help to regenerate Kidderminster and Stourport-on-Severn as this is where development will be focused. Well designed developments could help to enhance the existing townscape. However, it could lead to pressure to develop on flood plains within the towns, especially Kidderminster and could threaten bio-diversity on brownfield sites. Developing the economy could lead to pressure

	<p>to develop greenfield sites either in addition to, or instead of brownfield sites. The objective may also increase noise and light pollution as a result of increased activity in some areas.</p>
Continue to develop Kidderminster as the strategic centre for the District and to enhance the unique roles of Stourport-on-Severn and Bewdley as market towns.	<p>This will help to improve access to local services and facilities and improve the range of higher order facilities in Kidderminster. This will enhance the quality of life, reduce the need to travel, protect the landscape and townscape of the District, safeguard greenfield land and promote regeneration in Kidderminster and Stourport-on-Severn. However, it may increase noise and light pollution in Kidderminster, but it will help prevent increases elsewhere in the District.</p>
Support the viability of the District's villages and rural areas and assist in opportunities for diversification.	<p>This will help to improve access to services, especially in rural areas and therefore, improve quality of life. Focusing any new rural development in existing villages will help develop and support sustainable transport and therefore, reduce contributions to climate change. This will protect the landscape and townscape of the District and biodiversity, as well as protecting greenfield land and promoting the regeneration of Kidderminster and Stourport-on-Severn by focusing new rural development in existing villages. New development within villages could impact upon the their character and the character of the surrounding country side. This could be mitigated through good design.</p>
Safeguard and enhance the District's unique landscape character, Green Belt and historic environment.	<p>This will help to improve quality of life as well as improving water, soil and air quality, the landscape and local distinctiveness. It will also ensure efficient use of land and promote the regeneration of Kidderminster and Stourport-on-Severn by directing new development towards these locations.</p>
Safeguard natural resources, minimise waste and increase recycling, especially the reuse of land and buildings.	<p>This objective will help to safeguard the landscape and promote local distinctiveness by reusing existing buildings and brownfield sites. The objective will reduce waste and help to address climate change.</p>
Safeguard and enhance the District's rich and varied biodiversity and geodiversity, including that within the three town centres.	<p>This objective will help to safeguard biodiversity and geodiversity and will also help to address climate change.</p>
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 properties.	<p>Incorporating energy efficiency measures into new housing will help to reduce running costs and contributions to climate change. This objective will also help to reduce flood-risk and mitigate against the changes in the climate which are expected to occur. The objective will also help to encourage the development of environmentally-friendly technologies.</p>
Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.	<p>Improved air quality will improve quality of life, which could lead to an increase in local pride. Improved air quality will reduce the District's contribution to climate change and help to address health problems especially respiratory disease. In order to improve air quality, sustainable modes of travel will need to be promoted. Better air quality will have a positive impact upon biodiversity in the District. Focusing new development in Kidderminster and Stourport-on-Severn may have a detrimental impact on the air quality of the town centres, however, this could be mitigated by promoting renewable energy in new development.</p>
Support the development of an accessible, integrated, sustainable transport network through new developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.	<p>This will improve accessibility to services and facilities for non-car users and will help to provide greater housing choice by improving non-car accessibility to a wider range of housing. It will reduce the contribution to climate change and improve air quality by reducing car emissions and it will increase sustainable transport. A more efficient public transport system would improve quality of life for residents and visitors. In order to make public transport viable, new development will be focused in existing developed areas, particularly Kidderminster and Stourport-on-Severn, therefore, greenfield land will be protected and the regeneration of these areas promoted. Reduced traffic levels should reduce noise and light pollution adjacent to main roads.</p>
Help foster community pride and healthy lifestyles in the District through supporting and involving its many local communities in both urban and rural areas.	<p>This will help to enhance quality of life and community pride within the District. Enhanced pride could have a positive effect on educational attainment thus raising the skills and qualifications of the workforce. Greater community pride will help to engage people in accordance with the SCI. The objective will also help to improve the health and well-being of the District's residents.</p>
Maximise community cohesion and safety and ensure new developments positively contribute towards crime reduction, improved	<p>This objective will help to improve health and well-being within the District and will also improve the quality of and access to services. This will lead to improvements in quality of life. The objective will also help to promote community cohesion and reduce crime and</p>

healthcare and education across the District for the benefit of all residents. anti-social behaviour. Better provision of educational facilities will lead to improvements in the quality of the workforce. The objective will also help to encourage community involvement.

Table D.4 Spatial Strategy - Housing

SA OBJECTIVE	Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn. Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.	Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Cleensmore Street/Stoney Lane.	Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.	Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.	Accommodate an additional 500 dwellings comprising 500 dwellings windfall allowance and 500 dwellings to be accommodated through allocated brownfield sites to continue the regeneration of key parts of Kidderminster and Stourport-on-Severn and secure additional affordable housing provision to meet identified needs. This would require the switch of some further employment land to housing but would not require urban greenfield extensions.	Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites.	Accommodate a much larger number of dwellings by developing sustainable urban extensions, including Hoo Farm to the South of Kidderminster within well defined boundaries.
1	+ Accommodating new dwellings near to the town centres will improve access to facilities.	+ Accommodating new dwellings near to the town centres will improve access to facilities.	0	0	? Cumulative impact of additional housing on smaller sites could put pressure on existing services.	? Windfalls likely to be small-scale developments with additional 500 dwellings likely to be larger scale with more likelihood of contributing to infrastructure. All will be located within existing urban areas where access to services is better.	? Would increase the need to travel unless health care facilities were incorporated into the urban extension.
2	+ Accommodating new dwellings near to the town centres will improve access to facilities.	+ Accommodating new dwellings near to the town centres will improve access to facilities.	X? More dispersed pattern of development could make it more difficult to access local services and will promote trip generation.	+? Concentrating increased levels of development on greenfield urban sites/extensions may still ensure accessibility to local services without encouraging lengthy trip generation.	+ Likely to be located in urban areas where access to services is better.	+ Likely to be located in urban areas where access to services is better. Larger developments could also provide some of their own services.	? Would reduce the need to travel unless services were provided as part of the urban extension.

D Options Testing Tables - Preferred Options

SA OBJECTIVE	Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Clemsmore Street/Stoney Lane.	Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.	Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.	Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites.	Accommodate an additional 1,000 dwellings comprising 500 dwellings's windfall allowance and 500 dwellings to be accommodated through allocated brownfield sites to continue the regeneration of key parts of Kidderminster and Stourport-on-Severn and secure additional affordable housing provision to meet identified needs. This would require the switch of some further employment land to housing but would not require urban greenfield extensions.	Accommodate a much larger number of dwellings by developing sustainable urban extensions, including Hoo Farm to the South of Kidderminster within well defined boundaries.
	Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn. Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.					
	3	++	++	++ Could have particular benefits in providing affordable housing for local needs.	++ Higher levels of housing could help to deliver more affordable housing.	+ Windfall sites are likely to fall below affordable housing threshold. Additional 500 dwellings are likely to be on larger sites and therefore provide affordable housing however, economics may limit provision on some brownfield sites.
	4	0		+? Could help to promote the regeneration of one of the most deprived wards in the District and enhance quality of life for local residents.	0	X? Increased number of dwellings could impact on urban residents quality of life.
	5	0		+? Could help to promote the regeneration of one of the most deprived wards in the District and enhance quality of life for local residents.	0	+? Could reduce crime by re-using derelict employment sites.
	6	X? Increasing the number of homes within the	X? Increasing the number of homes within the	X? Increasing the number of homes within the	X?	+ Larger developments have the potential to incorporate
						X? Growth in dwellings is likely to increase volume of

SA OBJECTIVE	Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn. Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.	Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Cleinsmore Street/Stoney Lane.	Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.	Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.

SA OBJECTIVE	<p>Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn.</p> <p>Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.</p>	<p>Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Cleensmore Street/Stoney Lane.</p>	<p>Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.</p>	<p>Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.</p>	<p>Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites.</p>
9					
10					
11					
12					

SA OBJECTIVE	Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn. Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.	Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Cleinsmore Street/Stoney Lane.	Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.	Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.	Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites.	Accommodate an additional 1,000 dwellings comprising 500 dwellings windfall allowance and 500 dwellings to be accommodated through allocated brownfield sites to continue the regeneration of key parts of Kidderminster and Stourport-on-Severn and secure additional affordable housing provision to meet identified needs. This would require the switch of some further employment land to housing but would not require urban greenfield extensions.	Accommodate a much larger number of dwellings by developing sustainable urban extensions, including Hoo Farm to the South of Kidderminster within well defined boundaries.
	biodiversity. Appropriate mitigation measures would be required and developer contributions sought.	biodiversity. Appropriate mitigation measures would be required and developer contributions sought.	detrimental impact on biodiversity and geodiversity. Appropriate mitigation measures would be required and developer contributions sought.	impact on biodiversity and geodiversity. Appropriate mitigation measures would be required and developer contributions sought.	X? New development will need to be well designed to achieve this.	X? Potential for impact on the integrity of the historic environment.	X? Potential for impact on the integrity of the historic environment.
13	+? New development will need to be well designed to achieve this.	+? New development will need to be well designed to achieve this.	+? New development will need to be well designed to achieve this.	XX Significant impact on greenfield land.	++ Using brownfield sites safeguards greenfield sites from development.	0	0
14	++ Promotes the best use of scarce land resources.	++ Promotes the best use of scarce land resources.	x	XX Significant impact on greenfield land.	++ Will promote the regeneration of Kidderminster and Stourport-on-Severn.	XX Would result in the loss of a large parcel of the best and most versatile agricultural land.	++ Will promote the regeneration of Kidderminster and Stourport-on-Severn.
15	++	++	X? Developing greenfield sites may jeopardise the regeneration of the town centres.	X Developing significant greenfield sites would shift the focus from the town centres.	++ Will promote the regeneration of Kidderminster and Stourport-on-Severn as this is where most windfall opportunities are likely to be.	XX Would detract from the regeneration of Kidderminster and Stourport-on-Severn.	

D Options Testing Tables - Preferred Options

SA OBJECTIVE	Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn. Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.	Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Cleensmore Street/Stoney Lane.	Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.	Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.	Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites.	Accommodate an additional 1,000 dwellings comprising 500 dwellings's windfall allowance and 500 dwellings to be accommodated through allocated brownfield sites to continue the regeneration of key parts of Kidderminster and Stourport-on-Severn and secure additional affordable housing provision to meet identified needs. This would require the switch of some further employment land to housing but would not require urban greenfield extensions.	Accommodate a much larger number of dwellings by developing sustainable urban extensions, including Hoo Farm to the South of Kidderminster within well defined boundaries.
		+? New development can incorporate features to mitigate against climate change.	+? New development can incorporate features to mitigate against climate change.	+? New development can incorporate features to mitigate against climate change.	+ Offers the opportunity to build-in mitigation measures.	+ Offers the opportunity to build-in mitigation measures.	+ Large-scale new development could build-in climate change adaptation measures.
16	+? New development can incorporate features to mitigate against climate change.	x? Higher density development could increase instances of noise pollution and appropriate mitigation measures would be required.	x? Mitigation measures would be required to counteract potential light pollution in rural areas.	x? Appropriate mitigation measures would be required.	X? Incidences could be increased within urban areas due to increased levels of development.	X More potential for light and noise pollution through increased levels of development.	X Would increase noise and light pollution within the locality.
17	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+ Consultation on future development locations to be undertaken in accordance with the Adopted SCI.	+ Consultation on future development locations to be undertaken in accordance with the Adopted SCI.	+ Large-scale new development could build-in climate change adaptation measures.
18	0	0	0	0	0	0	0
19	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+? Consultation on the Core Strategy has been undertaken in accordance with the Adopted SCI.	+ Consultation on future development locations to be undertaken in accordance with the Adopted SCI.	+ Consultation on future development locations to be undertaken in accordance with the Adopted SCI.	+ Consultation on future development locations to be undertaken in accordance with the Adopted SCI.
20	0	0	0	0	0	X? Switch of higher levels of employment land to residential use could impact on future availability of employment sites.	0

