

**Open**

# **Special Overview & Scrutiny Committee**

## **Agenda**

**6.00pm**  
**Thursday, 14th June 2012**  
**The Earl Baldwin Suite**  
**Duke House**  
**Clensmore Street**  
**Kidderminster**



## **Special Overview & Scrutiny Committee**

### **Members of Committee:**

**Chairman: Councillor H E Dyke**

**Vice-Chairman: Councillor T Ingham**

**Councillor R Bishop**

**Councillor C Brewer**

**Councillor L Davies**

**Councillor N Gale**

**Councillor J Greener**

**Councillor P B Harrison**

**Councillor J A Hart**

**Councillor P V Hayward**

**Councillor V Higgs**

**Councillor H J Martin**

**Councillor D J McCann**

**Councillor B McFarland**

**Councillor M Rayner**

**Councillor C Rogers**

**Councillor A M Sewell**

**Councillor D R Sheppard**

**Councillor S J Williams**

**Councillor G C Yarranton**

**Would Members please note that, to ensure continuity in scrutiny, substitutes should only be appointed for the Scrutiny Committee in exceptional circumstances.**

### **Information for Members of the Public:**

**Part I** of the Agenda includes items for discussion in public. You have the right to inspect copies of Minutes and reports on this Agenda as well as the background documents used in the preparation of these reports.

**Part II** of the Agenda (if applicable) deals with items of "Exempt Information" for which it is anticipated that the public may be excluded from the meeting and neither reports nor background papers are open to public inspection.

### **Declarations of Interest – Guidance Note**

#### **Code of Conduct**

Members are reminded that under the Code of Conduct, it is the responsibility of individual Members to declare any personal or personal and prejudicial interest in any item on this agenda if appropriate. A Member who declares a personal interest may take part in the meeting and vote, unless the interest is also prejudicial. If the interest is prejudicial, as defined in the Code, the Member must leave the room. However, Members with a prejudicial interest can still participate if a prescribed exception applies or a dispensation has been granted.

#### **Co-opted Members**

Scrutiny Committees may wish to appoint Co-Opted Members to sit on their meetings in order to add value to the scrutiny process. To appoint a Co-Opted Member, a Committee must first agree to appoint either a specific person or to approach a relevant organisation to request that they put forward a suitable representative (e.g. the local Police Authority). Co-Optees are non voting by default but Committees can decide to appoint voting rights to a Co-Optee. The Co-Option of the Member will last no longer than the remainder of the municipal year.

Scrutiny Committees can at any meeting agree to terminate the Co-Option of a Co-Opted Member with immediate effect. Where an organisation is appointed to put forward a Co-Opted Member, they are able to send a substitute in exceptional circumstances, provided that they notify Democratic Services in advance. Co-Opted Members must sign up to the Members Code of Conduct before attending their first meeting, failure to sign will mean that they are unable to participate. This also applies to substitute Co-Opted Members, who will need to allow sufficient time before a meeting in order to sign the Code of Conduct.

The following will apply:

- i) The total number of voting co-opted members on any Scrutiny Committee will not exceed 25% at any one time.
- ii) The total number of voting Co-opted Members on any Review Panel will not be limited.
- iii) Those Co-opted Members with voting rights will exercise their rights in accordance with the principles of decision making set out in the constitution.

**For Further information: If you have any queries about this Agenda or require any details of background papers, further documents or information, you should contact Louisa Bright, Democratic Services Officer, Civic Centre, Stourport-on-Severn. Telephone: 01562 732763 or email [louisa.bright@wyreforestdc.gov.uk](mailto:louisa.bright@wyreforestdc.gov.uk) .**

Wyre Forest District Council  
Special Overview & Scrutiny Committee

Thursday, 14th June 2012

The Earl Baldwin Suite, Duke House, Kidderminster

Part 1 - Open to the press and public

Agenda item	Subject	Page Number
1.	<b>Apologies for Absence</b>	
2.	<b>Appointment of Substitute Members</b>  To receive the name of any Councillor who is to act as a substitute, notice of which has been given to the Director of Community Assets & Localism, together with the name of the Councillor for whom he/she is acting.	
3.	<b>Declarations of Interest</b>  In accordance with the Code of Conduct, to invite Members to declare the existence and nature of any personal or personal and prejudicial interests in the following agenda items. Members should indicate the action they will be taking when the item is considered.  Members are also invited to make any declaration in relation to Section 106 of the Local Government Finance Act 1992.	
4.	<b>Wyre Forest District Local Development Framework Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs- Pre-submission Publication Consultation and Submission for Independent Examination</b>  To consider a report from the Planning Policy Manager on the Site Allocations and Policies and Kidderminster Central Area Action Plan (KCAAP) Development Plan Documents (DPDs) and their accompanying Sustainability Appraisal for pre-submission publication and submission to the Secretary of State.  <b>Appendices 1, 2 &amp; 4 to this report will be circulated electronically and a public inspection copy is available on request.</b>	5
5.	<b>To consider any other business, details of which have been communicated to the Director of Community Assets &amp; Localism before the commencement of the meeting, which the Chairman by reason of special circumstances considers to be of so urgent a nature that it cannot wait until the next meeting.</b>	
6.	<b>Exclusion of the Press and Public</b>  To consider passing the following resolution:  "That under Section 100A(4) of the Local Government Act 1972 the press and public be excluded from the meeting during the consideration of the following item of business on the grounds that it involves the likely disclosure of "exempt information" as defined in paragraph 3 of Part 1 of Schedule 12A to the Act".	

## Part 2

Not open to the Press and Public

7.	<b>To consider any other business, details of which have been communicated to the Director of Community Assets &amp; Localism before the commencement of the meeting, which the Chairman by reason of special circumstances considers to be of so urgent a nature that it cannot wait until the next meeting.</b>	
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## **Special Overview and Scrutiny Committee**

### **Briefing Paper**

Report of: Rebecca Mayman, Planning Policy Manager

Date: 14<sup>th</sup> June 2012

Open

### **Wyre Forest District Local Development Framework Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs- Pre-submission publication consultation and submission for Independent Examination**

#### **1. Summary**

- 1.1 This briefing paper seeks the Committee's recommendation to Cabinet for endorsement of the Site Allocations and Policies and Kidderminster Central Area Action Plan (KCAAP) Development Plan Documents (DPDs) and their accompanying Sustainability Appraisal for pre-submission publication and submission to the Secretary of State.
- 1.2 The paper also outlines details relating to the proposed arrangements for Publication. It seeks the Committee's endorsement to Cabinet for Officer's authorisation to undertake the necessary arrangements for pre-submission publication and submission.

#### **2. Background**

- 2.1 Following the adoption of the Core Strategy DPD in December 2010, the next two LDF documents to be developed are the Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan DPD. Members may recall that the Preferred Options consultation on these documents was carried out in May 2011. Responses received during this consultation have been used to inform the draft publication documents.
- 2.2 The Revised Local Development Framework Project Plan (February 2012) sets out the key milestones for the production of these DPDs. The next key milestone in their preparation is their publication for a 6 week representations period followed by their Submission to the Secretary of State for independent examination.
- 2.3 The Local Development Framework Review Panel has considered in detail the development of the Site Allocations & Policies and KCAAP Draft Publication versions; the accompanying Sustainability Appraisal

and pre-submission publication arrangements at a series of meetings during January – May 2012. (Paragraphs 6.1-6.2 of this report set out the recommendations arising from the Panel’s consideration in more detail).

**3. Site Allocations and Policies**

- 3.1 The Site Allocations & Policies DPD will allocate and designate areas of land for particular uses, most notably land to deliver housing but also for other major development needs such as employment, retail, open spaces and community uses, in order to meet the requirements as set out in the Adopted Core Strategy. Additionally this DPD will set out important Development Management Policies which will apply across the whole of the District and will be used for determining planning applications.

**4. Kidderminster Central Area Action Plan (KCAAP)**

- 4.1 The KCAAP will provide a targeted approach to development within the central area of Kidderminster. It will allocate sites and provide policies within the specific boundaries of the action plan to assist with the town’s regeneration. The KCAAP will cover important sites such as the Churchfields and Eastern Gateway areas.

**5. Sound Development Plan Documents**

- 5.1 The National Planning Policy Framework (NPPF) retains a strong focus on “Local Plans” which it states, are the key to delivering sustainable development that reflects the vision and aspirations of local communities.
- 5.2 Prior to its adoption, a DPD must be subjected to independent examination in order to check that it has complied with legislative requirements. As part of the examination, the Inspector must determine whether the plan has been prepared in accordance with the “Duty to Co-operate; legal and procedural requirements and that it is “sound” (i.e. that it is positively prepared, justified, effective and consistent with national policy).

Duty to Co-operate

- 5.3 Local Planning Authorities are expected to demonstrate evidence of having effectively cooperated with neighbouring authorities, public, voluntary and private sector organisations to plan for strategic issues with cross boundary impacts when their DPDs are submitted for examination.
- 5.4 Officers have continued to work with neighbouring authorities and key stakeholders on infrastructure planning to inform the two DPDs. Ongoing discussions relating to infrastructure priorities with the Greater

Birmingham and Solihull and Worcestershire Local Enterprise Partnerships (LEPs) are very important. More recently all Worcestershire authorities have jointly commissioned consultants to undertake work on progressing Community Infrastructure Levy (CIL) Tariffs across the County.

- 5.5 There are cross boundary issues with Malvern Hills District Council relating to potential future development in the Clows Top area and the need to assess the cumulative impact of development proposals on the village. Officers are due to discuss a joint approach at a meeting with both Malvern Hills and Shropshire Councils to ensure that the Duty to Cooperate requirements are met.
- 5.6 It should also be noted that there are outstanding objections from the South Worcestershire Authorities (principally Malvern Hills and Wychavon District Councils) to the approach taken by the District Council with regard to the provision of new sites for Gypsies and Travellers. Officers will continue to liaise with the South Worcestershire Authorities on this particular point of policy to ascertain any common ground prior to submission to the Secretary of State.

Positively Prepared

- 5.7 The DPDs must be capable of demonstrating that they are prepared based on a strategy which seeks to meet objectively assessed development and infrastructure requirements. It is considered that both the Site Allocations and Policies and KCAAP DPDs have been prepared in full conformity with the Adopted Core Strategy. As such they will deliver the levels of development identified within this overarching strategy to meet the District's future needs to 2026.
- 5.8 An overarching policy has been incorporated into the Draft Publication Site Allocations and Policies DPD, which sets out the District Council's intention to provide certainty for developers and investors in the area through taking a positive approach to applications that accord with the overarching strategy and the principles of sustainable development. The policy affirms the intention to work proactively with applicants to find solutions to enable proposals to come forward to deliver regeneration.

Frontloading

- 5.9 An important factor in demonstrating the soundness of a DPD relates to evidence of wide public engagement in its development. Extensive public consultation has been undertaken during the development of these DPDs in accordance with the Council's Adopted Statement of Community Involvement. To recap, consultation stages have taken place as follows:
- An Issues and Options Paper was published for consultation purposes in January 2009.

- The Preferred Options Consultation Paper was published in May 2011.
- Additional consultation on potential site allocations for Gypsy, Traveller and Travelling Showpeople provision took place in October/November 2011.

A Robust Evidence Base

5.10 The Development Plan process requires planning policies to be based on a thorough understanding of the needs, opportunities and constraints within the District. The National Planning Policy Framework retains the need for local planning authorities to “*ensure that the Local Plan is based on adequate, up to date and relevant evidence about the economic, social and environmental characteristics and prospects of the area.*” (Para 158) In order to comply with this requirement the Planning Policy Section has compiled, and continued to work on, a comprehensive suite of documents to inform the preparation of these documents.

5.11 Some of the key elements of the evidence base that have informed the preparation of the plan are as follows:

- Strategic Housing Market Assessment (SHMA) Update (February 2012)
- Gypsy and Traveller Accommodation Assessment (GTAA) (August 2011)
- Urban Design concept plans for potential redevelopment sites (October 2011).
- Eastern Gateway Feasibility Study (October 2011).
- PPG17 Audit – Leisure and Open Space, October 2008
- Employment Land Review (ELR), July 2008
- Retail and Leisure Study, February 2010
- Strategic Flood Risk Assessment – Level 1 and Level 2 (SFRA), March 2010
- Water Cycle Strategy, March 2010
- Sustainability Appraisal, Ongoing to inform documents
- Appropriate Assessment, September 2009, updated May 2011

5.12 A number of other studies are currently ongoing, which include an Infrastructure Delivery Plan and a Green Infrastructure Strategy. These documents will be completed to accompany the submission of the documents.

Sustainability Appraisal

5.13 All Development Plan Documents are required to undergo Sustainability Appraisal (SA) and this process incorporates the requirements of the Strategic Environmental Assessment Regulations. SA has been undertaken on both the Site Allocations and Policies and

the Kidderminster Central Area Action Plan DPDs and the results are set out within the appended Sustainability Appraisal reports. The SA process has been an integral part of the policy development and site selection and the reports document the sustainability reasons for taking the preferred policies forward.

- 5.14 The majority of the SA work has been undertaken in-house by Wyre Forest District Council officers. Consultants URSUS were commissioned to undertake a quality check of the Sustainability Appraisal in order to ensure that all of the necessary legal requirements were met and to provide an independent objective view. URSUS have also undertaken additional work on cumulative effects, arising from both the policies within the plan and those policies in combination with other plans, policies and programmes.
- 5.15 The SA reports will be published alongside the DPD for a 6 week period (please refer to Appendix 4). They will then form a key part of the evidence base at the Examination in Public.

## **6. Recommendations from the Local Development Framework Panel**

- 6.1 The LDF Panel considered both DPDs in detail at a series of meetings as follows:
- 28/03/12: Draft Publication Kidderminster Central Area Action Plan
  - 11/04/12: Draft Publication Site Allocations & Policies DPD; Part A – Development Management Policies
  - 01/05/12: Draft Publication Site Allocations & Policies DPD; Part B – Areas and Sites & Publication Consultation Arrangements.
- 6.2 The Panel made a number of recommendations for amendments and additions to the DPDs prior to their publication. The table of amendments arising from the LDF Panel Meetings is attached to this report at Appendix 3 for information.

## **7. Publication and Submission of the DPDs**

- 7.1 Regulations 19-20 of the Town and Country Planning (Local Planning) (England) Regulations 2012, require that before submitting a DPD the Local Authority must publish and make available the documents it proposes to submit. The pre-submission publication versions are essentially the Draft DPDs and in accordance with the regulations they will be published for a 6 week period in order for representations to be made.
- 7.2 The consultation on the pre-submission DPDs and Sustainability Reports will take place for a minimum 6 week period between July and September 2012. Representations will be invited on the documents, which the Council intends to submit for independent examination.

Appendix 5 to this report sets out the publication arrangements that will be undertaken in order to meet the requirements of the legislation.

- 7.3 This process is intended to assist local authorities in reviewing the representations received following Publication and to consider if any are so significant that changes to the DPDs would be required prior to their Submission. The representations must be submitted alongside the DPDs and will be taken into account by the Planning Inspector at the examination.

7.4 Submission for Independent Examination

Regulation 22 requires the Local Authority to consider the representations received during the publication stage and to produce a summary of the main issues raised. This should then be submitted along with all specific documentation to the Secretary of State.

- 7.5 Members are reminded that the Local Authority, when publishing and submitting the DPDs must be confident that they are sound. In preparing the summary of the main issues raised, Officers may consider that certain representations, particularly those submitted by key stakeholders under the Duty to Co-operate, may question the soundness of the DPDs.
- 7.6 However, in the Officer's opinion the draft pre-submission publication versions of the DPDs are based on a comprehensive frontloading process culminating from a series of consultation stages in accordance with the Adopted Statement of Community Involvement. They have also been informed by a comprehensive Sustainability Appraisal process including an independent check. Finally, a robust evidence base has been produced to provide the background to policy making. It is considered that this comprehensive frontloading process will reduce the likelihood of receiving such representations on the Publication DPDs.

**8. Further Editorial Requirements**

- 8.1 Due to the timeframes involved in the Committee Cycle the Publication Documents may be subject to further editing in terms of their legibility, format and correction prior to public consultation taking place later in July. However, the main content and structure of the documents as attached at Appendices 1 and 2 will remain the same. The documents are to be published using the Objective Software System, which will enable interactive consultation. They will therefore require further formatting work using this software package, particularly in relation to the insertion of images.
- 8.2 Both DPDs will need to be accompanied by a Proposals Map which will depict allocated sites and statutory designations. Consultants CHK

have been commissioned to produce an interactive proposals map in addition to paper copies. Work will continue on finalising the Proposals Map prior to the Publication period.

**9. Conclusion**

- 9.1 The draft pre-submission publication DPDs, SA Report and publication and submission arrangements have been produced in accordance with government guidance and regulations. They are guided by the overarching development strategy for the District which is contained in the Adopted Core Strategy. The publication DPDs are based on a comprehensive frontloading process; subject to a rigorous Sustainability Appraisal Process and are informed by a robust evidence base.

**10. Options**

- 10.1 The committee may wish to:

- Recommend to Cabinet that the Draft Site Allocations and Policies and Kidderminster Central Area Action Plan (attached at Appendices 1 and 2 to this report), be approved for pre-submission publication and subsequent submission to the Secretary of State in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012.
- Recommend to Cabinet that the Sustainability Appraisal Reports (attached at Appendix 4 to this report) be approved for publication and submission to the Secretary of State alongside the Development Plan Documents.
- Suggest further amendments to the Draft Pre Submission DPDs for Cabinet's consideration
- Recommend to Cabinet that the arrangements for the pre-submission publication and submission of the Development Plan Documents be undertaken in accordance with the Consultation Plan as attached at Appendix 5 to this report.

**11. Next Steps**

- 11.1 Subject to Council approval the DPDs and their accompanying SA Report will be published for a minimum 6 week pre-submission publication period commencing in July 2012. They will then be submitted to the Secretary of State for independent examination alongside all those representations received during the publication stage.

**12. Consultation**

- Head of Economic Development and Regeneration North Worcestershire
- Development Control Manager, Wyre Forest District Council
- Principal Solicitor, Wyre Forest District Council

**13. Related Decisions**

- LDF Review Panel Agenda (28/03/12)
- LDF Review Panel Agenda (11/04/12)
- LDF Review Panel Agenda (01/05/12)

**14. Relevant Council Policies/Strategies**

- Corporate Plan
- Adopted Local Plan Saved Policies (2004)
- Wyre Forest District Adopted Core Strategy, December 2010
- Kidderminster Regeneration Prospectus (ReWyre Initiative)
- Site Allocations and Policies Preferred Options Paper (May 2011)
- Kidderminster Central Area Action Plan Preferred Options Paper (May 2011)

**15. Implications**

- 15.1 Resources: The progression of the Development Plan Documents can be met from within existing budgets.
- 15.2 Equalities: There are no negative impacts in terms of equality that would arise from this proposal
- 15.3 Partnership working: Consultation will be carried out with all relevant stakeholders and partners in accordance with the Adopted Statement of Community Involvement and Regulations.
- 15.4 Human Rights: N/A
- 15.5 E-Government: Web based interactive publication using consultation package. Online Proposals Map.
- 15.6 Transformation: N/A

**16. Wards affected**

- 16.1 All Wards

**17. Appendices**

- Appendix 1 – Draft Publication Site Allocations and Policies DPD
- Appendix 2 – Draft Publication KCAAP
- Appendix 3 – Table of amendments following consideration by LDF Panel
- Appendix 4 - Sustainability Appraisal Reports
- Appendix 5 – Publication Consultation & Submission Arrangements



**18. Background Papers**

- National Planning Policy Framework (March 2012) Department for Communities and Local Government.
- Adopted Core Strategy 2006 – 2026 (December 2010)
- Site Allocations and Policies and Kidderminster Central Area Action Plan Preferred Options Papers (May 2011)

**Officer Contact Details:**

Name: Rebecca Mayman  
Title: Planning Policy Manager  
Telephone: 01562 732195  
Email: [Rebecca.Mayman@wyreforestdc.gov.uk](mailto:Rebecca.Mayman@wyreforestdc.gov.uk)

## Introduction

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## 1 Introduction and Context

**1.1** The District's Adopted Local Plan (January 2004) is being replaced with the Local Development Framework (LDF). The LDF provides the 'blueprint' for future development within the District and seeks to embrace 'spatial planning', which addresses social, environmental and economic issues through land use and positive planning policies. The LDF comprises a portfolio of documents which combine to provide the framework for the future development of the District.

**1.2** The first document to be prepared was the Core Strategy, which was adopted in December 2010. The Adopted Core Strategy sets out the strategy and vision that will influence planning and related initiatives up to 2026. The Adopted Core Strategy provides the development strategy which will guide the future decisions on where to locate new homes, businesses and leisure facilities. Although setting out the future plan for development; the Adopted Core Strategy did not specifically identify any particular sites where development would occur. The documents that identify and allocate the sites where new development will occur are the Site Allocations and Policies and the Kidderminster Central Area Action Plan (KCAAP) Development Plan Documents (DPDs).

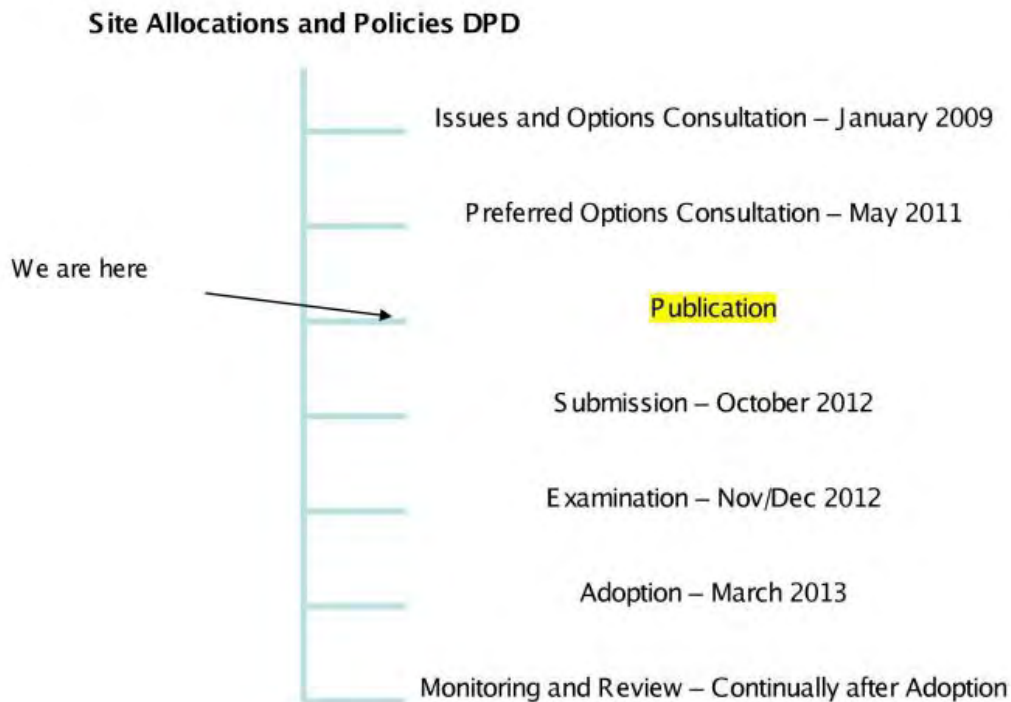
### The Role of the Site Allocations and Policies DPD

**1.3** The Site Allocations and Policies DPD will allocate and designate areas of land for particular uses, most notably land to deliver housing but also for other major development needs such as employment, recreation, open space and community uses, in order to meet the requirements set out in the Adopted Core Strategy. Additionally this DPD will set out important development management policies which will apply across the whole of the District and will be used for determining planning applications.

**1.4** The other DPD that will allocate sites for specific purposes is the Kidderminster Central Area Action Plan (KCAAP). This document will provide a targeted approach to development within the central area of Kidderminster. In a similar way to the Site Allocations and Policies, the KCAAP will allocate sites and provide policies but targeted to the sites within the specific boundaries of the action plan area.

### How has the Site Allocations and Policies DPD been developed?

**1.5** This DPD has been developed and consulted on over a number of years, involving discussion and collaboration with key infrastructure providers, delivery agents, stakeholders and local communities. The following diagram identifies the stages in the development of the Site Allocations and Policies DPD and demonstrates where consultation has taken place:



**1.6** As indicated on the diagram, two previous stages of consultation (issues and options and preferred options), have been undertaken and the responses and input received from these has helped to shape the preparation of this DPD. The last consultation stage (Preferred Options) was undertaken in May 2011 and this stage presented the Council's preferred sites for allocation and identified areas for protection as well as outlining suggested development management policies. The Preferred Options document has formed the basis of this version of the plan and has also been informed by the following essential inputs:

- The Sustainability Appraisal process
- Evidence Base – which has included new studies and updates of previous work
- Engagement with developers and landowners
- The recent adoption of the Core Strategy (December 2010)
- Sustainable Community Strategy and other plans and strategies

### **Sustainability Appraisal and Evidence Base**

**1.7** A key requirement of ensuring that the plan is a robust and appropriate plan is that our decisions are based on credible and reliable evidence.

**1.8** Sustainability Appraisal (SA) is the process which has been used to test the economic, social and environmental sustainability of the policies and sites considered as the Site Allocations and Policies DPD has developed. All DPDs are required to undergo this process which incorporates the requirements of the EU Strategic Environmental Assessment (SEA) Directive. Sustainable development lies at the heart of the planning system and SA is required to perform a key role in providing a sound evidence base for the plan and form an integrated part of the

plan preparation process. SA should inform the evaluation of alternatives and should demonstrate that the plan is the most appropriate given reasonable alternatives. The SA has been used to inform the policies and site allocations within this DPD and has also identified mitigation measures which have been incorporated within the general and site specific policies. The SA Report has been published alongside this document and provides details as to how the SA process has informed policy formulation and site selection.

**1.9** A number of background studies and technical reports have been produced to inform the decisions made regarding the site allocations and policies within this document. All of the studies are available to view on the Council's website. Some of the main technical reports produced to inform the site selection process include:

- Strategic Housing Land Availability Assessment (December 2009) updated April 2010
- SFRA Level 1 (January 2008)
- SFRA Level 2 (February 2010)
- Infrastructure Delivery Plan
- Water Cycle Strategy (February 2010)
- Retail and Commercial Leisure Study (December 2006) updated February 2010
- Open Space, Sport and Recreation Assessment (October 2008)
- Worcestershire Strategic Housing Market Assessment (March 2012)
- Green Infrastructure Study (January 2010)
- Community Facilities Audit (2009) updated 2012
- Conservation Area Character Appraisals and Management Plans
- Wyre Forest Local Heritage List
- Historic Environment Record
- West Midlands Farmsteads and Landscapes Project
- Employment Land Review Refresh
- Assessment of Potential Sites for Gypsies, Travellers and Travelling Showpeople (November 2011)
- Green Infrastructure Strategy
- Urban Design Advice
- Viability Advice
- Habitats Regulations Assessment (HRA)
- Sequential Testing (Flooding)

## Policy Context

**1.10** The Site Allocations and Policies DPD must be in accordance with national planning policy. The Government has recently introduced changes to the Planning System that are likely to have an impact on Wyre Forest District. To summarise these are:

- The introduction of Neighbourhood Plans and Neighbourhood Development Orders which can now form part of the LDF. Chaddesley Corbett Parish are already progressing a Neighbourhood Plan.
- The establishment of the Greater Birmingham & Solihull and Worcestershire Local Enterprise Partnerships (LEPs) which both include Wyre Forest District. Both LEPs are progressing strategic priorities for economic growth which will have implications for the LDF.

- The introduction of a "duty to co-operate" with adjacent local authorities and strategic infrastructure providers on key development proposals and infrastructure projects.
- The introduction of the National Planning Policy Framework 2012 (NPPF), which places an emphasis on a presumption in favour of sustainable development and the role of planning in facilitating economic growth.

**1.11** During the Independent Examination into the Core Strategy (July 2010) the Inspector fully considered the implications of the abolition of the West Midlands Regional Spatial Strategy (WMRSS) and the strategic development requirements for the District to 2026. The evidence base was also considered in detail and it was concluded that the figure of 4,000 dwellings set out in the Adopted Core Strategy is appropriate to serve the District's needs to 2026. The Site Allocations and Policies DPD demonstrates an element of flexibility in its site specific allocations to deliver additional housing land supply during the plan period to meet the requirements of the NPPF.

**1.12** In addition to this, the document must be in accordance with the development strategy and core policies set out within the Adopted Core Strategy DPD. As well as this document, the Wyre Forest District LDF will contain a number of other documents. These are:

- **Core Strategy DPD** – the Core Strategy sets the vision and development strategy for the District. It also sets out a number of strategic development objectives and a series of policies for delivering the vision and the strategy. The Core Strategy was adopted on 9<sup>th</sup> December 2010. All other LDF documents must be in conformity with the Adopted Core Strategy.
- **Kidderminster Central Area Action Plan (KCAAP) DPD** – the KCAAP has been produced alongside this DPD and will allocate sites for development and for protection within its boundary. It will also set out policies to deliver the regeneration of central Kidderminster.
- **Proposals Map** – the Proposals Map has been published alongside the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs and maps the policies and allocations set out within these documents.
- **Supplementary Planning Documents (SPD)** – the Council will produce SPDs where it considers them necessary to provide more details on the policies set out within other parts of the LDF. SPDs are not part of the statutory development plan and do not have the same weight as DPDs although they do provide significant considerations for determining planning applications.

## Approach to Site Selection

**1.13** The Adopted Core Strategy has established the strategic policy framework within which the site allocations must sit. This includes details on the amount of development and the broad locations for it. Therefore, the policies within the Adopted Core Strategy have meant that some sites can be eliminated as potential sites for new development. The Adopted Core Strategy directs the majority of new development to previously developed land within Kidderminster and Stourport-on-Severn and as such a number of sites which were set out within the Issues and Options Paper are now no longer being considered as they are not in accordance with the development strategy and policies set out within the Adopted Core Strategy DPD.



**1.14** The site selection has also been influenced by the Sustainability Appraisal process which has involved undertaking a detailed assessment of each of the potential development sites against a set of criteria called the Sustainability Appraisal Framework. The criteria look at social, economic and environmental issues. Each site has then been ranked to determine which sites are the most appropriate to bring forward in terms of their implications for sustainability.

**1.15** Additionally, the representations received from stakeholders and members of the public during the previous consultation stages have been used to inform the selection of sites. Information received from key stakeholders, infrastructure providers and delivery agents relating to the deliverability of the sites has been particularly important in developing the strategy and this is set out in the Infrastructure Delivery Plan which is closely aligned with both the Site Allocations and Policies and KCAAP DPDs.

### **Proposals Map**

**1.16** Throughout the document reference is made to the Proposals Map. This includes statutory designations for areas such as Green Belt, Sites of Special Scientific Interest (SSSIs) and Nature Reserves. It also includes site specific allocations for employment, residential, retail and community uses. The map makes it easier to identify the major areas for change as well as those for protection.

## 2 A Sustainable Future - Development Strategy

### Development Context

**2.1** The overarching decisions regarding the amount of development and the types of location for development within the District have already been made through the Adopted Core Strategy.

**2.2** This section outlines the level of development that needs to be allocated through the site specific DPDs with all of the figures included being taken from the Adopted Core Strategy. For a more detailed understanding of the strategic direction for future development, please consult the Adopted Core Strategy (December 2010).

### Quantum of Development

**2.3** The Adopted Core Strategy identifies that Wyre Forest District Council needs to plan for the following quantum of development from 2006 – 2026:

- Residential: 4,000 dwellings (District wide)
- Employment Land: 44ha (District wide)
- Retail Space: 25,000 sqm (Kidderminster)
- Office Space: 40,000 sqm (Kidderminster)

**2.4** It should be noted that although Kidderminster has a target for retail and office development as the District's strategic centre, this does not prevent retail and office development which is required to meet local needs from coming forward within Stourport-on-Severn and Bewdley.

**2.5** These numbers provide the steer for the amount of land that will need to be allocated within the site specific DPDs. However, the Adopted Core Strategy does not just provide numerical targets; it also outlines the strategy for where this development should occur and the framework that needs to be followed in order to allocate suitable sites. This is discussed in further detail below.

### Distribution of Development

**2.6** The Adopted Core Strategy provides an indicative 'split' for residential development between the District's different areas. The following table identifies the indicative levels that each location may need to provide for:

Location	Percentage of Residential Development (Indicative)
Kidderminster	60%
Stourport-on-Severn	30%
Bewdley and the rural areas	10%

**2.7** The Adopted Core Strategy also makes the decisions on potential employment allocations suggesting the following indicative split:

Location	Percentage of Employment Development (Indicative)
Kidderminster	70%

Location	Percentage of Employment Development (Indicative)
Stourport-on-Severn	10%
Bewdley and the rural areas	20%

**2.8** As identified above, the requirements for retail and office development are directed solely to Kidderminster and therefore these development targets will need to be directed to this town accordingly.

## Development Strategy

**2.9** It is important that the site selection is in conformity with the Adopted Core Strategy's Development Strategy. The objectives of the Adopted Core Strategy, which have driven the decisions for site allocations, include issues such as:

- Developing Kidderminster as a strategic centre whilst maintaining the important roles of Stourport-on-Severn and Bewdley and supporting the viability of the villages.
- Enhancing landscape character and delivering green infrastructure.
- Conserving and enhancing heritage assets.
- Re-using land and buildings.
- Safeguarding biodiversity.
- Addressing climate change.
- Addressing flood risk.
- Improving air quality.
- Increasing the provision and use of sustainable modes of transport.

**2.10** The Development Strategy identified in the Adopted Core Strategy seeks to concentrate new development on previously developed land within the urban areas of Kidderminster and Stourport-on-Severn. Limited opportunities for development to meet local needs will be identified on previously developed land in Bewdley and 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. To aid this the Adopted Core Strategy identifies that a sequential approach will be taken when considering future development. The approach to site selection is as follows:

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

## Development Since April 2006

**2.11** Prior to allocating sites for future development it is important to understand that the plan period runs from 2006 and therefore any development or changes that have occurred since this time need to be factored in to the plan making process. This is discussed in more detail under each of the headings below.

## Residential

**2.12** The residential requirement of 4,000 dwellings from 2006–2026 equates to an annual build rate of 200 dwellings per annum. However, completions since 2006 and current commitments need to be factored in so the ‘real’ amount of land required for development can be identified and allocated through the LDF process.

**2.13** The following extract from the District Council’s Residential Land Availability (April 2012) provides the most up-to-date picture of the residential availability within the District. Crucially, it identifies completions since 2006 and current commitments (i.e. dwellings under construction or with planning permission). These numbers can therefore be taken off the requirement of 4,000 to identify the residual requirement, which will need to be planned for.

**Residential Land Availability (April 2012)**

a	b	c	d	e	f	g
Proposed net housing provision 2006 - 2026 <sup>(1)</sup>	Number of dwellings completed (net) Apr 2006 – Mar.2012 <sup>(2)</sup>	Net number of dwellings to be completed Apr.2012 – Mar. 2026	Net number of dwellings available on identified sites at Apr.2012 <sup>(3)</sup>	Annual build rate required to meet Adopted Core Strategy requirements	Net number of dwellings on deliverable sites to meet the 5-year land supply <sup>(4)</sup>	Number of years supply at 1 <sup>st</sup> Apr. 2012
4,000	1,254	2,746	1,381	196	1,281	6.5

1. a. Adopted Core Strategy requirements
2. b. Completions are net of demolitions
3. d. This figure is net of the 16 demolitions still required on redevelopment sites
4. f. Two of the Adopted Local Plan sites at Rock Works (Site 1865) and Timber Yard (Site 1866) on Park Lane in Kidderminster are not immediately available for development. Therefore, 100 dwellings have been deducted from the 1,379 shown at column d.

**2.14** Taking into account the figures in the above table it can be seen that a total of 1,254 dwellings (net of demolitions) have been completed since April 2006. Additionally, there are 1,281 dwellings considered currently available to meet the 5-year supply. This gives a cumulative total of 2,535. Therefore, the total number of new dwellings that will need to be provided for through the allocations within the District up to 2026 currently stands at 1,465.

## Employment Land

**2.15** The employment land requirement for the District, as identified through the Adopted Core Strategy is 44 hectares. Developments and commitments from 2006 <sup>(1)</sup> are as follows:

- Completions since 2006: 10.62ha.
- Sites under construction: 4.95ha.
- Sites with outstanding planning permission: 8.04ha.
- Sites with lapsed planning consent: 3.74ha.