SA OBJECTIVE	<p>Accommodate development in line with the RSS Draft Preferred Option for 3,400 dwellings on allocated urban brownfield sites principally within Kidderminster but also within Stourport-on-Severn. Limited opportunities for development, focusing on affordable housing to fulfil local needs will be identified within Bewdley and where local need can be demonstrated on sites within the rural settlements.</p> <p>21</p>	<p>Accommodate a significant element of growth at a specific brownfield strategic site in Kidderminster on land at Churchfields/Cleensmore Street/Stoney Lane.</p> <p>21</p>	<p>Accommodate an increased number of dwellings through a limited number of small urban greenfield sites and as a reserve the ADRs in the Adopted Local Plan.</p> <p>21</p>	<p>Accommodate higher levels of housing growth through greenfield urban sites or extensions including a review of the adopted Green Belt Boundary.</p> <p>21</p>	<p>Accommodate an additional 500 dwellings on top of the RSS Preferred Option requirement of 3,400 dwellings through the inclusion of an allowance for windfall sites.</p> <p>21</p>	<p>Accommodate an additional 500 dwellings comprising 500 dwellings windfall allowance and 500 dwellings to be accommodated through allocated brownfield sites to continue the regeneration of key parts of Kidderminster and Stourport-on-Severn and secure additional affordable housing provision to meet identified needs. This would require the switch of some further employment land to housing but would not require urban greenfield extensions.</p> <p>21</p>
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Table D.5 Spatial Strategy - Employment Growth

SA OBJECTIVE	<p>Kidderminster and in particular the Stourport Road Employment Corridor (SREC) will remain the focus for employment within the District. A range of employment sites will also be provided at Stourport-on-Severn. Current employment land opportunities for Bewdley and in parts of the District's rural areas will be safeguarded.</p> <p>Proposed key location site for employment: Medium term - British Sugar Phase One; Reserve Site: British Sugar Phase 2</p>	<p>Identify the former British Sugar site – Stourport Road as a strategic employment site expected to accommodate a significant element of employment growth up to 2026.</p>	<p>+? May increase well-being through increasing employment opportunities.</p>	<p>1</p>	<p>Provide new employment areas on the eastern edge of Kidderminster, to the east of Worcester Road, south of Spennells for business park development.</p>	<p>2</p>
3			<p>3</p>			<p>3</p>
4	<p>+ Will enhance quality of life by increasing access to employment, focusing on one of the District's most deprived areas.</p>		<p>+ Will provide employment opportunities adjacent to one of the most deprived areas of the District.</p>			<p>4</p>

SA OBJECTIVE Kidderminster and in particular the Stourport Road Employment Corridor (SREC) will remain the focus for employment within the District. A range of employment sites will also be provided at Stourport-on-Severn. Current employment land opportunities for Bewdley and in parts of the District's rural areas will be safeguarded. Proposed key location site for employment: Medium term - British Sugar Phase One; Reserve Site: British Sugar Phase 2	<p>Identify the former British Sugar site – Stourport Road as a strategic employment site expected to accommodate a significant element of employment growth up to 2026.</p> <p>Provide new employment areas on the eastern edge of Kidderminster, to the east of Worcester Road, south of Spennells for business park development.</p> <p>+? May reduce crime by increasing employment opportunities.</p> <p>+ Increase pride in the area by re-developing a derelict site.</p> <p>+? Could reduce CO₂ emissions by reducing car travel.</p> <p>+? Could reduce CO₂ emissions by reducing car use.</p> <p>+? Could reduce car use as SREC is on a high-frequency bus corridor.</p> <p>X? Could reduce air quality by placing increased pressure on Stourport Road.</p> <p>+ SREC is outside the flood risk area – development would be focused here.</p> <p>+ Would enhance the townscape by re-using brownfield land.</p> <p>X? Could have an impact on biodiversity.</p> <p>-? May place pressure on the historic environment in Kidderminster Town Centre.</p> <p>++ Re-using brownfield land will reduce pressure on greenfield sites.</p> <p>++ Will promote the regeneration of Kidderminster and Stourport-on-Severn by locating development there.</p> <p>+? New development could build-in mitigation measures.</p> <p>X? Could increase noise and light pollution in these locations.</p> <p>+ Is likely to increase training opportunities.</p> <p>+ Provide employment opportunities.</p> <p>X? Could increase waste generation through increased levels of industrial activity.</p> <p>X? Could encourage more travel and CO₂ emissions.</p> <p>XX Site is likely to be car dependant.</p> <p>XX Would require the release of greenfield land for development.</p> <p>X Developing greenfield land could increase run-off and flood-risk.</p> <p>XX Will require the release of greenfield land which will have a detrimental impact on the landscape of this highly visible area of Green Belt land situated alongside a major road and rail corridor.</p> <p>XX Would require greenfield land release which would have a negative impact on biodiversity.</p> <p>X Likely to have a detrimental impact on the character of this highly visible Green Belt area situated alongside a major rail and road corridor.</p> <p>XX Would require the release of a large area of the best and most versatile agricultural land.</p> <p>XX Would be detrimental to the regeneration of Kidderminster and Stourport-on-Severn.</p> <p>X Likely to promote trip generation in a less accessible area.</p> <p>X Is likely to increase noise and light pollution in this area.</p> <p>+? Could offer new training opportunities.</p>
5	<p>+? May reduce crime by increasing employment opportunities.</p> <p>+ Increase pride in the area by re-developing a derelict site.</p>
6	<p>0</p> <p>0</p>
7	<p>+? Could reduce CO₂ emissions by reducing car travel.</p>
8	<p>+? Could reduce car use as SREC is on a high-frequency bus corridor.</p>
9	<p>X? Could reduce air quality by placing increased pressure on Stourport Road.</p>
10	<p>+ SREC is outside the flood risk area – development would be focused here.</p>
11	<p>+ Would enhance the townscape by re-using brownfield land.</p>
12	<p>X? Could have an impact on biodiversity.</p>
13	<p>-? May place pressure on the historic environment in Kidderminster Town Centre.</p>
14	<p>++ Re-using brownfield land will reduce pressure on greenfield sites.</p>
15	<p>++ Will promote the regeneration of Kidderminster and Stourport-on-Severn by locating development there.</p>
16	<p>+? New development could build-in mitigation measures.</p>
17	<p>X? Could increase noise and light pollution in these locations.</p>
18	<p>+ Is likely to increase training opportunities.</p>

SA OBJECTIVE	Kidderminster and in particular the Stourport Road Employment Corridor (SREC) will remain the focus for employment within the District. A range of employment sites will also be provided at Stourport-on-Severn. Current employment land opportunities for Bewdley and in parts of the District's rural areas will be safeguarded.	Identify the former British Sugar site – Stourport Road as a strategic employment site expected to accommodate a significant element of employment growth up to 2026.	Provide new employment areas on the eastern edge of Kidderminster, to the east of Worcester Road, south of Spennells for business park development.
	Proposed key location site for employment: Medium term - British Sugar Phase One; Reserve Site: British Sugar Phase 2		
	19	0	0
	20	++ Will help to diversify the economy by providing a portfolio of employment sites.	++ Could diversify the economy.

21	+	++	+ Could offer opportunities to promote the development of new technologies.
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Table D6 Spatial Strategy - Retail and Office Locations

SA OBJECTIVE	The District's comparison retailing requirements for the period 2006-26 will be accommodated within Kidderminster Town Centre. Retailing requirements include the need to accommodate 25,000 sqm (gross) for the period 2006-21. Further assessment will be undertaken through a Retail Update Study to inform the retailing requirements for the period 2021-26.	The District's office development requirements for the period 2006-2026 will be located within and to the edge of Kidderminster Town Centre.	
	1	0	0
	2	+ Will improve access to retail facilities.	0
	3	0	0
	4	+	++ Will help improve quality of life by providing a high quality town centre.
	5	0	++ Will help encourage community pride by providing a high quality town centre.
	6	0	
	7	+	+ New development could incorporate CO ₂ reduction measures.
	8	+	++ Locating offices within the town centre will maximise public transport accessibility.
	9	?	?
10	X? Kidderminster Town Centre experiences flooding problems, this could be exacerbated by further development, especially along the river corridor.	X? Could lead to pressure to develop within the flood plain as parts of Kidderminster town centre are within the flood plain.	?

SA OBJECTIVE The District's comparison retailing requirements for the period 2006-26 will be accommodated within Kidderminster Town Centre. Retailing requirements include the need to accommodate 25,000 sqm (gross) for the period 2006-21. Further assessment will be undertaken through a Retail Update Study to inform the retailing requirements for the period 2021-26.	The District's office development requirements for the period 2006-2026 will be located within and to the edge of Kidderminster Town Centre.
11 +? Could enhance the townscape if sensitively designed.	+? Could enhance townscape if sensitively design.
12 X? Could have a negative impact on biodiversity, particularly if development is located along the river or canal corridors.	X? Could have a negative impact on biodiversity, particularly if development is to be located along the river and canal corridors.
13 +?/X? Could place pressure on the historic environment within Kidderminster Town Centre, particularly if developments generate pressure to demolish existing buildings of historic importance, but could enhance the historic environment if sensitively designed.	+?/X? Could place pressure on the historic environment within Kidderminster Town Centre, particularly if developments generate pressure to demolish existing buildings of historic importance, but could enhance the historic environment if sensitively designed.
14 ++ Re-use of brownfield land helps reduce pressure on greenfield sites.	++ Re-use of brownfield land helps reduce pressure on greenfield sites. ++
15 ++	++
16 +	+ New development has the potential to build-in climate change adaptation and mitigation measures.
17 0	X? May increase noise and light pollution.
18 0	+ Could provide training opportunities.
19 0	0
20 0	++ Will promote a knowledge-driven economy.
21 0	0

Table D.7 Delivering Housing Choice - Affordable Housing

SA OBJECTIVE	Increase the % of affordable housing provision on market sites to 50% and reduce the site size threshold to below 15 dwellings (e.g. below 10 dwellings in Kidderminster and Stourport-on-Severn and below 5 for Bewdley and the rural areas.	Allocate some 100% affordable housing sites within the three towns of Kidderminster, Stourport-on-Severn and Bewdley to sites with a capacity of less than 30 dwellings.	Reduce threshold to 10 dwellings for on-site provision and an off-site contribution in lieu of affordable housing to be made for sites of less than 10 dwellings.	Maximise the re-use of empty homes for affordable housing.	Restrict housing provision in Bewdley to meet local needs with an emphasis on affordable housing.	Focus some new housing in the larger villages. Allocating small sites specifically for affordable housing as part of a rural exception site policy.	Allocate redundant farm buildings for affordable residential development.
1	+? Increasing affordable housing supply will increase quality of life for those in housing need.	+? Increasing affordable housing supply will increase quality of life for those in housing need.	+? Increasing affordable housing supply will increase quality of life for those in housing need.	+? Increasing affordable housing supply will increase quality of life for those in housing need.	+? Increasing affordable housing supply will increase quality of life for those in housing need.	+? Increasing affordable housing supply will increase quality of life for those in housing need.	X? Will increase supply of affordable housing but in isolated areas.
2	+ Providing affordable housing in existing settlements could help increase access to facilities.	+ Providing affordable housing in existing settlements could help increase access to facilities.	+ Providing affordable housing in existing settlements could help increase access to facilities.	+ Providing affordable housing in existing settlements could help increase access to facilities.	+ Empty homes may not be located near to facilities.	+? Access to facilities tends to be poorer in rural areas.	X? Access to facilities may be poor.
3	++ Will increase affordable housing supply.	++ Will increase affordable housing supply.	++ Will increase affordable housing supply.	++ Will increase affordable housing supply.	++ Will increase affordable housing supply.	++ Will increase affordable housing supply.	++ Will increase affordable housing supply.
4	+ Increasing Affordable housing supply will increase quality of life for those in housing need.	+ Increasing affordable housing supply will increase quality of life for those in housing need.	+ Increasing affordable housing supply will increase quality of life for those in housing need.	+ Increasing affordable housing supply will increase quality of life for those in housing need.	+? Restricts migration into Bewdley but would promote the delivery of affordable housing there.	+ Increasing affordable housing supply will increase quality of life for those in housing need.	+ Increasing affordable housing supply will increase quality of life for those in housing need.
5	+? Integrating affordable housing into market developments will increase social pride.	X? Single-tenure affordable housing developments may lead to social problems.	+? Integrating affordable housing into market developments will increase social pride.	+? Integrating affordable housing into market developments will increase social pride.	+? X? Restricts migration into Bewdley but would promote the delivery of affordable housing.	+ Will integrate affordable housing into market housing.	+? Will provide rural affordable housing and could increase civic pride.
6	0	0	0	0	0	+ Reduces the likelihood of empty homes falling into disrepair/being demolished.	0
7	+? New developments can be designed to high energy efficiency levels.	+? New developments can be designed to high energy efficiency levels.	+? New developments can be designed to high energy efficiency levels.	+? New developments can be designed to high energy efficiency levels.	+? New developments can be designed to high energy efficiency levels.	+ Reduces waste embodied energy.	+? Conversions can be designed to high energy efficiency levels but

D Options Testing Tables - Preferred Options

SA OBJECTIVE	Increase the % of affordable housing provision on market sites to 50% and reduce the site size threshold to below 15 dwellings (e.g. below 10 dwellings in Kidderminster and Stourport-on-Severn and below 5 for Bewdley and the rural areas.	Allocate some 100% affordable housing sites within the three towns of Kidderminster, Stourport-on-Severn and Bewdley to sites with a capacity of less than 30 dwellings.	Reduce threshold to 10 dwellings for on-site provision and an off-site contribution in lieu of affordable housing to be made for sites of less than 10 dwellings.	Maximise the re-use of empty homes for affordable housing.	Restrict housing provision in Bewdley to meet local needs with an emphasis on affordable housing.	Allocate redundant farm buildings for affordable residential development.
8	+ Locating development in existing centres will reduce the need to travel.	+ Locating development in existing centres will reduce the need to travel.	+ Locating development in existing centres will reduce the need to travel.	+ Locating development in existing centres will reduce the need to travel.	+ Locating development in existing centres will reduce the need to travel.	Focus some new housing in the larger villages. Allocating small sites specifically for affordable housing as part of a rural exception site policy.
9	+?	+?	+?	+?	+?	but need to ensure residents are not car dependant.
10	+? Will be located away from flood plains but may increase surface water run-off.	+? Will be located away from flood plains but may increase surface water run-off.	+? Will be located away from flood plains but may increase surface water run-off.	+? Will be located away from flood plains but may increase surface water run-off.	+? Will be located away from flood plains but may increase surface water run-off.	X? Likely to be isolated and lead to car dependency.
11	+? New development can enhance the townscape if well-designed.	+? New development can enhance the townscape if well-designed.	+? New development can enhance the townscape if well-designed.	+? New development can enhance the townscape if well-designed.	X? Development in Bewdley needs to be sensitive to its historic context.	+ Additional housing in larger villages could support a greater range of services and reduce the need to travel.
12	+? Will be focused on brownfield land, therefore reduce demand for greenfield site release and reduce impact on biodiversity.	+? Will be focused on brownfield land, therefore reduce demand for greenfield site release and reduce impact on biodiversity.	+? Will be focused on brownfield land, therefore reduce demand for greenfield site release and reduce impact on biodiversity.	+? Will be focused on brownfield land, therefore reduce demand for greenfield site release and reduce impact on biodiversity.	X?/+?	+? Re-using existing buildings will reduce impact on biodiversity.
13	+? Well designed new development can enhance the existing townscape.	+? Well designed new development can enhance the existing townscape.	+? Well designed new development can enhance the existing townscape.	+? Well designed new development can enhance the existing townscape.	X? New housing development in Bewdley needs to be considerate of its historic context.	X? Small greenfield site releases may be required in larger villages - could have a negative impact on biodiversity.
						X? Redundant farm buildings are likely to have biodiversity value.
						X?/+? May impact historic character of villages.
						X?/+? May impact historic character but may enhance it by securing the future of traditional rural buildings.

		Allocate some 100% affordable housing sites within the three towns of Kiddminster, Stourport-on-Severn and Bewdley to sites with a capacity of less than 30 dwellings.	Reduce threshold to 10 dwellings for on-site provision and an off-site contribution in lieu of affordable housing to be made for sites of less than 10 dwellings.	Restrict housing provision in Bewdley to meet local needs with an emphasis on affordable housing.	Maximise the re-use of empty homes for affordable housing.	Focus some new housing in the larger villages. Allocating small sites specifically for affordable housing as part of a rural exception site policy.	Allocate redundant farm buildings for affordable residential development.
14	+ Incorporating affordable housing into market sites on brownfield land will safeguard greenfield sites, below 5 for Bewdley and the rural areas.	+ Incorporating affordable housing into market sites on brownfield land will safeguard greenfield sites, below 10 dwellings in Kiddminster and Stourport-on-Severn and below 5 for Bewdley and the rural areas.	+ Incorporating affordable housing into market sites on brownfield land will safeguard greenfield sites.	+ Incorporating affordable housing into market sites on brownfield land will safeguard greenfield sites.	+ Re-using existing buildings will safeguard greenfield land.	X? Is likely to require greenfield land release.	X Could lead to agricultural /greenfield land being developed for access roads.
15	X?/+? Developers may find it difficult to meet increased affordable housing requirements; may develop elsewhere.	X Single tenure developments are likely to have a detrimental impact on regeneration.	X?/+? Developers may find it difficult to meet increased affordable housing requirements; may develop elsewhere.	0	+ Will help regenerate areas affected by empty homes.	X? Could have a detrimental impact on regeneration.	X Will isolate people from the towns.
16	+ New development can be built to suit a changing climate.	+ New development can be built to suit a changing climate.	+ New development can be built to suit a changing climate.	+? New development in Bewdley will need to mitigate against flooding.	+ Existing homes can be refurbished to adapt to a changing climate.	X? Development can be designed to mitigate against a changing climate but development is likely to be car dependant.	X? Development can be designed to mitigate against a changing climate but development is likely to be car dependant.
17	0	0	0	0	+?	0	0
18	0	0	0	0	0	0	0
19	0	0	0	+?	0	0	0
20	+	?	?	0	0	0	X?
21	0	0	0	0	0	0	X?

Table D.8 Delivering Housing Choice - Mixed Communities

SA OBJECTIVE	Secure housing densities of at least 70 dph within Kidderminster Town Centre, with at least 50 dph in areas adjacent to the town centre and the railway station and within Stourport-on-Severn Town Centre.	Require a minimum of 30 dph elsewhere within the District.	Allow sites to be developed at densities lower than 30dph where this is considered necessary to achieve a high quality design in accordance with PPS3.	Seek a mix of dwelling types and sizes on sites of 15 or more dwellings to include a proportion of one or two bed roomed units.	Prevent the redevelopment of large houses and their gardens to provide higher density developments within the three towns.	Establish a % of homes to be built to Lifetime Homes standards and a % to be fully accessible.	Require all new homes to be built to Lifetime Homes standards.	Allocate sites within the three towns where facilities, services and public transport are accessible, specifically for housing and specialist accommodation for the elderly.	Promote innovative, mixed-use, care-village schemes which provide services alongside housing and secure independence for older people.
1	0	0	0	0	0	+	+	+	+ Would improve access to healthcare for older people housed within the scheme.
2	+ Higher density housing supports a greater range of services.	+ Higher density housing supports a greater range of services.	X? Lower densities may reduce access to services and facilities.	0	0	0	0	++	+ Would improve access to services and facilities for older people housed within the scheme.
3	++	++	+ Increases the range of dwellings on offer.	++	X? Redevelopment of large houses can provide more affordable housing	+ Will widen housing choice for those needing specialist accommodation.	+ Will widen housing choice for those needing specialist accommodation.	+ Will widen housing choice for those needing specialist accommodation.	+ Will widen housing choice for those needing specialist accommodation.
4	+	+	0	+	+	+ Greater housing choice leads to better quality of life.	+ Greater housing choice leads to better quality of life.	+ Greater housing choice leads to better quality of life.	+ Greater housing choice leads to better quality of life.
5	0	0	0	0	0	?	?	+	?
6	0	0	0	0	0	0	0	0	0
7	+ Higher densities are more likely to be able	+ Higher densities are more likely	0	0	0	0	0	+ Will reduce the need to travel.	+ Will reduce the need to travel.

SA OBJECTIVE	Secure housing densities of at least 70 dph within Kidderminster Town Centre, with at least 50 dph in areas adjacent to the town centre and the railway station and within Stourport-on-Severn Town Centre.	Require a minimum of 30 dph elsewhere within the District.	Allow sites to be developed at densities lower than 30dph where this is considered necessary to achieve a high quality design in accordance with PPS3.	Seek a mix of dwelling types and sizes on sites of 15 or more dwellings to include a proportion of one or two bedroomed units.	Prevent the redevelopment of large houses and their gardens to provide higher density developments within the three towns.	Establish a % of homes to be built to Lifetime Homes standards.	Require all new homes to be built to Lifetime Homes standards.	Allocate sites within the three towns where facilities, services and public transport are accessible, specifically for housing and specialist accommodation for the elderly.	Promote innovative, mixed-use, care-village schemes which provide services alongside housing and secure independence for older people.
		8	+ Higher densities are more able to support public transport networks.	to be able to support renewable energy.					++
9	0								
10	0								
11	+? High quality design would enhance the townscape.								
12	0								

D Options Testing Tables - Preferred Options

		Promote innovative, mixed-use, care-village schemes which provide services alongside housing and secure independence for older people.	Allocate sites within the three towns where facilities, services and public transport are accessible, specifically for housing and specialist accommodation for the elderly.	Ensure that all ground floor apartments are fully accessible and that lifts are provided to upper floors.	Require all new homes to be built to Lifetime Homes standards.	Establish a % of homes to be built to Lifetime Homes standards and a % to be fully accessible.	Allow sites to be developed at densities lower than 30dph within the District, with at least 50 dph in areas adjacent to the town centre and the railway station and within Stourport-on-Severn Town Centre.	Seek a mix of dwelling types and sizes on sites of 15 or more dwellings to include a proportion of one or two bedrooned units.	Prevent the redevelopment of large houses and their gardens to provide higher density developments within the three towns.
SA OBJECTIVE	Secure housing densities of at least 70 dph within Kidderminster Town Centre, with at least 50 dph in areas adjacent to the town centre and the railway station and within Stourport-on-Severn Town Centre.								
13	0	+ Lower densities can sometimes provide more appropriate design solutions.	+ X? Could have a detrimental impact on the townscape.	X? Could have a detrimental impact on the townscape.	X? Could have a detrimental impact on the townscape.	+ X? Could have a detrimental impact on the townscape.			
14	+ Building at higher densities will make better use of land.	+ Building at higher densities will make better use of land.	X? Lower density development will increase pressure on greenfield land.	X? Preventing redevelopment of existing large houses may increase pressure on greenfield land.	0	0			+ Allocating such developments in the towns will reduce pressure for greenfield development.
15	++ Encourage an increased town centre residential population.	+ +	0	X? Could result in developers looking outside the District if requirements are not comparable.	X? Could result in developers looking outside the District if requirements are not comparable.	X? Could result in developers looking outside the District if requirements are not comparable.			+ ? Will depend on exact location.
16	0	0	0	0	0	0			+ Locating such developments in the town centres will aid their regeneration.
17	0	0	0	0	0	0			+ ? Could help promote the regeneration of Kidderminster and Stourport-on-Severn.
18	0	0	0	0	0	0			+ Offers the opportunity to build-in climate change mitigation measures.
									X? May increase local noise and light pollution in the immediate area.
									0

SA OBJECTIVE	Secure housing densities of at least 70 dph within Kidderminster Town Centre, with at least 50 dph in areas adjacent to the town centre and the railway station and within Stourport-on-Severn Town Centre.	Require a minimum of 30 dph elsewhere within the District.	Allow sites to be developed at densities lower than 30dph where this is considered necessary to achieve a high quality design in accordance with PPS3.	Seek a mix of dwelling types and sizes on sites of 15 or more dwellings to include a proportion of one or two bedroomed units.	Prevent the redevelopment of large houses and their gardens to provide higher density developments within the three towns.	Establish a % of homes to be built to Lifetime Homes standards.	Require all new homes to be built to Lifetime Homes standards.	Allocate sites within the three towns where facilities, services and public transport are accessible, specifically for housing and specialist accommodation for the elderly.	Promote innovative, mixed-use, care-village schemes which provide services alongside housing and secure independence for older people.
19	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	? Will provide employment opportunities but mostly low-skilled.
21	0	0	0	0	0	0	0	0	+ Will reduce the need to travel.