**2.16** These sites combine to a total of approximately 27 hectares of land already developed, committed or having been granted permission for employment use. This therefore leaves a residual requirement of approximately 17 hectares of employment land that will need to be identified through the site allocations process.

1 figures taken from Employment Land Availability 2010

## Retail Floorspace

**2.17** The Adopted Core Strategy sets out a comparison retail requirement of 25,000 sqm (gross) for Kidderminster, the District's Strategic Centre. The evidence base <sup>(2)</sup> identifies that it is likely that the majority of this requirement will be towards the end of the plan period. Completions and commitments for new comparison floorspace within the central area of Kidderminster since 2006, are as follows <sup>(3)</sup>:

- Completions: 7,356 sqm
- Commitments: 1,249 sqm

The total of completions and commitments is 8,605 sqm of comparison floorspace. This leaves a residual total of 16,395 sqm to be allocated. This allocation will come through the Kidderminster Central Area Action Plan DPD.

## Office Floorspace

**2.18** There have been limited office floorspace completions within Kidderminster since 2006. Therefore, allocations will need to be made for nearly the full amount of floorspace as identified within the Adopted Core Strategy.

**2.19** The sites that are needed to meet the requirements will be allocated through both the Site Allocations and Policies and the Kidderminster Central Area Action Plan DPDs.

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<sup>2</sup> Wyre Forest District Retail and Commercial Leisure Study (2010)

<sup>3</sup> Figures taken from Wyre Forest District Council records

### 3 A Proactive Approach to Sustainable Development

#### Policy SAL.PFSD1

##### **Presumption in favour of Sustainable Development**

The District Council will view development proposals which accord with the overarching Development Strategy and reflect the principles of sustainable development positively. It will continue to work pro-actively with developers and stakeholders through the pre-application process to ensure that such proposals can be approved wherever possible to help secure development that contributes to the economic, social and environmental well-being of the area.

Planning applications that accord with the policies in the DPDs (and, where relevant, with policies in Neighbourhood Plans) will be approved as soon as possible, unless material considerations indicate otherwise.

Where there are no policies relevant to the specific application then the Council will grant permission unless material considerations indicate otherwise, taking into account whether any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF.

#### **Reasoned Justification**

**3.1** The NPPF states that Local Planning Authorities should positively seek opportunities to meet development needs in their area and that proposed development that accords with an up-to-date Local Plan should be approved.

**3.2** The District Council will always seek to provide certainty to developers and investors in the area through the plan framework and pre-application engagement to ensure that regeneration remains a key focus.



## 4 A Desirable Place to Live

**4.1** Government policy states that the planning system "needs to support strong vibrant and healthy communities by providing the supply of housing required to meet the needs of present and future generations". <sup>(4)</sup> The commitment to achieving this goal is provided within the District Council's Adopted Core Strategy. The Adopted Core Strategy identifies that housing is a fundamental aspect of sustainable communities as well as outlining the strategy that the Council will follow in providing appropriate and suitable sites for residential development.

**4.2** As identified previously, the Adopted Core Strategy requires a total of 4,000 net additional dwellings to be delivered over the lifetime of the plan, 2006–2026. In order to meet this level of housing provision, an indicative annual average of 200 net additional dwellings will be required during the plan period.

**4.3** In accordance with the Development Strategy of the Adopted Core Strategy the focus is for residential sites to be allocated on previously developed land, with particular emphasis on Kidderminster and Stourport-on-Severn.

**4.4** The following section provides the District wide approach to the allocation of sites for residential development.

### Waterside Residential Development



4 (National Planning Policy Framework (NPPF), para.7)



## Residential Land Allocations

**4.5** This section sets out the sites which are allocated in order to provide the level of residential growth required within the District. Sites are set out in three broad geographical areas in accordance with the table set out at para. 5.8 of the Adopted Core Strategy, under policy DS01. These areas are:

- Kidderminster
- Stourport-on-Severn
- Bewdley and the rural areas

**4.6** The total number of dwellings which these sites could accommodate is approximately 1,900.<sup>(5)</sup> This is above the requirement for the District taking into account completions and sites with outstanding planning permission, however, some degree of flexibility needs to be built in to allow for sites not coming forward for redevelopment particularly later on in the plan period. Also, many of the sites within the Kidderminster Central Area Action Plan DPD boundary will be redeveloped for a mix of uses so dwelling numbers are approximate at this time until more detailed designs are drawn up.

### Links to the Sustainable Community Strategy

**4.7** The Sustainable Community Strategy recognises the importance of providing affordable, appropriate and decent housing which is located close to services and facilities and accessible by a range of transport options. The Strategy recognises the need to accommodate all members of the community, including those whose needs are not met by the housing market. It recognises the need to provide a range of both affordable and market housing options.

## Residential Land Allocations

**4.8** The following table sets out details of the proposed locations and approximate number of dwellings to be provided, along with a guide as to the appropriate indicative phasing period. Details and site specific allocations of the proposed sites can be found in Part B of this DPD.

### Residential Land Allocations

Location	Approximate Number of Dwellings	Indicative Timetables
<b>KCAAP Sites</b>		
Churchfields	600	2011-21
Eastern Gateway	130	2016-21
Western Gateway	100	2011-26
Crossley Park and Mill Street	30	2016-21
Castle Wharf	50	2016-21
Heritage Processions	25	2016-21
<b>Oldington and Foley Park</b>		
Former British Sugar Site	320	2011-21

<sup>5</sup> Planning permission has already been granted for residential development at Carpets of Worth (159 units), Morgan Technical Ceramics (98 units), Hurcott Maisonettes (net gain of 28 units) and Churchfields Business Park North (223 units)

Location	Approximate Number of Dwellings	Indicative Timetables
Oasis Arts & Crafts and Reilloc Chain	100	2016-21
Rifle Range Shops and Musketeer PH	23 (net gain of 5)	2016-21
Northumberland Avenue Surgery	10	2011-16
<b>Elsewhere in Kidderminster</b>		
Broadwaters Community Centre	10 (Affordable housing)	2011-16
Chester Road South Service Station	20	2021-26
Blakebrook School and County Buildings	50 Mixed use	2016-21
<b>Stourport-on-Severn</b>		
Eastern Approaches	450	2011-21
Town Centre and Adjacent Sites	120	2011-26
Western Gateway	240	2011-16
Queens Road Shops and Garages	15	2011-16
Robbins Depot, Manor Road	12	2011-16
<b>Bewdley</b>		
Load Street Redevelopment Area	16	2016-21
Lax Lane	10	2016-21
Former Workhouse, High Street	6	2011-16
<b>Rural Sites</b>		
Blakedown Nurseries	42	2011-16
Land at Clows Top	30	2011-16

**4.9** The majority of the housing requirement will be met from sites within Kidderminster and Stourport-on-Severn in line with the sequential approach to new development set out under policy DS01 of the Adopted Core Strategy. Housing provision in Bewdley and the rural areas will be to meet local needs only. In addition to any sites which are allocated within rural areas, the policy approach set out within the 'Residential Management Policies' section will allow small scale affordable housing to come forward on sites not allocated for residential development in exceptional circumstances to meet identified local needs for affordable housing. Such developments would be in addition to the figures set out above.

**4.10** In addition to these identified sites, there may be instances where residential development is permitted on sites which have not been specifically allocated. This may be new residential development in accordance with the policies set out within the Residential Management section of the document or alternatively, additional residential sites may come forward during the plan period as a result of changing circumstances. Such development on unallocated sites is known as 'windfall development'. Historically, the District has had a high level of windfall developments, however, the approach adopted through the LDF system reduces the likelihood of windfall development occurring by allocating sufficient sites to meet the identified requirement for residential development and not making any allowance for windfall sites. Therefore, any development achieved through windfalls will be in addition to the figures set out above and additional to the required level of housing which is set out through the Adopted Core Strategy.

## Residential Management Policies

### Sites for Residential Development

**4.11** The sites listed at paragraph 4.8 will be allocated to meet the District's housing requirements (site specific allocations are set out within Part B of this document set out more detail about these sites) and will be brought forward in phases during the plan period. The capacity of these sites to deliver housing incorporates a degree of flexibility in ensuring that the required levels of development are achieved. More importantly, it is considered that the redevelopment of these sites will have significant benefits for the regeneration of the main towns of Kidderminster and Stourport-on-Severn. The proposed housing sites will also make an important contribution to the District's supply of affordable housing.

#### Policy SAL.DPL1

##### Sites for Residential Development

In order to meet the housing requirement of policy DS01 of the Adopted Core Strategy, residential development will only be allowed in the following locations:

Within the sites and areas listed in this section and as shown on the Proposals Map, subject to proposals being in accordance with the requirements identified in respect of each site in Part B of this document and the Kidderminster Central Area Action Plan DPD and all other material policy considerations.

- i. On previously developed sites within areas allocated primarily for residential development on the Proposals Map in the urban areas of Kidderminster and Stourport-on-Severn or on allocated sites set out within the Kidderminster Central Area Action Plan DPD.
- ii. Within areas allocated for mixed uses subject to site specific policy considerations.
- iii. Within areas allocated for retail use within the Primary Shopping Area of Kidderminster, Stourport-on-Severn and Bewdley, subject to them being restricted to upper floors only or being in accordance with a site specific policy.
- iv. On previously developed sites within areas allocated primarily for community uses on the Proposals Map subject to it being satisfactorily demonstrated that there is no longer a need for the community facility in accordance with policy CP07 of the Adopted Core Strategy and that proposals are in accordance with site specific policies set out in Part B of this document where applicable.

Residential development outside of the locations identified above will not be permitted unless in accordance with policy SAL.DPL2 - Rural Housing, or relevant Rural Development and Green Belt policies.

### Reasoned Justification

#### Existing Residential Areas

**4.12** The Proposals Map identifies areas allocated primarily for residential development. These areas are existing residential areas where the principle of further residential development on previously developed land (as defined in NPPF Annex 2 and thus excluding garden land) is considered to be acceptable subject to compliance with all other relevant LDF policies.

### **Mixed-Use Developments**

**4.13** The Council will encourage the provision of residential development above retail development within the town centres. The conversion of vacant space above retail and office spaces provides the opportunity to deliver accommodation in sustainable locations whilst contributing to the vitality of town centres. Promoting a mix of uses within the town centres increases the range of hours during which activity takes place within town centres, which alongside active management measures and supporting infrastructure, will make the District's town centres more vibrant and safer places. Mixed use developments can also create vibrant residential environments outside town centres and subject to proposals being appropriate in scale to the settlement hierarchy and sequential approach may be supported elsewhere.

**4.14** Both Bewdley and Stourport-on-Severn already have established town centre dwellings. However, there is significant scope to capitalise on the space available within the KCAAP area in order to develop new residential accommodation and improve the vibrancy of the town centre.

### **Affordable Housing Toolkit**

**4.15** A Toolkit for negotiating Affordable Housing was adopted by the District Council in 2011. It sets out the process for negotiating affordable housing provision in new developments in accordance with the requirements of policy CP04 of the Adopted Core Strategy.

## Rural Housing

**4.16** In accordance with the Development Strategy set out within the Adopted Core Strategy, the provision of new housing within the rural areas will be limited in order to safeguard the District's landscape character and to promote the regeneration of the District's urban areas. This policy sets out the circumstances under which new residential development will be permitted within the District's rural areas.

### Policy SAL.DPL2

#### Rural Housing

Within Bewdley and the rural areas of the District, new housing development will only be permitted in the following circumstances:

##### 1. Exception Sites

Planning permission may be granted for schemes of 100% affordable housing which are designed to meet identified local housing needs on small sites within or adjoining Bewdley and the villages subject to the following criteria:

- i. The development must remain as affordable housing in perpetuity.
- ii. The number, size, type, mix and tenure of dwellings must match the extent of identified local need.
- iii. The site must be well-related to the existing built-up area of the settlement in which it is located.
- iv. The scale of the scheme should be appropriate to the size and character of the settlement and must not damage the character of the settlement or the landscape.
- v. The site should provide access to local services and facilities by sustainable modes of transport.

Proposals for less than 100% affordable housing provision on exceptions sites will need to be accompanied by a robust viability assessment, as set out in policy SAL.DPL3 - Financial Viability, to justify enabling development.

##### 2. Rural Workers' Dwellings

Applications for rural workers' dwellings will be permitted where it can be clearly demonstrated that:

- i. There is clearly an established existing functional need.
- ii. The need relates to a full-time worker, or one person solely or mainly employed locally in agriculture or forestry.
- iii. The proposed dwelling is of a size commensurate with the functional requirement and financial capabilities of the enterprise.
- iv. Wherever possible, the dwelling is sited within, and designed in relation to the main farm building complex, or a nearby group of dwellings.

Where permission is given for such dwellings, occupation of the dwelling will be restricted to a person solely or mainly employed, or last employed in the locality in agriculture or forestry, or a widow or widower of such a person, and any resident dependants by condition. The removal of an occupancy condition will only be permitted where it has been proven through marketing of the property, that there is no longer a long-term need for a dwelling on the unit or in the locality, for a person solely or mainly employed in agriculture or forestry, or a widow or widower of such a person, and any resident dependents.

### 3. Replacement Dwellings in the Open Countryside

The replacement of a permanent existing lawful dwelling will be permitted in the following circumstances:

- i. The dwelling is still subject to residential use and has not been abandoned.
- ii. The replacement dwelling is subject to the same position or a less prominent siting as the original dwelling.
- iii. The replacement dwelling should not exceed the size of the existing or original dwelling by 20%, whichever is the smaller.
- iv. The curtilage of the replacement dwelling would not exceed that of the existing dwelling.

In addition to the clauses outlined above, residential development will also be permitted where it is in accordance with relevant rural development or Green Belt policies as contained within the LDF including policy SAL.UP11 - Reuse and Adaptation of Rural Buildings.

## Reasoned Justification

### Addressing Local Housing Needs

**4.17** Local housing need is established through a housing needs survey which is undertaken in agreement and partnership with the relevant local Town or Parish Council. The definition of Affordable Housing as set out within the NPPF encompasses social rented, affordable rented and intermediate housing provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. The NPPF specifies that "low cost market housing" may not be considered as affordable housing for planning purposes.

### Housing Within Settlement Boundaries

**4.18** A number of the District's rural settlements have settlement boundaries for the purposes of allowing infill development within their boundaries. These boundaries are shown as insets on the Proposals Map. The settlements and boundaries have been identified and defined having regard to their size, character and form, together with the availability of local facilities as follows:

- Blakedown
- Fairfield (Wolverley)
- Cookley
- Clows Top
- Callow Hill
- Far Forest
- Bliss Gate

- Rock
- Wilden

**4.19** The settlement boundaries have been drawn tight around the settlements in order to restrict any development to infill development and to prevent the growth of these settlements into the surrounding countryside. Given the residential requirement for the District and the focus on delivering the required growth on previously developed land within the urban areas which is set out within the Adopted Core Strategy, it is not appropriate to release greenfield or Green Belt land within the open countryside for development. Acceptance of proposals for infill development to meet local needs within these areas will be subject to compliance with all other policies within the LDF. Sites within these boundaries will provide the preferred locations for exception sites.

**4.20** Parish Housing Needs Surveys are undertaken on behalf of Parish Councils upon their request. The housing needs survey establishes the need for affordable housing within the parish. A number of parishes within the District have undertaken Parish Housing Needs Surveys and these should be used as the basis for demonstrating need within a particular area. The District Council also refers to the housing waiting list data in addition to housing needs surveys or when a housing needs survey has not been undertaken. Policy CP04 of the Adopted Core Strategy sets out the process for bringing rural affordable housing sites forward.

### **Rural Exception Sites**

**4.21** Rural exception sites are sites where general market housing would not normally be acceptable, which provide affordable housing in rural areas. Such sites may only come forward where there is a need for affordable housing as identified through a Parish Housing Needs Survey. Where no housing needs survey is available, the District Council will consider need demonstrated by the housing waiting list data.

**4.22** The NPPF recognises the particular difficulties in securing affordable housing provision within rural areas, although all areas of Wyre Forest District are within easy reach of one of the the District's three towns. House prices within Wyre Forest District's rural areas are traditionally higher than those for comparable properties within the three towns. This trend is reinforced by the road and rail links within the District which make it possible to commute to Birmingham for employment.

**4.23** New development in the District's rural areas will be limited as the Development Strategy for the District seeks to direct new development to previously developed land within the existing urban areas, and primarily to Kidderminster and Stourport-on-Severn. Therefore, in order to provide opportunities for the delivery of affordable housing within the rural areas, the Council considers it important to include a policy which allows for affordable housing to be developed on sites within rural areas which would not normally be considered for residential development. The criteria set out in the above policy will ensure that development is appropriate to its location and does not have any adverse impacts. Exception sites may be identified through the neighbourhood planning process and the areas of search will be focussed on the defined settlement boundaries or infill opportunities within established villages containing a range of services.

**4.24** In order to be in accordance with this policy, the housing developed must be to meet a need which has been clearly identified through the Parish Housing Needs Survey/ housing waiting list data and must seek to address the needs of the community by accommodating



households who are existing residents or who have an existing family or employment connection to the area in line with the local connections criteria. Proposals for development under the rural exceptions policy will need to demonstrate that arrangements are put in place to ensure that the housing will remain permanently affordable and available to meet the continuing needs of local people.

**4.25** In circumstances where it is not viable to deliver 100% affordable housing on rural exceptions sites, it may be possible to cross subsidise a scheme with a small element of market housing (typically no more than 20%). Under these circumstances, landowners will be required to provide additional supporting evidence in the form of an open book development appraisal (consistent with the Financial Viability Policy) for the proposed site.

### **Rural Workers' Dwellings**

**4.26** Both agriculture and forestry make a significant contribution to the District's economy. There can be occasions where there is a need for an agricultural or forestry worker to live on the unit and due to the location of most agricultural and forestry enterprises being within the open countryside, where planning policies would normally restrict residential development, it is important to set out detailed policy on the provision of such dwellings. Dwellings will only be permitted where they are considered to be essential and the assessment of this will depend on the needs of the particular enterprise, and not on the personal circumstances of the individual concerned.

**4.27** In considering applications, regard will be had to the existing accommodation on the farm unit. Where permission is granted for an additional dwelling and it is agreed that the additional dwelling is required for the proper operation of the unit, then the applicant will be expected to agree to retain the existing accommodation for use with the farm unit. If part of the justification for a new dwelling is the erection of new livestock or other buildings, the applicant will, in appropriate circumstances, be expected to agree to the tying of the two proposals by way of planning obligation.

**4.28** Changes in the scale and character of agriculture and forestry may affect the longer term requirement for dwellings subject to occupancy conditions. Applications for the removal of occupancy conditions will be considered on the basis of a realistic assessment of existing need.

**4.29** Convincing evidence in the absence of such need should be provided with any application for the removal of an occupancy condition. This should include evidence to demonstrate that the dwelling has been actively marketed by an estate agent for a period of 12 months, at a price which reflects the existence of an occupancy condition, and that no interest has been expressed from within the locality. The locality, is taken to mean within the District, or its adjoining Parishes.

### **Replacement Dwellings**

**4.30** Generally new housing development will be very limited within the District's open countryside. However, there may be specific circumstances where existing dwellings are in poor repair or no longer appropriate in terms of their design to meet the occupants' needs. In such circumstances, it is considered that it may be appropriate to permit replacement dwellings that accord with the criteria set out within the policy above to meet a specific local need.



## Viability of Affordable Housing Requirements

**4.31** This policy provides for negotiation over the proportion and type of affordable housing, to take account of any particular costs associated with the development and other viability considerations; the relative priority of other planning considerations; and the need to achieve mixed and balanced communities. In the case of financial viability considerations the following procedures will apply.

### Policy SAL.DPL3

#### Financial Viability

The District Council's policy on affordable housing is set out within the Adopted Core Strategy policy CP04. Where an applicant considers that it is not viable to meet this requirement, it must be demonstrated that the following criteria have been met:

- i. The applicant must provide a full viability assessment which demonstrates that the required level of affordable housing is not viable. The methodology, underlying assumptions and software to be used should be agreed with the District Council in advance.
- ii. Where the District Council considers it necessary to obtain independent advice to validate a viability assessment which has been submitted, the applicant will be required to meet all reasonable costs of doing so.
- iii. The viability assessment should either be presented on a residual land value or profit basis which should be agreed with the District Council in advance.

## Reasoned Justification

**4.32** Policy CP04 of the Adopted Core Strategy (December 2010) provides the policy position in relation to affordable housing requirements within the District. Where an applicant (developer) considers that there are significant cost constraints affecting a development site and that these are sufficient to impede the developer meeting the Council's affordable housing policy expectations of 30%, or other planning gain requirements, the developer will be expected to demonstrate that the viability of the proposals would be jeopardised by this level of provision. The developer will be required to provide financial information in the form of a full viability assessment to enable the Council to assess the nature, extent and impact of the constraints and the level of affordable housing that could be provided.

**4.33** It is recommended that the methodology, underlying assumptions and any software used to undertake the appraisal should be agreed with the Council preferably during pre-application discussions or prior to planning application stage. However, it is recognised that there are a number of software packages available for use, the industry standards being Prodev, Argus (Circle) Developer and the Homes and Communities Agency (HCA) Economic Appraisal Tool. However, the Council will not preclude other appraisal software or toolkits, if the viability assessment includes the level of detail required by the Council.

**4.34** Where the Council needs to undertake independent advice to validate a viability assessment submitted by an applicant that seeks to justify the variation in affordable housing provision, the Council will require all reasonable costs of this independent advice will be met by the developer / applicant. All information submitted by the developer will remain confidential.

**4.35** The viability assessment should be presented on a residual land value or profit basis, which takes into account various inputs, including projected sales revenues and values (including affordable housing revenue) to establish a Gross Development Value (GDV) from which Gross Development Costs (GDC) are deducted. GDC either includes; (i) a site value as a fixed input cost resulting in a developer's return or profit becoming the residual figure which is then compared to a benchmark profit level to assess viability, or (ii) alternatively a developer's return is adopted as an input cost giving a residual site value which reflects the land value that a developer would pay for the site. This residual land value should then be compared to the benchmark market value of the site.

**4.36** Further guidance on the appraisal inputs and supporting evidence required is set out in Appendix C.

## Flat Conversions

**4.37** The District has a number of larger properties for which the original use may no longer be viable. Sub-dividing such buildings into smaller residential units can secure the future of such buildings, however it needs careful consideration to ensure that proposals safeguard the character of the area. This policy serves to ensure that any such development does not have a detrimental impact on the character of the area and the quality of life of existing residents.

### Policy SAL.DPL4

#### Flat Conversions

Proposals for the conversion or sub-division of existing buildings into flats will be considered having regard to the intensity of the proposed use and the accessibility of the location to shops and other services.

Within defined settlement boundaries, proposals will be supported provided that:

- i. Conversion is not detrimental to the appearance of the building and the building and plots are of a suitable size for conversion.
- ii. Appropriate provision is made for parking, cycle parking, private amenity space and refuse storage.
- iii. The proposal will not be detrimental to the character of the area.
- iv. The internal layout minimises noise disturbance and overlooking to neighbours.

## Reasoned Justification

**4.38** The sub-division of existing dwellings can be a suitable means of providing smaller accommodation. Where the existing dwelling is important to the character of the area, conversion into flats can secure the future of the building. However, it is important that the conversion of larger homes into flats does not have a detrimental character on the area. The intensification

of the use of the building can lead to detrimental impacts for neighbouring properties including increased levels of noise and issues associated with an increased number of vehicles at the property.

**4.39** Adequate parking provision should generally be made within the curtilage of the dwelling. However, in town centres, parking requirements may be relaxed where this is not possible or desirable.

### Extra Care Provision

**4.40** This policy sets out the District Council's approach to providing appropriate accommodation for older people and other specialist forms of residential care in accordance with Adopted Core Strategy policy CP05: Delivering Mixed Communities. In Worcestershire by 2031, there will be a 42% increase in those over 60 years old and a 136% increase in those over 85 years. In absolute terms, Wyre Forest and Wychavon Districts will have the largest population of older people.

## Policy SAL.DPL5

### Extra Care Provision

The District Council will support applications for extra care provision where it is demonstrated that:

- i. They offer their residents and staff easy access to a range of services, particularly access to appropriate community facilities, including healthcare, by foot or by public transport.
- ii. They will have minimal impact on the local character and amenity of the area and are acceptable in highway terms.
- iii. They have adequate amenity space, incorporate a range of communal facilities and provide sufficient parking provision for staff and visitors, which comply with Worcestershire County Council's parking standards.
- iv. Where appropriate they incorporate a mix of dwelling types and tenures.
- v. Developments should incorporate lifetime homes standards in accordance with Adopted Core Strategy policy CP05.
- vi. 24-hour on site care should be provided within larger extra care developments. Staff facilities should be incorporated into schemes, which would include a changing room, sleep in, office space and equipment storage.
- vii. Self contained dwellings should be a minimum of 50 square metres for 1 bed apartments and 60 square metres for 2 bed apartments. They should include a kitchen and bath/shower room.
- viii. Within larger extra care developments a proportionate level of visitor accommodation should be provided.

Proposals must also be in accordance with all other relevant policies with the LDF.

## Reasoned Justification

**4.41** A Worcestershire wide strategy has been developed for extra care housing for older and disabled people. It sets out the framework for the future development of extra care housing in Worcestershire. The strategy requires that local authorities will take a leading role in developing extra care housing and encourage providers from the social, charitable and private sectors to deliver the extra care housing. A range of tenure options should be developed including shared ownership.

**4.42** Across Worcestershire, extra care is seen as an option for a wide range of needs stretching from older or disabled people who need more suitable accommodation in which to continue to live independently, through to those who need high levels of care equivalent to residential and dementia care. Space, design and environmental standards should be as high as possible in order to ensure long term letability and saleability of extra care developments and that they contribute to the regeneration of the District.

## Accommodation for Dependants

**4.43** This policy sets out the specific criteria which proposals for accommodation for dependants are required to meet in order to ensure that they do not lead to new residential development occurring where it would not normally be permitted.

### Policy SAL.DPL6

#### Accommodation for Dependants

The development of annex accommodation will be supported subject to its consistency with all other Local Plan Policies and where it meets the following criteria:

- i. Accommodation should be provided by way of an extension which is physically incorporated into the existing dwelling with a shared entrance and strong links at both the ground floor and first floor.
- ii. The dwelling and annex should share vehicular and pedestrian access and the extension should usually only incorporate one bedroom.

## Reasoned Justification

**4.44** The District Council processes a number of applications for 'granny annexes or flats' each year. Whilst the provision of such developments can be a useful way of meeting the accommodation needs of elderly, disabled or sick relatives, it is important to ensure that annexes do not become physically separate dwellings where new dwellings would not normally be permitted. In order to achieve this, this policy sets out strict criteria which will be applied when determining applications for accommodation for dependants. All proposals must conform to the other policies included in the LDF.

## Residential Caravans and Mobile Homes

**4.45** Residential mobile homes have a useful role in meeting short term temporary housing needs.

**Policy SAL.DPL7****Residential Caravans and Mobile Homes**

The use of caravans and mobile homes for residential purposes will only be permitted for temporary periods to meet specific short term needs as follows:

- I) To temporarily re-house households during redevelopment or major refurbishment to existing housing schemes provided the caravan/mobile home is located within an area allocated for residential purposes as on the Proposals Map.
- ii) To provide accommodation during the construction, major alteration or repair of a dwelling, provided that the mobile home can be satisfactorily sited within the curtilage of the dwelling.
- iii) To meet a temporary or seasonal agricultural or forestry need.

**Reasoned Justification**

**4.46** Caravans and mobile homes are not considered to be appropriate to meet long term permanent housing needs due to their limited size and design. The use of residential mobile homes will therefore be restricted to occasions when they may be required to meet a temporary need, for example, during construction of major alterations/repairs to a dwelling or group of properties, or in instances relating to the needs of agriculture or forestry.

## Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

**4.47** The policies within this section allocate a number of sites for Gypsy and Traveller pitch provision and set out criteria based policies for determining planning applications for the further provision of sites for Gypsies, Travellers and Travelling Showpeople. All of the following policies should be considered alongside Adopted Core Strategy policy CP06: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople which sets out broad criteria by which to identify appropriate sites.

### Land Allocations

#### Policy SAL.DPL8

##### Land Allocations

The following sites, as shown on the Proposals Map, will be safeguarded for continued use:

- Site A - Lower Heath, Stourport-on-Severn (Local Authority Site)
- Site B - Broach Road, Stourport-on-Severn (Local Authority Site)
- Site C - Power Station Road, Stourport-on-Severn (Private Site)
- Site D - Broach Meadow, Stourport-on-Severn (Private Site)
- Site E - Broach Meadow, Stourport-on-Severn (Private Site)
- Site F - Broach Meadow, Stourport-on-Severn (Private Site)
- Site G - Meadow Park, Stourport-on-Severn (Private Site)
- Site H - Saiwen, Stourport-on-Severn (Private Site)
- Site I - 28/29 Sandy Lane, Stourport-on-Severn (Private Site)

The following sites are allocated for Gypsy and Traveller use as illustrated on the Proposals Map:

- Site J - Land adjacent Nunn's Corner, Stourport-on-Severn - 4 pitches
- Site K - The Gables Yard, Stourport-on-Severn – 3 pitches
- Site L - Land Opposite The Gatehouse, Sandy Lane, Stourport-on-Severn – 8 pitches
- Site E - 1a Broach Road, Stourport-on-Severn – 2 additional pitches

The allocations set out within this policy meet the short and medium term needs for the 2006-13 and 2013-17 periods. Sites to meet the longer term needs for the post 2017 period will need to come forward through the development control process and will be determined against the policies set out within the remainder of this section.

### Reasoned Justification

**4.48** The Gypsy and Traveller Accommodation Assessment (GTAA) identifies a need for an additional 30 Gypsy pitches for the period 2006-13. The evidence base for the Regional Spatial Strategy (RSS) Phase 3 Interim Policy Statement identified the need for a further 5 pitches for the period 2013-17. An indicative need (as established through the Regional Interim Statement) was set at 15 pitches for the longer-term post 2017 period. The total identified need for the period 2006-2022 is therefore 43 pitches. However, it is important that planning permissions granted since 2006 are deducted from this total.

**4.49** The table below provides a summary of the need for pitch provision within the District:

**Table 4.1 Need for Pitch Provision**

Time Frame	Number of Pitches	Source
2006 – 2013	30	Adopted Core Strategy
2013 – 2017	5	RSS Phase 3 Interim Policy Statement Options Generation
2017 – 2022	15	Indicative target included within the Phase 3 Policy Statement

**4.50** In 2008, 7 pitches were approved at Meadow Park. In November 2011 planning permission was granted for an additional 2 pitches at Nunn's Corner and in December 2011 planning permission was granted for 5 pitches at Saiwen. In February 2012, planning permission was granted for 6 pitches at 28/29 Sandy Lane, Stourport-on-Severn. Therefore, 20 pitches can be deducted from the identified need leaving a total of 10 pitches which need to be delivered by 2013. A further 5 are still required between 2013 and 2017 and a further indicative 15 pitches are required from 2017 to 2022.

**4.51** The table below sets out those pitches that have been granted permission through the development control process since 2006 and should therefore be removed from the total number of pitches to be provided.

**Table 4.2 Planning Permissions Granted Since 2006**

Site	Pitch Provision	Comments
MeadowPark	7 pitches	Planning permission granted 2008
Nunn's Corner	Additional 2 pitches	Planning permission granted November 2011.
Saiwen	5 pitches	Planning permission granted December 2011.
28/29 Sandy Lane, Stourport-on-Severn	6 pitches	Planning permission granted February 2012.
<b>Total</b>	<b>20 pitches</b>	

**4.52** The information set out above demonstrates that a number of sites have come forward through the development control process in recent years and have delivered pitch provision to address the outstanding needs. It is therefore considered a reasonable prospect that sufficient unallocated sites will come forward through the development control route to help address the longer term outstanding needs to 2022.

**4.53** It is anticipated that the development control system could continue to deliver those pitches that are not specifically allocated within this DPD, to meet the longer term need for the post 2017 figure of 15 additional pitches (subject to a review through the GTAA process in 2013/14).



## Sites for Travelling Showpeople

### Policy SAL.DPL9

#### Sites for Travelling Showpeople

Planning permission for sites for Travelling Showpeople on land which is not currently allocated for this use will be granted where:

- i. The Council is satisfied that there is clear evidence of an established need for the site within the District.
- ii. In accordance with Adopted Core Strategy policy CP06, the site does not fall within areas at higher risk of flooding such as Flood Zone 3.
- iii. Applications for sites within the Green Belt will only be permitted in exceptional circumstances and will be subject to a sequential assessment to assess whether other more sequentially preferable sites are available and deliverable within the District.
- iv. The site must be suitable for the safe storage, maintenance and testing of large items of mobile equipment without adverse impact on the amenity of the area and any neighbouring businesses or residential uses.
- v. The cumulative impacts of the site would not harm the character and/or appearance of the area and /or result in unacceptable impact, in terms of visual intrusion and landscape impact.
- vi. The site must be capable of safe, visible access from the local highway network and should not have an adverse impact on the safety of the highway network and its users.
- vii. The site should have adequate access to services and utility infrastructure such as mains water supply and mains electricity. Appropriate arrangements for sewerage treatment must be submitted as part of the application in addition to satisfactory drainage measures.
- viii. The site should incorporate sensitive landscaping and screening to ensure it does not have an adverse impact on the surrounding landscape character.

In applying Clause iii of this policy, applications should demonstrate that they have applied the following sequential test when identifying a site:

1. Previously developed land within Kidderminster and Stourport-on-Severn
2. Previously developed land within Bewdley
3. Previously developed land within villages
4. Previously developed land within rural settlements
5. Greenfield sites within Kidderminster and Stourport-on-Severn
6. Greenfield sites within Bewdley
7. Greenfield sites within villages
8. Greenfield sites within rural settlements
9. Greenfield sites outside of the Green Belt
10. Greenfield sites in the Green Belt

Evidence must be provided to demonstrate that there are no other sequentially preferable alternative sites which are suitable, available and deliverable which could meet the identified need.



## Reasoned Justification

**4.54** The GTAA did not identify a specific current need or requirement for additional plots for Travelling Showpeople within the District (rather it outlined the need for an additional 22 sites across Worcestershire). However, there is an existing established site through lawful use at Long Bank, Bewdley and there is a requirement to re-locate this site. There is therefore a specific current need for one family plot to be allocated within the District through the LDF process.

**4.55** Consultation has been undertaken on a number of sites which were identified as being potentially suitable within the Baker Report. However, the four sites which were potentially suitable for Travelling Showpeople received significant numbers of objections from local residents and raised a number of key concerns from some statutory consultees. In response to the consultation, a number of alternative sites were suggested and these were tested using the Baker Report methodology, however, no sites were considered to have potential for this use. It has therefore not been possible to allocate a specific site to meet the needs of Travelling Showpeople within the District.

**4.56** Whilst there is evidence to demonstrate a track record of delivery through the development control process to meet identified Gypsy and Traveller pitch needs it has proved more difficult to meet the identified need in association with the Travelling Showpeople. As it has not been possible to allocate a specific site to meet their needs, it is now considered necessary to include a specific policy within this DPD to guide the determination of any planning applications which may come forward to meet this need during the plan period.

**4.57** Whilst Gypsy and Traveller sites are essentially a residential use, sites for Travelling Showpeople differ in that they need to provide a secure, permanent base which is suitable for the storage of equipment when it is not in use. Most showpeople need to live alongside their equipment and as such sites need to be suitable for both residential and business use. Sites need to be designed in an appropriate manner which minimises any impacts on neighbouring uses and occupiers. Regard should also be had to the 'Environmental Quality' section of policy CP01 of the Adopted Core Strategy in relation to contaminated land. Applicants will be required to demonstrate that have sought a connection to the mains foul sewer in the first instance as the preferred, most sustainable option. Proposals should not have a detrimental impact on nature conservation and should comply with policy CP14 of the Adopted Core Strategy and policy SAL.UP5 of this DPD.

**4.58** Planning Policy for Traveller Sites (DCLG 2012) is clear that sites should be considered on a sequential basis with allocated sites being used before windfall sites. Where the site is to meet the identified need which is not absorbed by current allocations, clear evidence will need to be provided to demonstrate that there are no sequentially preferable sites which are suitable, available and deliverable. However, in the case of Travelling Showpeople there is a current identified need for a site within the District and following extensive consultation, no site has been identified as suitable for allocation to meet this need, therefore, the sequential test will come into immediate effect.