Table D.9 Delivering Housing Choice - Gypsy and Traveller Sites

SA OBJECTIVE	Locate further gypsy site provision to the South of Stourport-on-Severn in the Lower Heath area.	Identify an alternative location for gypsy provision, with easy access to services and facilities, in the Stourport-on-Severn area.	Identify an alternative location for gypsy site provision, with easy access to services and facilities elsewhere in the District.
1	1	0	0
2	2	0	+ Will improve access to service.
3	+ Will provide housing for a particular group of people.	+ Will provide housing for a particular group of people.	+ Will provide housing for a particular group of people.
4	4	0	0
5	5	0	0
6	6	0	0
7	7	0	0
8	8	0	+ Will reduce the need to travel.
9	9	0	0

SA OBJECTIVE	Locate further gypsy site provision to the South of Stourport-on-Severn in the Lower Heath area.	Identify an alternative location for gypsy provision, with easy access to services and facilities, in the Stourport-on-Severn area.	Identify an alternative location for gypsy site provision, with easy access to services and facilities elsewhere in the District.
	10	0	0
11	0	0	0
12	0	0	0
13	0	0	0
14	0	0	0
15	0	0	0
16	0	0	0
17	0	0	0
18	0	0	0
19	0	0	0
20	0	0	0
21	0	0	0

Table D.10 Criteria for Gypsy, Traveller and Travelling Showpeople Sites

SA Objective	If it meets an identified need for gypsies, travellers and travelling showpeople that can not reasonably be met on an existing site	If it is to be a publicly managed sites then it should be capable of accommodating 15-25 pitches.	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 should meet the standards set out in Circular 4/07.	There is safe and convenient vehicular and pedestrian access to the site and that it can be adequately accessed by towing caravans.	It has convenient access by foot, cycle or public transport to local schools, services and facilities.	It should not be detrimental to the amenities of adjacent occupiers as a result of visual intrusion, excessive noise, lighting, traffic generation or activity during unsocial hours.	Except in very special circumstances, the site is not located within the West Midlands Green Belt.	It is capable of integration within the local environment, including landscape character.
1	0	0	0	0	0	++ Ensuring local facilities, including health facilities are easily	X? Could have a detrimental impact on the quality of life of	0 0

SA Objective	If it is to be a publicly managed sites then it should be capable of accommodating 15-25 pitches.	If it is to be a privately managed site then it should generally be no more than 10 pitches in size.	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 caravans. Should meet the standards set out in Circular 4/07.	There is safe and convenient vehicular and pedestrian access to the site and that it can be adequately accessed by towing caravans.	It has convenient access by foot, cycle or public transport to local schools, services and facilities.	It should not be detrimental to the amenities of adjacent occupiers as a result of visual intrusion, excessive noise, lighting, traffic generation or activity during unsocial hours.	It is capable of integration within the local environment, including landscape character.
2	0	0	0	0	accessible will improve health and well-being.	neighbours if not suitably sited.	
3	++ Will help to provide a specific type of housing.	0	0	0	++ Ensuring a wide range of services are available without having to rely on a car will improve accessibility.	0	0
4	++ Will improve quality of life for a particular section of the community.	0	0	0	++ Will help to provide a specific type of housing.	0	0
5	0	0	0	0	++ Ensuring facilities are available will improve quality of life.	0	0
6	0	0	0	0		0	0
7	0	0	0	0		0	0
8	0	0	0	0	+ Ensuring safe and convenient pedestrian access to the site will reduce the need to travel by car.	0	0
					X Locating sites in the Green Belt, even in very special circumstances, can		

		If it is to be a publicly managed sites then it should be capable of accommodating 15-25 pitches.	If it is to be a privately managed site then it should generally be no more than 10 pitches in size.	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 should meet the standards set out in Circular 4/07.	There is safe and convenient access by foot, cycle or public transport to local schools, services and facilities.	It has convenient access by foot, cycle or public transport to local schools, services and facilities.	It should not be detrimental to the amenities of adjacent occupiers as a result of visual intrusion, excessive noise, lighting, traffic generation or activity during unsocial hours.	Except in very special circumstances, the site is not located within the West Midlands Green Belt.	It is capable of integration within the local environment, including landscape character.
9	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	++ Ensuring that development is capable of being absorbed within the landscape will protect landscape character.
12	0	0	0	0	0	0	0	0	X Locating development in the Green Belt, even in very special circumstances, is likely to have a negative impact on the landscape.
13	0	0	0	0	0	0	0	0	
14	0	0	0	0	0	0	0	0	XX Locating sites within the Green Belt would have a detrimental impact on greenfield land.
15	0	0	0	0	0	0	0	0	
16	0	0	0	0	0	0	0	0	
17	0	+ Smaller scale sites are less likely to cause noise	+ Smaller scale sites are less likely to cause noise	X? Could be noise issues surrounding the use of land for	0	0	0	0	++ Will help to prevent noise and light pollution

SA Objective	If it is to be a publicly managed sites then it should be capable of accommodating 15-25 pitches. It meets an identified need for gypsies, travellers and travelling showpeople that can not reasonably be met on an existing site	If it is to be a privately managed site then it should generally be no more than 10 pitches in size.	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 should meet the standards set out in Circular 4/07.	There is safe and convenient vehicular and pedestrian access to the site and that it can be adequately accessed by towing caravans.	It has convenient access by foot, cycle or public transport to local schools, services and facilities.	It should not be detrimental to the amenities of adjacent occupiers as a result of visual intrusion, excessive noise, lighting, traffic generation or activity during unsocial hours.	Except in very special circumstances, the site is not located within the West Midlands Green Belt.	It is capable of integration within the local environment, including landscape character.
18			cause noise and light pollution issues.	testing and maintaining equipment.			complaints when site is operational.	
19	0	0	0	0	0	0	0	
20	0	0	0	0	0	0	0	
21	0	0	0	0	0	0	0	

Table D.11 A Diverse Local Economy

SA OBJECTIVE	Focus new employment development in those areas which are accessible by public transport.	Retain and enhance major sites such as the Sandy Lane Industrial Estate for employment development within Stourport-on-Severn.	Promote the development of small-scale business and start-up units within the three main towns.
1	0	+? May increase employment opportunities.	+? May increase well-being through increasing employment opportunities.
2	+ Will increase access to employment.	0	+
3	0	0	0
4	0	0	+
5	0	0	+

SA OBJECTIVE	Focus new employment development in those areas which are accessible by public transport.	Retain and enhance major sites such as the Sandy Lane Industrial Estate for employment development within Stourport-on-Severn.	Promote the development of small-scale business and start-up units within the three main towns.
6	0	0	0
7	+	+?	+? Could reduce car use by increasing accessibility.
8	++	X?+? Could reduce car use if public transport connections were improved.	+
9	0	0	+?
10	0	X? Land is liable to flooding.	+/?X? The three main towns all suffer from flooding.
11	0	0	+?/?
12	0	0	0
13	0	0	X? May place pressure on the historic environment.
14	0	++ Re-use of brownfield land helps reduce pressure on greenfield sites.	++ Re-use of brownfield land helps reduce pressure on greenfield sites.
15	0	+	+
16	0	?	?
17	0	0	X? Could increase noise and light pollution in town centre.
18	+? Could help raise skills levels by increasing access to employment for those without a car.	+	+? Could increase training opportunities.
19	0	0	0
20	++	+	+
21	+	+	+

Table D.12 A Diverse Local Economy - Rural Economy

SA OBJECTIVE	Safeguard rural employment sites for local employment and the expansion of small businesses.	Seek to develop the former Lea Castle Hospital site for employment uses and in particular high technology industries.	Allocate Lea Castle for the development of live-work units.	Allocate specific areas in the District for small scale biomass processing.	Promote a more flexible approach to farm diversification opportunities.	Only safeguard existing rural employment sites with a genuine, viable economic future.	Allocate a business development capable of accommodating units of up to 1858 sqm within or adjacent to Kidderminster Town Centre.
1	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0
3	0	0	+ Would provide an element of housing	0	0	+	0
4	0	0	0	0	0	? Could improve environmental quality of rural areas but may limit local employment opportunities.	+? May increase quality of life by increasing access to employment
5	0	0	0	0	0	0	+? May reduce crime by increasing employment opportunities
6	0	0	0	0	0	0	0
7	+? May reduce emissions by reducing the need to travel	0	0	++	+? May reduce emissions by reducing the need to travel	+? May reduce emissions by reducing car use	+? May reduce CO ₂ emissions by reducing car use
8	+? May reduce the need to travel	X? May be car dependant	+ Live-work units remove the need to travel from home to work	+? Will provide locally sourced bio-fuels	+ Will reduce the need to travel	X? Could encourage more commuting from the rural areas and therefore increase CO ₂ emissions.	+ X Would reduce rural employment opportunities and therefore could increase the need to travel. However, may reduce commuting to rural employment areas.
9	0	0	0	0	0	0	+ Could release land for affordable rural housing, relieving pressure on greenfield land release.
10	0	0	0	0	0	0	X? Kidderminster Town Centre experiences flooding problems and further development could exacerbate this,

SA OBJECTIVE	Safeguard rural employment sites for local employment and the expansion of small businesses.	Allocate Lea Castle for the development of live-work units.	Allocate specific areas in the District for small scale biomass processing.	Adopt a more flexible approach to farm diversification opportunities.	Promote a more flexible approach to live-work units within the District's rural areas.	Only safeguard existing rural employment sites with a genuine, viable economic future.	Allocate a business development capable of accommodating units of up to 1858 sqm within or adjacent to Kidderminster Town Centre.
						especially if located along the river corridor.	
11	0	X? Increasing the density of development on this site could have a detrimental impact on the landscape	X? May alter the character of the landscape	X? May alter the character of the landscape	+? Could lead to improvements in the landscape as sites are re-used.	+? Could enhance townscape if sensitively designed	
12	0	0	0	0	0	+? Could lead to improved biodiversity on those sites which are no longer safeguarded.	0
13	0	X? Could have a detrimental impact on historic parkland.	X? Could have a detrimental impact on historic parkland.	X? Could have a detrimental impact on historic farmsteads.	X? Could have a detrimental impact on historic farmsteads.	X? May place pressure on the historic environment	
14	0	+? Building would have to be restricted to the footprint of existing buildings	0	X? Could lead to the development of greenfield land	X? (Could lead to the development of greenfield land).	+ Could have a positive impact on the landscape if sites are successfully re-used.	
15	X? Could detract employment from the town centres	X? Could detract employment from Kidderminster Town Centre	0	X? Could detract employment from Kidderminster Town centre	X? Could detract employment from Kidderminster Town Centre	+ Could provide brownfield sites for rural affordable housing reducing pressure on greenfield sites.	++ Re-use of brownfield land helps reduce pressure on greenfield sites
16	0	0	0	0	0	+ Would help to regenerate Kidderminster and Stourport-on-Severn	++
17	0	0	0	0	0	X Could increase car borne commuting from the rural areas through reducing local employment opportunities.	+?
						+? Would reduce noise and light pollution where areas do not continue in employment use.	0