**4.59** The NPPF establishes a presumption against inappropriate development in the Green Belt, unless there are very special circumstances and the harm caused is outweighed by other considerations. Planning Policy for Traveller Sites (DCLG2012) states that Traveller sites in the Green Belt are inappropriate development. If future need arises for sites which can not be met

outside of the Green Belt, evidence of very special circumstances will need to be provided and therefore, a robust sequential assessment will need to be undertaken to demonstrate that no other sequentially preferable site is suitable, available or deliverable.

**4.60** Given the identified need for a site for Travelling Showpeople within the District and the fact that the site search and consultation process has not identified any sites which are considered to be suitable to meet this need and therefore there are no allocated sites for this purpose within the District, then should a site come forward within the Green Belt, consideration will be given to the very special circumstances which exist and the material considerations which may make the site suitable. Evidence must be provided to demonstrate that there are no alternative sites which are suitable, available or deliverable.

## Sites for Gypsy and Traveller Use

### Policy SAL.DPL10

#### Sites for Gypsy and Traveller Use

##### 1. Sites for Gypsy and Traveller Use

Planning permission for sites for Gypsy and Traveller use on land which is not currently allocated for such uses will only be granted where:

- i. The Council is satisfied that there is a clear established need for the site within the District and that the number, type and tenure of pitches proposed can not be met by a lawful existing or allocated site within the District.
- ii. The site does not fall within the Green Belt.
- iii. The site has access to local services, including a primary school, a food shop and healthcare facilities and is, or can be made accessible by foot, cycle or public transport.
- iv. The needs of the site's residents can be met appropriately by existing capacity within local facilities and services.
- v. The site would not present unacceptable adverse or detrimental impacts on the health, safety, and living conditions of the residents living on or adjacent to the site by virtue of its location.
- vi. The site, or cumulative impact of the site, in combination with existing or planned sites, would respect the scale of, and not dominate, the nearest settled community.
- vii. The site, or cumulative impact of the site, in combination with existing or planned sites, would not harm the character and/or appearance of the area and /or result in unacceptable impact, in terms of visual intrusion and landscape impact.
- viii. The site location would avoid adverse impact on existing or proposed public rights of way and would not detract from their convenient, safe and enjoyable use.

##### 2. Design of Gypsy and Traveller Sites

Proposals for Gypsy and Traveller sites will only be granted planning permission where:

- i. Pitch boundaries are clearly demarcated using an appropriate boundary treatment and landscaping which is sensitive to the local context. There should be a clear delineation between public and private areas and between residential and non-residential areas.

- ii. The site layout gives adequate consideration to pedestrian safety, cycle movements and vehicle movements and provides adequate space for vehicles towing caravans to enter, exit and manoeuvre around the site and for refuse collections.
- iii. All necessary utilities can be provided on the site including mains water, electricity supply, surface water and foul water drainage, sanitation and provision for the screened storage and collection of waste including recycling.
- iv. The site should include a communal recreation area for children where suitable provision is not available within walking distance. Play areas should be designed in consultation with the site manager and residents and should meet local authority standards.

### 3. Sequential Test

Where it is not possible to meet the criteria set out in clauses ii and iii of part 1 of this policy, providing that there is clear evidence relating to the need for the site, applications should demonstrate that they have applied the following sequential test when identifying a site:

- 1. Previously developed land within Kidderminster and Stourport-on-Severn
- 2. Previously developed land within Bewdley
- 3. Previously developed land within villages
- 4. Previously developed land within rural settlements
- 5. Greenfield sites within Kidderminster and Stourport-on-Severn
- 6. Greenfield sites within Bewdley
- 7. Greenfield sites within villages
- 8. Greenfield sites within rural settlements
- 9. Greenfield sites outside of the Green Belt

Evidence must be provided to demonstrate that there are no suitable alternative sites which are suitable, available and deliverable which could meet the identified need. In the case of provision for Gypsies and Travellers, the sequential approach will not come into effect until the allocated sites as set out at policy SAL.DPL8 have been brought forward.

### 4. Sandy Lane Industrial Estate, Stourport-on-Severn

In order to maintain a balance between employment and residential uses, and to ensure that the cumulative impact of Gypsy sites within the Sandy Lane area of Stourport-on-Severn does not dominate the area, further planning applications for gypsy and traveller sites within this area will be resisted following the implementation of the sites identified under policy SAL.DPL8.

## Reasoned Justification

**4.61** DCLG's Planning Policy for Traveller Sites (March 2012) requires that Local Planning Authorities set out criteria to guide the supply of land for traveller sites where there is an identified need and to provide a basis for decisions where applications nevertheless come forward. This policy will also be used to determine applications which come forward to meet the longer term outstanding need within the District.

**4.62** The allocations set out within the policy for Gypsy and Traveller sites fall short of the number of pitches which the authority is required to deliver up until 2022. Based on historical evidence, it is evident that sites are likely to continue to come forward through the development

control process and therefore it is realistic to assume that these will meet the remainder of the identified need for the 2017-22 period. The development control process has delivered a number of sites in recent years; however, it is necessary to guide the location and design of these pitches by putting in place an appropriate policy.

### **Sequential Preference for Gypsy and Traveller sites**

**4.63** Proposals for Gypsy and Traveller sites are predominantly residential and will be acceptable in areas allocated primarily for residential development subject to all relevant policies within the LDF being met. Outside of those areas allocated for residential development proposals will need to demonstrate a clear need, particularly once the requirement identified for the plan period has been or will be met through existing planning permissions or land use allocations. This policy sets out the criteria which a proposal outside of an area currently allocated for Gypsy and Traveller uses will need to meet.

**4.64** Planning Policy for Traveller Sites (DCLG 2012) states that traveller sites should prioritise previously developed land, particularly sites which are untidy. It also states that development in the open countryside that is away from existing settlements or outside areas identified in the development plan should be strictly limited. However it does recognise that some rural areas may be suitable for Gypsy sites and that where this is the case sites should respect the scale of, and not dominate the nearest settled community, and avoid placing an undue pressure on the local infrastructure. Regard should also be had to the 'Environmental Quality' section of policy CP01 of the Adopted Core Strategy in relation to contaminated land. Applicants will be required to demonstrate that have sought a connection to the mains foul sewer in the first instance as the preferred, most sustainable option. Proposals should not have a detrimental impact on nature conservation and should comply with policy CP14 of the Adopted Core Strategy and policy SAL.UP5 of this DPD.

**4.65** Planning Policy for Traveller Sites states that traveller sites in the Green Belt are inappropriate development. The NPPF states that "inappropriate development is, by definition, harmful to the Green Belt and should not be approved except in very special circumstances". Planning for Traveller Sites goes on to state that if Gypsy sites are needed in the Green Belt then they should be allocated through the plan-making process rather than addressed through the Development Management process. This would mean removing a site from the Green Belt and allocating it as a Traveller site. This DPD does not allocate any Green Belt sites for use as Gypsy sites and as such, such development in the Green Belt will be strongly resisted.

**4.66** Sustainability issues are an important consideration for Gypsy and Traveller sites and this is emphasised by Planning Policy for Traveller Sites which states that traveller sites should be economically, socially and environmentally sustainable. It goes on to set out guidance for achieving sustainability which covers areas such as access to facilities including healthcare and education, reducing the need for long-distance travelling, reducing the possible environmental damage caused by illegal encampment, ensuring sites co-exist with neighbouring uses, locating sites outside of flood risk areas and reflecting traditional ways of life. Therefore, sites should be located in sustainable locations, within or near to settlements which provide a range of services and facilities but particularly school and medical facilities. In order to be consistent with the objectives of the NPPF sites should ideally be located in areas where facilities are accessible on foot, by cycle or by public transport.

### **Site Specific Design and Safety Issues**

**4.67** The scale of sites should be appropriate to the sustainability of the settlement and should also be mindful of the requirement for sites not to dominate the settlement in which they are located. Adopted Core Strategy policy DS01 sets out a settlement hierarchy and this will be used as the basis for a sequential approach to site selection. Generally, the larger settlements of Kidderminster and Stourport-on-Severn would be considered to be the most appropriate locations for larger sites and should sites need to be located in villages or outside of those areas identified within the settlement hierarchy, the sites should be smaller. Consideration will need to be given to the capacity of local services and whether the scale of development can be accommodated by the local services and facilities.

**4.68** Health and safety is an important consideration and sites should provide a safe location for their occupants. Locations in the vicinity of dangerous roads, railway lines, water bodies, or power lines should be avoided unless the impacts can be satisfactorily mitigated. Sites should respect the local landscape and settlement character and should minimise visual intrusion and landscape impact. Sites should not be located on unstable or contaminated land unless appropriate mitigation/remediation can be achieved and sites should meet requirements of NPPF and its associated Technical Guidance regarding flood risk. Caravans and mobile homes for permanent use will not be permitted in areas of high probability flood risk, on the functional floodplain or where they would increase the risk of flooding elsewhere.

**4.69** Sites should not have an adverse impact on Public Rights of Way in accordance with policy SAL.UP3 of the Site Allocations and Policies DPD which relates to providing a Green Infrastructure Network.

### **Cumulative Impact of Gypsy and Traveller Sites**

**4.70** The impact of sites on their surroundings is acknowledged and the cumulative impact of existing and planned sites will be taken into consideration when determining applications.

**4.71** The Sandy Lane area of Stourport-on-Severn has traditionally accommodated the vast majority of the District's provision for Gypsies and Travellers. This is an industrial area which is also home to many local businesses. It is considered that a balance between the uses within this area needs to be maintained and in order for this to be achieved, further applications for Gypsy and Traveller sites outside of the allocations set out under policy SAL.DPL8, within this location will be resisted.

**4.72** The District Council undertook consultation on potential Gypsy and Traveller sites during late 2011/early 2012 and representations received demonstrate that local residents and businesses strongly considered that any further provision should no longer be concentrated in this particular area of the District, as the loss of employment land could start to have a detrimental impact on the economy. The Sustainability Appraisal demonstrates that the cumulative impact on sites is starting to impact on the economic sustainability of the location as an employment area.

### **Community Facilities**

**4.73** The provision of community facilities is essential to the quality of life of local residents. Good quality facilities should be available in accessible locations so that their use is maximised. But it is also essential that facilities in the rural areas are safeguarded wherever possible. These policies need to be considered alongside Adopted Core Strategy Policies CP07: Delivering Community Wellbeing and CP13: Providing a Green Infrastructure.



## Links to the Sustainable Community Strategy

**4.74** The Sustainable Community Strategy and the Community Safety Partnership Plan support the provision of community facilities in order to promote community cohesion and reduce crime and disorder and enhance well-being.

### Policy SAL.DPL11

#### Community Facilities

The Council will resist the loss of community services and facilities within the District, as safeguarded on the Proposals Map unless clear evidence is provided to demonstrate the following:

- that it would not be economically viable to retain the site/buildings for a community use and that it has been effectively marketed for a minimum 12 month period; and
- that the community facility could not be provided by an alternative occupier or the local community; or
- that suitable alternative provision can be provided in an appropriate location.

## Reasoned Justification

**4.75** Policy CP07 of the Adopted Core Strategy provides strong support for the retention of existing community facilities including post offices and public houses, as well as support for improvements or enhancements. The conversion of any safeguarded community facilities to other use classes will need to be fully justified in terms of their viability and value to the local community. As such, the District Council will require any application involving the loss of a community facility to be supported by strong evidence that the facility is no longer viable or required to meet local needs.

**4.76** A number of sites which currently contain community uses have been put forward as potential development sites (see Part B). The use of such sites for residential development is covered in policy SAL.DPL1: Sites for Residential Development. Development proposals involving community facilities should demonstrate that they have consulted with the relevant local community about options for the continued delivery of the community use and its incorporation into any new development wherever possible. If suitable, alternative accommodation can be provided within the locality then the redevelopment of a community facility for other uses would be considered more favourably.

## Educational Sites

**4.77** In April 2005 Worcestershire County Council took the decision to implement the 'Wyre Forest schools review'. That decision introduced significant changes to the school system and culminated in moving 45 three-tier schools into just 30 two-tier schools. In August 2007, all 45 first, middle and high schools were closed, and then just 30 primary and secondary schools were opened in September. All middle schools and a handful of first schools were closed permanently.

**4.78** Wyre Forest District was also part of the Building Schools for the Future (BSF) programme. As a result of the cancellation of some 700 BSF projects across the country, the District has now lost the rebuild or partial rebuild of five secondary schools. Wyre Forest schools are part way through this major schools reorganisation but the implications of the BSF cancellation are widespread and as a direct result of the cancellation a total of 11 schools in Wyre Forest face an uncertain future regarding their accommodation.

**4.79** Therefore, future planning policy for development at educational sites needs to remain flexible to enable the opportunities for the reorganisation to occur, whilst still taking into account the other policies within the plan.

## Policy SAL.DPL12

### Educational Sites

Within the areas identified for educational use, proposals will be supported, providing they:

- i. Do not form part of a playing field or sports pitch or if they do that compensatory provision can be provided in a more preferable location; or
- ii. Complement the education function of the site; or
- iii. Demonstrate that there is no longer a need for the land or buildings to meet education requirements or wider community needs; and
- iv. Do not diminish the amount of recreational open space within the locality; and
- v. Are compatible with neighbouring or adjoining uses.

### Reasoned Justification

**4.80** The education policy seeks to provide a positive framework to enable sites to develop to meet their educational needs. It also provides flexibility to consider other supportive uses and to enable the opportunity to consider alternative options, if the educational use of the area is no longer required. In order to demonstrate that there is no longer a need for the land or buildings to meet educational requirements/wider community needs, the landowner should provide evidence that the buildings/land have been advertised for a period of 18 months or more.

**New school development, Stourport-on-Severn**







## 5 A Good Place to do Business

**5.1** Strong, sustainable growth is one of the Government's top priorities and this drive for an increase in economic productivity and the creation of jobs is shared by the District Council. The vision, strategic objectives and development policies within the Adopted Core Strategy reflect the national policy approach and provide the framework for the continued prosperity and evolution of the District's economy. The implementation of this strategy will be provided through the allocations and policies included within this document.

### Employment Context

**5.2** Due to the historic influence of manufacturing within the District, and particularly in Kidderminster, there are a number of potential opportunity sites that currently exist within the area. Diversification of the District's economy has occurred steadily over the years and the allocation of appropriate and suitable sites to enable this trend to continue is an important element of this document. Key to enabling businesses to grow and develop is providing a portfolio of sites to meet the diverse needs of different companies. The identified allocations seek to provide the sites to meet the requirements of the Adopted Core Strategy, but more importantly to meet the diverse needs of the District's existing companies whilst also looking to attract new businesses to the area.

**5.3** The Adopted Core Strategy identifies the need to plan for an additional 44 hectares of employment land over the plan period (2006 – 2026). The Development Strategy directs the majority of new employment land to the most sustainable settlement, Kidderminster, with a particular focus on the town centre and the Stourport Road Employment Corridor (SREC).

**5.4** This level of development therefore provides the basis for the allocations, which are identified in this section. However, like the residential allocations, it is important that completions and commitments from 2006 are also taken into account.

### Local Enterprise Partnerships

**5.5** Wyre Forest District is located within two Local Enterprise Partnerships; Worcestershire LEP and Greater Birmingham and Solihull LEP. The involvement of the District in both Partnerships reflects the economic geography of an area that has strong ties with both the county in which it is located, Worcestershire, as well as the larger urban conurbation of Birmingham and its surrounding areas.

**5.6** It is important that the Council's planning documents, wherever possible, reflect the aims and ambitions of the LEPs and this section of the document identifies the policy approach to ensuring that the District continues to be a place for businesses to operate and to grow.

**Available Industrial Units**

## Employment Land Allocations

### Links to the Sustainable Community Strategy

**5.7** A key theme in the Sustainable Community Strategy is 'Economic Success that is Shared by All'. This theme recognises the importance of providing a range of jobs and includes a number of priorities centred around boosting the economy of the District, attracting employers, increasing the skills base within the District and ensuring that residents have access to a range of jobs locally.

### Employment Land

**5.8** To achieve sustainable growth within the District we need to create opportunities for people to work. The planning system cannot control how many jobs are made available, but it can ensure that the right amount of suitable land is available to attract business to the District and enable existing businesses to grow. The purpose of this section is to allocate and safeguard a range of different sized sites, in a number of locations that are attractive for businesses.

### Employment Land Allocations

**5.9** The designation of employment allocations has been guided by a number of factors. Firstly, the Development Strategy and associated policies contained within the Adopted Core Strategy has focussed the approach to new development. However, these are just proposed new allocations and it is important to remember that existing sites provide a key layer of employment within the District and also need to be safeguarded.

**5.10** The following policy outlines the sites that are allocated for employment / economic development over the plan period. These sites, along with the areas identified for safeguarding for continued employment use, should enable the District to maintain and attract businesses within the area and provide a balanced portfolio of sites into the future.

#### Policy SAL.GPB1

#### Employment Land Allocation

##### 1. Employment Land / Economic Development

The following sites, as shown on the Proposals Map, are allocated for new economic development use over the plan period:

- Former British Sugar Site - approximately 12ha, as part of a mix of uses
- Former Romwire Site - approximately 5ha.
- Former Lea Castle Hospital Site, as part of a mix of uses

These sites will help to meet the need for new employment floorspace as identified by the Adopted Core Strategy. The development of these sites will need to be in line with the site specific policies identified in Part B and deliver those requirements identified by the Infrastructure Delivery Plan.

The sites identified in the tables at 5.18 and as identified on the Proposals Map, are to be safeguarded for economic development, in line with Adopted Core Strategy policy CP08.

The replacement of a rural building for economic development purposes may be allowed where this would result in a more acceptable, sustainable and better designed development than would be achieved through conversion. For developments relating to the re-use or adaptation of rural buildings please refer to policy SAL.UP11.

## **2. Economic Development outside of Allocated Areas**

Proposals for economic development outside of the allocated areas will be assessed on their merits. Proposals will need to be in conformity with the Adopted Core Strategy and should have no adverse affect on any of the following:

- i. The amenity of adjacent occupiers
- ii. The character of the area
- iii. The surrounding environment

## **3. Hazardous Installations**

Proposals for development or activities involving hazardous substances, or development adjoining an area where hazardous substances already exist, will only be permitted where the relevant authorities are satisfied that the proposals are acceptable. Where necessary, appropriate measures to protect the public and environment will be required.

### **Reasoned Justification**

**5.11** The sites allocated for new economic development would provide for a total of at least 17 hectares of employment land over the plan period to bring the total amount of land supplied over the plan period to approximately 44 hectares. The specific sites chosen for allocation are in direct conformity with the Development Strategy of the Adopted Core Strategy. The site specific policies for these areas are identified in Part B of this document.

**5.12** The allocation of these particular sites does not preclude new proposals from coming forward and often the intensification of existing employment areas provides important new business opportunities. Any development of this type is promoted via Adopted Core Strategy policy CP08. It is considered that along with the protection of important existing sites and the smaller windfall developments that are generated through the intensification of existing sites, the proposed allocated sites will provide sufficient employment land to meet the District's needs over the plan period.

**5.13** Provision is made within this policy for the replacement of a rural building for economic development use, providing that it would result in a more acceptable, sustainable and better designed development than would be achieved through conversion. This policy position provides greater flexibility to consider favourably schemes for economic development within the rural areas. It should be noted that if approval is given for the redevelopment of an existing rural building for economic use under this policy, then the opportunity to consider the building for other uses (i.e. residential) will be lost and future proposals to convert new buildings created under this policy into residential dwellings will be prohibited.

**5.14** It is acknowledged that other opportunities for economic development could occur in other areas not specifically allocated for that purpose. In considering this the Council will have due regard to the potential affect that any proposal would have on the area in question using the criteria outlined in the policy.

**5.15** Proposals involving hazardous substances will need to be carefully assessed. Any decision will be made having regard to the advice of the Health and Safety Executive, the degree of risk and the likely hazard or consequences of an accident occurring. Proposals for development in close proximity to existing hazardous installations will also be carefully assessed to ensure that these proposals are safe and acceptable with the appropriate authorities.

## Rural Employment Opportunities

**5.16** Aside from the allocated sites, it is proposed through the Adopted Core Strategy that appropriate schemes for rural businesses and farm diversification will be supported. It is anticipated that further developments in the rural areas will come forward during the plan period, which will also help to improve the economy of the more rural parts of the District. Whilst this document will not allocate specific sites for this purpose there is already support for sustainable rural diversification, in line with policy DS04 of the Adopted Core Strategy. The more detailed development management approach regarding the conversion of rural buildings for this purpose, is managed through the Rural Development section of the document.

## Employment Site Retention

**5.17** The Adopted Core Strategy recognises that the District's existing employment areas, primarily the main industrial estates, will continue to play a crucial role in the economy of the area. These employment areas not only provide space for current employers and business they also provide opportunities for new investment and rejuvenation, through intensification or re-use. The following sites are therefore allocated on the Proposals Map for continued employment use throughout the plan period.

### Kidderminster

Location	Size (ha)
Brintons, Stourport Road	5.40
Coppice Trading Estate, Stourport Road	2.89
Firs Industrial Estate, Stourport Road	8.65
Foley BusinessPark, Stourport Road	6.6
Foley Industrial Estate, Stourport Road	6.59
Lisle Avenue, Stourport Road	3.85
Oldington Trading Estate, Stourport Road	6.44
Vale Industrial Estate, Stourport Road	3.90
Folkes Forge, Stourport Road	5.75
Finepoint, Walter Nash Road, off Stourport Road	7.30
KlarkIndustrial Park, Walter Nash Road, off Stourport Road	0.59
Former Ceramaped (now TP Toys), Zortech Avenue , off Stourport Road	3.22

Location	Size (ha)
Hoo Farm, Worcester Road	22.56
Easter Park, Worcester Road	3.11
Summerfield (land within WFDC), Worcester Road	34.49
SpennellsValley Estate, Chester Road South	4.18
Brockway Carpets, Chester Road South	1.14
Hoobrook Industrial Estate, Worcester Road	9.88
Worcester Road Industrial Estate, Worcester Road	11.16
Meadow Mills Industrial Estate, Dixon Street (KCAAP)	1.67
Puxton Mill, Puxton Lane	1.44
Greenhill Industrial Estate, Birmingham Road	4.43

### Stourport-on-Severn

Location	Size (ha)
Sandy Lane Industrial Estate, Worcester Road	18.02
Wilden Lane Industrial Estate, Wilden Lane	6.38
OGL, IBM, Substation, Worcester Road	3.2
Thomas Vale, Worcester Road	1.3
Riverside Business Centre, Baldwin Road	3.09
Morgan Technical Ceramics, Bewdley Road	4.20

### Bewdley and Rural

Location	Size (ha)
Rushock Trading Estate, Droitwich Road	10.52
Bewdley Business Park, Long Bank	5.4

**5.18** These sites form a vital part of the District's economy and these areas, along with the sites to be allocated for new economic development, form the District's portfolio of employment land and provide certainty and opportunity for existing and new businesses to locate within the District. The future management of these employment areas will be delivered through the Adopted Core Strategy policy CP08.

## Retailing

### Links to the Sustainable Community Strategy

**5.19** The Sustainable Community Strategy recognises the importance of providing safe and convenient retail facilities within the three towns, particularly within the District's main town, Kidderminster. The strategy recognises the important role of retailing within the District's economy.

### Retailing

**5.20** Retailing is an essential part of life in the District and is a function that has traditionally formed the staple activity of the District's town centres. It is considered vital that the retailing areas are protected and enhanced through positive planning policy which safeguards the integrity of the shopping area whilst also providing flexibility to consider appropriate diversification of the current offer and reacting to market trends.

**5.21** The focus on the High Street continues to be a key strand of Government policy. Key to ensuring this is supporting a diverse range of uses and planning for a strong retail mix and offer that meets the needs of the local catchment area, supports businesses and conserves and enhances the established character and diversity of the town centres.

**5.22** In order to ensure that proposals and policies are targeting specific areas within the towns the following designations have been included on the Proposals Map:

- **Primary Shopping Area:** Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage).
- **Primary Frontage:** Primary frontages are likely to include a high proportion of retail uses.
- **Secondary Frontage:** Secondary frontages provide greater opportunities for a diversity of uses and often provide complementary uses to the core retail function that exists within the primary frontage.

**5.23** The purpose of identifying primary shopping frontages within the town centres is to maintain their attractiveness as shopping destinations, as a concentration of retail facilities contributes strongly to the vitality and viability of a centre. It also helps to ensure the continued availability of a wide range of shops that can be accessed by a choice of transport modes. It is therefore vital that these areas are safeguarded and preserved to enable them to continue to function in an appropriate manner.

**5.24** Within towns there are developments which are classed as 'edge-of -centre' and those that are classed as 'out-of-centre'. For clarity, the definition is as follows:

- **Edge-of-Centre:** For retail purposes, a location that is well-connected to and within easy walking distance (i.e up to 300 metres) of the primary shopping area. For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, local topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size of the town centre. A site will not be



well-connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed pedestrian route which provides safe and convenient access to the centre.

- **Out-of-Centre:** A location which is not in or on the edge-of-centre but not necessarily outside the urban area

**5.25** These remain important classifications for determining the suitability of new retail proposals and provide clarity for the focus of the sequential approach, which is a key strand of retail planning policy. For the avoidance of doubt, the definition of 'Town Centres' for retailing purposes is considered to be the boundary of the Primary Shopping Areas.

**5.26** Throughout the retail section of the document, a number of policies have regard to a threshold of 250 sqm (net)<sup>(6)</sup> This permissive approach towards small scale development is a local initiative to provide flexibility to existing retailers and to promote appropriate community shopping facilities.

### Kidderminster

**5.27** Within the District there is a clear retail hierarchy, which is outlined within the Adopted Core Strategy. The main retail centre of the District is Kidderminster and this town is the focus for retail growth during the plan period. The issues and challenges for retailing in Kidderminster as well as the boundaries of the retail areas are detailed within the Kidderminster Central Area Action Plan DPD.

### Stourport-on-Severn

**5.28** Stourport-on-Severn is the second largest retail centre within the District. This market town accommodates a number of shops, often independent traders, located primarily along High Street and Lombard Street, which provide important shopping facilities to meet local needs. The town also has a number of tourist attractions and associated leisure and restaurant facilities which tend to be located around Bridge Street to the south of the main retail area. The approach to retailing within Stourport-on-Severn is set by the Adopted Core Strategy which focusses the policy on safeguarding and retaining the existing offer with the potential for small scale new provision to meet local needs to be developed. There do remain, however, some existing proposals and sites that could contribute to further retail provision for the town and these are discussed further in Part B.

### Bewdley

**5.29** Bewdley is the smallest of the towns within the District and its retailing function reflects its size and role within the area. The retail core is compact and focussed on Load Street. Bewdley provides an important top-up shopping destination with a range of convenience goods and services. However, the retail centre is fairly small and given the limited role and function of Bewdley Town Centre for retailing, coupled with its historic form and character, the scope for further retail development is limited. There may however be scope for some limited retail development as part of any redevelopment of Load Street Car Park, which is discussed further in Part B.

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<sup>6</sup> Net Floorspace: The area within the shop or store which is visible to the public and to which it has access, including fitting rooms, checkouts, the area in front of checkouts, serving counters and the area behind used by serving staff, areas occupied by retail concessionaires, customer services areas, and internal lobbies in which goods are displayed; but not including cafés and customer toilets.

**5.30** The designation of the retail areas is identified on the Proposals Map with the approach to the future management of retailing within the District to be managed through the following policy framework.

## Policy SAL.GPB2

### Town Centre Retail

Boundaries of the Primary Shopping Area (PSA) and Primary and Secondary frontages for each Town Centre are defined on the Proposals Map.

#### 1. Sequential Approach and Impact Test

Large scale retail development (2,500sqm net and above) should be targeted towards Kidderminster as the strategic centre of the District.

Proposals for new retail development (of more than 250sqm net), or proposals regarding the removal of restrictive retail conditions, will only be permitted where a sequential approach has been followed and it is demonstrated that:

- i. It is within the Primary Shopping Area.
- ii. If edge-of-centre, that there will be no significant adverse impact on the overall vitality and viability of the existing centre and that the proposals can not be accommodated within the Primary Shopping Area.
- iii. If out-of-centre, that there will be no significant adverse impact on the overall vitality and viability of the existing centre and that the development is not capable of being located in a sequentially preferable location.

#### 2. Primary Shopping Frontage

Within the defined Primary Shopping Frontage<sup>(7)</sup> development proposals for retail use at ground floor (A1-A5) will be permitted where:

- i. The scale and type of development proposed is directly related to the role and function of the centre and its catchment area and it contributes to the provision of a safe environment.
- ii. There would be no adverse impact on the vitality and viability of the centre or other centres.
- iii. They do not result in an adverse cluster of non-retail (A1) uses or unduly fragment the retail area.
- iv. They provide an active frontage and are open for business during the day.

#### 3. Secondary Shopping Frontage

<sup>7</sup> for Bewdley, this is the Primary Shopping Area

Within the Secondary Shopping Frontage proposals for town centre uses<sup>(8)</sup> that contribute to the vitality and viability of the area will be considered favourably subject to public safety, environmental and amenity considerations.

#### 4. Other Considerations

Development proposals involving the sale of food and drink must not have an adverse impact in terms of:

- i. Residential amenity
- ii. Pollution (light, litter, noise)
- iii. Crime and disorder

Residential development within the retail areas will be specifically supported where this is above ground floor.

### Reasoned Justification

**5.31** The Adopted Core Strategy identifies that Kidderminster will be the primary location for new retail development. It is proposed that any further retail development should be directed towards Kidderminster in the first instance, with only developments to meet local needs being allowed within the Market Towns. The Adopted Core Strategy also stresses the importance of the sequential approach to site selection and this is relevant to all three of the main towns within the District. Furthermore, the impact of proposals and ensuring that current retail areas are safeguarded and maintained is also a relevant consideration for future retail provision within the three towns.

**5.32** Proposals involving a change of use of ground floor premises in the Primary Shopping Frontage must complement the retail offer and must not lead to an over dominance of non-retail uses or 'dead' frontage, which would detract from the overall retail experience. In assessing whether a proposal will result in an adverse cluster of non-retail (A1) uses, regard will be had to the use of three units either side of the proposed development. Where a proposal would result in more than two units of the seven being for non-retail (A1) uses it will not be permitted. In order to prevent the fragmentation of the shopping frontage, no more than two non-retail (A1) uses shall be adjacent to each other.

**5.33** The policy allows for greater flexibility for main town centre uses within the secondary shopping frontages where the retailing element can be more peripheral and a greater mix of uses can help to improve the overall vibrancy of an area.

**5.34** Proposals involving the removal of restrictive retail conditions can also have a detrimental impact on the existing retail areas. Many of the existing retail areas outside of the Primary Shopping Area are restricted in terms of the range of goods to be sold with many being restricted further to prevent sub-division into several smaller units. It is considered important that these areas remain restricted in this way in order to prevent the migration of town centre retailers and to protect the vitality and viability of the existing centres.

<sup>8</sup> For clarity this includes: retail development; leisure, entertainment facilities and the more intensive sport and recreation use (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities), Health-care facilities

**5.35** Proposals specifically regarding food and drink bring their own issues and challenges. Proposals involving consumption on the premises can increase the levels of liveliness and vibrancy throughout the day and night. Whilst there may be problems associated with anti-social behaviour such uses can also, conversely, add to the sense of security through ensuring maximum people presence and natural surveillance. The policy therefore seeks to ensure that premises for the sale of food and drink have due regard to community safety and local amenity.

**5.36** Proposals to introduce residential development above ground floor within the Primary Shopping Area will also be supported. This will help to improve the vitality of the centres without compromising the core retail function of the towns.

## Neighbourhood and Village Centres

**5.37** Local shops and other services play a vital role in promoting communities' sustainability by helping to meet everyday needs and reducing the need to travel. The Council is therefore keen to ensure that the loss of existing retail areas is resisted, where possible.

### Policy SAL.GPB3

#### Protecting and Enhancing Local Retail Services

Development proposals should not result in a reduction of premises for convenience retail use in a settlement or neighbourhood, unless it can be demonstrated that there is no reasonable prospect of that service or facility being retained or restored. In considering this regard will be had to the availability of other convenience retail facilities locally.

#### Neighbourhood/Village Centres

The following sites, as identified on the Proposals Map, are designated as neighbourhood / village centres:

##### Kidderminster

- Baskerville Road, Sion Hill
- Bewdley Road, Blakebrook,
- The Parade, Broadwaters
- Burcher Green, Comberton Estate
- Audley Drive, Ferndale
- Canterbury Road, Habberley Estate
- Chester Road South, Hoobrook
- Willowfield Drive, Marlpool Estate
- Tennyson Way, Offmore Farm
- Warbler Place, Spennells
- Stourport Road, Foley Park
- Lister Road, Sutton Farm

##### Stourport-on-Severn

- Areley Common
- Queens Road Areley Kings

- Calder Road, Burlish
- Lime Tree Walk, Lickhill

### **Bewdley / Rural Areas**

- Blakedown (Village Centre)
- Cookley (Village Centre)
- Chaddesley Corbett (Village Centre)
- The Lakes Road, Bewdley
- Queensway, Wribbenhall, Bewdley

Support will be given for new retail development in neighbourhood or village centres comprising the conversion or extension of existing facilities, provided that the floorspace proposed does not exceed 250 sqm net.

Outside of the neighbourhood or village designations, support will also be given for the development of new retail (A1) uses where they do not exceed 250sqm net and where:

- it can be located on previously developed land.
- it would not cause adverse impact to the local amenity.

### **Reasoned Justification**

**5.38** The loss of convenience retail facilities in a settlement or neighbourhood can have a serious impact upon people's quality of life and potentially harm the overall vitality of the community. With an increasing proportion of elderly people in the population, access to locally based retail services will become increasingly important; reflecting lower mobility levels. In identified centres, proposals that would result in a significant loss of facilities could also have a serious impact upon the vitality and viability of that centre as a whole due to their role in providing a range of facilities for the surrounding area.

**5.39** In considering proposals to reduce the availability of a convenience store in an identified centre, where there is no other convenience retail provision within a 500m radius, applicants would need to identify why the unit is no longer considered to be viable to be retained in its current form. Furthermore, they would be expected to consider the potential for other community uses to be established prior to any other use (e.g. residential) being considered.

**5.40** The policy also provides support for small scale conversions and extensions within the Local Centres. This policy approach is provided in order to allow flexibility and for businesses to be able to consider alterations that would help with the continuing viability of the store.

### **Other forms of Retailing**

**5.41** There are other forms of retailing that do not lend themselves to being sited within designated areas or neighbourhoods, yet they often make an important contribution to the local economy. It is important that the focus for new retailing remains in the most sustainable locations, following a sequential approach, but there is a recognition that other forms of retailing also need consideration. The following policy is therefore proposed to manage applications for 'specialist retailing'.

## Policy SAL.GPB4

### Specialist Retailing

Retail developments within employment areas (factory outlets) will not be permitted unless they are small scale uses (do not exceed 250sqm net) related to or an ancillary part of a business use.

Proposals for convenience retailing associated with petrol stations will be permitted where this is clearly an ancillary function to the main use; is for convenience goods; and the floorspace does not exceed 250sqm net.

Other forms of specialist retailing, including farm shops, garden centres and similar outlets selling goods manufactured on-site, will be permitted where the retail element is ancillary to the main use. Extensions to existing operations should not lead to an increase in the amount of retail floorspace dedicated to the sale of comparison goods. Where necessary, the range of goods to be sold from the site may also be limited by condition.

All proposals will need to have regard to the potential highways issues which would affect this type of development.

### Reasoned Justification

**5.42** There are a number of locations within the District where retail elements exist as an ancillary element of another use. This includes outlet shops in employment areas, petrol filling stations, garden centres, and farm shops.

**5.43** The retail function of shops in existing employment areas is something that provides a different element to the retailing of the local economy. It is important, however, that any future proposal remains ancillary to the existing use so as to not undermine the primary role of the employment areas.

**5.44** With the loss of many traditional independent retail outlets, the operators of roadside petrol stations have often provided for the convenience needs of the localities. Although a potential good source of top-up shopping, the locations of these shops, due to their main activity do not tend to be within existing neighbourhoods. It is therefore proposed that the role that future petrol filling stations play in providing retail facilities is controlled.