SA OBJECTIVE	Safeguard rural employment sites for local employment and the expansion of small businesses.	Seek to develop the former Lea Castle Hospital site for employment uses and in particular high technology industries.	Allocate Lea Castle for the development of live-work units.	Allocate specific areas in the District for small scale biomass processing.	Adopt a more flexible approach to farm diversification opportunities.	Promote a more flexible approach to live-work units within the District's rural areas.	Only safeguard existing rural employment sites with a genuine, viable economic future.	Allocate a business development capable of accommodating units of up to 1858 sqm within or adjacent to Kidderminster Town Centre.
18	+? Could enhance opportunities to expand the skills base within rural areas	+ Will offer opportunities to develop skills base within the District	+? May increase employment and training opportunities	+ Offers opportunity to develop new skills	+? May offer opportunities to develop new skills	+? May offer opportunities to develop new skill.	+? Could increase training opportunities	
19	0	0	0	0	0	0	0	0
20	++	++	+	++	++	++	X likely to have a negative impact on rural employment opportunities.	++
21	+? Could provide opportunities to develop new technologies within rural areas	++	+	++	+? Could provide opportunities to develop new technologies within rural areas	+? Could provide opportunities to develop new technologies within rural areas	0	++

Table D.13 Strategic Infrastructure Provision

SA OBJECTIVE	Provide a Stourport Relief Road to relieve traffic congestion in the historic town centre and assist with regeneration.	Provide a Stourport Road/A449 Hoo Brook link road to facilitate regeneration of the SREC.	Provide a new link road as part of regeneration proposals for the Horsefair area of Kidderminster.	Provide a new station at Kidderminster Rail Station taking full account of integration with other modes of transport.
1	0	0	0	+ Will improve access to health facilities within Kidderminster Town Centre.
2	+ Reducing congestion within the District will improve access to facilities.	+ Reducing congestion within the District will improve access to facilities.	+ Reducing congestion within the District will improve access to facilities.	+ Will improve access to facilities in Kidderminster Town Centre.
3	0	0	0	0
4	0	0	0	+ Improved access will enhance quality of life.
5	0	0	0	0
6	0	0	0	0

SA OBJECTIVE	Provide a Stourport Relief Road to relieve traffic congestion in the historic town centre and assist with regeneration.	Provide a Stourport Road/A449 Hoo Brook link road to facilitate regeneration of the SREC.	Provide a new link road as part of regeneration proposals for the Horsefair area of Kidderminster.	Provide a new station at Kidderminster Rail Station taking full account of integration with other modes of transport.
7	X Building additional roads/reducing congestion may encourage more people to drive.	X Building additional roads/reducing congestion may encourage more people to drive.	X Building additional roads/reducing congestion may encourage more people to drive.	++ Will promote public transport thus reducing emissions.
8	XX	XX	XX	++
9	X? Could have a detrimental impact on air quality.	X? Could have a detrimental impact on air quality.	X? Could have a detrimental impact on air quality.	+? Reduced car use and reduced congestion may improve air quality.
10	0	0	0	0
11	0	0	0	0
12	X? Could have a detrimental impact on biodiversity, particularly around the River Stour corridor.	X? Could have a detrimental impact on biodiversity, particularly as the route would pass close to a SSSI	X? Could have a detrimental impact on biodiversity.	0
13	+ Will reduce the volume of traffic passing through the historic core of Stourport-on-Severn.		0	+ Will reduce the volume of traffic passing through the historic Horsefair.
14	X? Could require the use of greenfield land.	X? Could require the use of greenfield land.	0	0
15	++	++	++	++
16	0	0	0	0
17	X A new road will increase noise and light pollution in the area immediately surrounding it.	X A new road will increase noise and light pollution in the area immediately surrounding it.	X A new road will increase noise and light pollution in the area immediately surrounding it.	0
18	0	0	0	0
19	0	0	0	0
20	+ Improving transport will help to strengthen the economy.	+ Improving transport will help to strengthen the economy.	+ Improving transport will help to strengthen the economy.	+? Reducing congestion may make the District more attractive for businesses.
21	0	0	0	0

Table D.14 Regeneration and Local Distinctiveness

SA OBJECTIVE	Reduce the impact of Kidderminster Ring Road through future development proposals and improving the environment for pedestrians and other vulnerable road users.	Improve links to Kidderminster Town Centre from Comberton Hill, the rail station and Park Lane.	Realise the opportunity presented by older industrial areas adjacent to Stourport-on-Severn Town Centre.	Seek contributions from major new developments to soften the town centre ring road and key radial routes to improve pedestrian connectivity.	Direct retail development to Kidderminster Town Centre.	Enhance the roles of Stourport-on-Severn and Bewdley as market towns, which supply local service, leisure and produce across a range of activities.	Enhance retail and commercial uses at Crossley Park, Kidderminster.
1	0	0	0	0	+ Will improve quality of life.	+	0
2	0	0	0	0	+ Will improve access to facilities in Kidderminster.	++	0
3	0	+	0	0	0	0	0
4	+	+	+	+	+ Will improve town centre environment.	+	+ Would increase employment opportunities.
5	+? Creating a more pedestrian friendly environment and infilling subways could lead to a reduction in crime, and would almost certainly reduce fear of crime.	+? Will increase passive surveillance along the waterways which may reduce crime.	+? Will increase passive surveillance in these areas which may reduce crime.	+ Will encourage walking and increase passive surveillance. Removal of subways may reduce crime and would almost certainly reduce fear of crime.	0	+	0
6	0	0	0	0	0	0	X? Could increase waste generation through increased levels of industrial activity.
7	+	+? New dwellings have the potential to incorporate energy efficiency and renewable energy measures.	0	0	++ Will improve the pedestrian environment and encourage people to walk.	+	X? Could encourage more travel and CO ₂ emissions.
8	+	+? Locating dwellings near to the town centre	+? Could encourage	+? Will concentrate population/services	++	+	+? This could enhance opportunities for improving

SA OBJECTIVE	Reduce the impact of Kidderminster Ring Road through future development proposals and improving the environment for pedestrians and other vulnerable road users.	Re-use redundant and low grade employment sites adjoining the canal and rivers within the town centres for alternative uses such as housing, to enhance the regeneration potential of the waterways.	Improve links to Kidderminster Town Centre from Comberton Hill, the rail station and Park Lane.	Realise the opportunity presented by older industrial areas adjacent to Stourport-on-Severn Town Centre.	Seek contributions from major new developments to soften the town centre ring road and key radial routes to improve pedestrian connectivity.	Direct retail development to Kidderminster Town Centre.	Enhance the roles of Stourport-on-Severn and Bewdley as market towns, which supply local service, leisure and produce across a range of activities.
	9	+ 0		could reduce the need to travel.	around the existing town centre and reduce the need to travel.		public transport accessibility to the site.
	10	+ 0		0 X? Developing alongside rivers could increase the impact of flooding.	0 +? New development could enhance the townscape.	+ Will reduce congestion and improve air quality. 0 + Will improve the townscape/sense of place.	+? XX Expansion at Crossley Park would require the release of greenfield land.
	11	+ Reducing the impact of the ring road will enhance the townscape.				-? Kidderminster Town Centre experiences flooding problems.	+? XX Expansion at Crossley Park would require development within the floodplain.
	12	0		X? Developing brownfield sites adjacent to watercourses could have a detrimental impact on biodiversity particularly those habitats which are focused around the waterways.	0 0	+? Could enhance the townscape if sensitively designed. 0 0	+? XX Will require the release of greenfield land which will have a negative impact on the landscape.
	13	0				0 + Will improve the townscape/sense of place.	+? X? Could have a detrimental impact on the character of the area.

SA OBJECTIVE	Reduce the impact of Kidderminster Ring Road through future development proposals and improving the environment for pedestrians and other vulnerable road users.	Re-use redundant and low grade employment sites adjoining the canal and rivers within the town centres for alternative uses such as housing, to enhance the regeneration potential of the waterways.	Improve links to Kidderminster Town Centre from Comberton Hill, the rail station and Park Lane.	Realise the opportunity presented by older industrial areas adjacent to Stourport-on-Severn Town Centre.	Seek contributions from major new developments to soften the town centre ring road and key radial routes to improve pedestrian connectivity.	Direct retail development to Kidderminster Town Centre.	Enhance the roles of Stourport-on-Severn and Bewdley as market towns, which supply local service, leisure and produce across a range of activities.	Enhance retail and commercial uses at Crossley Park, Kidderminster.
14	0	+? Developing brownfield sites will reduce pressure on greenfield sites.	0	+? Developing brownfield sites will reduce pressure on greenfield sites.	0	++ Re-use of brownfield land helps reduce pressure on greenfield sites.	++ Re-use of brownfield land helps reduce pressure on greenfield sites.	X Expansion of Crossley park would require the release of greenfield land.
15	+Could make the town centre more accessible and more attractive to visitors. Could help to encourage Severn Valley Railway visitors into Kidderminster town centre.	++	++	++ Will increase attractiveness of Kidderminster.	++	++	+?/X? May not help the case for Kidderminster's regeneration?	? Would help to regenerate Kidderminster, but not the town centre.
16	X? Developing adjacent to watercourses may increase the impact of flooding.	0	0	0	+	+?	X likely to increase trip generation and car borne movements.	
17	0	0	0	0	0	0	X? Could increase noise and light pollution in the town centres.	X is likely to increase noise and light pollution in this area.
18	0	0	0	0	0	0	+? Could offer new training opportunities.	
19	0	0	0	0	0	0	0	0

SA OBJECTIVE	Reduce the impact of Kidderminster Ring Road through future development proposals and improving the environment for pedestrians and other vulnerable road users.	Re-use redundant and low grade employment sites adjoining the canal and rivers within the town centres for alternative uses such as housing, to enhance the regeneration potential of the waterways.	Improve links to Kidderminster Town Centre from Comberton Hill, the rail station and Park Lane.	Realise the opportunity presented by older industrial areas adjacent to Stourport-on-Severn Town Centre.	Seek contributions from major new developments to soften the town centre ring road and key radial routes to improve pedestrian connectivity.	Direct retail development to Kidderminster Town Centre.	Enhance retail and commercial uses at Crossley Park, Kidderminster.
		20	0	0	+? Could encourage a more diverse economy.	+? Reducing congestion may make the District more attractive for businesses.	+? Could help to diversify the local economy.
	21	0	0	0	0	0	0
							0

Table D.15 Regeneration and Local Distinctiveness - Increasing Community Confidence

SA OBJECTIVE	Ensure new development complies with West Mercia Constabulary's Designing Out Crime standards wherever possible.	Planning a range of uses in town centres to promote natural surveillance.	Providing more accessible facilities for the District's younger residents.	Providing viable alternatives for people to access Kidderminster Town Centre other than the pedestrian subways.
1	+? May improve quality of life by reducing fear of crime.	+ Will improve quality of life by reducing fear of crime.	+ Will improve quality of life for young people.	+ Will improve quality of life by reducing fear of crime.
2	0	++	++	+
3	+	+	0	0
4	++	++	++	++
5	++	+	++	++
6	0	0	0	0
7	0	+? May reduce contributions to climate change by increasing walking and cycling.	0	+
8	+? May encourage walking and cycling for short journeys by reducing fear of crime.	++	+	++
9	0	+? May improve air quality by increasing walking and cycling.	0	0
10	0	0	0	0

SA OBJECTIVE	Ensure new development complies with West Mercia Constabulary's Designing Out Crime standards wherever possible.	Planning a range of uses in town centres to promote natural surveillance.	Providing more accessible facilities for the District's younger residents.	Providing viable alternatives for people to access Kidderminster Town Centre other than the pedestrian subways.
11	X? May conflict with existing townscape.	+	0	0
12	X? May lead to reduced vegetation which will have a negative impact on biodiversity.	0	0	0
13	X? May conflict with existing townscape.	+? Could enhance the townscape.	0	+
14	0	+	0	0
15	+	++	+	++
16	X? May not be the most successful design for adapting to climate change.	+?	0	+
17	X? May increase light pollution.	X? Could increase noise and light pollution.	0	0
18	0	+? Could provide a variety of employment opportunities.	+	0
19	0	0	0	0
20	0	+? May diversify the economy.	0	0
21	0	0	0	0

Table D.16 Regeneration and Local Distinctiveness - Evening Economy

SA OBJECTIVE	Promote Worcester Street as a leisure quarter, to develop into a major commercial leisure and evening economy venue that ensures the town makes the most of its unique setting.	Seek the integration of Weavers Wharf into Kidderminster Town Centre to link food and drink aspirations to improve the evening economy's offer.	Seek contributions from new town centre developments to facilitate sustainable evening public transport services.	+? May improve access to health facilities.
1	0	0	0	+? May improve access to health facilities.
2	++	++		++
3	0	0	0	0
4	++	+		++
5	+	0	+? May increase the number of people in the town centre during the evening which could reduce crime through increased natural surveillance.	