**5.45** Traditionally, many farms have sold produce grown on the farm to the general public, sometimes from farm buildings and in more recent years from 'farm shops'. Due to the potential impact of the development of farm shops it is proposed that the role of the shops be limited to agricultural produce originating from the farming unit and its immediate environment. If non-local agricultural produce is required to be sold (for example to combat the issue of seasonality) then this should remain subsidiary to the sale of local agricultural produce. The sale of a wider range of goods would not be permitted as it is considered to be inappropriate for farm shops.

**5.46** Like many farm shops, garden centres were also established as an ancillary function to agricultural (horticultural) production. However, such has been the growth in the leisure sector there are now national chains of garden centres, many of which are dedicated to the retail sale of plants and sundries and have little if any horticultural production capabilities. There is no reason as to why these facilities cannot be located within more urban areas.

**5.47** Where rural garden centres do exist they often have a valuable role to play in the local economy. Nevertheless, in order to accord with the retail strategy and to preserve the openness and character of the rural landscape the Council is keen to ensure such facilities remain predominantly ancillary to horticultural production.



## Sustainable Tourism

**5.48** The Government's tourism policy launched in March 2011 identifies that "Tourism is a tremendously important sector of the UK's economy". This is especially true within Wyre Forest where approximately 10% of jobs are related to the tourism industry, as identified below.

**Table 5.1 Tourism related jobs in Wyre Forest – Time Series**

Year	Wyre Forest %	West Midlands %	Great Britain %
1998	6.4	6.4	7.4
1999	7.9	6.7	7.7
2000	6.9	6.6	7.6
2001	8.1	6.9	7.8
2002	8.5	7.0	8.0
2003	9.9	6.9	8.1
2004	8.1	7.4	8.2
2005	6.0	7.5	8.1
2006	9.3	7.7	8.3
2007	10.5	7.7	8.2
2008	9.7	7.4	8.2

**5.49** Jobs within the tourism industry in the District have generally been above the national average and in 2008 accounted for nearly 10% of the total jobs within the District. The importance of the industry is clear to see and it is important that future planning policy protects and enhances this aspect of the economy. The planning system can have a significant impact on the tourism sector's ability to grow in response to future demand, and to protect the natural and historic assets on which the industry is based. A tension therefore exists between having a planning system that is flexible, so as to provide adequate opportunities for growth, and one that is strong enough to prevent inappropriate development that would limit tourism potential and cause an adverse impact on the District.

**5.50** The Adopted Core Strategy provides an overarching policy that provides support for sustainable tourism proposals. The policy identified in this section builds on this strategic policy and provides further policy support for the main tourist attractions within the District, which are the Severn Valley Railway, the West Midlands Safari and Leisure Park, the Wyre Forest, Bodenham Arboretum and Arley Arboretum. In order to maintain the role and function of these destinations, the following development management policy is proposed:

### Policy SAL.GPB5

#### Supporting Major Tourist Attractions

#### Severn Valley Railway (SVR)



Proposals that enhance the role and function (including visitor attractions and facilities and maintenance facilities subject to their impact on the surrounding landscape) of the SVR will be supported. Proposals to link the SVR with other sites along the route will also be fully supported.

### **West Midland Safari and Leisure Park**

Any proposal for major development within the Park will need to be considered on a comprehensive basis in the context of a planning brief and masterplan for the whole site. The Council will consider applications for development at West Midland Safari and Leisure Park favourably, where such development would upgrade and improve the viability of the attraction; address the potential for healthland restoration and recreation; are appropriate to its function as a major tourism destination; make a positive contribution to the local economy; and are acceptable taking into account its location within the Green Belt and the need to ensure compatibility with the local infrastructure network.

### **The Wyre Forest**

Future development proposals that enhance the tourism and leisure role of the Wyre Forest will be supported. Proposals will need to ensure that they respect the landscape, biodiversity and historic environment of this ancient woodland and proposals that cause adverse impact on the area will not be permitted. Development proposals that link to the Forest, but are not necessarily within the Forest boundaries will also be supported, subject to proposals conforming to other policies within the plan.

### **Arboreta**

There are two large arboreta located within the District at Upper Arley and Wolverley (Bodenham). Development proposals that enhance the tourism and leisure role of these areas will be supported. Proposals will need to ensure that they respect the landscape, biodiversity and historic environment of these areas and proposals that cause adverse impact on the environment will not be permitted.

## **Reasoned Justification**

**5.51** The Council is keen to ensure that the District's appeal as a tourist destination is retained and enhanced throughout the plan period. Key to ensuring this trend continues is providing support for proposals that build on the success of existing assets. Policy CP10 of the Adopted Core Strategy provides in principle support for existing and potential new tourism ventures. However, it was considered that the main tourism attractions within the District required a further site-based policy. The attractions are all identified further below.

### **Severn Valley Railway**

**5.52** The Severn Valley Railway (SVR) is a heritage railway line running steam trains between Kidderminster and Bridgnorth (in Shropshire), a distance of 16 miles. The railway is not currently a commercial line but provides a real draw for visitors and enthusiasts alike. The potential exists to open the line to commercial services in the future. The route of the railway follows closely the course of the River Severn for most of its journey.

**5.53** The route is now a major national and international tourist attraction and carries approximately 250,000 passengers annually. Given the potential impact on the District that the SVR provides it was considered important to provide a flexible policy framework that safeguarded the existing railway operations whilst providing support for additional development proposals.

**5.54** The line of the SVR runs through the District and therefore support will be given to proposals to link this route with other sites that lie adjacent to the tracks where additional benefit in terms of sustainable transport and improving the tourism offer could be realised.

**5.55** The SVR is a key attraction for tourists and provides a real economic draw into the District. The continued support for operations along the railway is provided within this policy, recognising the important role that the railway provides as both a defining feature of the landscape and the economic impact that it brings.

### **West Midland Safari and Leisure Park (WMSLP)**

**5.56** WMSLP is one of the largest tourist attractions in Worcestershire, and has been in operation for over 35 years. As well as the major Safari Park, it contains one of the UK's leading and longest established inland amusement parks, with over 30 rides catering for the family market, and is also a major events venue. The business now attracts between 700,000 and 750,000 visitors each year. It employs almost 200 full time equivalent (FTE) staff in the low season, rising to over 350 FTE in the high season. The company spends several million pounds each year with local and regional suppliers; its payroll is a substantial, multi-million pound sum which goes directly to the local economy as WMSLP primarily recruits from the local area.

**5.57** In order to understand more fully the impact that the WMSLP has on the District, a study was carried out by Amion Consulting in 2011 which focussed on the potential Economic Impact of the Park. The study looked at how proposed redevelopment at the Park would impact on the local economy. The conclusions of the study were that proposed improvements to the Park would help to drive the development of the visitor economy, enable business growth and create new employment opportunities, as well as building on an existing local asset. The study identified that redevelopment at the Park has the potential to generate significant net additional local jobs and economic activity.

**5.58** The WMSLP undoubtedly has a large impact on the economy of the District, with the potential for this impact to grow further. However, future expansion or redevelopment of the Park is constrained by the Green Belt designation. There are currently competing priorities in planning policy terms within this location and the Council is seeking to achieve a balanced approach which maintains the essence of the Green Belt whilst providing some flexibility to enable one of the District's key tourist attractions, and employers, to develop in a sustainable and appropriate manner. Unless the Park can continue to introduce new attractions and complementary development, the park's contribution to the local economy will be restricted.

**5.59** In recognition of the valuable role which WMSLP plays in the region's tourism industry, and to help secure its long term future as a major tourist attraction, the Council will support the ongoing enhancement and improvement of the WMSLP as a major tourism destination, subject to other policies being conformed to (including Green Belt policies). To aid in this process the site is identified as a Previously Developed Site in the Green Belt and is included in Part B of the document.

**5.60** The Council wants to avoid piecemeal development that could potentially result in an adverse change in the character of the area as a whole. A planning brief and masterplan setting out the comprehensive proposals for the site will therefore be required in order that the impact of proposals for future expansion and/or diversification can be adequately assessed in relation to issues such as the countryside, highway capacity and the Green Belt. The planning brief and masterplan will need be produced by the site owners and agreed by the District Council.

### **The Wyre Forest**

**5.61** This ancient woodland is a major attraction for tourists and residents of the District alike. Situated to the west of the District the Forest offers visitors a range of woodland walks and trails amongst beautiful ancient oak woodland and conifer plantation. The forest now stretches to approximately 6,000 acres (although not all of this lies within Wyre Forest District). It is one of the largest remaining ancient woodlands in Britain and much of the area is designated as a Site of Special Scientific Interest (SSSI) with many rare species of flora and fauna being found there.

**5.62** The Forest includes a visitor centre and a recently developed Community Discovery Centre, providing a magnet for visitors to the Forest. A high wire course within the Forest, which is known as Go Ape, has also recently been constructed. These facilities provide an important tourism offer and enable people to enjoy this ancient woodland. The Forest also helps to improve the health and wellbeing of the District's population by offering walks and trails to support all abilities.

**5.63** Proposals that build on the success of the Grow with Wyre project will also be supported. Grow with Wyre was a £4 million landscape partnership project to encourage people to visit, understand and protect the unique landscape of Wyre Forest. It aimed to conserve the built and natural features that create the unique and historic character of the Wyre Forest landscape and encourage more people to access, learn and become involved in the Wyre Forest landscape. Therefore, key to the future development of the attraction, and the area as a whole, will be to ensure that any proposals respect the special characteristics of the area and do not cause harm to the reason that people visit the area in the first place, which is to enjoy the Forest.

### **Arboreta**

**5.64** The District has two large Arboreta that provide a tourism function, as well as being important natural habitats. Arley Arboretum boasts more than 300 species of trees in formal and informal plantings and gardens. Bodenham Arboretum contains 3000 species of trees and shrubs from all over the world and its 156 acres contains mature woodland, specimen trees and shrubs and two acres of pools and lakes. The continued operation of these tourist attractions may require future development proposals to come forward. Therefore, the policy framework allows for development to be considered, subject to the proposals not causing an adverse impact on the environment, which is the main draw for tourists.



## 6 Adapting to and Mitigating Against Climate Change

### Promoting Transport Choice and Improving Accessibility

**6.1** Transport and parking are important issues for a sustainable environment. Reliance on the private car has led to growth in congestion and declining air quality. These factors can have a detrimental impact on health, economic growth and quality of life. The plan aims to limit dependence on the private car in the future through improved public transport provision, the sustainable location of new development, improved pedestrian and cycle linkages and the approach to car-parking provision. This section also identifies new roads to reduce congestion and deliver economic benefits in specific identified areas where there are recognised challenges with air quality.

#### Relationship to Sustainable Community Strategy

**6.2** The Sustainable Community Strategy includes transport priorities within the Stronger Communities theme. It identifies that there is no single solution to the traffic problems within the District and that the LDF will play a fundamental role in delivering the transport priorities of the Sustainable Community Strategy. The key priorities include reducing congestion, improving the frequency and use of passenger transport and increasing the use of sustainable transport methods.

#### Sustainable Transport

**6.3** All land uses should be located and designed to reduce the need to travel by private car. This includes the provision of adequate walking and cycling facilities and access to the public transport network. The District has a network of cycle routes and a network of bus priority routes as well as a number of Public Rights of Way. There are also two rail stations within the District. Together, these provide opportunities for sustainable access to services and facilities. Design also plays an important role as connected streets are inherently more sustainable by offering a choice of movement through a particular area.

#### Policy SAL.CC1

##### Sustainable Transport Infrastructure

The area of land centred on Kidderminster Rail Station and identified on the Proposals Map will be safeguarded for the provision of rail related development, including the delivery of a new rail station building and enhanced modal interchange facilities. Development which has a detrimental impact on these proposals will not be permitted.

The Proposals Map sets out a network of Bus Priority Routes. Development which would have an adverse impact on this network will not be permitted.

##### Making new developments accessible

Developments should safeguard and enhance the existing Cycle Route Network, including providing new links where possible. All new developments must be designed to maximise accessibility to, and movement around, the development for cyclists.

New developments should take into account movement around the site for all members of the community and should consider the use of shared surfaces with an emphasis on pedestrians over vehicles in a way that promotes highway safety.

Proposals should include connected and legible layouts in order to improve sustainability.

### **Highway Safety**

Proposals which would lead to the deterioration of highway safety will not be allowed. Adequate visibility must be available for vehicles turning into and out of the site.

## **Reasoned Justification**

### **Rail**

**6.4** Rail travel provides an increasingly important link with both the West Midlands conurbation and with Worcester. Direct services to London Marylebone via Birmingham Snow Hill also operate from Kidderminster. There are two rail stations within the District, one in Kidderminster and one in Blakedown. Rail travel has increased significantly over the years and Kidderminster Rail Station falls within the West Midlands Journey to Work Area and is now the second busiest within the County. The service provides valuable links for employment, retail, leisure and education and is well used in both directions with the heaviest use being during weekday peak periods.

**6.5** Severn Valley Railway Holdings plc operates the Kidderminster to Bridgnorth line as a restored steam railway aimed at the leisure and tourist market. The railway is one of the major tourist attractions within the area with stations at Kidderminster, Bewdley and Upper Arley. The potential exists to open up the line for commercial rail services and this could enhance sustainable transport provision between Kidderminster and Bewdley.

**6.6** The importance of the enhancement of Kidderminster Rail Station to deliver a modal interchange is recognised through Worcestershire County Council's Local LTP3 and is featured within the Kidderminster Urban Package. As such, it is expected that a package of measures will be delivered at the station over the next five years including a new station building and junction improvements for ease of access into and out of the station.

### **Bus Priority Routes**

**6.7** The bus network within Wyre Forest District has a number of shortcomings, including poor reliability due to congestion, limited and irregular services to the District's rural areas, and poor interchange with Kidderminster Rail Station. Although a new bus station has been provided within Kidderminster Town Centre, only a limited number of services use this facility, with most services operating from bus stops on Exchange Street. The Council will support measures to improve public transport within and between the three main towns and measures which provide improved bus connectivity between the three towns and the rural areas of the District. Although



car ownership is high within the rural areas, access to a car is not universal and groups such as the young, the elderly and the disabled are particularly dependant on public transport to access services and facilities.

### **Cycle Route Network**

**6.8** Cycling is a sustainable form of transport which has increased over recent years. Cycling is a convenient and practical mode of transport, particularly shorter trips, and can have a number of positive benefits for both the cyclist and the environment. Although the majority of roads within the District are available to cyclists, the speed and volume of traffic on some roads makes them undesirable for cyclists. In addition to the road network, there is also a network of dedicated cycle routes within the District which has expanded over recent years. These routes are illustrated on the Proposals Map and will be safeguarded.

**6.9** The Worcestershire LTP3 policy on cycling seeks to encourage cycling as a mode of transport for journeys of up to 10 miles and particularly for journeys made during peak hours. The benefits identified include reduced congestion, reduced emissions from transport and improved health and well-being. The provision of safe and secure cycle parking is an important factor in encouraging people to cycle. In order to increase the attractiveness of cycling as a mode of transport, new developments must provide appropriate infrastructure for cyclists, including cycle routes around the development and cycle parking. Cycle parking must conform to the requirements of the Worcestershire County Highways Design Guide. Cycle routes associated with new developments should link into the existing established network wherever possible.

**6.10** The Wyre Forest Cycle Forum was established in 1998. This group consisting of key policy makers and representatives of local cyclist's groups meets on a regular basis to discuss ways of improving facilities for cyclists within the District. This group have pro-actively helped to deliver improvements to the cycle network within the District.

### **Pedestrians**

**6.11** Walking represents a popular mode of transport which is particularly well suited to short trips of less than one mile and accounts for 80% of these journeys. Walking helps to reduce congestion and improves fitness, health and well-being. The District is suffering the legacy of a period where land use planning was dominated by the needs of the motorist. This is particularly apparent around the ring road in Kidderminster where the pedestrian infrastructure can discourage walking. This is addressed through the Kidderminster Central Area Action Plan DPD.

**6.12** It is now recognised through the Worcestershire LTP3, that it is important to pay particular attention to the design, location and access arrangements for new development in order to increase walking as a mode of transport. LTP3 incorporates a specific Walking and Public Realm policy which provides the strategic framework for increasing walking throughout the County. The District Council will carefully consider the location of new developments and their accessibility by foot, as well as ensuring that all new developments include safe and convenient pedestrian routes in and around the development. Wherever possible, new pedestrian routes should be integrated into the existing network.

**6.13** Natural surveillance is a key aspect of encouraging walking. Routes must be overlooked in order to help create a safe pedestrian environment. Key to the design of new developments will be ensuring that there are a choice of routes available and that areas are walkable, providing direct links throughout. By providing direct routes and linkages it encourages more sustainable travel patterns and enables a choice of direction within the site, as well as to the areas that surround. The green infrastructure network will also play an important role in offering off road walking and cycling routes

## Parking

**6.14** Car-parking provision is a key issue in both ensuring highway safety by providing adequate space for vehicles and in encouraging the use of more sustainable modes of transport. The policy set out below considers the provision of both parking in new developments and public car parks within the District.

### Policy SAL.CC2

#### Parking

Proposals involving the development of car parks should not lead to a reduction in the overall number of spaces. The suitability of these areas for lorry parking will be considered should a suitable level of demand be demonstrated.

Car parking should be designed to fully integrate within development proposals where possible minimising the extent of surface car parking.

All new developments within the District must demonstrate that they have met the required parking standards as set out in the Worcestershire County Highways Design Guide and the District Council's Design Quality Supplementary Planning Guidance. Car Parking Standards will be applied so as not to provide perverse incentives to out-of-centre developments.

## Reasoned Justification

**6.15** Local Planning Authorities are required to set parking standards for new development. The Adopted Core Strategy states that parking standards will be considered through the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs. The parking standards which new developments are required to meet are set out within the Worcestershire Highways Design Guide. All new development within the District will be required to meet these parking standards. Opportunities to provide publicly accessible parking to the east of the river in Bewdley will be explored during the plan period.

**6.16** The Proposals Map identifies car parks within the District. Where appropriate and where demand can be demonstrated, the suitability of these car parks will be considered for overnight lorry parking.

**6.17** Although a key component of a modern town centre economy, car parks can often take up valuable development land and result in a 'sea' of surface level car parking, this is especially true in Kidderminster and consultation on the Kidderminster Central Area Action Plan has



consistently identified this as a design issue within the town. Therefore, opportunities to intensify and make better use of town centre space should also be considered. However, in considering development it will be important to retain a similar amount of spaces that currently exist within any one area.

### Kidderminster Surface Car Parks



### Major Transport Infrastructure

**6.18** LTP3 sets out a package of measures for Wyre Forest District that is aligned with the LDF. Both of the major infrastructure projects identified within the Adopted Core Strategy policy CP03 are identified within LTP3, these are the Hoobrook Link Road and the Stourport Relief Road. Both the Adopted Core Strategy and LTP3 also include proposals for improvements to the pedestrianised streets and spaces of Kidderminster town centre which are considered in more detail within the KCAAP.

### Policy SAL.CC3

#### Major Transport Infrastructure

The indicative lines of the Hoobrook Link Road and the Stourport Relief Road will be safeguarded as set out on the Proposals Map. Development along or adjacent to the safeguarded routes should not prejudice their future delivery and where practicable will be expected to contribute towards delivery. Proposals that would impact on or benefit from these schemes will be required to make a significant contribution towards their implementation.

## Reasoned Justification

**6.19** The Adopted Core Strategy establishes the principle of delivering both the Stourport Relief Road and the Hoobrook Link Road. The Stourport Relief Road is a long-standing ambition, the indicative route of which was safeguarded through the Adopted Local Plan (2004). Limited sections of the Stourport Relief Road have been delivered in conjunction with development schemes during the last 15 years.

**6.20** The Adopted Core Strategy also establishes the principle of the Hoobrook Link Road to facilitate the regeneration of the Stourport Road Employment Corridor, particularly the former British Sugar site. The line of the route is indicative at this stage. LTP3 supports the delivery of the Hoobrook Link Road as part of a package of measures to relieve congestion within the District and specifically on the Stourport Road.

**6.21** Both the Stourport Relief Road and the Hoobrook Link Road have been identified as projects which new development will be required to make a financial contribution towards, where appropriate, within the Adopted Core Strategy.

## Freight

**6.22** The economy is reliant on the effective movement of freight. The growth in the movement of goods by road has led to problems including traffic congestion, pollution and disturbance. It is therefore important that new developments which are reliant on the movement of freight by road are located in close proximity to the Lorry Route Network.

### Policy SAL.CC4

#### Freight

Proposals for development likely to generate significant goods vehicle traffic will normally only be allowed in close proximity to the Lorry Route Network as indicated on the Proposals Map. Development proposals for uses which are likely to have an adverse impact on residential areas will not be permitted.

## Reasoned Justification

**6.23** Worcestershire County Council has identified a network of lorry routes for the County. The purpose of this is to show those routes which should be used for long distance trips and to reduce the impact of freight movement on residential areas. The network also provides a framework for the design of traffic management regulatory measures aimed at, where feasible minimising the adverse environmental impact of Heavy Goods Vehicles.

**6.24** The Former British Sugar Site on the Stourport Road has the potential for rail freight connection as it adjoins the Severn Valley heritage line which was once used for rail freight. A set of sidings adjacent to the site were used to transport sugar beet to the site up until the early 1980s and are still in existence. The existing infrastructure has the potential to be upgraded to provide rail freight services to industry within the area. More information can be found under the Former British Sugar Site policy, SAL.SK2, in Part B.

## Telecommunications

### Telecommunication Facilities

**6.25** Development in information technology and telecommunications have led to lifestyle changes such as purchasing goods and services on-line and an increase in the ease of working from home. These changes can lead to a reduction in the need to travel to leisure and for business needs. However, it has led to significant demand being placed on the existing telecommunications infrastructure and a regular need for increased capacity.

#### Policy SAL.CC5

##### Telecommunications

Proposals involving the erection of telecommunications equipment will be allocated where it is satisfactorily demonstrated that:

- i. There is clear evidence of need for the development.
- ii. It is sited and designed so as not to result in significant adverse impact to interests of acknowledged importance; subject to operational and technical requirements.
- iii. There are no satisfactory alternative available sites.
- iv. There is no reasonable possibility of sharing facilities.
- v. There is no possibility of erecting antenna on an existing building or structure.

Proposals that will individually or cumulatively have a serious adverse impact on sensitive landscape, townscape or nature conservation will not be approved.

All proposals for telecommunications infrastructure must demonstrate that they meet International Commission guidelines for public exposure.

NOTE: Conditions or S.106 Obligations will be sought to facilitate the future sharing of a facility, or the removal of a facility on obsolescence.

### Reasoned Justification

**6.26** The importance of telecommunications infrastructure to creating a strong economy means that a positive approach towards the consideration of necessary infrastructure is required. However, a balance needs to be struck between the need to facilitate the growth of new and existing systems and the environmental objectives of both national and local planning.

**6.27** The National Planning Policy Framework requires local authorities to support the expansion of electronic communications networks, including telecommunications and high speed broadband whilst keeping the numbers of radio and telecommunications masts and the sites for such to a minimum consistent with the efficient operation of the network.

**6.28** Whilst there has been much debate about the link between health and telecommunications it is now widely suggested that there is no general risk to the health of people living near telecommunications base stations. The NPPF makes not clear that Local Planning Authorities should not determine health safeguards beyond ensuring that the proposal meets International Commission guidelines.

**6.29** As a result of their height and form, telecommunications masts can be obtrusive. It is generally considered that shared facilities can reduce the visual impact by preventing the erection of many masts that may cumulatively harm the landscape or townscape. However, in a number of instances such sharing can have the reverse effect. Where there are many antennae connected to a single mast, the resultant mass and clutter associated with the mast can have a far greater impact than a single mast. For this reason, it is important to ensure that proposals involving the sharing of facilities should not have a serious adverse impact on visual amenity. In assessing the impacts of the proposed facilities, the Council will have regard to all other relevant policies in the plan.

## Delivering Sustainable Development Standards

**6.30** Delivering development which meets high sustainability standards is a key consideration and will be vital in helping to achieve national targets. Whilst the Adopted Core Strategy sets out the standards which new developments are required to achieve, and a tailored version of the West Midlands Sustainability Checklist will be developed to assist developers in achieving these targets, it is felt that some aspects require further detailed policy consideration. Another area which is a key concern within the District is water resources and flooding and as such, this has been considered in greater detail.

### Links with the Sustainable Community Strategy

**6.31** The vision for the Sustainable Community Strategy refers to minimising contributions to climate change through increasing the use of renewable energy. The Strategy identifies the links between this and the opportunities it could provide for local businesses to flourish in the environmental technology sector.

### Renewable Energy

**6.32** At the present time no developer has indicated an interest in renewable energy generation at any specific sites within the District and therefore no sites will be allocated. This is not to say that renewable energy developments would be inappropriate within the District merely that none will be allocated through this process at this current time.

#### Policy SAL.CC6

##### Renewable Energy

All new development proposals must incorporate at least one south-facing roof area.

Proposals for renewable energy infrastructure, including the retro-fitting of renewable energy technologies to existing buildings, will be granted permission subject to the following criteria being met:

- a. The development can be efficiently connected into the existing National Grid infrastructure or the energy generated is for use on-site by a specific, identified end-user.
- b. The proposals makes acceptable provision for the removal of all equipment and reinstatement of the site should it cease to be operational.
- c. The development does not lead to any unacceptable adverse effect on the amenity of the area in respect of noise, dust, odour and traffic generation.



- d. In the case of wind turbines, the development is a safe distance from major roads and railways (at least 150m or the height of the turbine) and residential development (height of turbine plus 10% as a minimum).
- e. The development does not have a detrimental impact on landscape character or heritage assets.
- f. The development meets the requirements of all other relevant policies within the LDF.

Where proposals do not meet all of the above criteria, consideration will be given to:

- i. The potential contribution of the proposal to meeting local energy needs, meeting renewable energy targets and reducing greenhouse gas emissions.
- ii. The extent to which the proposal would provide opportunities to aid the further development of renewable energy technologies.
- iii. The fact that certain renewable energy sources can only be harnessed where they occur.

## Reasoned Justification

**6.33** The provision of energy from renewable sources has a critical role to play in reducing greenhouse gas emissions and addressing climate change. Renewable energy generation both off-site and on-site is encouraged at the national level through the Core Planning Principles set out within the NPPF. The District's Adopted Core Strategy sets the requirement for on-site renewable energy provision in new developments. In order to facilitate the retro-fitting of solar hot water and renewable energy technology, all new developments must incorporate south-facing roof space.

**6.34** Free-standing renewable energy developments will be supported wherever possible, however, it is important to ensure that there are no significant adverse impacts as a result of such developments. The LDF must promote, and assist in the delivery of, the energy hierarchy which focusses on reducing waste energy and increasing generation from renewable sources.

**6.35** Nationally, there is a target for 15% of electricity to be come from renewable sources by 2015. Wyre Forest District must play its part in contributing to delivering this ambition. In order to meet the target, a range of renewable energies need to be installed. The policy therefore sets out criteria against which applications will be determined and does not seek to favour any type of renewable technology. All types of renewable energy will be considered provided that they are appropriate in their context. On-site provision as well as designing to reduce energy consumption will play an important role and the approach to these issues is set out within the Adopted Core Strategy.

**6.36** The impact of renewable energy proposals is often a key consideration. Over 50% of the District is within the West Midlands Green Belt, however, this does not prevent renewable energy technologies coming forward within these areas. The Landscape Character Assessment will therefore be a key consideration in the determination of applications. Another significant issue to be considered in determining applications is the impact of schemes on biodiversity and geodiversity as well as the historic environment. Any developments must be in accordance with policy CP14 of the District's Adopted Core Strategy and policy SAL.UP5 set out within this document which relate to providing opportunities for biodiversity and geodiversity and the historic environment.

## Micro-Renewables

**6.37** Building integrated renewable energy technologies have an important role to play in meeting national renewable energy generation targets. Whilst the Core Strategy will ensure that new development have such technologies built-in from the outset, consideration needs to be given to how the existing built stock can reduce its dependence on fossil fuels. Increasingly, households are seeking to retro-fit renewable energy technologies to existing homes and business premises. Applications for such development must take account of their impact upon the landscape, biodiversity, geodiversity and the historic environment as well as the amenity of existing neighbourhoods.

## Water Management

### Flooding

**6.38** The requirement to consider the flood risk of new developments is set out through the NPPF and the associated Technical Guidance paper, as well as being considered in detail in the Adopted Core Strategy under policy CP02. It is not proposed, therefore, that a separate development management policy is required at the local level. However, flood risk has been factored into the selection of sites and further site specific details are set out in Part B where appropriate. Notwithstanding this, it was felt that a more detailed policy was required for the implementation of Sustainable Drainage Systems (SUDS) as well as a policy that considered the impact of development on water quality.

### Water Quality

**6.39** The European Water Framework Directive (2000) (WFD) was transposed into law in England and Wales by the Water Environment (Water Framework Directive) (England and Wales) Regulations 2003. The WFD aims to protect and enhance the quality of all surface and ground water bodies. The WFD sets the requirement that nothing should be done to a water body which would cause its chemical or ecological status to deteriorate.

**6.40** The WFD introduced a system of water management planning based on River Basin Districts (eg. the River Severn basin). River Basin Management Plans (RBMP) provide information on the status of water courses within a river basin and set out the 'programme of measures' (i.e. actions) required to meet the objectives of the WFD.

**6.41** The 2003 Regulations set a general legal duty on all public bodies (including Local Authorities), in exercising their functions, to "have regard to the River Basin Management Plan and any supplementary plans" (Regulation 17). It is therefore important that appropriate policies are in place to ensure that any development within the District does not cause a deterioration in water quality.

### SUDS

**6.42** Sustainable Drainage Systems (SUDS) are a sequence of management practices and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques. The Adopted Core Strategy, through policy CP02, requires developers to include SUDS within new developments. However, given the importance of the issue locally it is proposed to include a further development management policy to deal specifically with the issue of SUDS.

## Policy SAL.CC7

### Water Management

#### SUDS

In line with Adopted Core Strategy policy CP02, all new developments should incorporate SUDS schemes, in considering this applicants should have regard to the following:

- i. All SUDS schemes should be designed to take into account the effect of climate change.
- ii. SUDS must be sensitively designed and located to:
  - Mitigate for flood risk; promote improved biodiversity and water quality; and
  - Provide for enhanced landscape and good quality spaces that improve public amenities in the area; and
  - Integrate with the layout/infrastructure of the development.
- iii. Where opportunities arise, appropriate schemes should contribute towards re-wetting drying out SSSI wetlands in the District.
- iv. SUDS schemes will need to meet the national standards for implementation and be acceptable for adoption by the SUDS Approving Body (SAB).

#### Water Quality

Development will be permitted where proposals do not have a negative impact on water quality, either directly through pollution of surface or groundwater or indirectly through overloading of Wastewater Treatment Works.

### Reasoned Justification

#### SUDS

**6.43** The latest UK Climate Projections (UKCP 2009) reaffirm that winters are likely to get wetter and that we are also likely to experience more extreme weather conditions such as intense rainfall events. Existing surface water drainage systems are not designed to cope with these extreme conditions. Extensive flooding in the UK in the summer of 2007 was mostly due to surface water overwhelming traditional piped surface water drainage systems. Therefore, it is considered prudent to ensure that new SUDS schemes are developed taking into account climate change.

**6.44** SUDS should be sympathetically designed so that they do not look out of place within any development. Wherever feasible developers must demonstrate how SUDS have been sensitively designed and located to provide a multi-functional use, appropriate justification must be provided in circumstances where this is not considered deliverable.

**6.45** It should be noted that infiltration SUDS should only be adopted where the ground conditions are shown to be appropriate (i.e. adequate permeability and absence of ground contamination). In areas where they are not suitable above ground SUDS techniques/lined

systems should be considered, which can provide a number of 'multi-functional' benefits including: managing flood risk; biodiversity enhancements; improvements to water quality, meeting WFD objectives (see below); and amenity space.

**6.46** Where feasible, opportunities should be explored to use SUDS to help to re-wet drying out wetlands in the District. Examples of this include work that has been undertaken to restore the Wilden Marsh SSSI by increasing the groundwater levels as well as a housing scheme in Kidderminster (Honeybrook) that has been designed and developed so that the surface water is directly discharged into the neighbouring Puxton Marsh nature reserve. Therefore, opportunities to link development sites to other potential schemes should be considered throughout the life of the plan.

**6.47** More information about water issues and SUDS is available in the Level 2 Strategic Flood Risk Assessment (Feb 2010) and Water Cycle Study (March 2010).

### **The Flood and Water Act 2010**

**6.48** The Flood and Water Act 2010 recognises that previous legislative arrangements for adoption and maintenance have worked against the wide-scale provision of SUDS. The Act addresses this by removing the automatic right to connect to sewers and providing for unitary and county councils to adopt SUDS for new developments and redevelopments. The Act introduces National Standards governing the way in which surface water drainage systems must be constructed, and operated. These reflect the need to mitigate flood damage, improve water quality, protect the environment, protect health and safety, and ensure the stability and durability of drainage systems.

**6.49** The Act requires developers to include sustainable drainage, where practicable, in new developments, built to standards which reduce flood damage and improve water quality. This is in line with the Council's Adopted Core Strategy which identifies that all new developments should incorporate SUDS. The Act also amends section 106 of the Water Industry Act 1991 to make the right to connect surface water run-off to public sewers conditional on meeting the National Standards.

**6.50** The Act gives responsibility for approving sustainable drainage systems in new development, and adopting and maintaining them where they affect more than one property, to a SUDS approving body, which is Worcestershire County Council. The SUDS approving body (SAB) is required to adopt and maintain the majority of surface water drainage systems within the public realm, so the systems need to be robust. If plans for the surface water drainage do not meet the required standard, there is no automatic right to connect to a public sewer. There is an added incentive for developers to achieve the required standard for surface water drainage through an arrangement whereby the developer may be required to deposit a financial bond with the SUDS approving body.

**6.51** Developers are now required to demonstrate that they have met National Standards for the application of SUDS techniques before they can connect any residual surface water drainage to a public sewer (amending section 106 of the Water Industry Act 1991). These National Standards are a material consideration in local authorities' planning decisions. This means that the standards are the underlying approach to surface water drainage, except in those cases where other local planning considerations outweigh them. The standards also provide the basis for approval, adoption and connection to the public sewer.



## Water Quality

**6.52** As identified earlier in this section, there exists a legal requirement to ensure that any development within the District does not have a detrimental impact on water quality. The Water Cycle Strategy identified that although river quality across the District is generally good, the downstream section of the Blakedown Brook has been identified as having significant River Quality Objective (RQO) failure. Therefore, the watercourses within the District are generally conforming with the RQOs, however, as the RQO's are based on chemical quality it does not monitor or assess compliance for all substances that may exert an impact on the ecological water quality, for example phosphates or nitrates. The Water Cycle Strategy investigated the levels of phosphates and nitrates in all the watercourses within the District and found them to be very high. It was identified that in the smaller streams and tributaries it is likely that this is because of the arable land uses within the area and upstream whilst for the main rivers (Stour and Severn) the inputs of treated effluent is more likely to be a contributory factor.

**6.53** One of the other main concerns for water quality within the District is the existence of silt. Silt enters watercourses carried by run-off from fields and roads. It is natural to find silt in water but problems result when excess amounts are introduced into the water. Excess amounts can harmfully affect water quality, reduce the variety of plants and animals that can survive within the watercourse and increase flood risk by blocking culverts and channels. Therefore applicants will need to assess the effect that a development may have upon silt pollution in any nearby watercourses.

**6.54** Given the sensitivities surrounding water quality within the District it is considered to be important that a policy is in place to ensure that developments meet the 'no deterioration' objective of the WFD.



## 7 A Unique Place

### Safeguarding the Green Belt

#### Links with the Sustainable Community Strategy

**7.1** The attractiveness of the District's natural environment is identified as being a particular asset within the Sustainable Community Strategy. Safeguarding the District's Green Belt will help to maintain the attractiveness of the District to residents and visitors and will also maintain the opportunities that the Green Belt offers for recreation.

#### Safeguarding the Green Belt

**7.2** Over half of the District's land area is covered by the West Midlands Green Belt designation. NPPF section 9 sets out the purposes of including land within the Green Belt and includes information on the types of development which are considered to be appropriate within the Green Belt. This policy sets out detailed local guidance on development within the Green Belt.

#### Policy SAL.UP1

##### Green Belt

Within the Green Belt, as designated on the Proposals Map, development will not be permitted, except in very special circumstances, unless one of the following applies:

- i. There is a clear need demonstrated for new buildings for the purposes of agriculture or forestry.
- ii. The development provides essential facilities for outdoor sport or outdoor recreation, for cemeteries, or for other uses of land which preserve the openness of the Green Belt, and do not conflict with the purposes of including land within it.
- iii. It involves the replacement of a dwelling, provided that the new dwelling is not materially larger than the dwelling it replaces, and is on the same site (unless an immediately adjacent alternative provision would reduce the impact on the Green Belt).
- iv. The development involves the re-use or conversion of buildings in accordance with the policies for the re-use and adaptation of Rural Buildings.
- v. The proposals involve the redevelopment of an identified Previously Developed Site in the Green Belt and, are in accordance with the site specific policies contained in Part B.

The development is for housing in one of the following circumstances:

- a. There is a proven need in association with the purposes of agriculture or forestry.
- b. It is for small scale affordable housing, reserved for local needs in accordance with policy SAL.DPL2- Rural Housing.
- c. It is for the extension of an existing dwelling, provided that it does not result in disproportionate additions over and above the size of the original dwelling. Applications for extensions to existing dwellings will be considered on a case by case basis.

Proposals within or conspicuous from the Green Belt, must not be detrimental to the visual amenity of the Green Belt, by virtue of their siting, materials or design.

## Reasoned Justification

**7.3** The precise boundaries of the West Midlands Green Belt within Wyre Forest District were determined in detail in 1989, upon the adoption of the Wyre Forest Urban Areas Local Plan. Although the boundaries have altered slightly since then there have been no changes to the boundary within the District since May 1996. Within the Wyre Forest District, the extent of the Green Belt includes all the land as far west as the River Severn, but excludes the towns of Kidderminster, Stourport-on-Severn and Bewdley and the smaller settlements of Blakedown, Cookley, Fairfield and Wilden.

**7.4** The essential characteristic of Green Belts is their permanence and their protection must be maintained as far as can be seen ahead. The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open. Green Belts help to protect the countryside, and can assist in moving towards more sustainable patterns of urban development. The inclusion of land in Green Belts is of paramount importance to their continued protection and it is important that the visual amenities of the Green Belt are not damaged by proposals for development within or conspicuous from the Green Belt.

**7.5** The District Council's Adopted Core Strategy sets the Development Strategy for the District and it was concluded through the Adopted Core Strategy process that no such circumstances exist to justify a review of the Green Belt boundary. Therefore, the existing boundary will be maintained.

**7.6** It is nationally recognised that outdoor sport is one of the uses of land which can be appropriate within the Green Belt. Within the District's Green Belt, there is a concentration of outdoor sports facilities on the Minster Road. Because Green Belt areas by their nature are located close to towns, they can play a valuable role in opening up access to the open countryside for urban populations.

**7.7** The District Council has identified a small number of Previously Developed Sites within the Green Belt on the Proposals Map. The policy framework for further development at these sites or for their redevelopment is set out within the NPPF at para. 89 (final bullet point). Further site specific policies for each of these "Previously Developed Sites" are set out within Part B of this document.

## Areas of Development Restraint

**7.8** Areas of Development Restraint (ADRs) are areas of land which are taken out of the Green Belt to meet longer-term housing needs. The ADRs are treated as Green Belt land until they are allocated for development through the plan-making process.

## Policy SAL.UP2

### Areas of Development Restraint

Land within those Areas of Development Restraint (ADRs) as shown on the Proposals Map and listed below will not be released unless or until identified in a future review of the Development Plan. The ADRs are:

- Land between A451 and Hurcott Village, Kidderminster
- Land off Hayes Road, Fairfield, Kidderminster
- Land off Lowe Lane, Fairfield, Kidderminster
- Land off Kimberlee Avenue, Cookley
- Land off Wilden Top Road, Wilden, Stourport-on-Severn
- Four Acres Caravan Park, Stourport-on-Severn

In the interim period, proposals for development will be assessed against the Green Belt policies of the LDF.

### Reasoned Justification

**7.9** Paragraph 85 bullet points 3 & 4 of the NPPF, specifies that *"when defining boundaries, local planning authorities should :*

- *where necessary, identify in their plans area of 'safeguarded land ' between the urban area and the Green Belt, in order to meet longer-term development needs stretching well beyond the plan period;*
- *make clear that the safeguarded land is not allocated for development at the present time. Planning permission for the permanent development of safeguarded land should only be granted following a Local Plan review which proposes the development."*

**7.10** Provision for longer-term development was made in the 1996 Adopted Local Plan through the adoption of a number of Areas of Development Restraint (ADRs). The ADRs provide the first option to consider development if sites are not available to meet the desired requirement in other, sequentially preferable locations.

**7.11** With the exception of Blakedown, it is proposed to maintain the current ADR sites. The Blakedown Nurseries site is a derelict nursery with extensive hardstanding and outbuildings which has suffered from antisocial behaviour issues. Furthermore there is an established local need identified through the Parish Housing Needs Survey and no other site within the settlement inset is considered suitable to meet this need. Further details can be found in the Blakedown Nurseries policy, SAL.RS1, in Part B.

**7.12** Elsewhere, the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs have identified sites, in sequentially preferable locations, that are considered to be available to meet the desired quantum of development indicated in the Adopted Core Strategy. It is therefore proposed that the ADRs continue to remain in the Green Belt as per the Adopted Local Plan (2004).

## Providing a Green Infrastructure Network

**7.13** “Green infrastructure is the network of green spaces and natural elements that intersperse and connect our cities, towns and villages. It is the open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats, street trees, natural heritage and open countryside. Green infrastructure provides multiple benefits for the economy, the environment and people.” The Green Infrastructure Study provides detailed background on green infrastructure and maps the District's existing green infrastructure assets. The Green Infrastructure Strategy sets out the aspirational network of green infrastructure for the District. The preferred option sets out how the green infrastructure network will be delivered throughout the District.

### Relationship to Sustainable Community Strategy

**7.14** The Sustainable Community Strategy includes the theme area 'A Better Environment for Today and Tomorrow'. This theme highlights the District's natural environment as its greatest asset and emphasises the importance of safeguarding the District's rich variety of natural habitats and preserving their biodiversity.

#### Policy SAL.UP3

##### Providing a Green Infrastructure Network

The existing green infrastructure network, as set out within the Green Infrastructure Strategy and the open spaces identified within the Wyre Forest District Open Space, Sport and Recreation Assessment will be safeguarded from development. Proposals should enhance and retain open space or green infrastructure or provide improved compensatory provision in a suitable alternative location. New development should incorporate open space in accordance with the quantity, quality and accessibility standards set out at Appendix D.

##### 1. Green Infrastructure Corridors

The Green Infrastructure Strategy identifies the following key green infrastructure corridors which new development will be required to contribute towards the delivery and enhancement of:

- i. **River Severn and River Stour Corridors** - development along these corridors will be required to improve the attractiveness of the riverside environment, remove culverts where appropriate, enhance the biodiversity value, and water quality, of the river corridor and ensure that the functional floodplain is maintained and restored. Development should recognise and enhance the multi-functional nature of these corridors and seize opportunities to link them with the wider green infrastructure network.
- ii. **Staffordshire and Worcestershire Canal** - development along the canal corridor must not have a detrimental impact on the existing sustainable transport route or the character of the Conservation Area. Development should seek to enhance the biodiversity and water quality of the canal corridor whilst recognising the multi-functional nature of the corridor.
- iii. Enhancing the Public Rights of Way Network where appropriate.

To the north of Kidderminster Town Centre the Council will safeguard the areas shown on the Proposals Map in the Stour Valley for future development as a Country Park. Proposals for development which would prejudice the provision of a Country Park in these areas would not be permitted.

## 2. Public Rights of Way

Development which affect Public Rights of Way will be required to make adequate provision for the continuation or diversion of the route. New developments will be required to link into Public Rights of Way where appropriate. New Rights of Way will be established where possible.

## Reasoned Justification

### Green Infrastructure Corridors

**7.15** Open space is only one part of the green infrastructure network, the corridors and routes linking these spaces, whether for wildlife or people, are an important aspect of the network. The green infrastructure network sits within the wider landscape of the District and the West Midlands Green Belt has a strong role to play in safeguarding the network to the east of the District. Worcestershire County Council have undertaken detailed work on Landscape Character Assessment and have produced Landscape Character Assessment Supplementary Guidance for the County which has been endorsed by the District Council. Stepping stones are also an important part of the green infrastructure network, they can provide smaller recreational space and valuable habitats which enable species to migrate.

**7.16** The aspirational green infrastructure network for the District will be set out within the Green Infrastructure Strategy. This Strategy will show how the District's existing green infrastructure assets can be better linked in order to provide greater connectivity to for both people and nature. This vision will be delivered through new developments each making a contribution to the green infrastructure network. The historic environment is an important part of the green infrastructure network and as such this policy has close links with policy SAL.UP6: Safeguarding the Historic Environment.

**7.17** One of the key concepts for improving green infrastructure links within the District is making the most of the linear routes that run between and through Kidderminster and Stourport-on-Severn. Using the River Stour and the Staffordshire & Worcestershire Canal as key focal points, as well as the nodes of Puxton Marsh and Wilden Marsh provides a clear opportunity to improve the Green links between and within the District's two main towns.

**7.18** Public Rights of Way are an important part of the green infrastructure network. The provision of a safe, convenient and attractive network of Public Rights of Way can help to increase walking for both transport and recreational purposes. This has other associated benefits including reduced reliance on the private car and improved health and well-being. Opportunities to improve the Public Rights of Way network will be sought wherever possible.

**7.19** The delivery of the Stour Valley Country Park is a long-standing aspiration for the District. The completion of the Kidderminster Flood Alleviation Scheme presents the opportunity to create a new country park to the North of Kidderminster. The creation of a new country park would provide a new link between the town centre and the existing green corridor running from



Springfield Park, Broadwaters, and Hurcott Pool via the important wetlands of the Stour and Blakedown Brook Valleys. The site will remain safeguarded in order to allow the future delivery of the Stour Valley Country Park.

## Open Space and Play Provision

**7.20** The National Planning Policy Framework identifies that *"Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities"* (Paragraph 73). It is under this context that the following policy has been included.

### Policy SAL.UP4

#### Open Space and Play Provision

##### 1. Existing Open Space Provision

The sites identified in the Wyre Forest District Open Space, Sport and Recreation Assessment (October 2008) and the Wyre Forest District Playing Pitch Strategy (2012) as indicated on the Proposals Map, will be safeguarded from development. These sites should not be built on unless:

- i. An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- ii. The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- iii. The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss

The priorities set out in the Playing Pitch Strategy, and any subsequent update, will guide future investment in the provision playing pitches and associated facilities.

The Council will safeguard an area shown on the Proposals Map north-west of Minster Road, Stourport-on-Severn for outdoor sports use. Proposals for the development of outdoor sports facilities will be encouraged within this area subject to compatibility with Green Belt and Landscape Protection Area policies.

##### 2. New Play Provision

Proposals for new residential development must include adequate children's play space in accordance with the most up-to-date guidance on developer contributions. New development should meet the quantity, quality and accessibility standards for open space as established through the Wyre Forest District Open Space, Sport and Recreation Assessment (October 2008). These standards are set out in Appendix D. Play areas should be designed to meet the Fields In Trust Planning and Design for Outdoor Sport and Play standard (formerly the National Playing Fields Association Six Acre Standard), including LEAPs and NEAPs as follows:



- i. On sites providing more than 75 and less than 200 new child bed spaces (including combinations of two or more adjacent sites), a Local Equipped Area for Play (LEAP).
- ii. On sites of 200 or more child bed spaces (including combinations of two or more adjacent sites), a Neighbourhood Equipped Area for Play (NEAP).

## Reasoned Justification

### Open Space, Sport and Recreation Provision Standards

**7.21** A net gain in green infrastructure is required during the plan period in order to address the existing deficits and to meet the needs of the District's growing population. The Open Space, Sport and Recreation Assessment assesses the quantity, quality and accessibility of open spaces within the District by typologies. The study identifies those typologies where a deficit exists now or will exist in the future by using population projections. The findings are set out in the table below.

**7.22** The existing green infrastructure network and the open spaces that were identified within the Open Space, Sport and Recreation Assessment which should be safeguarded from development are as follows:

- town parks
- local parks
- natural and semi natural open space
- amenity greenspace
- provision for children
- provision for young people
- outdoor sports facilities
- indoor sports facilities
- allotments and community gardens
- green corridors
- churchyards and cemeteries.

**7.23** The District has many open spaces ranging from large, formal parks such as Brinton Park in Kidderminster to smaller amenity green spaces often found within housing estates. The District is also fortunate to have a wealth of natural and semi-natural open space as a result of its largely rural nature. The three towns within the District are all within close proximity to open countryside and part of the role of the Green Infrastructure Strategy is to set out how access, particularly pedestrian and cycle access, to this asset can be improved. Perhaps the most well-known open space within the District is the Wyre Forest which covers a significant area to the West of the District and extends northwards into Shropshire. Improving access to this site by non-car methods will open up access to more people and will reduce the impact that recreational use has on the Forest.

**7.24** The Open Space, Sport and Recreation Assessment identified that by 2026, deficiencies will exist in every typology of open space in the District as a whole unless new developments provide for new demand arising from increased population, therefore, developer contributions will be required in line with the most up-to-date developer contributions policy in order to address these deficiencies.

## Playing Pitches

**7.25** The Wyre Forest District Playing Pitch Strategy was published in 2012 to provide an independent assessment of the provision of grass and artificial grass pitches in Wyre Forest. The assessment forecasts future supply-demand for the period up to 2026 using the current housing proposals using the current housing proposals from the Adopted Core Strategy (December 2010), the Office of National Statistics' population forecasts, and the expected growth in each sport over the period.

**7.26** The study shows that there is currently an under-provision of grass pitch space within Kidderminster and to a lesser extent Stourport-on-Severn. Population growth up until 2026 is forecast to be slow with an ageing population structure resulting in around a 7% fall in the number of people aged between 6 and 55, the active age group. This will counter-balance the expected growth in participation in pitch-based sports and consequently there will be little change in demand for pitch space up until 2026. However, existing deficiencies will remain unchanged.

**7.27** The Minster Road Outdoor Sports Area lies within a sensitive and narrow part of the Green Belt. Careful attention will be paid to ensuring that the scale of any built development is kept to the minimum necessary for the functioning of outdoor sports facilities, in accordance with Green Belt policy.

### **7.28 Children's Play Space**

**7.29** In addition to parks, open spaces and recreation areas, the provision of amenity space is an important aspect of the urban environment. The increasing emphasis on higher density residential development raises the importance of outdoor amenity space as an integral consideration in the design of new developments. It provides opportunities for play, outdoor relaxation and social interaction. The continued provision of adequate children's play space is considered to be an important component for new development and is reflected by this policy.

## Safeguarding and Enhancing the Natural Environment

**7.30** The natural environment is considered to be an important asset for the District. The varied natural landscape of the District is home to a wide range of habitats and species including pools and woodlands, acid grasslands and wetland river corridors. Geodiversity may be defined as the range of rocks, fossils, minerals, landforms and soils that occur on our planet along with the natural processes that shape the landscape. The geodiversity of the District plays a major role in influencing and supporting its biodiversity. These policies seek to safeguard the District's landscape character and rich biodiversity and geodiversity.

### Relationship to the Sustainable Community Strategy

**7.31** The Sustainable Community Strategy identifies that the District has a rich landscape character shaped by the valleys of the Rivers Severn and Stour. The vision includes reference to the landscape and the role it can play in developing a sustainable tourism economy. Protecting and improving the District's natural environment is a key priority for the Sustainable Community Strategy, this includes safeguarding both the unique landscape and the rich and varied biodiversity which it supports.

### Providing Opportunities for Local Biodiversity and Geodiversity

**7.32** Wyre Forest District contains a rich and diverse variety of nature conservation interests, including areas of national, county and local importance; protected species; geological and landscape features; and species and areas of importance for biodiversity. Policy CP14 of the Adopted Core Strategy identifies that designations will be safeguarded from development. This development management policy proposed to provide further guidance on the management of these important natural features. This policy should also be read alongside policies SAL.CC7: Water Management, SAL.UP3: Providing a Green Infrastructure Network and SAL.UP6: Safeguarding the Historic Environment.

## Policy SAL.UP5

### Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity

#### 1. Priority Species and Habitats

All new developments should take steps to enhance biodiversity both within and outside of designated areas. Development should wherever possible and feasible, retain, enhance and manage and if appropriate reintroduce the District's indigenous biodiversity; and in particular those species and habitats identified in the most up-to-date Biodiversity Action Plan.

Development which would have an adverse significant impact on the population or conservation status of protected species or priority species or habitat, as identified within a Biodiversity Action Plan, will be refused permission unless the impact can be adequately mitigated or compensated for by measures secured by planning conditions or obligations.

#### 2. Designated Sites

Sites designated under national legislation are shown on the Proposals Map (Sites of Special Scientific Interest (SSSIs), and National Nature Reserves (NNRs), and will be protected under the terms of that legislation.

Locally important sites including Local Nature Reserves (LNRs), Special Wildlife Sites (SWSs), and Local Geological Sites are identified and will be protected and enhanced due to their importance locally.

Outside the areas designated, the interests of nature and biodiversity conservation must be taken into account, in accordance with national policy.

Any development which would have a detrimental impact on an existing or proposed nationally important or locally important site will not be permitted unless:

- i. There are no reasonable alternative means of meeting the need for the development nationally, or within the region, County or District, as appropriate to the particular level of importance of the site; and
- ii. The reasons for the development outweigh the nature conservation value of the site itself and the need to safeguard the nature conservation value of the national, regional, County or District network of such sites. If harm is caused then appropriate mitigation measures should be implemented.

It will normally be necessary to maintain a buffer zone of undeveloped, natural or semi-natural land around such sites.

### **3. Ecological Surveys and Mitigation Plans**

Where evidence suggests that development may have an impact on a site of national, regional or local importance or a priority habitat or species applicants will be expected to provide:

1. A detailed ecological survey undertaken at an appropriate time, which assess cumulative impacts, and other surveys as appropriate; and
2. A mitigation plan that includes measures where appropriate, as follows:
  - i. To minimise the adverse effect.
  - ii. To make provision for the protection, and where desirable, the enhancement and management of the remainder of the site.
  - iii. The provision, enhancement and management of compensatory land.
  - iv. To facilitate the protection and survival of individual members of species protected under European law and their habitat, in situ; or in the case of species protected under British law, where this is not feasible, to provide adequate alternative habitat in the vicinity, and relocation.
  - v. To relocate other material of importance to nature conservation.
  - vi. To assist with habitation, including the provision of nesting boxes, lofts, dens, holts and setts, and appropriate ground preparation.
  - vii. To facilitate natural movement of species via installation of features such as passage tunnels, and creation of links to other areas.
  - viii. To maintain balanced and viable communities of flora and fauna.

## Reasoned Justification

### Landscape Character

**7.33** Historically, areas to the west of the River Severn have been covered by the Landscape Protection Area which has restricted development. However, current national planning policy advises against local landscape designations and instead promotes the Landscape Character Assessment as the basis for determining the impact of proposals on the landscape. The Worcestershire Landscape Character Assessment Supplementary Guidance and associated Landscape Character Web-tool will therefore be used to determine the impact of proposals within the rural areas on the landscape. The Adopted Core Strategy, policy CP12, sets out the overall approach to landscape character. It is considered that the Adopted Core Strategy policy provides sufficient guidance on landscape character and therefore this DPD will not set out further policy on the topic.

### Biodiversity Action Plans

**7.34** The District Council is committed to the conservation and protection of the District's biodiversity and will work closely with partners to ensure a proactive approach to implementing the Worcestershire Biodiversity Action Plan. The need for development will be carefully assessed against its impact on biodiversity. Opportunities for enhancing biodiversity can arise through sensitively located and well-designed development. The successful integration of biodiversity into new developments is an important factor in achieving sustainable development.

**7.35** Biodiversity Action Plans provide guidance on targets and actions for habitats and species conservation. The Worcestershire Biodiversity Action Plan was first published in 1999. The BAP was revised and re-launched in 2008 and now contains Action Plans for 17 of Worcestershire's key wildlife habitats and 25 species. These have been chosen because of their threatened status or because important national strongholds occur in Worcestershire, or both. In addition three Generic Action Plans are presented for common themes that permeate most aspects of biodiversity conservation in the county. Each plan gives an overview of the current status of the habitat or species within the county, identifies particular threats to it and current areas of work or activity being undertaken by partner organisations. The plan then presents targets for maintenance, restoration, expansion or creation (as appropriate) for the conservation of that habitat or species, followed by a list of actions agreed by the local partners. All plans recognise the need for appropriate legislative and policy background, but also the need for increased funding to enable action to be undertaken on the ground.

### Designated Sites

**7.36** Wyre Forest District has a range of nationally and locally important sites. The NPPF provides the context for conserving biodiversity. Paragraph 113 requires local planning authorities to set out criteria based policies against which proposals for development affecting wildlife or geodiversity will be judged. It also requires planning authorities to distinguish between the hierarchy of international, national, regional and local designations. It should be noted that there are no sites within the District which are designated as being of international importance. Policy CP14 of the Adopted Core Strategy sets the local policy approach to biodiversity and geodiversity. The role of this DPD therefore, is to protect the relevant sites through identifying them on the Proposals Map. Therefore, all such sites are identified on the Proposals Map. These sites are set out in the table below:

Designation	Sites	
<b>Areas of National Importance:</b> <ul style="list-style-type: none"> <li>Sites of Special Scientific Interest (SSSIs)</li> <li>National nature Reserves (NNRs)</li> <li>Other Areas of National Importance</li> </ul>	<ul style="list-style-type: none"> <li><b>Chaddesley Woods NNR and Feckenham Forest SSSI</b> - A large semi-natural ancient woodland and species-rich unimproved grassland.</li> <li><b>Wyre Forest SSSI and NNR</b> - One of the largest and most important ancient woodlands in England, including woodland, scrub, springline flushes, streams, grassland and orchards; and incorporating several outlying areas.</li> <li><b>Areley Wood SSSI</b> - A large ancient semi-natural woodland.</li> <li><b>Devil's Spittleful, Rifle Range, and Hartlebury Common SSSIs</b> - The County's most important lowland heaths, which are a nationally and internationally scarce habitat.</li> <li><b>Hurcott and Podmore Pools SSSI</b> - The County's largest alder woodland.</li> <li><b>Kinver Edge SSSI</b>: Woodland and heathland.</li> <li><b>Puxton Marshes, Stourvale Marshes, and Wilden Marsh and Meadows SSSIs</b> - The County's most important marshlands, adjoining the River Stour.</li> <li><b>Bliss Gate Pastures, Browns Close Meadow, Buckridge Meadow and Showground Meadow SSSIs</b> - Meadows</li> <li><b>Ranters Bank Pastures SSSI</b> - Grassland and traditional orchard</li> <li><b>Eymore Cutting and River Stour Flood Plain SSSIs</b> - Sites of geological interest</li> </ul>	
<b>Areas of Regional, County or Local Importance</b>	Local Nature Reserves	<ul style="list-style-type: none"> <li><b>Burlish Top</b> (between Kidderminster and Stourport-on-Severn) &amp; <b>Habberley Valley</b> (to the Northwest of Kidderminster) <b>LNRs</b> - Part of the County's most important complex of lowland heaths, which is a nationally and internationally scarce habitat. Habberley Valley also includes woodland and acid grassland.</li> <li><b>Blake Marsh, Spennels Valley and Redstone LNRs</b>: (Kidderminster and Stourport-on-Severn) - Marshlands</li> <li><b>Hurcott Pool and Woods</b> (Kidderminster)</li> <li><b>Vicarage Farm Heath/Whittall Drive West</b> (Birchen Coppice Estate, Kidderminster)</li> <li><b>Half Crown Wood</b> (Walshes Estate, Stourport-on-Severn)</li> <li><b>Moorhall Lane</b> (Stourport-on-Severn riverside)</li> </ul>
	Other Potential LNRs	<ul style="list-style-type: none"> <li><b>Blakedown Valley</b> (Blakedown)</li> <li><b>Hoobrook Valley</b> (Kidderminster)</li> <li><b>Mitton Marsh</b> (Timber Lane/River, Stourport-on-Severn)</li> </ul>
	Other Nature Reserves	<p><b>Worcestershire Wildlife Trust:</b></p> <ul style="list-style-type: none"> <li>Betts Reserve (Far Forest)</li> <li>Bishops Meadow (Wolverley)</li> <li>Devil's Spittleful (Kidderminster fringe)</li> <li>Knowle's Coppice (the Wyre Forest)</li> <li>Wilden Marsh (Stourport-on-Severn)</li> </ul> <p><b>Woodland Trust:</b></p> <ul style="list-style-type: none"> <li>Verflores Wood (Pound Green)</li> <li>Wassell Wood (Kidderminster Foreign)</li> </ul> <p><b>Forest Enterprise:</b></p> <ul style="list-style-type: none"> <li>Wyre Forest Nature Reserve (the Wyre Forest)</li> </ul> <p><b>Important Arboreta:</b></p> <ul style="list-style-type: none"> <li>Arley House (Upper Arley) - Registered Park and Garden</li> <li>Bodenham (Wolverley)</li> </ul>
	Special Wildlife Sites	A network of 58 sites throughout the District that includes the Rivers Severn and Stour and a number of brooks streams and pools as well as Ribbesford woods and Arley Wood and Eymore Wood



Designation	Sites
	<p>Local Geological Sites:</p> <ul style="list-style-type: none"> <li>● <b>Bark Hill (Bewdley)</b> - Eturia Marl Formation and Upper Coal Measures</li> <li>● <b>Bewdley Road cutting (Wribbenhall)</b> - Bridgnorth Sandstone Formation</li> <li>● <b>Bewdley Road cutting (Kidderminster)</b> - Kidderminster Formation</li> <li>● <b>Blackstone Rock</b> - River cliffs, Bridgnorth Sandstone and Kidderminster Formations</li> <li>● <b>Hartlebury Common</b> - Quaternary late glacial and post-glacial wind blown sand.</li> <li>● <b>Hextons Farm Quarry</b> - Upper Carboniferous, Salop Formation - Alveley member</li> <li>● <b>Worcester Road (Hoobrook)</b> - Wildmoor Sandstone Formation</li> <li>● <b>Eyemore Railway Cutting</b> - Carboniferous, Westphalian Formation</li> <li>● <b>Redstone Rock</b> - Triassic, Sherwood Sandstone Group, Wildmoor Sandstone Formation</li> </ul>
	<p>Additionally, the Council considers that areas of at least local geological or geomorphological importance exist at various locations, including the following:</p> <ul style="list-style-type: none"> <li>● Arley Station railway cutting - Upper coal Measures</li> <li>● Habberley Valley - Permo-Triassic Sandstones</li> <li>● Vales Rock (Kingsford) - Permo-Triassic Sandstones</li> <li>● Wilden Lane - river terraces and gravel deposits</li> </ul>

**7.37** It is important that planning applications are accompanied by sufficient information to enable the proper consideration of the impacts that a development may have on an area, feature or species of importance to nature conservation. This will include a site, building or structure which is known, suspected or likely to hold a protected species. Relevant information will usually include an ecological survey and mitigation plan. Ecological surveys should be carried out by accredited professionals and to appropriately recognised standards. All surveys should:

- Be of sufficient detail, and undertaken during appropriate seasons and at appropriate times of the day or night, to ensure they record all relevant features of nature conservation interest, and other relevant features. This may necessitate undertaking a survey several months before a planning application is submitted.
- List all species, giving their names in Latin and English and all habitats (including watercourses) and their species structures.
- State which species are protected under European or British law.
- State which species and habitats are identified for action in any relevant local Biodiversity Action Plan or Programme.
- Describe other relevant characteristics, such as soil types, topography and exposure.
- Include a clear description of the effects a proposal would have on the nature conservation interest in the short, medium and long-term.
- Identify the above on detailed maps, as appropriate.
- Include an assessment of cumulative effects.

**7.38** Wyre Forest is nationally recognised for its acid grassland communities. Many of these are found immediately surrounding the proposed areas for development. The small scale and exclusive nature of this habitat means that special consideration will need to be given to this issue.

**7.39** If evidence suggests that the development may have a detriment impact on a priority habitat or species, to be defined as either a species protected through European or British law, or a species identified through a relevant local Biodiversity Action Plan or Programme then a Mitigation Plan will be required.



**7.40** Mitigation plans and habitat management plans should include proposals to minimise any adverse effects on nature conservation interests. They should provide for the protection, enhancement and management of the area and the remainder of the area; and the provision and management of compensatory land in the vicinity, if habitat is to be lost or adversely affected. They should include measures to protect and retain species and their habitat, in situ; particularly in relation to those species protected under European law, and where feasible, those species protected under British law. They should also make provision for relocation and habitation of species, as appropriate; and the relocation of material, such as topsoil and vegetation. Other measures should include provision for the continued natural movement of biological material, for example, via installation of passage tunnels and the creation or enhancement of links to other areas; and other measures as appropriate to maintain population levels.

## Safeguarding the Historic Environment

### Relationship to the Sustainable Community Strategy

**7.41** The Sustainable Community Strategy recognises the importance of the historic environment in attracting visitors, residents and businesses to the District. The attractiveness of Bewdley as an historic market town is highlighted within the Sustainable Community Strategy.

### Safeguarding the Historic Environment

**7.42** The importance of the the historic environment and heritage is outlined in the Government's Statement on the Historic Environment which identifies that:

*"The historic environment is an asset of enormous cultural, social, economic and environmental value. It makes a very real contribution to our quality of life and the quality of our places."*<sup>(9)</sup>

**7.43** The NPPF states that 'Local Planning Authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats.

**7.44** Wyre Forest District contains a variety of heritage assets, including buildings, areas, monuments, landscapes and archaeology. These assets all combine to provide a sense of place and help to make the area unique. The continued preservation, maintenance and enhancement of existing assets as well as identification of additional features is seen as a key objective for the future development of the District. Given the importance of the historic environment, and its heritage assets, it is proposed that a specific policy is included within this document to help guide future decisions that may affect national and/or local heritage.

## Policy SAL.UP6

### Safeguarding the Historic Environment

#### 1. Heritage Assets

Any development proposal affecting the District's heritage assets or their setting should demonstrate how these assets will be protected, conserved and where appropriate enhanced. The District's heritage assets include:

- Conservation Areas, Listed Buildings and Scheduled Ancient Monuments.
- Local Heritage List.
- Landscape features including ancient woodlands and veteran trees, field patterns, watercourses, and hedgerows of visual, historic or nature conservation value.
- Archaeological remains and non-designated historic structures recorded on the County Historic Environment Record.
- Historic parks and gardens (both Registered and those not designated).

Developments that relate to a Heritage Asset should be accompanied by a Heritage Statement.

<sup>9</sup> (The Government's Statement on the Historic Environment for England 2010)

When considering a development proposal which may affect a Heritage Asset, or when preparing a Heritage Statement, applicants should have regard to the following points:

- i. To ensure that proposals would not have a detrimental impact on the significance of a Heritage Asset or its setting and to identify how proposals make a positive contribution to the character and local distinctiveness of the area.
- ii. That repairs, alterations, extensions and conversions of statutorily and non-statutorily listed heritage assets take into account the materials, styles and techniques to be used and the period in which the asset was built.
- iii. The installations of fixtures and fittings should not have a detrimental impact on the heritage asset, should be inconspicuously sited and proportioned and be designed sympathetically.
- iv. In considering new development that may affect a heritage asset, proposals will need to identify how the scale, height and massing of new development in relation to the particular feature, and the materials and design utilised, does not detrimentally affect the asset or its setting.

Proposals likely to affect the significance of a heritage asset or its setting should demonstrate an understanding of such significance. This should be informed by currently available evidence.

Development proposals that would have an adverse impact or cause harm to a heritage asset and/or their setting will not be permitted, unless it is clearly demonstrated the following criteria are met:

- a. There are no reasonable alternative means of meeting the need for development appropriate to the level of significance of the Heritage Asset.
- b. The reasons for the development outweigh the individual significance of the Heritage Asset, its importance as part of a group and to the local scene, and the need to safeguard the wider stock of such Heritage Assets.
- c. In the case of demolitions, that the substantial public benefits of the development outweigh the loss of the building or structure; or the nature of the asset prevents all reasonable uses of the site; or the loss of the heritage asset is outweighed by the benefits of bringing the site back into use. Redevelopment proposals should provide an exceptional design to mitigate against the loss of the Heritage Asset.

Where material change to a heritage asset has been agreed, recording and interpretation should be undertaken to document and understand the asset's archaeological, architectural or historic significance. The scope of the recording should be proportionate to the asset's significance and the impact of the development on the asset. The information and understanding gained should be made publicly available, as a minimum, through the relevant Historic Environment Record.

## **2. Conservation Areas**

When development is proposed in, or adjacent to, a Conservation Area, proposals should accord with the existing (or draft) Conservation Area Character Appraisal. Development should not adversely affect views into or out of the Conservation Area.

Proposals for the demolition of a building or structure in a Conservation Area will only be permitted where it has been clearly demonstrated that:

- i. It has no recognised interest in itself or by association, and no value to the character of the Conservation Area.
- ii. Its demolition or replacement would benefit the character or appearance of the Conservation Area.
- iii. Proposals include detailed and appropriate proposals for redevelopment, together with clear evidence redevelopment will proceed.

Proposals that affect shop fronts within a Conservation Area should have regard to the Council's Shop Front Design Guidance.

## Reasoned Justification

**7.45** Heritage assets are a non-renewable resource; once destroyed they can not be reinstated. They are a precious and finite asset and are powerful reminders of the work and life of earlier generations. The benefits of preserving and enhancing heritage assets include:

- providing the potential to be a form of sustainable development, by re-using existing structures and therefore reducing carbon emissions.
- helping to influence the character of an area and give it a sense of place.
- providing opportunities to be the catalyst for regeneration within an area and inspiring new development and imaginative design.

**7.46** The retention and enhancement of the District's heritage assets are therefore fundamental aims of ensuring that the area retains and embraces its character so that it can be enjoyed by generations to come. The historic environment is also an important part of green infrastructure and a green infrastructure led approach to development could aid in the conservation of historic environment features, for example, by allowing archaeology to remain in situ or strategically placing green space to preserve the setting of a Listed Building or Scheduled Ancient Monument. Therefore this policy also has close links with SAL.UP3: Providing a Green Infrastructure Network.

## Heritage Statements

**7.47** The scope and degree of detail necessary in a Heritage Statement will vary according to the particular circumstances of each application. A statement should summarise the heritage interest of the heritage asset (archaeological, architectural, artistic or historic) and its significance before considering the impact of proposals. A Heritage Statement does not replace the need for an archaeological desk-based assessment or archaeological field evaluation. Where the direct impact of the proposed development, its size, its proximity to, and/or the importance of the heritage asset(s) affected are considerable, it may be appropriate to require further detailed information to accompany an application. Factual inaccuracies within Heritage Statements may render them invalid.

**7.48** The following is a guide to the sort of information that the Council may require for different types of application:

- For applications for **listed building consent**, a written statement that includes a schedule of works to the listed building(s), an analysis of the significance of the archaeology, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the special character of the

listed building or structure, its setting and the setting of adjacent listed buildings may be required. A structural survey may be required in support of an application for listed building consent.