SA OBJECTIVE	Promote Worcester Street as a leisure quarter, to develop into a major commercial leisure and evening economy venue that ensures the town makes the most of its unique setting.	Seek the integration of Weavers Wharf into Kidderminster Town Centre to link food and drink aspirations to improve the evening economy's offer. +? Will need to be supported by more frequent public transport services.	Seek contributions from new town centre developments to facilitate sustainable evening public transport services.
6	0	0	0
7	0	0	+
8	+	++ Will need to be supported by more frequent public transport services.	++
9	0	0	0
10	0	X? Parts of the town centre are within the flood plain.	0
11	+	+? X?	+
12	0	0	0
13	+? Will enhance the historic buildings in the area.	X?/+?	0
14	0	+	0
15	++ Will improve the entertainment/leisure offer of the town and increase visitor numbers.	+? Would help to revitalise the traditional town centre.	++
16	0	+? Flood mitigation measures will need to be incorporated.	+
17	0	0	0
18	0	0	0
19	0	0	0
20	+?	0	0
21	0	0	0

Table D.17 Managing Transport Demand - Enhancing Accessibility

SA OBJECTIVE	Locate new development within easy reach of existing services.	Encourage higher density development in areas where there are high levels of public transport accessibility.	Safeguard existing facilities and services particularly within the rural areas.	Sensitive siting of new rural development to take advantage of existing rural transport options, services and facilities to help make them sustainable.	Support and progress traffic management scheme proposals at Welch Gate, Bewdley and Horsefair, Kidderminster.	Major new residential developments located nearby to AQMAs will be required to provide transport infrastructure and robust travel plans to demonstrate improved air quality within these areas.	Require employers to adopt long-term, robust and monitored sustainable transport plans to minimise the use of the private car.	Ensure new developments are designed and constructed to maximise accessibility.
1	++	+?/X?	Could centralise health services further.	++	++	0	0	0
2	++			++	0	0	0	+ Will increase access to employment.
3	+			+	+	0	0	0
4	++			++	++	+	0	0
5	+			0	+	0	0	0
6	0			0	0	0	0	0
7	++			+	+	+? Improving traffic flow will reduce emissions.	++	+
8	++			+	++	0	+	++
9	+? Could improve air quality by increasing walking and cycling.			0	+? Could improve air quality by reducing car dependency.	+ Improving traffic movement in AQMAs will improve air quality.	0	0
10	?			?	0	0	0	0
11	+	+?/X?	Higher densities could impact on local character of the towns	+	+? Well-designed development could enhance sense of place.	0	0	0
12	?	+?/X?	Higher densities could impact on biodiversity and geodiversity in urban areas.	0	?	0	0	0

			Ensure new developments are designed and constructed to maximise accessibility.	Require employers to adopt long-term, robust and monitored sustainable transport plans to minimise the use of the private car.
SA OBJECTIVE	Locate new development within easy reach of existing services.	Sensitive siting of new rural development to take advantage of existing rural transport options, services and facilities to help make them sustainable.	Support and progress traffic management scheme proposals at Welch Gate, Bewdley and Horsefair, Kidderminster.	Major new residential developments located nearby to AQMAs will be required to provide transport infrastructure and robust travel plans to demonstrate improved air quality within these areas.
13	+	+? Higher densities could impact on local character of the towns.	+?	0
14	+	+	+? Could require greenfield site releases.	0
15	++	++	X? Could detract from town centre regeneration.	0
16	+	+	+?	+
17	0	X? Higher densities could exacerbate noise pollution issues.	0	0
18	+? May increase access to employment and training.	0	+? May increase access to employment and training.	0
19	0	0	0	0
20	0	0	0	0
21	0	0	0	+

Table D.18 Managing Transport Demand - Sustainable Transport

SA OBJECTIVE	Require major new developments, particularly out of centre, to incorporate bus priority measures or contribute towards improving the bus network as required by the Worcestershire Integrated Passenger Transport Strategy.	Require major new developments to contribute towards new or improved walking and cycling facilities.	Identify sites for and provide park and ride facilities for the three towns.	Provide systematic bus priority measures along the SREC.	Introduce a local car and cycle parking standards policy focusing on short stay parking and based on the availability of sustainable public transport.	Continue to safeguard the line of the Stourport-on-Severn-Hartlebury former railway line as a sustainable transport route to link to the national rail network.	Possibility of rail connectivity with the Severn Valley Railway line at the former British Sugar site to connect to the national network.
		+?	+ Will improve access to health facilities. Will improve access to quality of life.	+ Will improve access to the town centres.	+ Will improve access to town centres.	0	+? May improve access to town centre facilities.
1						0	
2		++ Will improve access to facilities.	+ Will improve pedestrian access to facilities.	+ Will improve access to facilities within the town centres.	+ Will improve access to facilities in the towns.	+ Reducing congestion within the District will improve access to facilities.	+? May improve access to town centre facilities.
3	0	0	0	0	0	0	
4	+	+			0	0	+ Will improve access to SREC.
5	0		+? Will encourage walking which will increase passive surveillance in some areas.	0	0	0	0
6	0	0		0	0	0	0

D Options Testing Tables - Preferred Options

SA OBJECTIVE	Require major new developments, particularly out of centre, to incorporate bus priority measures or contribute towards improving the bus network as required by the Worcestershire Integrated Passenger Transport Strategy.	<p>Require new developments to contribute towards new or improved walking and cycling facilities.</p> <p>Identify sites for park and ride facilities for the three towns.</p> <p>within the District's rural areas to contribute towards improved public transport services to cover the rural areas.</p>	Possibility of rail connectivity with the Severn Valley Railway line at the former British Sugar site to connect to the national network.	Continued to safeguard the line of the Stourport-on-Severn-Hartlebury former railway line as a sustainable transport route to link to the national rail network.	Introduce a local car and cycle parking standards policy focusing on short stay parking and based on the availability of sustainable public transport.	Provide systematic bus priority measures along the SREC.
			Provision of a park and ride facility at the former British Sugar site.	+ Will reduce congestion around the towns, therefore reduce CO2 emissions.	+ Providing park and ride facilities will help to reduce car use.	+ Would push people towards public transport.
			++ Will reduce the need to travel by car.	+ Will reduce car dependency in rural areas.	+ Improving bus facilities will reduce car use and carbon emissions.	+ Would improve public transport access to SREC.
			++	++	++	++
			++ Will encourage public transport use.	? May only move congestion around rather than actually reduce it.	+ +	0
				+?/X? Reduced car use and reduced congestion may improve air quality	+? Reduced car use and reduced congestion may improve air quality	+? Reduced car use and reduced congestion may improve air quality but may shift congestion and air quality issues
			0	0	0	0
			0	0	0	0
			0	X? May change the landscape/townscape.	0	0
			0	0	0	0
				X? Could have a detrimental impact on biodiversity, the		0

SA OBJECTIVE	Require major new developments, particularly out of centre, to incorporate bus priority measures or contribute towards improving the bus network as required by the Worcestershire Integrated Passenger Transport Strategy.	Require major new developments to contribute towards new or improved walking and cycling facilities.	Identify sites for park and ride facilities for the three towns.	Provide systematic bus priority measures along the SREC.	Possibility of rail connectivity with the Severn Valley Railway line at the former British Sugarsite to connect to the national rail network.
				Introduce a local car and cycle parking standards policy focusing on short stay parking and based on the availability of sustainable public transport.	Continue to safeguard the line of the Stourport-on-Severn-Hartlebury former railway line as a sustainable transport route to link to the national rail network.
13	0	0	0	X? May change the landscape/townscape.	current biodiversity of the site would need to be assessed.
14	0	0	0	0	0
15	+	+? Could make the town centre more accessible and more attractive to visitors.	+? Might increase rural residents travelling into Kidderminster/Stourport-on-Severn.	+? Could enhance Kidderminster's attractiveness as a business location.	+? Increased short-stay parking may improve attractiveness of town centre to shoppers.
16	0	0	0	0	0
17	0	0	0	0	0
18	0	0	0	0	0
19	0	0	0	0	0

SA OBJECTIVE	Require major new developments, particularly out of centre, to incorporate bus priority measures or contribute towards improving the bus network as required by the Worcestershire Integrated Passenger Transport Strategy.	Identify sites for park and ride facilities for the three towns.	Provide systematic bus priority measures along the SREC.	Possibility of rail connectivity with the Severn Valley Railway line at the former British Sugar site to connect to the national network.
	20	+? Reducing congestion may make the District more attractive for businesses.	+? Reducing congestion may make the District more attractive for businesses.	+? Reducing congestion may make the District more attractive for businesses.
	21	0	0	+? Reducing congestion may make the District more attractive for businesses.

SA OBJECTIVE	The Core Strategy should set a minimum target for renewable energy production in all new major developments.	Identify locations where renewable energy schemes could be located within the District.	Set out a timetable for achieving Code for Sustainable Homes Level 6 ahead of the national target date of 2016.	Use canal water for heating and cooling in waterside developments, where appropriate.	Generate hydro-electricity from the River Severn by developing a series of weirs and generating stations with locks to maintain the right of navigation.
1	0	0	0	0	0
2	0	0	0	0	0

Table D.19 Sustainable Development Standards - Energy Conservation and Generation

SA OBJECTIVE The Core Strategy should set a minimum target for renewable energy production in all new major developments.	The Core Strategy should set a target for carbon emissions reduction by 2026. Identify locations where renewable energy schemes could be located within the District.	Identify locations where renewable energy schemes could be located within the District.	Set out a timetable for achieving Code for Sustainable Homes Level 6 ahead of the national target date of 2016.	Use canal water for heating and cooling in waterside developments, where appropriate.	Generate hydro-electricity from the River Severn by developing a series of weirs and generating stations with locks to maintain the right of navigation.
		3	0	0	0
		4	0	0	+? Could reduce fuel bills.
		5	0	0	0
		6	0	0	+ The Code for Sustainable Homes includes a waste recycling element.
		7	++	++	++
		8	0	0	+? Could lead to some freight being transported by water.
		9	0	0	X? Impact on water quality is unknown.
		10	0	0	+ The Code for Sustainable Homes includes a flood risk category.
		11	X? Could have a detrimental impact on the landscape/townscape.	X? Could have a detrimental impact on the landscape/townscape.	X? Would significantly change the landscape along the river corridor.
		12	0	0	X? Impact on biodiversity is not known however there are a number of protected species within the canal.
		13	0	0	? Would significantly change the landscape along the river corridor.
		14	0	0	0
		15	0	0	+? Could increase tourism in Stourport-on-Severn.