- For applications for **conservation area consent**, a written statement that includes a structural survey, an analysis of the character and appearance of the building/ structure within its setting and/or its significance within its setting, the principles of and justification for the proposed demolition and its impact on the special character of the area may be required.
- For applications affecting a Registered or Locally Listed Historic Park and/ or Garden, a written statement setting out the principles of and, justification for, the proposed works and their impact on the special character of the designed landscape or its setting will be required. The statement may need to include an historic landscape assessment, a site survey and analysis of the historic landscape, an archaeological assessment, a tree survey, an ecological survey and/ or a management plan.
- For applications either related to or impacting on the **setting of heritage assets** (ie listed buildings and structures, historic parks and gardens, historic battlefields and scheduled ancient monuments) a written statement of the impact on the special character of the historic asset, that includes plans showing historic features that may exist on or adjacent to the application site may be required, along with an analysis of the significance of the archaeology, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the special character of the listed building or structure, its setting and the setting of adjacent listed buildings. In the case of Historic Parks and Gardens, an historic landscape assessment may be required.
- For applications **within or adjacent to a conservation area**, an assessment of the impact of the development on the character and appearance of the area may be required.
- For applications for demolition or alteration of a **building** identified on the Worcestershire Historic Environment Record or on a Local Heritage List, where such a list exists, an analysis of the significance of the archaeology, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the building or structure, its setting and the setting of adjacent historic assets may be required. A structural survey may also be required.
- For all applications involving the **disturbance of ground** applicants are advised to check the Worcestershire Historic Environment Record to determine whether the scheme will affect known, or has the potential to affect previously unrecorded heritage assets. Applicants may need to commission an assessment of existing archaeological information or an archaeological field evaluation and submit the results as part of the Heritage Statement.

## Listed Buildings and Local Heritage List

**7.49** There are in the region of 1000 Statutory Listed Buildings and structures within the District, together with 17 Conservation Areas and 9 Scheduled Ancient Monuments. In addition there are approximately 900 buildings and structures currently on the Wyre Forest Local Heritage List. The Local Heritage List is being produced on a phased basis with surveys of the three main towns and the rural areas of Wolverley & Cookley and Blakedown all completed. It is envisaged that the list will continue to be updated in the remainder of the rural areas over the next few years.

## Conservation Areas

**7.50** Conservation Areas are "areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance". They recognise the importance of conserving the wider townscape and its setting, rather than just individual listed buildings and structures, or groups of such buildings.

**7.51** There are currently seventeen Conservation Areas in the District, these are:

- Areley Kings (semi-rural location, edge of Stourport-on-Severn)
- Bewdley (Town Centre)
- Blakebrook (suburban Kidderminster)
- Broome (rural hamlet)
- Chaddesley Corbett (rural settlement)
- Churchill (rural hamlet)
- Church Street (Kidderminster Town Centre)
- Green Street (Kidderminster Town Centre)
- Harvington (rural hamlet)
- Ribbesford (rural hamlet)
- Staffordshire and Worcestershire Canal
- Stourport-on-Severn No 1 (Canal Basin and Town Centre)
- Stourport-on-Severn No 2 (Town Centre)
- Gilgal (Stourport-on-Severn)
- Upper Arley (rural settlement)
- Vicar Street and Exchange Street (Kidderminster Town Centre)
- Wolverley (rural settlement)

**7.52** Government guidance on the historic environment, places a presumption in favour of the preservation and enhancement of historic assets and features such as Conservation Areas. Each of the designated Conservation Areas within the District has an associated Conservation Area Character Appraisal (except for Blakebrook and Areley Kings) and therefore new development, within or adjacent to a Conservation Area, will need to take full account of the detail contained within the appropriate Character Appraisal.

**7.53** Carefully considered, high quality designs that provide a successful contrast with their surroundings can preserve and enhance character, as well as schemes that employ authentic historical forms and features. Careful treatment of the setting of a building is also vital to ensure that new development complements and enhances its surroundings.

## Archaeological Sites



**7.54** Scheduled Ancient Monuments (SAM's) are sites and structures legally protected under the Ancient Monuments and Archaeological Areas Act (1979). They may be publicly or privately owned. The following sites are SAM's:

- Arley Wood Camp (Upper Arley)
- Baches Forge (Churchill)
- Barrow Hill (Chaddesley Corbett)
- Bowercourt Farm moated site and ponds (Rock)
- Drakelow hill fort (Wolverley)
- Harvington Hall moated site, ponds and quarries (Chaddesley Corbett)
- Pickards Farm moated site (Upper Arley)
- Rock Farm moated site (Rock)
- Wassell Wood moated site (Kidderminster Foreign)

**7.55** Archaeological remains provide crucial links to the past and can provide useful information about local heritage. Appropriate steps must be undertaken to identify and protect them as they are easily damaged or destroyed when development takes place. To protect the integrity of archaeological remains, preservation should take place in situ where appropriate, taking into account the established significance of the heritage asset. Where it is not possible to protect remains in situ reasonable and agreed mitigation measures will be required. Early consultation with the Worcestershire Historic Environment Record is essential for any sites that could potentially have archaeological interest. Not all archaeological remains will have been previously identified and sites may have archaeological potential.

## Historic Landscapes

**7.56** The local landscape is the product of complex historical processes and past land uses. Much of the value of the historic landscape lies in its complexity, diversity and local distinctiveness. Worcestershire Archive and Archaeology Service have recently undertaken an Historic Landscape Characterisation of the County as part of English Heritage's national programme. This provides information on the surviving historic character of the landscape and landscape features of heritage significance. The Historic Landscape Characterisation provides a framework for informed landscape management strategies, spatial planning, development control and conservation issues. It will also allow future changes in the historic landscape to be monitored.

**7.57** The West Midlands Farmsteads and Landscapes Project was published in 2010. Historic farmsteads make a significant contribution to the rural building stock, landscape character and local distinctiveness. In Wyre Forest District, there is a very high level of residential use and conversion of such buildings. The forthcoming Worcestershire Historic Farmsteads Assessment Guidance Toolkit should be a material consideration when assessing applications affecting historic farmsteads.

## Sustainability

**7.58** Consideration of development proposals will also need to take into account the objective of securing the long term existence of any particular asset. In this context, enabling development of a type or form not normally considered acceptable in a particular location (site or buildings), may be considered where it has been proven that all other alternatives have been explored, and the development or use proposed is the only practical means of securing the sympathetic retention of the feature.



**7.59** When considering the demolition of an historic building or structure (whether statutorily listed or not) regard should be had to national planning guidance. In the case of proposals for demolition applicants should:

- Demonstrate all reasonable efforts have been made to sustain existing uses, find viable new uses for the building or structure, market it, or otherwise preserve it in charitable or community ownership.
- Prove that the building is wholly beyond repair.
- Consider proposals for relocation where physically feasible.
- Include detailed and appropriate proposals for redevelopment that would produce substantial benefits to the community together with clear evidence the redevelopment will proceed.
- Where appropriate, provide some level of recording of the heritage asset prior to demolition

**7.60** When considering small-scale renewable energy installations, energy efficiency and adaptation, careful and appropriate consideration of the impact of such works on heritage assets will be required. Any such works must be in accordance with policies contained within the LDF.

## Heritage Assets: Phone Box at Upper Arley



## Quality Design and Local Distinctiveness

**7.61** Design is a fundamental cross-cutting issue which lies at the heart of creating sustainable communities. Well designed places add value and can lead to improvements in physical and mental health and well-being. Much detailed advice on design issues exists at the national level but, given the importance of the issue locally, it is considered essential to have a specific development management policy at the District level.

### Links with the Sustainable Community Strategy

**7.62** The Sustainable Community Strategy identifies the importance of good design in creating sustainable communities. It also identifies the relationship between good design and safer communities and the importance of design in improving health and well-being.

### Quality Design and Local Distinctiveness

**7.63** Good design is fundamental to achieving high quality developments which will make Wyre Forest District an attractive place to live, work and invest. It is essential that all new developments embrace the principles of good design in order to secure attractive and sustainable places. Wyre Forest District has a highly valued natural environment and it is important that the built environment complements and integrates with this.

#### Policy SAL.UP7

##### Quality Design and Local Distinctiveness

All development proposals must demonstrate through their accompanying Design and Access Statements that they are of the highest design quality. All proposals for new development must demonstrate that they:

- i. Incorporate, and where appropriate and practicable front onto, existing valued natural features and buildings, water features, transport infrastructure and landmarks, building on the quality of the historic environment.
- ii. Concentrate the most active uses or entrances on main thoroughfares and focal points.
- iii. Maximise the use of corner plots and the street frontage and have appropriate regard to the common building line.
- iv. Where applicable, avoid being prejudicial to the comprehensive development of larger areas.
- v. Fully consider biodiversity gain as an integral part of the development.
- vi. Maximise opportunities to contribute to local distinctiveness.
- vii. Maximise natural surveillance and incorporate the principles of Secured by Design.
- viii. Have an appropriate building footprint for the locality and do not represent over-development of the site.
- ix. Integrate well within the existing streetscene.
- x. Incorporate existing trees or where it has been demonstrated through a tree survey that retention is not possible, provide replacements.
- xi. Have regard to the traditional design of the locality and avoid inappropriate features and detail.

- xii. Deliver well-designed parking solutions which provide secure parking with adequate natural surveillance without resulting in cars dominating a development.
- xiii. Site open space and play provision to take advantage of natural surveillance.
- xiv. Provide public art where appropriate.
- xv. Demonstrate consistency with the provisions of the Design Quality SPG and its constituent parts including the residential, neighbourhood plans, town centre and parish design guides and the associated companion guide for Stourport-on-Severn.

Further detailed guidance at the site specific level is provided within Part B of this document. Development briefs will be progressed for specific sites as appropriate and the Adopted Design Quality SPG and companion guides and masterplan and design studies will also be taken into account when considering proposals.

## Reasoned Justification

**7.64** The NNPF requires Local Planning Authorities to prepare robust policies on design. By Design: Urban Design in the Planning System sets out the key principles of good design. These principles underpin the policy set out above.

**7.65** The District's landscapes and townscapes represent a legacy of previous developments and activities and they frequently present a history of design styles. Whilst many aspects of this design legacy are pleasing in terms of aesthetics and function, other examples can be found that are neither pleasing nor functional.

**7.66** Wyre Forest District has a wealth of natural assets, particularly the river and canal corridors. In the past, development has often turned its back on these and other key features. It is important that these visual corridors are fully utilised, and the incorporation of such features into the design of new development can significantly enhance its quality.

**7.67** Good design can have a number of direct and indirect advantages. Well-designed, well-connected places provide safe and attractive pedestrian environments and can therefore encourage sustainable modes of transport. Well-designed buildings can also incorporate sustainability and climate change mitigation features which maximise natural heating, cooling and lighting and provide opportunities for the generation of renewable energy.

**7.68** Mixed use developments add to the vitality and viability of places. Residential properties within town centres extend the length of time that activity takes place and create natural surveillance. Also, small business units and retail outlets within primarily urban areas increase the activity within those areas making places feel safer.

**7.69** Planning applications must be accompanied by a Design and Access Statement which sets out how the development proposals respond to local character and address the requirements of this policy.

**7.70** Where planning applications are submitted on sites which either contain, or are adjacent to trees of amenity value (i.e a tree which by nature is prominent within the site or clearly visible beyond it), a detailed tree survey giving species, age, condition, height, girth, crown and spread will be required. As part of the tree survey, it will be for the applicant to demonstrate the need to fell any such tree.

**7.71** Careful consideration will also be given to cases where trees of high amenity value are adversely affecting the structural condition of a building or where they are clearly prejudicial to the development of a larger area of land. The Council will seek the incorporation of a suitable replacement(s) as part of the landscaping scheme. Such replacements should generally be planted at the original location, unless it is demonstrated that this would prejudice the development of a larger area of land.

**7.72** Suitable stand off distances from amenity trees must be provided when designing layouts (including extensions) and particular regard should be had to the eventual size and impact of existing trees when they reach maturity, in order to avoid future requests for consent to lop or fell safeguarded trees.

**7.73** Public art can include a variety of types of art such as sculptures, murals, lighting and water and it can increase the attractiveness of developments. The provision of public art by developers on a voluntary basis will be encouraged by the District Council.

## Design of Extensions

### Policy SAL.UP8

#### Design of Extensions

Extensions, whether to residential or non-residential properties should not have a serious adverse effect on the amenity of neighbouring residents or occupiers.

##### 1. Residential Extensions

Proposals involving the extension or alteration to an existing residential property, including curtilage buildings and previous extensions must:

- i. Be in scale and keeping with the form, materials, architectural characteristics and detailing of the original building.
- ii. Be subservient to and not overwhelm the original building, which should retain its visual dominance.
- iii. Harmonise with the existing landscape or townscape and not create incongruous features.

Unless it can be demonstrated that there is no other alternative, the development of flat roofed extensions will not be allowed.

##### 2. Non-Residential Extensions

Proposals involving the extension or alteration of an existing non-residential building must:

- i. Harmonise with the existing landscape or townscape and be complementary to the appearance of the existing building.
- ii. Not unduly diminish the amount of ancillary operational space.



## Reasoned Justification

**7.74** When carrying out extensions and alterations to existing properties, good design will add to the value of the property, whereas unsympathetic design may reduce the value, and potentially the life, of the building.

**7.75** Extensions to dwellings constitute one of the most frequent proposals for development. As a general guiding rule, these extensions should be subservient to, and reflect the scale and character of, the existing building. Extensions both in themselves and when taken together with previous works should not dominate the original building. In order to avoid the cumulative impact of a succession of modest extensions resulting in the creation of a larger scale dwelling, particularly in the sensitive open countryside and Green Belt, extensions must be in scale with the original building rather than with the building at the time of the application.

**7.76** Nearly all two-storey dwelling houses within the District have traditional pitched roofs. In order to ensure that two storey extensions to such dwellings harmonise in general design terms the use of flat roofs on such extensions will not normally be permitted.

**7.77** In order to protect the amenity of neighbouring residents, designers must consider the 45 degree code. As a general rule, proposals that do not adhere to the rule and obstruct light to neighbouring properties in this way will not be allowed.

**7.78** Extensions and alterations to non-residential buildings must have regard to their impacts on the visual integrity of the building and local amenity. Such proposals will also be scrutinised to ensure that they do not seriously diminish the amount of operational space to the detriment of local amenity and safety.

## Landscaping and Boundary Treatment

**7.79** Landscaping schemes and boundary treatments are an important aspect of design. These elements of design can have a particular impact on the the surroundings.

### Policy SAL.UP9

#### Landscaping and Boundary Treatment

##### 1. Landscaping

Landscaping schemes must demonstrate that they:

- i. Involve the predominant use of species native to the area, specifying their position and allowing adequate room for growth and acknowledge existing trees, hedges and plants importance.
- ii. Incorporate the strategic use of thorny plants to help prevent crime and vandalism and where necessary incorporate tree guards.
- iii. Incorporate features that clearly mark desire lines, enhance and create views or vistas, and clearly define public and private space.
- iv. Include appropriate lighting and where appropriate utilise lighting and architectural features to give artistic effect.
- v. Provide a management plan.

- vi. Provide imaginative, porous hard landscaping solutions which are durable and add to sense of place and local distinctiveness and meet the requirements of policy SAL.CC6.
- vii. Take into consideration the Landscape Character Assessment and protect any existing trees and distinctive landscape features where possible.

## 2. Boundary Treatments

Boundary treatments must:

- i. Reflect the local character and appearance of the area and protect existing trees or distinct landscape features.
- ii. Include vegetation wherever possible.
- iii. Give consideration to new woodland planting where new development is proposed alongside transport corridors.

## Reasoned Justification

**7.80** The impact of development can be dramatically reduced by the combination of good design and landscaping which together take into account the topography of the area and the layout of the buildings.

**7.81** Street design is an ongoing process as the streets and spaces between them evolve to meet the changing demands placed upon them. Landscaping schemes should be managed to ensure that they do not degenerate into wasteland and therefore, it is essential that a clear management plan is put into place for all schemes.

**7.82** The above policy seeks the decorative use of plants, whilst deterring vandals, burglars, and other criminal activity. The use of spiky or thorny plants can, if strategically placed at the perimeter of a property or premises help to discourage criminal damage.

**7.83** It is important to ensure that the boundary between public and private space is easily identifiable. Features such as walls, fences, railings, gates, arches, signage and paving can be used and should be an integral part of the design solution. The use of timber fencing along boundaries, which are visible from the public domain, is considered inappropriate due to its limited durability and poor quality. Walling, with or without timber infill panels, designed as an integral part of the overall development will augment and enhance new housing development over the longer term, particularly if used in association with well designed landscaping. The need for security in and around industrial, commercial, business and retail premises is recognised, especially where external storage areas, vehicle depots, etc. are involved. However, it is important that the choice of fencing and screening harmonises with the wider setting. Fencing and screens can also be designed as works of art and this will be encouraged where appropriate.

**7.84** Landscaping is an important design element and should be seen as a way of augmenting good design, not as a means of screening or hiding poor design. The Council is keen to encourage the use of 'living fences' (usually woven willow) where appropriate.

## Advertisements

**7.85** Advertisements can take a variety of forms and are regulated by the Town and Country Planning (Control of Advertisements) Regulations, 1992, as amended.



## Policy SAL.UP10

### Advertisements

#### 1. Local Character, Amenity and Safety

Proposals for advertisements must:

- i. Not, individually or cumulatively detract from the appearance and character of the area in which they are displayed and/or the building on which they are displayed.
- ii. Safeguard and enhance the legibility, safety and security of the pedestrian environment.
- iii. Not detract or confuse the users of highways, navigable waterways and railways.
- iv. Not obstruct a highway, either directly or through maintenance requirements.

#### 2. Heritage Assets

Proposals for advertisements within or adjacent to Heritage Assets must:

- i. Preserve or enhance the character, or appearance of the area, building or monument.
- ii. Avoid the use of internally illuminated signage, or comprise individually illuminated letters.
- iii. Avoid the use of non-traditional materials such as PVC, perspex and illuminated box fascias.
- iv. Reflect the traditional signage of the area.
- v. Be in scale and proportion with the building on which they are displayed.

#### 3. Advertisement Hoardings

Large, advertisement hoardings and groups of small hoardings will only be allowed within towns in the following locations:

- i. Vacant plots in large commercial or industrial areas.
- ii. To provide temporary screening around large commercial sites undergoing development.
- iii. Around long-term eyesores, where adequate alternative screening (e.g. Landscaping, fencing or a wall) is not possible and advertising would enhance the amenity of the area.

Where appropriate, developers should enhance the amenity of the land on which the advertisement hoarding is displayed by incorporating and maintaining an appropriate landscaping scheme.

#### 4. Advance Warning Signs

Advertisements should be closely related to the premises which they relate and must be visually appropriate to their location. Advanced warning signage that would result in the appearance of the townscape or landscape being harmed will not be allowed.

#### 5. Free Standing Signs

In addition to meeting the criteria set out in part 1 of this policy, free standing signs must not lead to a predominance of such signage, must relate well to the business of the site and must be within the forecourt or curtilage of the building to which they relate.

**7.86** The requirement that that advertisements should not harm the character and appearance of the general locality, or architectural quality and character of buildings, will form the basis of the Planning Authority's consideration of the amenity issues relating to specific applications for the display of advertisements.

**7.87** The sensitive incorporation of lighting into advertisement proposals will be considered on its merits, and subject to design details, will be encouraged where the existing street lighting is poor and where there would be clear security benefits. For proposals involving internally illuminated signage, preference will be given to individually illuminated letters.

**7.88** There is significant scope for advertisement hoardings to harm the visual integrity of buildings, particularly when too large an advertisement is placed directly on an exterior surface without regard to the building's original design, e.g. the size and spacing of door and window openings. However, with sensitivity, it may be possible to accommodate advertisement hoardings on buildings in certain circumstances.

**7.89** Many advertisements are located in close proximity to highways and less frequently adjoin navigable waterways and railways. In such instances it is important to ensure that advertisements do not cause a hazard or have a detrimental impact on safety.

**7.90** Particular care needs to be taken with proposals affecting a listed building or a designated conservation area. The placing of an advertisement on or close to listed buildings is unlikely to be in keeping with their special architectural or historic interest, and is best avoided.

**7.91** Large advertisement hoardings are likely to be out of place within the rural areas because of their urbanising effect. Within towns, there are opportunities for advertisements to harmonise with their surroundings and contribute towards the creation of an attractive environment.

## Rural Development

### Relationship to the Sustainable Community Strategy

**7.92** The Sustainable Community Strategy recognises the importance of creating a thriving and sustainable rural economy. It recognises the important role that small scale rural businesses play in the wider economy of the District and the importance of safeguarding such businesses. The Strategy also recognises the importance of providing services, including public transport services, within rural areas in order to reduce reliance on the private car.

### Rural Development

**7.93** The LDF seeks to ensure that the countryside is protected for the sake of its intrinsic character and beauty and the diversity of its landscapes. However, there is also a recognition that appropriate development should be promoted within rural areas to ensure that they remain viable and sustainable and meet the needs of the resident population. This section provides development management policies governing key aspects of the rural areas of the District, which are:

- Re-use and adaptation of rural buildings
- Chalets
- Equestrian Development
- Agricultural Land Quality

### Re-use and Adaptation of Rural Buildings

**7.94** The re-use and adaptation of existing rural buildings is an important planning consideration. With the changing structure of the rural economy and patterns in agriculture, many agricultural and other rural buildings are becoming surplus to modern day requirements. The re-use of buildings could provide economic benefits to the rural areas and can help with farm diversification for uses such as commercial, leisure, tourism and sport and recreation. The re-use of buildings can also help to reduce the need for new buildings to be erected in the countryside.

**7.95** In utilising these rural buildings, it is important to ensure that the architectural characteristics are not destroyed through conversion.

**7.96** Given the semi-rural nature of the District, it was considered important to provide a development management approach to the re-use and adaptation of rural buildings. The following policy seeks to provide the framework in which to consider the future development of existing rural buildings within the District.

#### Policy SAL.UP11

#### Re-use and Adaptation of Rural Buildings

When considering the re-use and adaptation of rural buildings for any new use, the following criteria will need to be met:

- i. The building(s) are permanent structures which are in keeping with their surroundings and they are of a size which makes them suitable for conversion without the need for additional extensions, substantial alterations or the addition of new buildings within the curtilage.
- ii. The building(s) can be converted without significant building works or complete reconstruction and the conversion works would have no significant detrimental effect on the fabric, character or setting of the building.
- iii. That the proposed development enhances and safeguards heritage assets.
- iv. That suitable access arrangements can be made, without the need for extensive new access roads.
- v. That there is no adverse impact on the countryside, landscape and wildlife or local amenities.
- vi. That appropriate drainage and flood risk mitigation can be provided

In addition to the above criteria, proposals must also have regard to the following policy considerations.

### **1. Economic Development**

In assessing proposals for economic development regard will be had to the local economic needs within the area.

Other uses proposed for rural buildings which could also provide economic activity (e.g. leisure, sport, recreation) will be considered on their merits and assessed against the criteria in this policy

### **2. Residential Development**

The re-use or adaptation of rural buildings for residential use will be carefully assessed. Proposals must be accompanied by justification that a reasonable effort has been made to secure a suitable economic development use, or that this is not viable, before residential use is considered.

Proposals for the conversion of rural buildings to residential use must also ensure the following criteria are adhered to:

- i. The proposal does not lead to the dispersal of economic activity, which would have an adverse impact on the local economy, or prejudice the vitality of nearby town centres or villages.
- ii. The buildings to be converted are not domestic outbuildings.

In addition to these criteria, extensions to dwellings created through the re-use and adaptation of rural buildings policy will not be permitted.

## Reasoned Justification

**7.97** The re-use and adaption of existing rural buildings is an important planning consideration. It can play an important role in meeting the needs for commercial and industrial development, as well as tourism, sport and recreation. It can also help to reduce the demand for new buildings within the countryside, provide jobs, and help to secure the future of buildings, which may otherwise become vacant or derelict.

**7.98** Proposals for the residential re-use of rural buildings will be considered in the light of the physical effects of the proposed conversion on the character of the building, existing wildlife and its appearance in the landscape and whether the effects of a residential curtilage or the likely demand for further buildings would harm the character and appearance of the countryside. The use of buildings for other, employment generating uses should be considered first before deciding on a residential conversion. The District Council will use evidence contained within the West Midlands Historic Farmsteads and Landscapes Project to inform its decision making.

**7.99** Residential conversions are often detrimental to the fabric and character of historic buildings and can result in the greatest change both to the fabric of rural buildings, through the insertion of floors, doors and windows, and their appearance in the landscape through the introduction of external domestic features such as gardens and car parking. This is often detrimental, especially where it is important to retain the intrinsic features or architectural integrity of a rural building or where it is in an attractive and sensitive setting.

**7.100** The Council is unlikely to give favourable consideration to proposals for the residential re-use of buildings where the existing building is unsuitable for conversion without extensive alteration, rebuilding or extension, or if the creation of a residential curtilage would have a harmful effect on the character of the countryside. To this end, and to ensure the character and heritage of the countryside remains intact, no further extensions to dwellings that were created through the re-use and adaptation of rural buildings policy will be permitted.

## West Midlands Farmsteads and Landscapes Project

**7.101** The West Midlands Farmsteads and Landscapes Project has mapped and interpreted the locations and characteristics of historic farmsteads, and their current use and identifies that:

*"Historic farmsteads, where the farmhouse and the working buildings are located, are integral to the rural landscape, its communities and economy. They display an immense diversity in their type, scale, form and use of materials, as well as differences in their survival as traditional groups. They developed in close relationship to their surrounding farmland, and as a result they make a varied contribution to the character of the landscape and to local distinctiveness. Their future, and in particular that of the traditional farm buildings is increasingly dependent on finding a use for which they were not originally intended. Through understanding the character, condition and present day role of historic farmsteads and their traditional working buildings, policy and delivery programmes can respond appropriately in supporting their sustainable use, conserving landscape character and realising economic benefits".*

**7.102** The project provides a key element of the evidence base and helps to provide support for the policy approach identified in policy SAL.UP11. Any proposed development of farmsteads should have full regard to the project and the accompanying 'Planning Tools Report'.

## Chalets

**7.103** Policy CP12 of the Adopted Core Strategy, restricts applications for further mobile homes, caravans and chalets within the rural areas due to the collective impact that such developments have on the landscape.

### Policy SAL.UP12

#### Chalets

Extensions to chalets should enhance the appearance of the building and not have a significant adverse impact on adjacent occupiers or the surrounding landscape and comply with all other relevant policy.

Changes to permanent residential occupation will only be allowed where there is adequate road access, car parking adjacent, reasonable access to facilities by foot or public transport, the building is of permanent construction and not liable to flooding or located within the floodplain.

Replacement of a chalet by another chalet, caravan or mobile home will only be allowed where the development would result in a reduction in the visual impact on the landscape. The replacement of a holiday use chalet by a permanent residential dwelling will not be permitted. For sites that are located within the floodplain, consideration should be given to relocating the caravan(s) to an area of lower flood risk. Replacement of chalets should be on a 'like for like' basis in terms of existing design and materials.

## Reasoned Justification

**7.104** Pressures to further extend and modernise holiday chalets could lead to chalet sites evolving into permanent residential estates. This is highly undesirable as they are usually located in areas where residential development would not normally be permitted. They are often found in inaccessible locations with poor access roads, remote from shops and schools and often in areas liable to flooding. There is a particular issue with these developments along the River Severn and within the Wyre Forest itself. Historically, these chalets were used at weekends and during the summer but they are increasingly being used as permanent dwellings often with the addition of a brick skin.

## Equestrian Development

**7.105** Equine related rural activities continue to grow in popularity across the UK both in terms of commercial enterprises and private recreational use. The development of new horse related infrastructure can have a positive effect on the rural economy and leisure industry but this also needs to be balanced with the need to protect and enhance the character and biodiversity of the rural areas in which these practices operate.

**7.106** Given the importance of the issue locally, the following development management policy is proposed to help guide new horse related development:

## Policy SAL.UP13

### Equestrian Development

All proposals for equestrian related development will be assessed to ensure that that will not individually or cumulatively affect the quality and character of the landscape and the amenity of any adjacent residential areas. In addition they will be required to demonstrate that they have taken full account of their potential impact on local biodiversity and habitats and wherever possible should incorporate measures to promote and protect biodiversity.

#### 1. Commercial Equestrian Facilities

New developments associated with commercial equestrian uses such as livery stables, riding schools, racing stables and stud farms must not impact on the purposes and visual amenity of the Green Belt and open countryside. Within the Green Belt, applications will be assessed against the criteria listed within policy SAL.UP1

The conversion of existing buildings to equine related uses, rather than new build, will be encouraged where the existing buildings are suitable and capable of conversion.

Proposals should not have an adverse impact on the safety and capacity of the local highway and public rights of way networks. Adequate on-site parking should be provided in accordance with the appropriate parking standards.

The use of flood lighting associated with commercial equestrian facilities will be controlled through conditions which will restrict its operating times in order to protect the amenity of the area and local residents.

#### 2. Equestrian Facilities for Leisure Use

In considering proposals for smaller scale equestrian developments relating to leisure use, applicants should have regard for the need for stables/field shelters/feed stores/tack rooms/maneges to:

- i. Be sited within or immediately adjoining an existing building or complex, or alongside an existing hedgerow.
- ii. Provide safe highway access.
- iii. Be of traditional design and blend naturally into the landscape.
- iv. Provide appropriate landscaping and screening.
- v. Comply with the space standards for stables as recommended by the British Horse Society.
- vi. Proposal for new maneges must not cause a harmful impact on the character of the landscape or on the amenity of neighbouring occupiers. They should be sited near to the stables to limit the visual impact on the landscape. Proposals for flood lighting will also require planning permission and where it is accepted that such lighting is essential, its use will be controlled through conditions restricting its maximum height, minimal glare and operating times in order to protect the amenity of the area and local residents.



### Reasoned Justification

**7.107** The grazing of horses on agricultural land does not constitute a material change from a former agricultural use, however anything beyond the grazing of horses requires planning permission. As a result although the grazing of horses on agricultural land does not require planning permission any physical development associated with horses such as stables, food stores, jumps and maneges etc and the change of use to the exercising/keeping of horses (which is not agriculture), would require planning permission.

**7.108** In line with recommendations from the British Horse Society, and in recognising the need to allow suitable stable developments to address horse welfare whilst managing the potential impact on the countryside, the Council considers that the maximum size for stables for leisure use should be 12ft x 14ft with a maximum height of 11ft.

**7.109** Applicants will be required to submit evidence alongside their proposals to demonstrate that they have taken full account of the potential impacts on local habitat and biodiversity such as the retention of existing hedgerows at field boundaries. Mitigation measures such as the installation of bird and bat boxes, should be incorporated wherever possible.

### Agricultural Land Quality

**7.110** Within the District land quality is generally very high in the area running from east and south-east of Kidderminster eastwards to the District boundary. Other significant blocks of high quality land can be found to the north of Kidderminster and around Rock.

#### Policy SAL.UP14

##### Agricultural Land Quality

Development of the best and most versatile agricultural land will not be permitted unless it can be demonstrated that the development can not be located on previously developed land, within the boundaries of existing settlements or on poorer quality agricultural land.

Development on agricultural land should not prejudice the viability of farming operations on any remaining agricultural land.

### Reasoned Justification

**7.111** Agricultural land quality should be taken into account alongside other sustainability considerations when determining planning applications. Where developing agricultural land is unavoidable, development should be directed towards the lower agricultural land grades unless sustainability considerations suggest otherwise.



## 8 Introduction

**8.1** This section provides the development management policies for the areas and sites identified for future development within the District. The areas that are covered within this section are as follows:

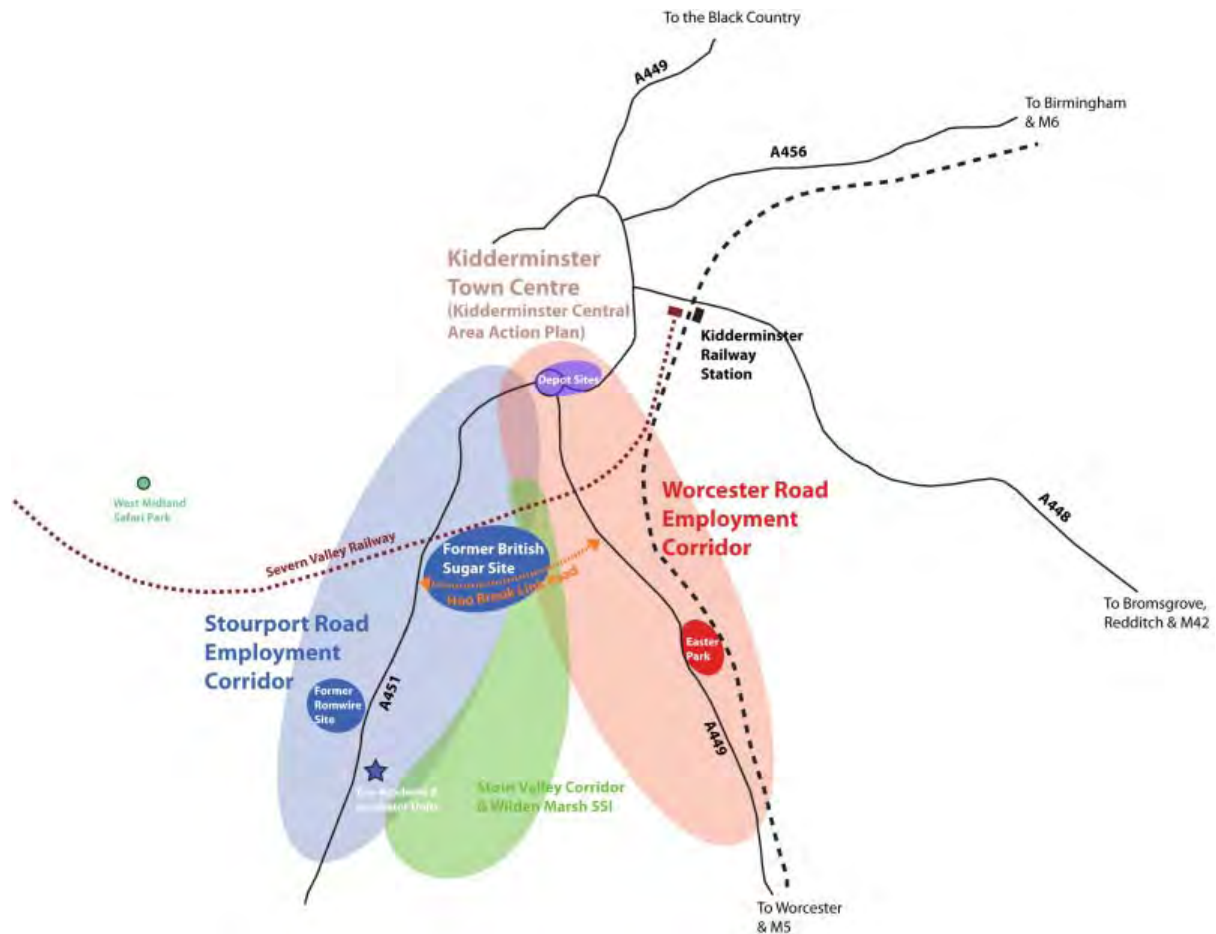
- South Kidderminster Enterprise Park
- West Kidderminster
- Kidderminster - smaller sites
- Stourport-on-Severn Town Centre
- Stourport-on-Severn - Eastern Approaches
- Stourport-on-Severn - West
- Stourport-on-Severn - smaller sites
- Bewdley
- Rural
- Previously Developed Sites in the Green Belt

**8.2** The sites and figures included are in some cases indicative and allow for some flexibility during the plan period. Whilst there is certainty over the delivery of those sites which are phased earlier within the plan period, it is more difficult to provide certainty as the plan period progresses. Therefore, the sites identified provide some flexibility in delivering the housing numbers required should some of the sites fail to be brought forward.

## 9 South Kidderminster Enterprise Park

**9.1** The area to the south of Kidderminster Town Centre provides real development opportunities and potential for change. It is a thriving mix of businesses and residential communities combined with some of the most important natural habitat within the County. The diverse nature of this area provides a number of opportunities to consider new development whilst recognising and safeguarding the roles and functions that each of the different land uses perform. The following map provides the context for the South Kidderminster Enterprise Park area.

### South Kidderminster Enterprise Park - Concept Plan



**9.2** The concept plan identifies some of the sites that make up the South Kidderminster area. The key locations within this area are the employment areas and businesses located along the Stourport Road and the Worcester Road. Additionally, Wilden Marsh (SSSI) provides an important natural green wedge between the two linear routes. Key to ensuring that this area continues to thrive will be seeking to connect the Stourport Road and Worcester Road through the former British Sugar Site. The former British Sugar Site provides the opportunity to consider the link between the two areas whilst also being a strategic site for new development.

**9.3** This section of the document provides the strategic development management approach for the South Kidderminster Enterprise Park area with further sections providing site specific policies for some of the larger redevelopment sites that exist within this location.

**9.4** The South Kidderminster Enterprise Park area is characterised by two key linear routes that run to the south of the Town Centre. These are discussed in turn below.