SA OBJECTIVE	The Core Strategy should set a minimum target for renewable energy production in all new major developments.	The Core Strategy should set a target for carbon emissions reduction by 2026.	Identify locations where renewable energy schemes could be located within the District.	Set out a timetable for achieving Code for Sustainable Homes Level 6 ahead of the national target date of 2016.	Use canal water for heating and cooling in waterside developments, where appropriate.	Generate hydro-electricity from the River Severn by developing a series of weirs and generating stations with locks to maintain the right of navigation.
					appropriate sites are likely to be located there.	X? Impact on flood risk is unknown.
16	0	0	0	0	0	0
17	0	0	0	0	0	0
18	0	0	0	0	0	0
19	0	0	0	0	0	0
20	0	0	0	0	0	0
21	+	?	?	?	+	+

Table D.20 Sustainable Development Standards - Waste Minimisation

SA OBJECTIVE	Require new development proposals to utilise on-site or locally sourced construction materials.	Require all new developments to provide facilities for waste recycling.	Re-use the existing building stock to reduce waste.
1	0	0	0
2	0	0	0
3	0	0	0
4	0	0	0
5	0	0	0
6	++ Will minimise construction and demolition waste.	++ Will minimise household waste going to landfill.	++
7	++	++	++
8	++ Will reduce the need to transport raw materials.	0	0
9	0	0	0

SA OBJECTIVE	Require new development proposals to utilise on-site or locally sourced construction materials.	Require all new developments to provide facilities for waste recycling.	Re-use the existing building stock to reduce waste.
10	0	0	0
11	+ Locally sourced materials are more likely to be in character with the existing townscape.	0	++ Existing buildings maintain the character of the area.
12	0	0	0
13	+ Locally sourced materials are more likely to be in character with the existing townscape.	0	++ Existing buildings maintain the character of the area.
14	0	0	++
15	0	0	0
16	0	0	0
17	0	0	0
18	0	0	0
19	0	0	0
20	0	0	0
21	0	0	0

Table D.21 Addressing Flood Risk

SA OBJECTIVE	Require the incorporation of SUDS into new developments.	Secure developer contributions from new developments within the flood zones towards flood alleviation and protection schemes.	Identify locations for restoring functional flood plain areas to address climate change and improve biodiversity and amenity.	Ensure new developments incorporate systems to recycle rainwater.
1	0	0	0	0
2	0	0	0	0
3	0	0	0	0
4	+ Reduced flooding will enhance quality of life.	+ Reduced flooding will enhance quality of life.	+ Reduced flooding will enhance quality of life.	+ Reduced flooding will enhance quality of life.
5	0	0	0	0
6	0	0	0	0
7	0	0	+ Additional greenspace will help reduce contributions to climate change.	0

SA OBJECTIVE	Require the incorporation of SUDS into new developments.	Secure developer contributions from new developments within the flood zones towards flood alleviation and protection schemes.	Identify locations for restoring functional flood plain areas to address climate change and improve biodiversity and amenity.
8	0	0	0
9	0	0	0
10	++	X Objective seeks to prevent any development in the flood zones, this option would potentially promote development within the flood plain.	++
11	0	0	0
12	+ SUDS can enhance biodiversity by providing habitat opportunities.	X? Flood alleviation schemes can have a detrimental impact on biodiversity. A number of protected species can be found within the River corridor.	++
13	0	0	0
14	0	0	0
15	0	0	0
16	++	++	++
17	0	0	0
18	0	0	0
19	0	0	0
20	0	0	0
21	0	0	0

Table D.22 Rural Development and Countryside Protection

SA OBJECTIVE	Produce a detailed Landscape Character SPD through the Local Development Framework.	Use the Historic Landscape Character Assessments Project and Landscape Character Assessments to underpin a criteria based approach to safeguard and enhance landscape character.	Continue to protect discrete areas via local landscape designations.	Restrict the further development of caravan, mobile home and chalet sites to the west of the District.
1	0	0	0	0
2	0	0	0	0
3	0	0	0	0

SA OBJECTIVE	Produce a detailed Landscape Character SPD through the Local Development Framework.	Use the Historic Landscape Characterisation Project and Landscape Character Assessments to underpin a criteria based approach to safeguard and enhance landscape character.	Continue to protect discrete areas via local landscape designations.	Restrict the further development of caravan, mobile home and chalet sites to the west of the District.
4	+ Safeguarding the landscape will help to provide access to greenspace.	+ Safeguarding the landscape will help to provide access to greenspace.	+ Safeguarding the landscape will help to provide access to greenspace.	+ Safeguarding the landscape will help to provide access to greenspace.
5	0	0	0	0
6	0	0	0	0
7	X? Could restrict opportunities for renewable energy.	X? Could restrict opportunities for renewable energy.	X? Could restrict opportunities for renewable energy.	0
8	0	0	0	0
9	0	0	0	0
10	0	0	0	0
11	++	++	++	++
12	+	+	+	+
13	0	0	0	0
14	+	+	+	+
15	+? Protecting greenfield land from development will help regenerate the town centres	+? Protecting greenfield land from development will help regenerate the town centres	+? Protecting greenfield land from development will help regenerate the town centres	+? Protecting greenfield land from development will help regenerate the town centres
16	+? Protecting greenfield sites may help to mitigate against the impacts of climate change.	+? Protecting greenfield sites may help to mitigate against the impacts of climate change.	+? Protecting greenfield sites may help to mitigate against the impacts of climate change.	+? Protecting greenfield sites may help to mitigate against the impacts of climate change.
17	0	0	0	0
18	0	0	0	0
19	0	0	0	0
20	0	0	0	0
21	0	0	0	0

Table D.23 Green Infrastructure and Biodiversity - Assessing Greenspace

SA OBJECTIVE	Establish a greenspace plan for the District.	Enhance the environmental role of the rivers and waterways as strategic green corridors.	Protect and enhance natural flood plains as important greenspaces.
1	++ Better access to greenspaces will provide opportunities for people to pursue active lifestyles and improve health.	+? Better access to green corridors will provide opportunities for people to walk and cycle and improve health.	+? Will safeguard greenspace provision but should not be seen as an alternative to providing accessible greenspace across the District.
2	+ Will improve access to greenspace.	+ Will improve sustainable access to services and facilities.	+? Could improve access to greenspaces within some areas of the District.
3	+ Incorporating greenspace in new housing developments will improve their quality.	+? The waterways can be used positively to provide high quality residential developments.	0
4	++ Enhancing greenspace will improve quality of life.	++ Enhancing green corridors will improve quality of life.	+? Protecting flood plains from development will reduce flood risk and lead to enhanced quality of life.
5	+ Enhancing greenspace can improve community pride and prevent such spaces being used for crime.	+? Enhancing green corridors can improve community pride and prevent such spaces being used for crime.	0
6	0	0	0
7	+ Greenspaces reduce the heat island effect, particularly in town centres.	+ Could reduce the urban heat island effect.	0
8	+ Providing high quality greenspaces locally reduces the need to travel.	+? Green corridors will provide opportunities for walking and cycling.	0
9	+ Enhancing greenspace and increasing provision will improve air quality.	+? Could reduce car use which will improve air quality.	+ Will prevent development on flood plains which may lead to a reduction in air quality; will help prevent contamination of watercourses during flood events.
10	+ Enhancing greenspace provision could reduce surface water run-off.	+? Designating areas as green corridors will prevent them being developed and therefore prevent increases in run-off.	+? Will prevent development of flood-risk areas.
11	+ Will protect the landscape.	+ Will protect and enhance the landscape.	+ Will prevent the landscape by protecting riverside locations from development.
12	++ Will help conserve biodiversity.	++ Will help preserve biodiversity and provide opportunities for movement north to combat climate change.	++ Will protect biodiversity in these areas.
13	+? Will enhance the built environment.	+? Could have a positive impact on the Staffs & Wors Canal Conservation Area and improve the quality of the built environment.	0
14	+ Will safeguard open space from development.	0	+ Will protect flood plains, which are often greenspace, from development.

SA OBJECTIVE	Establish a greenspace plan for the District.	Enhance the environmental role of the rivers and waterways as strategic green corridors.	Protect and enhance natural flood plains as important greenspaces.
15	+? Enhancing greenspace within the towns could help regeneration.	++ Will help regenerate towns e.g. Stourport Basins.	X There is pressure for development in areas prone to flooding in both Kidderminster and Stourport-on-Severn.
16	+ Will help to protect against heat island effect.	+ Will help to protect against heat island effect.	++ Will help to protect against heat island effect and flooding.
17	X? May increase noise and pressure for lighting.	X? May increase noise and pressure for lighting.	X? May increase noise and pressure for lighting.
18	0	0	0
19	+? Local communities can get involved in the creation of parks.	0	0
20	0	0	0
21	0	0	0

Table D.24 Green Infrastructure and Biodiversity - Biodiversity

SA OBJECTIVE	Require all major developments to make a contribution towards on or off-site biodiversity projects.	Ensure new developments have adequate gardens, including shared gardens for flat-led developments.	Safeguard existing allotments and provide for new sites within the urban areas.	Incorporate green roofs into new developments.
1	+ Access to open space can improve health and well-being.	+ Access to open space can improve health and well-being.	++ Improves health through exercise and healthy eating.	+ Would result in cleaner air, therefore improve health.
2	0	0	+ Will improve access to a specific facility.	0
3	+ Will improve residential environment.	+ Will improve residential environment.	0	+? Could improve residential environment.
4	++	++	++	+
5	+	+	++	?
6	0	+ Provides opportunities for composting.	+ Provides opportunities for composting.	0
7	+	+	+	+
8	0	0	+ Improves access to allotments locally.	0
9	+	+	+	+
10	+ Will help protect flood plains as biodiversity corridors.	+ Will help reduce surface water run-off.	+ Will help reduce surface water run-off.	+ Will help reduce surface water run-off.
11	+	++ Will enhance townscape.	-? Allotments can have a detrimental impact on the landscape.	+? Could have a positive impact on the landscape.

SA OBJECTIVE	Require all major developments to make a contribution towards on or off-site biodiversity projects.	Ensure new developments have adequate gardens, including shared gardens for flat-led developments.	Safeguard existing allotments and provide for new sites within the urban areas.	Incorporate green roofs into new developments.
12	++		++	+? Note that green roofs contribute more to mitigating climate change than biodiversity, however, they do have some biodiversity value.
13	0	+ Providing gardens will enhance the townscape.	X? Allotments can have a detrimental impact on the landscape.	X? May not be compatible in areas of historic townscape.
14	+? Will help safeguard sites for biodiversity - the habitats and species listed within the BAP should be fully considered when identifying where contributions should be spent. These are set out within Appendix C.	+	+	0
15	+	+	+	+
16	++	+	+	++
17	+?	0	+?	0
18	+? Biodiversity sites can be used for educational purposes.	0	+? Allotments can be linked to education.	0
19	0	0	0	0
20	+?	0	0	0
21	0	0	0	0

Table D 25 Promoting Community Wellbeing and Confidence - Assessing Community, Cultural and Leisure Facilities

SA OBJECTIVE	Make more efficient use of existing community facilities for shared use purposes and wider community benefit.	Promote the development of hubs where residents can access a range of facilities.	Seek planning contributions towards the provision and improvement of community facilities.
1	+	+	+?
2	++ Improving access to community facilities will enhance quality of life.	++ Improving access to community facilities will enhance quality of life.	++ Improving access to community facilities will enhance quality of life.
3	0	0	? Will ensure that new developments have access to facilities, however, it may jeopardise the deliverability of affordable housing.
4	++ Improving access to community facilities will enhance quality of life.	++ Improving access to community facilities will enhance quality of life.	++ Improving access to community facilities will enhance quality of life.

SA OBJECTIVE	Make more efficient use of existing community facilities for shared use purposes and wider community benefit.	Promote the development of hubs where residents can access a range of facilities.	Seek planning contributions towards the provision and improvement of community facilities.
5	++ Improving access to facilities will help reduce crime and anti-social behaviour.	++ Improving access to facilities will help reduce crime and anti-social behaviour.	++ Improving access to facilities will help reduce crime and anti-social behaviour.
6	0	0	0
7	+ Will reduce the need to travel and therefore reduce contributions to climate change.	+ Will reduce the need to travel and therefore reduce contributions to climate change.	0
8	+	+	+
9	+ Prevents demand for further development.	+ Prevents demand for further development.	0
10	0	0	0
11	+? Protecting existing buildings may maintain local character.	+? Using existing buildings may retain local distinctiveness.	0
12	+? Could reduce demand for further building.	+? Could reduce demand for further building.	+?
13	+? Protecting existing buildings may maintain local character.	+? Using existing buildings may retain local distinctiveness.	0
14	+? Will reduce demand for release of land for development.	+? Will reduce demand for release of land for development.	0
15	+ Many existing facilities are located within the town centres.	+ Hubs would need to be centrally located.	+ New facilities would be focused in Kidderminster and Stourport-on-Severn.
16	+? Using existing buildings more intensively reduces demand for new ones, however, existing buildings may not be suitable for changing climate.	+? Using existing buildings more intensively reduces demand for new ones, however, existing buildings may not be suitable for changing climate.	+? New facilities can be better designed to mitigate against a changing climate.
17	0	0	0
18	0	0	0
19	+ Consultation on options has been undertaken in accordance with the Adopted SCI.	+ Consultation on options has been undertaken in accordance with the Adopted SCI.	+ Consultation on options has been undertaken in accordance with the Adopted SCI.
20	+? Could help support small businesses.	+? Could help support small businesses.	+? Could help support small businesses.
21	0	0	0

Table D.26 Promoting Community Wellbeing - Retaining Services within the District's Rural Settlements.