## Stourport Road Employment Corridor

**9.5** The Stourport Road Employment Corridor (SREC) is identified in the Adopted Core Strategy as being a key strategic area within the District for economic development. Its central location makes it a sustainable and accessible area, whilst being the only high frequency bus route that exists within the District. This corridor is home to a large number of the District's businesses, with a high concentration of employment sites situated on a linear route.

**9.6** The road is the main route between the two largest settlements in the District and provides jobs for many residents of the area. As well as providing important employment areas for the existing businesses there are also a number of former industrial sites that exist along this corridor, which provide real opportunities for regeneration.

**9.7** The corridor is also located predominantly in Oldington and Foley Park Ward, which is one of the most deprived wards in Worcestershire and therefore could provide the catalyst for further job creation with the aim of decreasing the level of deprivation within this area.

**9.8** It is therefore considered important that the existing sites within this corridor are retained and enhanced whilst opportunities for new businesses and economic ventures are developed.

## Worcester Road Employment Corridor

**9.9** The Worcester Road Employment Corridor has similar characteristics and opportunities to that of the Stourport Road Employment Corridor. The Worcester Road Employment Corridor follows a linear route to the south of Kidderminster Town Centre. Along this route there are a number of important local employment areas and these provide vital employment space to a number of national and local businesses. These areas also often perform an ancillary retail function that is mainly directed to trade and building functions.

**9.10** Given the recognised importance of this area of Kidderminster a strategic policy applying to all development proposals within the area is provided below:

### Policy SAL.SK1

#### South Kidderminster Enterprise Park

Development proposals within the South Kidderminster Enterprise Park area should:

- a. Positively contribute to the economic well-being of the District.
- b. Ensure that they are compatible with neighbouring uses and should not prejudice the operation and amenity of current employment operations within this area
- c. Enhance the relationship between the sites and the Staffordshire and Worcestershire Canal and River Stour Corridor, where appropriate.
- d. Positively enhance the Wilden Marsh and Meadows SSSI, where appropriate
- e. Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.
- f. Strengthen the visual harmony of the Stourport Road with its strong tradition of tree lining, service roads and a prominent set-back of the building line narrowing to the bridge over the Severn Valley Railway
- g. Ensure that they do not prejudice the delivery of the Hoobrook Link Road.

- h. Safeguard and promote development of new 'enterprise units' for start up businesses.
- i. Take account of flood risk.

## Reasoned Justification

**9.11** The overarching policy covering the South Kidderminster Enterprise Park provides a clear position to consider future development within this area, reflecting the importance and diversity. The criteria within the policy place an emphasis on the importance of the area to the local economy and therefore proposals should seek to contribute to the economic wellbeing of the District and be compatible with the existing employment operations within the area.

**9.12** The area is also characterised by some important natural features and corridors. Development within the South Kidderminster Area will therefore need to be mindful of the sensitive setting of neighbouring features and sensitive site designations. These areas should be enhanced by development, and not negatively impacted by it. The key areas are as follows:

- Staffordshire and Worcestershire Canal
- River Stour Corridor
- Wilden Marsh and Meadows SSSI

**9.13** These areas often provide multi-functional benefits, for example the Staffordshire and Worcestershire Canal is a designated Conservation Area as well as being identified as a Special Wildlife Site. It is therefore vital that development within the South Kidderminster Area respects and enhances these key features and does not give rise to any detrimental impacts.

**9.14** Given the historic manufacturing legacy of the area the potential for contamination is considered to be high. Therefore, in line with Adopted Core Strategy policy CP01 it is important that development within this area deals appropriately within any identified contamination issues. Furthermore, the area is located on a principal aquifer of regional strategic importance and within the combined source protection zone for a number of public water supply boreholes. It is therefore essential that contamination issues are clearly assessed and mitigated against accordingly.

**9.15** The South Kidderminster Area contains the indicative line of the Hoobrook Link Road. New development will therefore need to ensure that it does not compromise the deliverability of the proposed road scheme. More information on the Hoobrook Link Road is provided within Adopted Core Strategy policy CP03, as well as a number of policies contained within this document.

**9.16** In terms of design, the Stourport Road has a clear tradition of tree lining of roads and new developments will be expected to strengthen this visual feature.

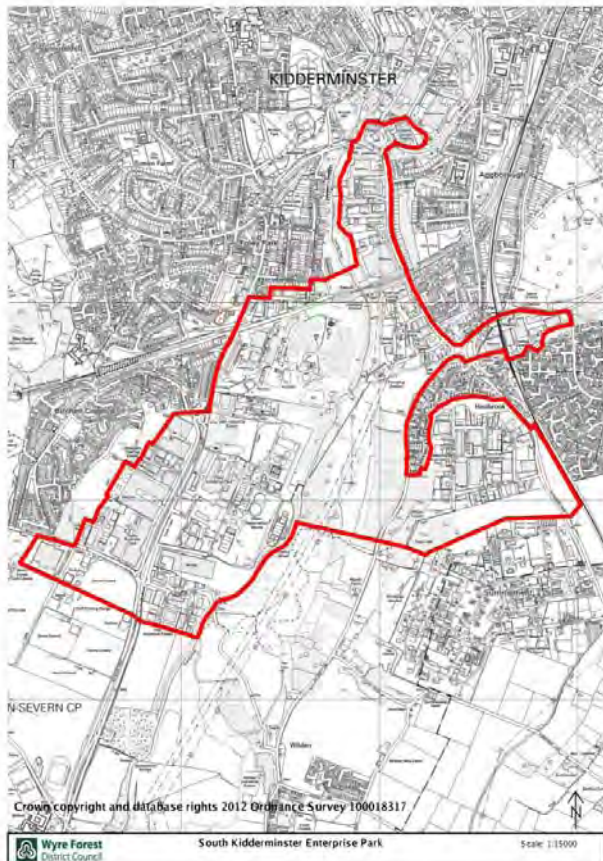
**9.17** Some of the sites within the South Kidderminster area are within Flood Zone 2, therefore, any sites that propose development within the flood zone areas will need to ensure that flood risk is appropriately considered and mitigated against, in accordance with the rest of the policies within the plan.

**9.18** It should be noted that although the area of the South Kidderminster Enterprise Park covers some natural features and Green Belt land, development will only be permitted on the Previously Developed sites that exist within the corridor, in line with the Development Strategy.



The site designation (below) includes the natural areas of the Wilden Marsh and Meadows SSSI to ensure that the impact on any of the natural features are considered when development occurs within this area, and that benefits from developments can go towards the enhancement of this area.

### Site Location





## Former British Sugar Site

- Area: 27.59ha
- Indicative Phasing Period: 2011 - 2021
- Indicative Capacity: 320 dwellings, 12ha of employment generating uses

**9.19** One of the key sites within the Stourport Road Employment Corridor (SREC), and the District as a whole, is the redevelopment opportunity of the former British Sugar site. The Adopted Core Strategy identifies this area as a large development site to provide new industry and employment opportunities, along with the potential for a significant area of residential development.

**9.20** The following policy provides the framework in which development proposals for this site should be assessed.

### Policy SAL.SK2

#### Former British Sugar Site

Proposals for this site should:

Provide a mixed use development incorporating a significant number of residential units (C2/C3), (approximately 320 dwellings) and employment generating uses (approximately 12 ha) including:

- B1, B2 and B8 development
- Ancillary commercial uses
- Community Facilities (Use Class D1)
- Tourism (inc. Hotel) and non town centre leisure uses (Use Class D2)

Subject to sequential test and impact of the proposals being considered and a comprehensive masterplan being agreed.

Proposals for this site should:

- Safeguard the line for the proposed Hoobrook Link Road and provide on-site and off-site measures to mitigate against any adverse transport impact, including access to the local road network.
- Fully consider the potential for connection to the Severn Valley Railway. Development proposals should seek to incorporate the railway and as a minimum safeguard the potential to create a direct link for passengers and/or freight.
- Provide for cycle and footpath networks throughout the site to enable connections to be made to this site and to other adjacent areas.
- Provide appropriate sports pitch provision by either improving the existing facilities or providing compensatory provision.
- Provide a comprehensive Green Infrastructure network, which connects and complements important adjacent wildlife areas and utilises existing habitats.
- Ensure that development safeguards and enhances the adjacent Staffordshire & Worcestershire Canal Conservation Area, Wilden Marsh SSSI and the existing Special Wildlife Sites.

- vii. Seek to maximise the connectivity of the site to nearby centres and attractions including Kidderminster Town Centre, Stourport-on-Severn, the Canal and Severn Valley Railway.
- viii. Ensure that contamination issues are fully considered and mitigated against.
- ix. Have full regard to the HSE zone that affects the site and locate uses accordingly.
- x. Provide a multi-functional SUDS network and ensure that an appropriate drainage strategy is in place.

## Reasoned Justification

**9.21** The site is a former British Sugar works which has now been largely cleared and demolished. The site dates back to the 1920s and previously had a number of railway sidings serving it from the adjacent railway. Built development was generally concentrated on the western side of the site with settling ponds and associated plant and equipment interspersed on its eastern part. The site is bounded to the north by the Severn Valley Railway, to the east by the Staffordshire & Worcestershire Canal, beyond which is the River Stour and Valley and Site of Special Scientific Interest, to the south by the Vale Industrial Estate and to the west by the Stourport Road which provides the access to the site.

**9.22** The site has historically been used for the production of sugar and operated until the British Sugar Corporation closed the factory during 2002. The site has remained vacant since this time with little developer interest. The site was the subject of discussions during the examination into the Adopted Core Strategy where the Inspector concluded that a mixed use development, comprising significant residential development, should be considered for this site. Further information on the different issues affecting the future development of the site are discussed in turn below.

## Development Types

**9.23** The policy proposes a mix of uses to be developed on the site incorporating residential, business, retail, community and leisure uses as well as infrastructure improvements connecting to the local highway network and providing the potential for links to the adjacent private railway. The final mix of development will be developed through a masterplan of the site but the concept plan provides an indicative layout of how these uses will be located within the site.

**9.24** It is important that the proposals:

- Create a strong sense of place, character and identity through ensuring development of the highest quality and ensuring that there is a mix of types and tenures throughout the site.
- Enhance accessibility by all modes for all residents and visitors through establishing a clear network of interlinked streets, walkways and cycleways.
- Build in the principles of sustainable development from the outset to create a long lasting and valued environment.

## Infrastructure

**9.25** One of the key considerations for the site is the provision of infrastructure. The indicative line of the Hoobrook link road crosses the site and therefore land will need to be safeguarded within the development site to ensure that it is brought forward, in accordance with policy CP03 of the Adopted Core Strategy.

**9.26** The site also offers the potential for connection to the railway network. The Severn Valley Railway runs adjacent to the northern edge of the site and previously served the site. Through the redevelopment of the area the potential to re-connect to the railway should be established. This could provide the opportunity for the movement of passengers and/or freight. However, the Severn Valley Railway is a private railway, and although there may be scope for scheduled main line services in the future any development would need to complement the existing provision and ensure that new operations did not adversely affect one of the District's key tourism assets. The potential for a new railway station could in fact add to the tourism offer of the railway and provide links to this site and the wider environment. There is also potential to consider other tourism offers through the redevelopment of the site which could provide complementary provision along the route of the railway.

**9.27** The redevelopment of the site also provides opportunities to provide new cycle and pedestrian links. The links between the Stourport Road and Worcester Road are equally as poor for other forms of transport and so opening this site up to improve permeability through it will help to improve the sustainable transport options within this area of the town. The site provides the opportunity to create direct access to link into the canal towpath and associated travel network which provides a sustainable transport link between the two largest towns in the District and therefore should be included as part of the proposals. The canal corridor is a multi-functional resource and proposals should therefore seek to explore the opportunities available to:

- integrate land and water;
- open up access to, from and along canal;
- explore the added value and use of water space; and
- enhance the use, enjoyment and setting of the canal as part of a wider public realm.

**9.28** The other main type of infrastructure that will be required from the redevelopment of the site will be an enhanced green infrastructure network. The site lies adjacent to existing important habitats, most notably the Wilden Marsh SSSI, and therefore opportunities exist to enhance and build in new Green Infrastructure networks across the site.

**9.29** Within the site there are existing sports fields. The policy proposes that these pitches should be retained and enhanced or if unsuitable to remain, compensatory provision provided. The development concept plan identifies that the proposals currently seek to retain and enhance these sports pitches and bring them back into productive use.

## Environmental Issues

**9.30** The site lies adjacent to some important natural and conservation designations. One of the main areas of land adjacent to the site is the Wilden Marsh and Meadows SSSI. This is an important natural habitat and development within this area will need to respect and enhance this designation wherever possible. The site also abuts the Staffordshire and Worcestershire Canal Conservation Area. Proposals will need to have regard to this designation and take account of the Character Appraisal. The River Stour Corridor and the Staffordshire and Worcestershire Canal corridor are also designated Special Wildlife Sites and therefore proposals will need to ensure that there are no adverse impacts as a result of development.

**9.31** Given the manufacturing legacy of the site, and in line with policy SAL.SK1, it will be important that contamination issues are considered from the outset with appropriate investigation studies undertaken and mitigation works approved accordingly. Due to the size of the

development site the opportunity exists to consider the multi-functional role of SUDS. A drainage strategy will need to be produced to confirm the exact volume of surface water attenuation required on site for a 1% plus climate change event. SUDS proposals will need to be further informed by the site investigation, taking into account the presence of contamination and the hydrological conditions within the area.

**9.32** Part of the south-west of the site is covered by a Health and Safety Executive PADHI (planning advice for developments near hazardous installations) zone. This zone is associated with the existing employment area to the south of the British Sugar site and restricts certain land uses within the area. Therefore, development proposals will need to be located accordingly, following advice from the HSE, in order to ensure the safety of the development.

**9.33** A development concept plan has been produced to provide an indicative layout of the site to reflect the uses that might be acceptable within this location. This concept plan is included below.



## Site Location



## Oasis Arts & Crafts and Reilloc Chain

- Area: 2.69ha
- Indicative Phasing period: 2016-21
- Indicative Capacity: 100

**9.34** This area is made up of two sites which are located to the south of Kidderminster along the Stourport Road. It is currently home to two main businesses which are Oasis Arts & Crafts and Reilloc Chain. The site is approximately 2.69 hectares. The site specific policy for this location is as follows:

### Policy SAL.SK3

#### Oasis Arts & Crafts and Reilloc Chain

Development proposals for this area should:

- Provide for a mix of uses including residential and business.
- Ensure that proposals are compatible with surrounding uses.
- Ensure that development fronts onto both Stourport Road and Goldthorn Road.
- Retain the tree-belt alongside Summer Road.
- Maintain B1, B2 and B8 uses as appropriate.
- Ensure that there is a comprehensive approach to development across the wider site.

### Reasoned Justification

**9.35** This site provides the opportunity to consider a mixed use development which will benefit the regeneration of the older Reilloc Chain premises fronting the Stourport Road. The policy remains flexible so that some business use could be retained on-site subject to it being compatible with residential use.

**9.36** A new development may help to improve the streetscene by incorporating improved design along the Stourport Road frontage. The site is surrounded by residential development on all sides and is in a sustainable location being situated along a high frequency bus route and within easy walking distance of local shops.

**9.37** Development across the two sites should be based on a comprehensive approach with linkages provided between the two sites.



## Site Location





## Former Romwire Site

- Area: 5ha
- Indicative Phasing Period: 2011-16
- Indicative Capacity: 5ha employment generating uses

**9.38** The former Romwire Site is a prime site within the Stourport Road Employment Corridor that provides the potential for new economic development to occur. The following policy provides the framework for new development proposals on this site:

### Policy SAL.SK4

#### Former Romwire Site

This site is allocated for economic development purposes and other sui-generis uses such as car showrooms and vehicle maintenance, repair and service centres.

Development proposals should:

- Take account of the relationship to the surrounding uses, including industry and the Local Nature Reserve.
- Ensure that suitable frontages are provided to Walter Nash Road and the Stourport Road.
- Ensure that the development of the whole site provides a connected layout that would enable phased delivery of development.

### Reasoned Justification

**9.39** This site is a cleared parcel of Previously Developed Land, located within the Stourport Road Employment Corridor. The site was previously occupied by a former factory unit used by Romwire, a wire producing business. However, the factory ceased trading in 2001 and the buildings were eventually demolished in 2009. The site is now a cleared, fairly level parcel of land, which provides a potential regeneration opportunity. Two hectares of the site already benefits from planning permission for a new car showroom, workshop and valeting area. Given that the site is likely to come forward in phases it is considered important that any development proposals provide a clear, connected layout, taking into account the site as a whole. The site is situated on a corner plot and therefore proposals will be expected to provide suitable frontages to the roads that surround it.

**9.40** This site has been specifically identified as being suitable to contribute towards meeting the economic development needs of the District, providing approximately 5 hectares of land for new employment development.

## Site Location



## 10 West Kidderminster

### Blakebrook School and County Buildings Site

- Area: 1.32ha
- Indicative Phasing Period: 2016-21
- Indicative Capacity: up to 50

**10.1** This site includes the Blakebrook Special School and the County Registry Office and adjoining car park and open space. It is the largest redevelopment opportunity outside of the Stourport Road Employment Corridor and KCAAP. The site will become available for redevelopment when the school relocates to the Habberley Learning Village later on in the plan period. The future development of the site is considered in the following policy:

#### Policy SAL.WK1

##### Blakebrook School and County Buildings

This site is allocated for a mix of residential and community uses. Development proposals for this site should provide for a suitable mix of uses including:

- Residential
- Extra-care facility
- Community uses

Proposals should also:

- i. Retain and enhance the listed buildings and consider the impact on adjacent listed buildings in accordance with policy SAL.UP6: Safeguarding the Historic Environment.
- ii. Provide links through this site to the open space at Church Walk.
- iii. Ensure that significant trees on-site are maintained and protected.

### Reasoned Justification

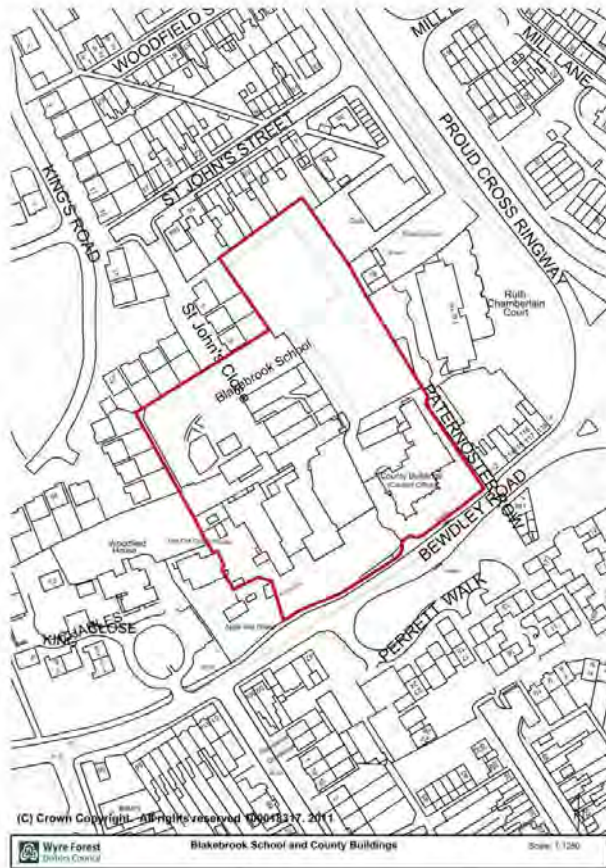
**10.2** This site is split into two distinct parts. The Listed County Buildings is likely to remain in use as the Registry Office. However, the Blakebrook School site is likely to become available for redevelopment when the school relocates to the Baxter College / St. John's school site on Habberley Road (currently programmed for Autumn 2014) and therefore residential development of this part of the site is being proposed.

**10.3** Any scheme must take into consideration the listed former Grammar School Chapel (now the Registry Office) and its curtilage buildings. Car parking provision for the Registry Office would also need to be incorporated into any proposals. The listed Woodfield House together with its Coach House lies to the west of the site and the impact of any development on these buildings will require careful assessment.



**10.4** There are also a number of protected trees on this site including four individual trees in the school playground near the Bewdley Road frontage and two groups of trees which form the boundary to the car park for County Buildings which are very important to the character of the locality. Any redevelopment of the site must take these into consideration.

## Site Location



## Kidderminster Hospital

- Area: 4.6ha

### Policy SAL.WK2

#### Kidderminster Hospital

The Kidderminster Hospital site as shown on the Proposals Map will be safeguarded for medical uses. Proposals for non-healthcare uses will not be permitted unless it can be demonstrated that healthcare provision will not be compromised.

#### Reasoned Justification

**10.5** The hospital site at Bewdley Road remains allocated for healthcare uses to safeguard its use as a hospital. A new GP medical centre was constructed on the southern part of the site in 2012, reflecting the need for services within this locality.

#### Site Location





## 11 Kidderminster - Smaller Sites

**11.1** There are a number of smaller sites within Kidderminster which could provide development opportunities:

### Policy SAL.KSS1

#### Smaller Kidderminster Sites

The following sites as identified on the Proposals Map are allocated for residential development during the Plan Period:

- Northumberland Avenue Surgery
- Chester Road South Service Station
- Broadwaters Community Centre
- Rifle Range Shops and Musketeer PH\*

\* Any proposals for the redevelopment of the Rifle Range Shops will be required to incorporate an element of convenience retail provision

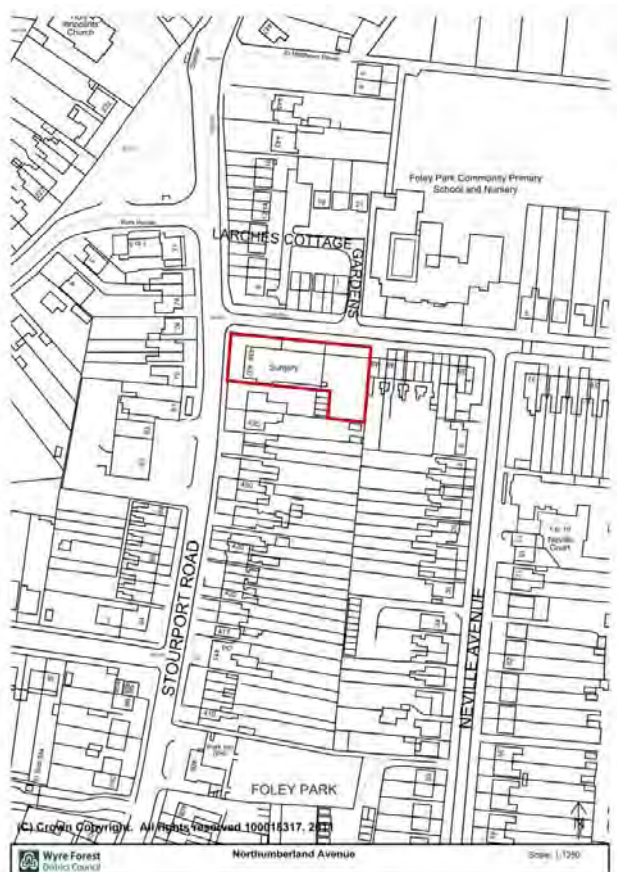
#### Northumberland Avenue Surgery

- Area: 0.14ha
- Indicative Phasing Period: 2011-16
- Indicative Capacity: 10

**11.2** This site is located at the junction of Northumberland Avenue and the Stourport Road. It consists of a former residential property with large extensions and a small car park which is currently used as a doctors' surgery. With the construction in 2012 of a replacement GP medical facility at the Kidderminster Hospital site, this site will become surplus to requirements. The site is located within the urban area and is surrounded by other residential uses. The site is in conformity with the Development Strategy of the Adopted Core Strategy. There is the potential to design a replacement building as a corner feature to the Stourport Road.



## Site Location



## Chester Road South Service Station

- Area: 0.41ha
- Indicative Phasing Period: 2021-26
- Indicative Capacity: 20

**11.3** This site in south-east Kidderminster is a former petrol and gas station which is now used for second-hand car sales and car repair businesses. It is an incongruous feature in an otherwise residential area. Any redevelopment will need to ensure that housing faces onto the main road to continue the strong building line and that contamination issues are fully considered and mitigated against. The site backs onto the railway and lies adjacent to a footbridge which provides a key link through to the residential streets on the other side of the tracks. There is the potential to improve this link as part of the redevelopment of the site.

## Site Location





## Broadwaters Community Centre

- Area: 0.49ha
- Indicative Phasing Period: 2011-16
- Indicative Capacity: 10

**11.4** This site in the north-east of Kidderminster consists of a recently closed community centre and associated hard-standing together with an area of public open space to the north fronting onto Badland Avenue. It is proposed to allocate the site to meet affordable housing needs. There is a wooded escarpment that lies adjacent to the site and this should be maintained and green infrastructure links provided within the development to link to this space. A fully affordable scheme is promoted for this site as the land is owned by The Community Housing Group. A major constraint on the site is the main sewer which runs down the eastern edge which may cause limitations for the site layout. Any scheme will need to allow for pedestrian access through the site from Badland Avenue to Upton Road. Any scheme will need to take into account the impact on the open space and ensure that it is fully integrated into any development proposals.

## Site Location



## Rifle Range Shops and Musketeer Public House

- Area: 0.59ha
- Indicative Phasing Period: 2021-26
- Indicative Capacity: 23 (net gain of 5)

**11.5** This small site is located in the south-west of Kidderminster and consists of a public house, parade of shops and some residential units. It is proposed to improve the poor urban environment by comprehensive redevelopment. Most of the site is owned by the The Community Housing Group. The site will be brought forward for affordable housing use and is therefore allocated as such on the Proposals Map.

**11.6** Any redevelopment must include some retail provision as the existing retail units act as important top-up shopping facilities for the local neighbourhood. The main challenge for the redevelopment of this area is the relocation of the existing tenants and the continued provision of the retail units.

## Site Location





## 12 Stourport-on-Severn Town Centre

### Bridge Street Basins Link

- Area: 0.38ha
- Indicative phasing period: 2011-16
- Indicative capacity (First Phase): 40 dwellings, 10 retail units

**12.1** A key redevelopment opportunity within the retail area of Stourport-on-Severn is provided by the Bridge Street Basins Link site (formerly STC.4). This site provides the opportunity to reconnect the town shopping environment with the Canal Basins that are currently hidden from view. The policy framework for considering the redevelopment of this site is as follows:

#### Policy SAL.STC1

##### Bridge Street Basins Link

Proposals for this site should:

- Provide a mix of commercial, retail and residential uses and consider the tourism potential of the area through the addition of quality public space.
- Incorporate designs that open up a view of the adjacent canal basin from Bridge Street ensuring that the siting, configuration and orientation of the buildings optimise the views of water.
- Preserve and enhance the character of Bridge Street and the Canal Basins and have full regard to the Stourport-on-Severn No.1 Conservation Area and the associated Character Appraisal.
- Have full regard to flood risk.
- Have full regard to the policies contained within the Adopted Bridge Street Basins Link SPD.

### Reasoned Justification

#### Bridge Street Basins Link SPD

**12.2** This site is the subject of a site specific Supplementary Planning Document (SPD) adopted in November 2005 – Bridge Street Basins Link SPD. The SPD identifies the suitability of this site for a mixed use development incorporating residential and commercial / retail uses.

### Site Information

**12.3** The detailed information regarding the site and future development are included in the Adopted SPD but some of the main background points are addressed below.

**12.4** The site is situated at a cross roads between the shops, riverside meadows, amusements and fun fair attractions, car parking and the historic basins. The key aim for the redevelopment of this area is:

*"To assist the emergence of a new basins quarter in the heart of Stourport-on-Severn by actively linking existing townscape and waterscape through development that serves to redefine the role of Bridge Street as a thriving area for commerce and living."*

**12.5** Other key considerations are:

- Ensuring design excellence
- Connecting places and spaces
- Delivering mixed use development
- Creating a sense of place
- Making the most of a key feature





## Site Location



## Tan Lane and County Buildings

- Area: 1.68ha (combined sites)
- Indicative phasing period: 2016-21
- Indicative capacity: 40 dwellings, potential new community, retail and commercial uses

**12.6** The area to the north of the town centre includes two main sites that provide regeneration opportunities. The sites included are the former Tan Lane School Site and adjacent buildings and the area currently known as the County Buildings. These sites provide potential options for considering redevelopment and the future policy position for these areas is set out below. Although two separate sites there are potential links between the two and they are therefore considered within the same policy.

### Policy SAL.STC2

#### Tan Lane and County Buildings

##### Phase 1: Tan Lane

Proposals for this site should provide for a suitable mix of uses, which could include:

- Residential
- Community Uses (D1)
- Small scale retail development (replacement provision for any loss through redevelopment)
- Commercial uses (B1) subject to residential amenity and car parking considerations.

Proposals should also:

- i. Retain and enhance the former school building which is on the Local Heritage List.
- ii. Front onto existing and proposed highways.
- iii. Where possible provide a link through to Bewdley Road / Lombard Street.

##### Phase 2: County Buildings

Proposals for this site should provide for a suitable mix of uses including:

- Residential
- Community Uses (D1, including police and fire services)
- Commercial uses (Offices)

Proposals will need to ensure that compensatory provision is provided for the existing community uses, if these are not to be retained on site, before considering any future redevelopment.

**Reasoned Justification****Tan Lane (Phase 1)**

**12.7** This is previously developed land located close to the centre of Stourport-on-Severn. The site is now surplus to requirements as a replacement facility has been built on the Lickhill Middle School site. Adjacent to this site are a mix of residential and retail areas.

**12.8** The site boundary for this redevelopment area has been extended to include some of the land that is adjacent to Lombard Street. By including these further areas of land it is considered that a more holistic approach to future redevelopment could be realised. Retail development within this area would be restricted to compensatory provision if the loss of existing premises were to occur through a redevelopment scheme.

**12.9** Development in this area will need to take into account the former school building which is included on the Local Heritage List and could provide an attractive conversion for alternative uses.

**County Buildings (Phase 2)**

**12.10** This site is currently home to a number of community uses, including a Library, Health Centre, Police Station, Coroners Court and Fire Station. However, many of the buildings are dated and new facilities and premises could be required in the future. Therefore a flexible policy framework has been produced to enable various options for the site to be considered. The site is in conformity with the Adopted Core Strategy and would be a suitable redevelopment site subject to discussions regarding the relocation of existing community facilities to meet modern day needs.



## Site Location



## Civic Centre

- Area: 0.58ha
- Indicative phasing period: 2016-21
- Indicative capacity: 20 dwellings, community, office, hotel uses

**12.11** This site comprises the existing Civic Centre within Stourport-on-Severn, which has become surplus to requirements following the Council's move to its new Headquarters in 2012. Therefore, the future use and development of this central site needs further consideration, with the policy framework as follows:

### Policy SAL.STC3

#### Civic Centre

Proposals for this site should provide for a mix of uses that may include:

- Community Uses (D1 and D2)
- Residential Development
- Offices
- Extra Care Accommodation
- Hotel

Proposals should:

- i. Be in conformity with Adopted Core Strategy policy DP11 (Community Facilities)
- ii. Ensure that development enhances and complements the adjacent Conservation Area.

## Reasoned Justification

**12.12** The policy position for this site reflects the site's central location and potential to provide a vibrant mixed use development. The Civic Centre currently performs an important role in the community and therefore redevelopment options should ensure that appropriate provision is retained and provided for community use. However, due to the size of the site it is considered that other development options could be provided in conjunction with future community facilities.

**12.13** Proposals for residential development, and for extra care accommodation, would be in accordance with the Development Strategy. The sustainable location would enable easy access to shops and facilities within the town and would reduce the need to travel by car.

**12.14** The other option considered to be suitable within this location is for an office or hotel use. Much of the building was used as office workspace and this could therefore be retained in any future use. The potential for a hotel to be developed would also build on the town's role as a tourist destination and would be an acceptable use in terms of national and local planning policy.



## Site Location





## Swan Hotel and Working Men's Club

- Area: 1.52ha
- Indicative phasing period: 2021-26
- Indicative capacity: 20

**12.15** This site fronting Lickhill Road comprises the Swan Hotel and car park, Stourport Bowling Green Club and the Working Men's Club together with Lickhill Garage. Much of this site to the rear of the High Street shops is under-used and therefore there is the opportunity for redevelopment in a central location. The following policy sets out the position for future development of this site.

### Policy SAL.STC4

#### Swan Hotel and Working Men's Club

Proposals for this site should provide for a mix of uses which may include the following:

- Commercial uses including an element of A1 along the High Street frontage
- Community uses
- Residential development
- Leisure uses

Proposals should:

- i. Enhance and complement the adjacent Conservation Area.
- ii. Retain and bring back into beneficial use the Swan Hotel which is on the Local Heritage List and, where feasible, remove the modern extensions along Lickhill Road.
- iii. Improve the appearance of the backs of the High Street shops whilst continuing to allow for servicing.
- iv. Not prejudice the comprehensive redevelopment of the whole site.

### Reasoned Justification

**12.16** This site is surrounded by residential uses to the west and south and retail uses to the east along the High Street. Much of the site is used as private car parking. The site is located in a sustainable location and has pedestrian access from the High Street along Swan Passage. The Swan Hotel is on the Local Heritage List and any proposals should look to enhance this building by removing the unsightly extensions and bring the building back into beneficial use. The site also contains bowling greens and associated social clubs.

**12.17** Proposals for residential development at this location would be in accordance with the Development Strategy as this is mainly a previously developed site within the centre of Stourport-on-Severn. The sustainable location would enable easy access to shops and facilities and reduce the need to travel by car.

## Site Location



## 13 Stourport-on-Severn - Eastern Approaches

### Carpets of Worth

- Area: 6.06ha
- Indicative phasing period: 2011-16
- Indicative capacity: 159

**13.1** At approximately 6 hectares, the Carpets of Worth site is the largest regeneration opportunity within Stourport-on-Severn. The site was identified as a regeneration opportunity in the Adopted Local Plan (2004) and has been subject to a number of planning applications. The following policy provides the framework for considering development on this site:

#### Policy SAL.EA1

##### Carpets of Worth

Redevelopment proposals for this site should:

- Provide for a mix of land uses to include B1 Business, small scale retail (less than 250sqm) and C3 residential.
- Allow, subject to the policies of the retail section, potential for a new supermarket.
- Subject to other material considerations retain and bring back into use the important buildings and structures identified in the Severn Road Development Brief.
- Preserve and enhance the character of the Conservation Area and its setting.
- Safeguard and enhance the natural assets of the site provided by the River Stour, whilst also taking into account and mitigating against the flood risk of the area.
- Be accessible via a new road to be provided as part of the redevelopment, linking this site with Discovery Road.

The key principles for the development of this site include:

- The need for commercial development to front the main routes within the site area to create an active edge.
- Providing a clear and logical block structure that connects with Lichfield Street making use of retained buildings as a 'gateway' into the site to assist with legibility.
- The need for development to provide private backs and public fronts to all streets and spaces both within and outside of the site including the new Severn Road link road and the River Stour corridor.
- The creation of a new central square/space within the development.
- Full integration of the River Stour with high quality open space.
- The creation of high quality streets incorporating home zones and natural traffic calming within the site.
- The incorporation of a range of parking approaches including on-street, on-plot and parking courts as appropriate.
- Creating a 'boulevard' street frontage to the River Stour.
- Incorporating a bespoke and high quality approach to building and landscape (both hard and soft landscaping including streets) design that is sympathetic to the

Conservation Area, Local Heritage List and nearby development of Lichfield Basin (Phase 1 of the Severn Road development).

### Reasoned Justification

**13.2** This site comprises the land formerly occupied by the Bond Worth carpet factory and is subject to a number of planning approvals. The company was reorganised and amalgamated with others in the 1980s as Carpets of Worth, before its closure in the early 1990s. The site provides an opportunity to open up a significant part of the town and improve access to natural features of the area, in particular it will allow the opportunity to enjoy and appreciate the adjacent River Stour by opening up access and through re-establishing the importance of the waterways system which formed an essential element to the prosperity of the town. Therefore, any development within this area will need to ensure a positive relationship is made with the adjacent river and ensure that it is an integral feature of the proposals. However, given the proximity of the river it will be important that flood risk is fully considered and mitigated against. One solution would be to retain a riverside walkway and open space area directly next to the waterway, which would bring benefits in terms of flood flow routes and improving access and interest next to the river.