SA OBJECTIVE	Allocate small sites for live-work units in the rural settlements to reduce the need to travel and support local services.	Restricting change of use for community uses and local services within the rural settlements.	Encourage the shared use of community facilities.
1	0	0	0

SA OBJECTIVE	Allocate small sites for live-work units in the rural settlements to reduce the need to travel and support local services.	Allocate small sites for mixed use development in the larger villages.	Restricting change of use for community uses and local services within the rural settlements.	Encourage the shared use of community facilities.
2	++	++	++	++
3	+? May lead to the provision of increased affordable housing in rural areas.	+? May lead to the provision of increased affordable housing in rural areas.	X? May restrict housing supply in rural areas.	0
4	0	0	0	0
5	0	0	0	0
6	0	0	0	0
7	0	0	0	0
8	++	++ Maintaining rural services will reduce the need to travel.	++ Maintaining rural services will reduce the need to travel.	++ Maintaining rural services will reduce the need to travel.
9	0	0	0	0
10	0	0	0	0
11	X? New development in rural areas could have an adverse impact on the landscape.	X? New development in rural areas could have an adverse impact on the landscape.	0	0
12	0	0	0	0
13	x?	X?	0	0
14	0	0	0	0
15	X? Allowing new development in rural areas could have a detrimental impact on regeneration in Kidderminster and Stourport-on-Severn.	X? Allowing new development in rural areas could have a detrimental impact on regeneration in Kidderminster and Stourport-on-Severn.	0	0
16	0	0	0	0
17	0	0	0	0
18	0	0	0	0
19	0	0	0	0
20	+ Provision of live-work units will help diversify the economy.	0	0	0
21	0	0	0	0

Table D.27 Promoting Community Wellbeing - Providing Healthcare Facilities and Linking with the Health Agenda

SA OBJECTIVE	Seek contributions towards new and improved healthcare facilities from major new residential developments in the District.	Work with the Primary Care Trust to increase the capacity of existing primary healthcare resources.	Provision of better walking and cycling networks as integral parts to new developments.	Require major new residential developments to incorporate home zones and encourage the development of home zones in existing residential areas.
1	++		++	++
2	0	0	0	0
3	0	0	0	0
4	+ Improved health will improve quality of life.	+ Improved health will improve quality of life.	+	+
5	0	0	0	+
6	0	0	0	0
7	0	0	0	0
8	+? May increase local healthcare provision which will reduce the need to travel.	0	++	++
9	0	0	0	+? May lead to localised improvements in air quality.
10	0	0	0	0
11	0	0	0	0
12	0	0	0	0
13	0	0	0	0
14	0	0	0	0
15	0	0	+ Could make the town centre more accessible and more attractive to visitors.	0
16	0	0	0	0
17	0	0	0	0
18	0	0	0	0
19	0	0	0	0
20	0	0	0	0

SA OBJECTIVE	Seek contributions towards new and improved healthcare facilities from major new residential developments in the District.	Work with the Primary Care Trust to increase the capacity of existing primary healthcare resources.	Provision of better walking and cycling networks as integral parts to new developments.	Require major new residential developments to incorporate home zones and encourage the development of home zones in existing residential areas.
21	0	0	0	0

Table D.28 Promoting Community Wellbeing- Education and Learning

SA OBJECTIVE	Support the extended schools initiative and the shared use of school facilities.	Continue to seek planning contributions towards local education provision from new housing developments.	Enhance the role of Kidderminster College and links with Worcester or Wolverhampton University.
1	+? May improve well-being through increased access to recreational facilities.	0	0
2	++	++	+? May increase cultural opportunities.
3	0	X? Could conflict with the provision of affordable housing?	0
4	++	+	+? May enhance quality of life through expanding educational opportunities.
5	++	+? May enhance pride by increasing access to education.	+? May enhance pride by increasing access to education.
6	0	0	0
7	+	0	0
8	++	+	0
9	+? Reduces the need for further development.	0	0
10	+? Reduces the need for further development.	0	0
11	+? Using existing buildings will maintain the existing townscape.	0	0
12	0	0	0
13	+? Using existing buildings will maintain the existing townscape.	0	0
14	+	0	0
15	+	+	++
16	+? Buildings can be adapted to meet a changing climate.	0	0
17	0	0	0

SA OBJECTIVE	Support the extended schools initiative and the shared use of school facilities.	Continue to seek planning contributions towards local education provision from new housing developments.	Enhance the role of Kidderminster College and links with Worcester or Wolverhampton University.
18	+	++	++
19	0	0	0
20	0	+	+
21	0	+	+

Table D.29 Historic Environment, Culture and Tourism - Character

SA OBJECTIVE	Link the historic towns and landscape along the Severn Valley from Ironbridge to Stourport-on-Severn into a new designation of the Severn Valley Regional Heritage Park.	Protect and enhance the historic town and village centres.	Reuse and renewal of key historic buildings and structures.
1	+? This could promote opportunities for walking and cycling which may lead to improvements in health and well-being.	0	0
2	0	0	0
3	0	0	+? Historic buildings could be re-used to provide housing.
4	0	0	0
5	0	0	0
6	0	0	0
7	0	0	0
8	0	+ Protecting village services will reduce the need to travel.	0
9	0	0	0
10	0	0	0
11	++	++	++
12	0	0	0
13	+ However, need to ensure that the Core Policy fully protects the range of historic environment features within the District, not just those with Statutory Protection.	++ However, need to ensure that the Core Policy fully protects the range of historic environment features within the District, not just those with Statutory Protection.	+? However, need to ensure that the Core Policy fully protects the range of historic environment features within the District, not just those with Statutory Protection.

SA OBJECTIVE	Link the historic towns and landscape along the Severn Valley from Ironbridge to Stourport-on-Severn into a new designation of the Severn Valley Regional Heritage Park.	Protect and enhance the historic town and village centres.	Reuse and renewal of key historic buildings and structures.
14	0	0	+ Re-using existing buildings will relieve pressure on greenfield land.
15	0	0	+
16	0	0	0
17	0	0	0
18	0	0	0
19	0	0	0
20	0	0	0
21	0	0	0

Table D.30 Historic Environment, Culture and Tourism - Culture

SA OBJECTIVE	Allocate a cultural quarter focused on arts and learning in Kidderminster Town Centre as part of its redevelopment proposals.	Safeguard community facilities within the District's villages and promote their use for cultural opportunities.	Seek contributions from new town centre developments towards public art to enhance local identity.
1	0	+	0
2	++ Improving access to community facilities will enhance quality of life.	++ Improving access to community facilities will enhance quality of life.	0
3	0	0	0
4	+ Improving access to cultural facilities will enhance quality of life.	+ Improving access to cultural facilities will enhance quality of life.	+
5	+ Improving access to facilities will help reduce crime and anti-social behaviour.	+ Improving access to facilities will help reduce crime and anti-social behaviour.	+?
6	0	0	0
7	0	+ Will reduce the need to travel and therefore reduce contributions to climate change.	0
8	+? Although it may increase travel into Kidderminster, it will reduce the need to travel outside the District to access such facilities.	++	0
9	0	+? May maintain/improve air quality by preventing the need to travel.	0
10	0	0	0

SA OBJECTIVE	Allocate a cultural quarter focused on arts and learning in Kidderminster Town Centre as part of its redevelopment proposals.	Safeguard community facilities within the District's villages and promote their use for cultural opportunities.	Seek contributions from new town centre developments towards public art to enhance local identity.
11	+ Will enhance existing townscape by incorporating existing buildings into new development.	0	
12		0	+? Could reduce demand for further building.
13	+? Will incorporate existing historic buildings, safeguarding their future.	0	
14	+? Will reduce demand for release of land for development.	0	+? Will reduce demand for release of land for development.
15		0	X? Will reduce the need for people to travel into town centres.
16	+? Site is outside the flood plain and has the potential to be designed to mitigate against the impacts of a changing climate.	0	+ Safeguarding existing facilities will reduce contributions to climate change.
17	X? Increasing evening activity may increase localised noise and light pollution.	0	
18	+? Will provide increased numbers of jobs – may increase skills of workforce.	0	
19	+ Consultation on options has been undertaken in accordance with the Adopted SCI.	0	+ Consultation on options has been undertaken in accordance with the Adopted SCI. + Public art provides opportunities for public participation.
20	+ Will help to diversify Kidderminster's economy.	0	+ Will continue to support rural businesses.
21		0	0

Table D.31 Historic Environment, Culture and Tourism - Tourism

SA OBJECTIVE	Allocate possible sites for a budget hotel development within Kidderminster Town Centre.	Identify alternative sites for budget hotel development which are not located within Kidderminster Town Centre.	Develop a series of leisure/outdoor activities focused on the District's natural assets which are well connected by public transport.	Promote the inland waterway network as a key visitor attraction.	Improve sustainable transport links between Kidderminster Town Centre and the Safari Park and Severn Valley Railway.	Restore navigation to the River Severn throughout the District.
1	0	0	+	0	0	0
2	0	0	0	0	0	0
3	0	0	0	0	0	0
4	0	0	+	+	+	0

SA OBJECTIVE	Allocate possible sites for a budget hotel development within Kidderminster Town Centre.	Identify alternative sites for budget hotel development which are not located within Kidderminster Town Centre.	Develop a series of leisure/outdoor activities focused on the District's natural assets which are well connected by public transport.	Promote the inland waterway network as a key visitor attraction.	Improve sustainable transport links between Kidderminster Town Centre and the Safari Park and Severn Valley Railway.	Restore navigation to the River Severn throughout the District.
5	0	0	0	+	0	0
6	0	0	0	0	0	0
7	0	X? Locating in a less accessible location will encourage more car borne journeys.	0	0	+	0
8	0	X Out-of-town location is likely to increase the need for travel.	++	0	++	+? Could lead to freight being transported by water.
9	0	x Could lead to pressure to release greenfield sites.	0	0	+ Reducing the car dependence of these attractions will improve air quality.	X? Impact on water quality is unknown.
10	0	0	0	0	0	X? Would require major changes to the river – impact of this on flooding is unknown.
11	0	X? New hotel development outside the town centre could be out of character.	X? Could have a detrimental impact on the landscape.	+	0	+? Would change the character of the river by increasing water levels.
12	0	X? Could lead to release of greenfield land which would have a detrimental impact on biodiversity.	X? Could have a detrimental impact on biodiversity.	0	0	X?
13	0	X Likely to have a detrimental impact on townscape/landscape character.	0	0	0	0
14	+	X May require greenfield land release.	0	0	0	0
15	++	XX Would not help with the regeneration of Kidderminster.	0	++ Would increase visitor numbers to the towns, especially Kidderminster and Stourport-on-Severn.	+	+? Could have a positive impact on regeneration in Stourport-on-Severn.
16	0	X Encourage more car borne trips through locating in a less accessible area.	0	0	0	0
17	0	X Is likely to increase noise and light pollution outside the town centre.	0	0	0	0

SA OBJECTIVE	Allocate possible sites for a budget hotel development within Kidderminster Town Centre.	Identify alternative sites for budget hotel development which are not located within Kidderminster Town Centre.	Develop a series of leisure/outdoor activities focused on the District's natural assets which are well connected by public transport.	Promote the inland waterway network as a key visitor attraction.	Improve sustainable transport links between Kidderminster Town Centre and the Safari Park and Severn Valley Railway.	Restore navigation to the River Severn throughout the District.
		18	0	0	0	0
19	0	0	0	0	0	0
20	0	0 but would not contribute to the regeneration of Kidderminster Town Centre.	0	0	0	0
21	0	0	0	0	0	0