**13.3** The site provides a key development opportunity and will represent the gateway into Stourport-on-Severn with direct access over the River Stour to Discovery Road and the proposed route of the Stourport Relief Road. This link will provide an important phase of the redevelopment and will need to be included in any proposed development of the site. The provision of new infrastructure will benefit greater permeability of the site, with the potential of extending the existing circulation paths into the site area, creating and reinforcing links to developments on the east of the Stour.

**13.4** Any proposals should blend well with the existing townscape and should have due regard to the Public Realm Design Guide for Stourport-on-Severn and the district-wide Design Quality SPG. Proposals will also need to ensure that any development has a positive impact on the adjoining Conservation Area.



## Site Location



## Cheapside

- Area: 2.2ha
- Indicative phasing period: 2016-21
- Indicative capacity: 60

**13.5** This is a former manufacturing site that is located on the bank of the River Severn. The site is surrounded by other areas that have, or are, benefiting from regeneration, most notably the development at Lichfield Basin. The future redevelopment of this site would enable the continued regeneration of this part of Stourport-on-Severn.

### Policy SAL.EA2

#### Cheapside

Redevelopment Proposals for this site should:

- i. Provide for a mix of land uses to incorporate residential and business use.
- ii. Retain and enhance the listed buildings and Local Heritage List assets that are within the site boundaries.
- iii. Incorporate and enhance the natural assets of the site, including the environment provided by the Rivers Stour and Severn that surround the site.
- iv. Have full regard to flood risk and be accompanied by a Flood Risk Assessment.
- v. Have full regard to the Stourport-on-Severn No.1 Conservation Area and the associated Character Appraisal.
- vi. Ensure that contamination issues are fully considered and mitigated against.

#### Reasoned Justification

**13.6** The redevelopment of this site provides another element of the focussed regeneration effort within Stourport-on-Severn. The site could provide important new residential and business opportunities whilst improving links and access to some of the natural features that surround the site.

**13.7** Key considerations will be the heritage setting of the site, given its location within a Conservation Area, the listed buildings and the Local Heritage List assets that exist within the site boundaries. Additionally, there are surrounding natural features which also require consideration and could prove to be real assets if incorporated well into the design.

**13.8** One of the main issues affecting this site is flooding. The southern elements of the site, located nearest to the River Severn lie within Flood Zone 3. The remainder of the site is largely affected by Flood Zone 2. Therefore any redevelopment proposals will need to ensure that flood risk is fully taken into account.



## Site Location



## Parsons Chain

- Area: 6.26ha
- Indicative phasing period: 2021-2026
- Indicative capacity: 150 dwellings

**13.9** This site is a former industrial area located on the eastern side of Stourport-on-Severn. The site was cleared in 2008 and has remained vacant since this time it also comprises a former railway embankment which forms the eastern boundary of the site. The following policy will apply to development proposals in this location:

### Policy SAL.EA3

#### Parsons Chain

Proposals for this site should:

- Provide for a mix of uses including residential, business and community uses throughout the site.
- Implement the section of the Stourport Relief Road that runs through the site as safeguarded by the indicative line shown on the Proposals Map.
- Provide frontages onto the main highway network (existing and planned).
- Ensure compatibility between the adjacent existing uses and proposed new uses.
- Maintain and improve green infrastructure links through the site linking adjacent areas of open space and biodiversity.
- Ensure flood risk is fully considered and incorporate SUDS and green infrastructure linking Hartlebury Common and the River Stour.
- Ensure that contamination issues are fully considered and mitigated against.
- Proposals involving solely residential use may be considered subject to robust market appraisal and viability assessments and proposals not undermining the role of adjacent industry.

## Reasoned Justification

**13.10** The site has been identified in the SHLAA as being suitable for residential development. The site was also assessed through the Council's Employment Land Review, and this concluded that the site could be considered for alternative uses. However, in light of the Council's desire to retain a satisfactory mix of uses throughout Stourport-on-Severn the site should provide a mix of uses which includes some commercial or community uses.

**13.11** The Stourport Relief Road is a long standing commitment that has the backing of both the District and County Councils and is identified within the District Council's Adopted Core Strategy. It is also identified as a scheme within LTP3. The indicative line of the Stourport Relief Road runs through this site. In order to address congestion in the area and to provide satisfactory access to the site any redevelopment will be expected to deliver the section of the Stourport Relief Road which lies within the site as well as the junctions which link this with Discovery Road and Millfields Drive sections of the Relief Road. Gaining satisfactory access to the site



will be a key consideration for development proposals. There are currently a number of historic access points to both the Hartlebury and Worcester Roads used to service the factory premises, but these are considered unsatisfactory to form a main access to the site.

**13.12** The site is located on a principal aquifer and total protection zone, with shallow groundwater. Given the industrial history of the site and previous use there is the high potential for land contamination issues. Proposals will need to adequately address these issues. Part of the site is located within Flood Zone 2. The site is located within Flood Zone 2. The NNPF and its Technical Guidance state that those uses defined as more vulnerable and less vulnerable are appropriate within Flood Zone 2. Therefore, the uses set out within this policy are appropriate without the need to pass a sequential test. However, a site-specific Flood Risk Assessment will be required to be submitted alongside any planning application for the site.

### Site Location



## Worcester Road Car Garages

- Area: 0.83ha
- Indicative phasing period: 2016-21
- Indicative capacity: 30

**13.13** This site is a small site located in the east of Stourport-on-Severn and currently consists of a number of uses but is predominantly used as a car sales area. The remainder of the site is occupied by small scale industrial units and a small area of hard-standing which is used temporarily as a car washing area. The future development of the site is considered in the following policy:

### Policy SAL.EA4

#### Worcester Road Car Garages

Development proposals for this site should:

- i. Provide for a mix of uses including residential and business.
- ii. Ensure that proposals are compatible with existing surroundings.
- iii. Ensure development fronts onto the Worcester Road.
- iv. Take full account of flood risk.
- v. Ensure that contamination issues are fully considered and mitigated against.

### Reasoned Justification

**13.14** This site, which fronts the Worcester Road provides the opportunity to deliver a mixed use development to regenerate some of the more dated parts of the site and provide residential space. The policy remains flexible so that existing occupiers and businesses could continue to trade whilst providing the opportunity for new development to come forward in a sustainable location. Given the site's location, along the frontage of a main road, the continuation of a car garage and sales area would be appropriate. This type of use would be in conformity with Adopted Core Strategy policy CP08, which provides flexibility for sui-generis uses such as this.

**13.15** A new development may also help to improve the street scene by incorporating a new design fronting onto the Worcester Road and removing the small industrial uses which are now beginning to look dated in parts. The site is in a sustainable location with links to the town centre and the services and facilities that this provides. Links to the town centre will also be improved as other sites within the area are brought forward for development.

**13.16** The site is located within Flood Zone 2. The NPPF and its Technical Guidance state that those uses defined as more vulnerable and less vulnerable are appropriate within Flood Zone 2. Therefore, the uses set out within this policy are appropriate without the need to pass a sequential test. However, a site-specific Flood Risk Assessment will be required to be submitted alongside any planning application for the site.



## Site Location





## Baldwin Road

- Area: 2.03ha
- Indicative phasing period: 2016-21
- Indicative capacity: 50

**13.17** This site is formed from a number of areas along Baldwin Road where it is considered a holistic approach to future development would be the best approach. The policy framework for future development of this site is as follows:

### Policy SAL.EA5

#### Baldwin Road

A masterplan for the whole site will be required prior to any development being considered. The wider site incorporates the following key sites:

- The petrol station and workshop at the junction with Worcester Road
- The former coach depot adjacent 1 Baldwin Road
- Land east of 7-9 Baldwin Road
- An area of urban open space, which is currently inaccessible.

Proposals for this site should:

- Incorporate a mix of uses which are predominantly residential but allow for small-scale commercial uses.
- Retain, enhance and make accessible the urban open space that lies within the site boundary and take into account any ecological surveys undertaken.
- Provide green infrastructure connections through the site and to the adjacent canal corridor.
- Provide access to the Canal and improve cycling and walking links through the site (linking Baldwin Road with the Canal).
- Ensure that development fronts onto the existing Baldwin Road, where possible.
- Take into account flood risk.
- Ensure that the development does not have an adverse impact on the adjacent Canal Conservation Area.
- Ensure that contamination issues are fully considered and mitigated against.

Applicants seeking to develop individual parcels within the site must demonstrate how their proposals could make a valuable contribution to the wider site area. The affordable housing thresholds will be applied pro-rata to the entire site.

## Reasoned Justification

**13.18** These sites have all been identified independently in previous versions of the development plan with a number of parcels already identified as being acceptable for residential development. However, it is considered imperative to include the sites under one policy framework to provide the flexibility and opportunity for the site to be considered in a holistic manner. The policy framework for this site is to provide a mixed use approach that will enable

a scheme to come forward incorporating a clear design for the area as a whole, rather than considering piecemeal development. By including the site as a wider regeneration area it provides the opportunity to look at other impacts such as road infrastructure in a comprehensive manner.

**13.19** Some of the key considerations for this site are to improve the links to the adjacent canal and to ensure that the open space that lies within the boundary of the site is enhanced and improved and so that access can be gained to it. This site provides real opportunities to provide links to these assets and make them a focus for development. The site also offers the potential to improve green infrastructure links within this area, linking into the Canal and the associated habitats and wildlife that exist.

**13.20** Due to the location of the site, adjacent to the Staffordshire and Worcestershire Canal Conservation Area, proposals will need to make sure they do not have an adverse impact on the area and should have regard to the associated Character Appraisal.

**13.21** A small portion of the site is also affected by Flood Zone 3 and therefore a Flood Risk Assessment would be required to ensure that the development was safe.

### Site Location



## 14 Stourport-on-Severn - West

### MIP

- Area: 3.28ha
- Indicative phasing period: 2011-16
- Indicative capacity: 100 dwellings, Extra Care Accommodation

**14.1** This area of land is located in the western area of Stourport-on-Severn. The site is a vacant, cleared parcel of land which offers a regeneration opportunity in a sustainable location.

#### Policy SAL.WS1

##### Former Midland Industrial Plastics Site

Proposals for this site should include:

- Residential Use (C2-C3)
- Suitable highway access points

Proposals should:

- Ensure that prior to any development, appropriate noise mitigation measures are agreed to ensure compatibility of uses within this location.
- Ensure that contamination issues are fully considered and mitigated against.

### Reasoned Justification

**14.2** The site identified for allocation is a former Industrial site. This site lies immediately adjacent to the Morgan Technical Ceramics site and is currently cleared and vacant. Past operations of the site have mainly been of a manufacturing nature, including some temporary operators of the site, but it has largely remained unoccupied over recent years. The Council have considered other options for the site given that it has largely been unused for its existing use. The site was identified in the District's SHLAA (2009) as being suitable to be considered for residential use as well as being assessed through the Employment Land Review (ELR) which identified that the site should be considered for alternative uses given its current position. Given the fairly sustainable nature of the site it is considered to be suitable to provide for a range of housing requirements.

**14.3** However, one of the main issues within this area is the noise mitigation measures required to protect amenity and to guard against potential issues that may occur from the adjacent employment site. Proposals will therefore need to prove that an acceptable living environment can be achieved. Given the site industrial history it is also important that any potential contamination issues are fully considered and mitigated against.



## Site Location



## Lucy Baldwin Unit

- Area: 1.14ha
- Indicative phasing period: 2011-16
- Indicative capacity: 40 dwellings

**14.4** This site comprises a collection of buildings that were once used as a hospital. The site is now vacant and future development at this location will be subject to the following policy:

### Policy SAL.WS2

#### Lucy Baldwin Unit

Proposals for this site should:

- Provide for residential development.
- Ensure that the Local Heritage List assets that are contained within the site boundaries are brought back into use and sympathetically incorporated into any design.
- Provide linkages to the existing green infrastructure network, taking full advantage of the opportunities presented by the adjacent Memorial Park.
- Provide access to the adjacent open space through improved walking and cycling links.
- Ensure that Significant Trees are retained and included within the scheme.

## Reasoned Justification

**14.5** This site is located in the west of Stourport and is a former maternity hospital site. The hospital has been closed for a number of years and is vacant and falling into disrepair. The site is located in a predominantly residential area but the northern boundary of the site fronts onto Stourport Memorial Park, providing an attractive outlook for the site.

**14.6** Any potential development of the site will need to take into account the presence of Local Heritage List assets and ensure that they are incorporated into the design. Furthermore, this site provides enormous opportunity to improve green infrastructure links and improve access to the large open space that is immediately adjacent to the site. The site contains a number of Significant Trees and these should be retained and incorporated within any development proposal, in line with guidance from the Council's Arboricultural Officer.



## Site Location



## 15 Stourport-on-Severn - Smaller Sites

**15.1** There are a number of smaller sites within Stourport-on-Severn that provide redevelopment opportunities. The sites identified for future development are the Queens Road shops and garages on the Walshes Estate in Areley Kings and the Robbins Depot on Manor Road.

### Policy SAL.SSS1

#### Smaller Stourport-on-Severn Sites

The following sites as identified on the Proposals Map are allocated for redevelopment for residential uses:

- Queens Road Shops and Garages
- Robbins Depot, Manor Road

Any proposals for the redevelopment of the Queens Road Shops will be required to incorporate an element of convenience retail provision.

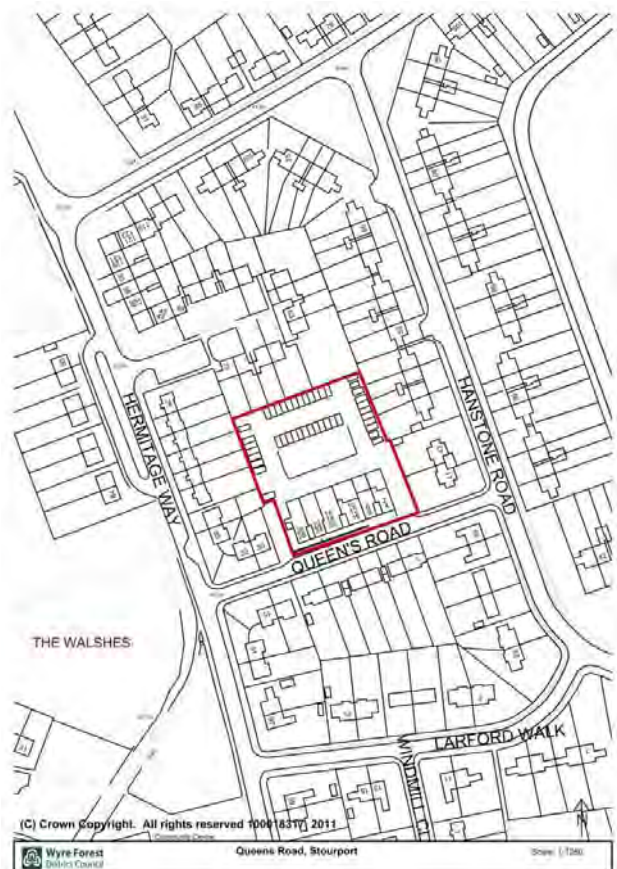
#### Queens Road Shops and Garages

- Area: 0.36ha
- Indicative phasing period: 2016-21
- Indicative capacity: 15 dwellings (net gain of 7)

**15.2** This site currently consists of a parade of shops with residential units above together with a large number of lock-up garages to the rear. The site is predominantly owned by the Community Housing Group and it has been identified as an area where improvements to the current offer could be realised. It has the potential to provide much needed affordable housing within this area of Stourport-on-Severn.

**15.3** The existing retail units act as important top-up shopping facilities for the local neighbourhood and improve its sustainability. Therefore any redevelopment scheme would need to ensure that appropriate provision is made to enable the retailing function to continue on-site and that the existing tenants are relocated.

## Site Location



## Robbins Depot, Manor Road

- Area: 1.9ha
- Indicative phasing period: 2016-21
- Indicative capacity: 12 dwellings

**15.4** This site is currently a small lorry depot situated in a predominantly residential area to the north of Stourport-on-Severn. The site was identified in the Strategic Housing Land Availability Assessment as being suitable for residential development. Given the site's location in the street scene it is proposed that providing terraced housing, in keeping with the rest of the street scene, would be the preferred option for this site. The site is located close to services and facilities and is a previously developed site.



## Site Location



## 16 Bewdley

### Load Street Redevelopment Area

- Area: 0.66ha
- Indicative phasing period: 2016 - 21
- Indicative capacity: 16 dwellings

**16.1** The Load Street car park is located within the heart of the historic town of Bewdley and includes a variety of open spaces, built development and land ownerships. The site is bounded by Load Street to the south-east, Dog Lane to the west and north and Severnside North (and the River Severn) to the east. Future development proposals for this site will be subject to the following policy:

#### Policy SAL.B1

##### Load Street Redevelopment Area

Within the Load Street Redevelopment area a mixed use redevelopment will be sought, incorporating:

- Community uses (D1)
- Residential (C3)
- Small scale A1 retail to meet local needs

Proposals for this site should:

- Create a new destination within the town centre and a new 'shared space' at the heart of the area.
- Enhance the pedestrian environment and calm traffic within the area.
- Improve consolidated public services on a more intensively used site.
- Create new housing opportunities within Bewdley.
- Improve the vitality and viability of the Town Centre including providing new commercial/retail opportunities.
- Replace existing gaps and low density poor quality buildings with more appropriate quality buildings which respond and respect their heritage setting in a positive manner.
- Address and mitigate against flood risk.
- Seek to reduce its impact on the AQMA.

#### Reasoned Justification

**16.2** The Load Street Redevelopment Area is within Bewdley Town Centre and currently houses a number of community facilities including a library, a medical centre, a fire station and an area of public car-parking. The site is dominated by the car-parking provision and makes a poor contribution to the public realm.

#### Development Types



**16.3** Development of this site provides the opportunity for residential units to be developed but will need to ensure that appropriate community facilities are provided on-site or through compensatory provision.

**16.4** Policy DS01 of the Adopted Core Strategy sets out the settlement hierarchy which identifies Bewdley as a Market Town. Suitable development here includes Convenience A1 retail to meet local needs, local small scale business and housing to meet local needs. Policy DS03 of the Adopted Core Strategy identifies that housing provision in Bewdley will be limited primarily to affordable housing to meet local needs on allocated sites. Small scale retail provision would also be acceptable given the site's central location.

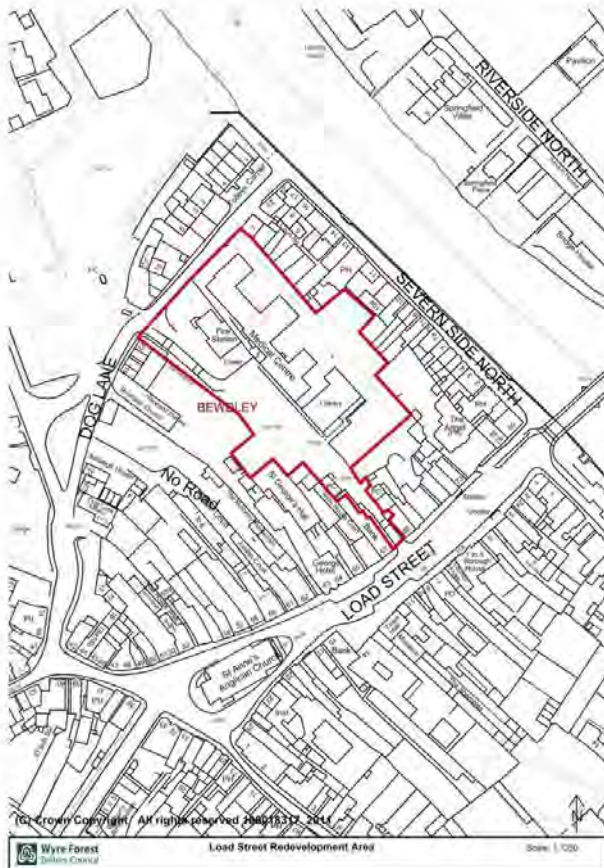
## **Constraints**

**16.5** The site has a number of constraints which will need to be considered as part of any proposals for redevelopment. The site lies within a Conservation Area and although there are no Listed Buildings on-site, redevelopment will be required to take account of the local context and contribute to the character and local distinctiveness of Bewdley. The scale, massing and heights of the existing built fabric are an important consideration as is the intimate 'burgage' plot character of this area of the town.

**16.6** The River Severn and the flood risk arising from it are key considerations for any redevelopment of this site. The site is afforded protection by the de-mountable flood defences, however, new development on this site must be designed to mitigate flood water should the defences be over topped, breached or not in place at the time of flood. New development should be built at acceptable finished floor levels in accordance with guidance from the Environment Agency.

**16.7** The site lies in close proximity to the Welch Gate Air Quality Management Area (AQMA).

## Site Location



## Bewdley - Smaller Sites

**16.8** There are smaller sites within Bewdley which provide opportunities for redevelopment or conversion. The site on Lax Lane incorporates the existing Craft Centre, the former WRVS building and the Red Cross building. The rear of the site has been subject to a previous planning application for residential development. The other identified allocation is the former Workhouse at 64 High Street.

### Policy SAL.B2

#### Smaller Bewdley Sites

##### Lax Lane

This area is designated for

- Business units (B1)
- Residential development (C3)
- Community Uses

##### Former Workhouse, High Street

This area is designated for

- Residential development (C3)

Proposals for the development of these sites should:

- i. Address any flood risk issues.
- ii. Provide a suitable design solution which integrates well with the Conservation Area, Listed Buildings and the Local Heritage List.

### Reasoned Justification

**16.9** These sites provide the opportunity for mixed use development including an element of residential development, within walking distance of Bewdley town centre. The sites offer good access to services and facilities including open space.

**16.10** Policy DS01 of the Adopted Core Strategy sets out the settlement hierarchy which identifies Bewdley as a Market Town. Suitable development here includes local small scale business and housing to meet local needs. Policy DS03 of the Adopted Core Strategy identifies that housing provision in Bewdley will be limited primarily to affordable housing to meet local needs on allocated sites.

#### Lax Lane

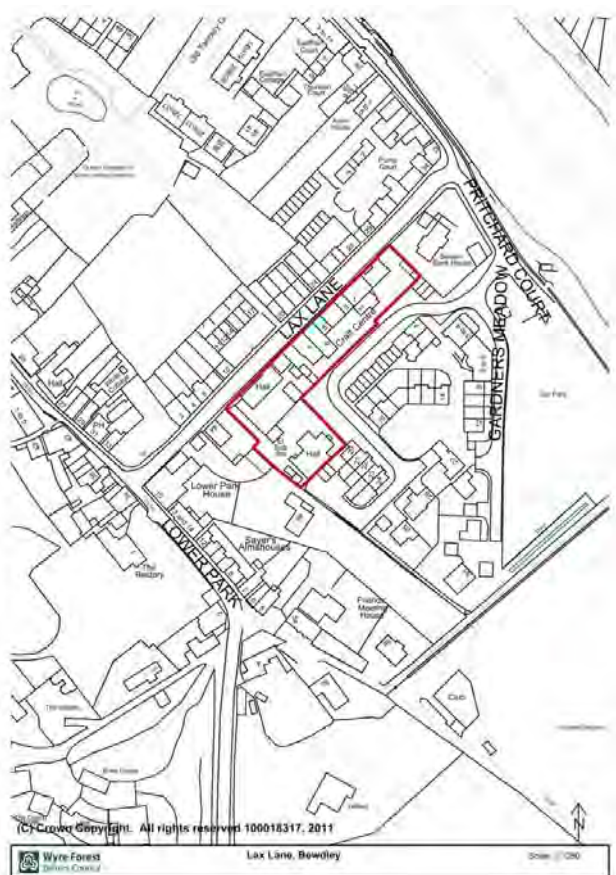
- Area: 0.26ha
- Indicative phasing period: 2021-26
- Indicative capacity: 10



**16.11** The entire Lax Lane site is within Flood Zone 3 and therefore any development will need to address flood risk in accordance with guidance from the Environment Agency. Additionally, the residential development to the rear of the site is private with no public access to this site so any access would need to be from Lax Lane only.

**16.12** Although the site itself is not within the Conservation Area, the Northerly and Westerly boundaries of the site form the Conservation Area boundary. A Conservation Area Character Appraisal has been produced and any proposals for the site must demonstrate through the Design and Access Statement that they enhance the setting of the Conservation Area and adjacent Listed Buildings and that they do not have a detrimental impact on the character of the Conservation Area.

### Site Location



### Former Workhouse, High Street

- Area: 0.08ha
- Indicative phasing period: 2016-21
- Indicative capacity: 6

**16.13** This is a small site located along the High Street in Bewdley. The site comprises a listed building that has fallen into disrepair and is now used primarily for storage and as garages. However, an opportunity exists with this building which is currently on the Buildings at Risk Register to consider a renovation of the listed building and provide new residential units within the heart of Bewdley Town Centre.

## Site Location





## 17 Rural

### Blakedown Nurseries

- Area: 1.34ha
- Indicative phasing period: 2011-16
- Indicative capacity: 42

**17.1** The largest rural site within a settlement boundary which provides an opportunity for residential redevelopment to address local needs is the former Blakedown Nurseries site on Belbroughton Road in Blakedown.

#### Policy SAL.RS1

##### Blakedown Nurseries

Residential development (C3) at this site will be supported subject to the following:

- i. Development must provide for the local affordable housing need as set out within the latest Parish Housing Needs Survey and as indicated by local housing waiting lists.
- ii. An element of enabling market housing may be permitted in order to provide for cross subsidisation of affordable housing if justified by a robust viability assessment.
- iii. Development must not have a detrimental impact on the adjacent Special Wildlife Site.
- iv. Development should provide strong pedestrian and, where possible, visual linkages to the adjacent open space.

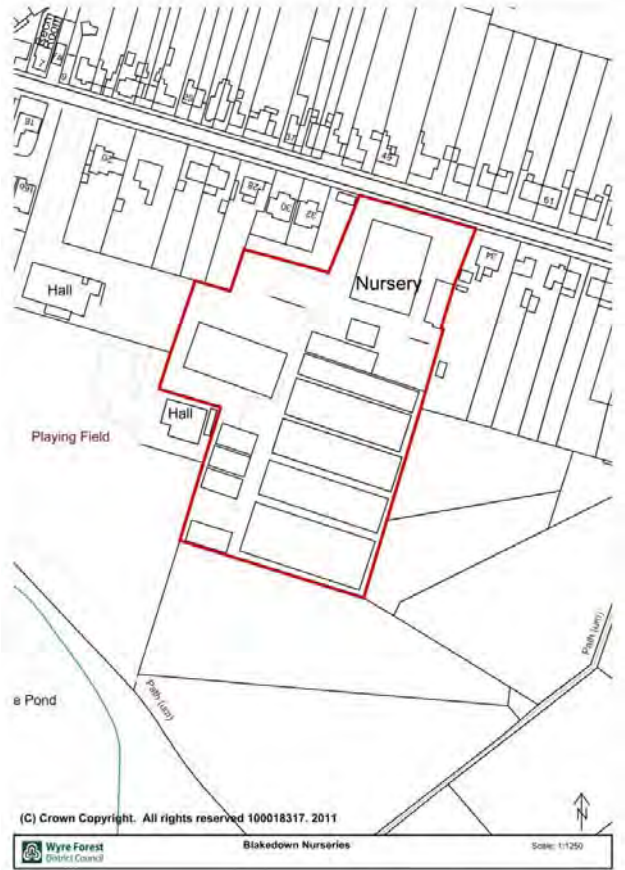
### Reasoned Justification

**17.2** The site is in a sustainable location; it is within 5 minutes walk of a local shop and within 10 minutes walk of the railway station which provides frequent services to Kidderminster/Worcester and Birmingham. Blakedown is identified as a village within the Adopted Core Strategy Settlement Hierarchy. Housing to meet local needs is one of the types of development which is identified as being appropriate within villages.

**17.3** It is defined as greenfield by virtue of its previous use as a commercial plant nursery. However, there are large areas of hard standing. The majority of the derelict greenhouses on the site have now been cleared as the site has been a target for anti-social behaviour since the nursery closed. The site is adjacent to the parish rooms and scout hut car park with the Millennium Green and Churchill and Blakedown Valleys Special Wildlife Site beyond. It is important to maintain the screening of the site from the car park and Green and to restrict any surface run-off into the Forge Pool.

**17.4** There is an identified need for affordable housing within Blakedown and this site is considered to be the preferred site for the delivery of housing to meet that need. Development proposals should also have regard to the Rural Housing and Financial Viability Policies (see policies SAL.DPL2 and SAL.DPL3).

Site Location



## Land at Clows Top

- Area: 1.45ha
- Indicative phasing period: 2011-21
- Indicative capacity: 30 dwellings

This site is a previously developed site within a rural area. The site is located opposite the village Post Office and there is a bus service and stop that would serve the site. Development proposals for this site will need to be in accordance with the following policy.

### Policy SAL.RS2

#### Land at Clows Top

Residential development will be permitted on land at Clows Top, as identified on the Proposals Map, subject to the following:

- Development must provide for the local affordable housing need as set out within the latest Parish Housing Needs Survey and as indicated by local housing waiting lists.
- An element of enabling market housing may be permitted in order to provide for cross subsidisation of affordable housing if justified by a robust viability assessment.
- Development must ensure that appropriate drainage measures are provided
- In terms of design, proposals should:
  - Provide development which fronts the existing highway network.
  - Provide a focal point at the junction of The Terrace and the A456.
  - Seek to retain significant trees on-site wherever possible.
  - Ensure that the development is compatible with the adjacent village hall.
  - Consider replacement of parking for local services.

### Reasoned Justification

**17.5** This site constitutes previously developed land within a rural area which could provide affordable housing to meet local needs as identified through a Parish Housing Needs Survey. The site identified on the Proposals Map is currently in two different ownerships, however, the Council expect that the sites should be considered together in an holistic manner to ensure that any potential development in this location is considered comprehensively.

**17.6** The policy allows for consideration of enabling market housing to be developed in order to bring forward affordable housing, subject to a robust viability assessment being submitted and agreed by the Authority.

**17.7** The site and wider area has known infrastructure issues in relation to drainage. Any development of this site will therefore need to ensure that appropriate drainage measures are provided as part of any proposal. Costs of undertaking this work could be factored into a viability assessment accompanying proposals for development.

**17.8** The potential redevelopment of this site could provide for new housing within the rural areas as well as providing a suitable drainage solution to help alleviate known infrastructure issues within the village. It could also provide an improved environment benefiting the visual amenity of the village.

**17.9** Any development proposals will need to be based on cross boundary working with neighbouring authorities Malvern Hills District Council and Shropshire Council, as these authorities may also have sites identified within the area that could cumulatively impact on the village of Clows Top.

**17.10** Development of this site should also have due regard to policies DPL.2: Rural Housing and DPL.3: Financial Viability

## Site Location





## 18 Previously Developed Sites in the Green Belt

**18.1** The NPPF seeks to protect Green Belt land and to prevent urban sprawl by keeping land permanently open. The NPPF identifies that the essential characteristics of the Green Belts are their openness and their permanence. A large proportion of Wyre Forest District is designated as Green Belt land and therefore development within this designation needs to be appropriately managed. The NPPF identifies that:

*'A local planning authority should regard the construction of new buildings as inappropriate in Green Belt. Exceptions to this are:*

*Limited infilling or the partial or complete redevelopment of previously developed sites (brownfield land), whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the Green Belt and the purposes of including land within it than the existing development.'*

**18.2** There are a number of sites that are considered to be 'Previously Developed Sites' in the Green Belt that lie within the District boundary. The largest of these sites are considered to require a site specific policy, identifying what uses would be acceptable within these locations. The largest Previously Developed sites are identified as:

- Rushock Trading Estate
- Lea Castle Hospital Site
- West Midlands Safari and Leisure Park

**18.3** These sites currently provide, and offer further potential for, economic development within the District. The recognition of these sites for potential development is considered to be in line with the NPPF's focus on building a strong, competitive economy and the focus on local plans being pro-actively prepared to support an economy fit for the twenty first century.

**18.4** Providing a balanced approach to allowing development within sensitive Green Belt areas is required and therefore the following policy provides the framework to consider development on Previously Developed Land subject to safeguards protecting the integrity of the Green Belt designation.

### Policy SAL.PDS1

#### Previously Developed Sites in the Green Belt

##### Rushock Trading Estate

- Within the Previously Developed area of Rushock Trading Estate development for employment uses (B1, B2 and B8) will be permitted.

##### Lea Castle Hospital Site

- Within the Previously Developed area of Lea Castle Hospital site uses comprising B1 (Business), C2 (Residential Institutions) and health and sport facilities will be permitted.



**West Midlands Safari and Leisure Park (WMSLP)**

- Within the Previously Developed area of WMSLP development proposals that support and enhance the parks operations as a leisure and tourism destination will be permitted.

In considering development within the sites identified as being 'Previously Developed Sites' proposals will be permitted providing that they do not have a greater impact on the openness of the Green Belt and the purposes of including land within it than the existing development.

**Proposals for Previously Developed Sites in the Green Belt**

In order to protect the openness of the Green Belt, development proposals for Previously Developed Sites in the Green Belt should:

- i. Contribute to the achievement of the objectives for the use of land in Green Belts.
- ii. Not exceed the height of the existing buildings and other structures.
- iii. Not give rise to off-site infrastructure problems.

Design and landscaping of development should seek to minimise the impact on the Green Belt through:

- a. Not normally protruding above the existing development and trees.
- b. Using sensitive materials and colours.
- c. Providing extensive landscaping and tree planting to screen boundaries, where appropriate.

For other previously developed sites in the Green Belt, applications for development will be considered against this policy framework and the rest of the policies in the plan.

Reasoned Justification

Rushock Trading Estate

- Area: 14.5ha (approx.)

**18.5** Rushock Trading Estate is a former military site within the Green Belt. It is located in close proximity to Hartlebury Trading Estate and is accessed from the A442 Kidderminster – Droitwich road. The estate is a thriving business area and is owned by Hovi Developments who have recently acquired the site and spent money refurbishing and upgrading the facilities within the estate boundaries. It is considered that by specifically identifying this site as a Previously Developed Site in the Green Belt the estate will benefit from the flexibility that the planning policy framework provides and this will enable the re-use and redevelopment of sites within the curtilage to continue, subject to proposals being appropriate in terms of impact on the Green Belt.

Rushock Trading Estate

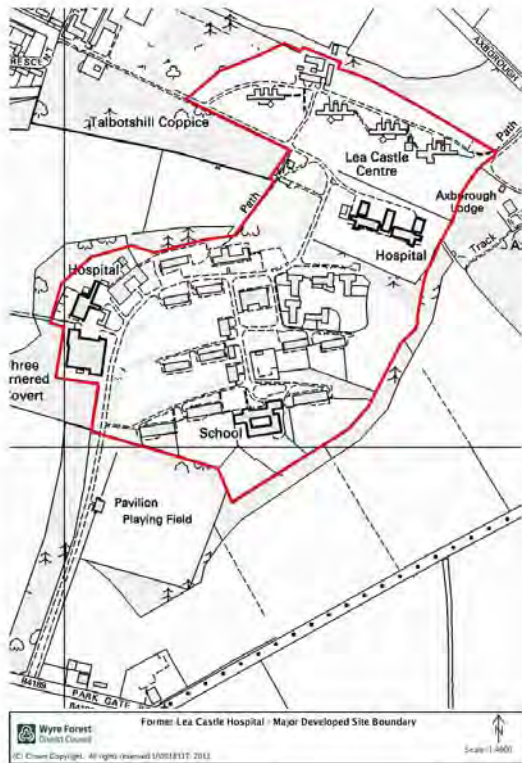


## Lea Castle Hospital Site

- Area: 105ha (approx.)

**18.6** The former Lea Castle Hospital site lies north-east of Kidderminster, between the A449 Wolverhampton Road and the A451 Stourbridge Road. It contains a variety of buildings set out in an attractive landscape, well screened from the surrounding agricultural land by extensive belts of trees. The extent of the site runs to over 100 hectares, however the developed element of the site is relatively small with the majority of land comprising significant areas of farmland.

### Former Lea Castle Hospital



**18.7** The site was developed from the 1950s onwards and was used for a number of years by a variety of National Health Service uses. When the Local Plan was adopted in 2004, only a small section of the site had become obsolete due to a consolidation of activities and was therefore identified as being suitable for redevelopment for a High Technology Business Park. However since this time further changes have occurred across the site. In early 2008, the PCT consulted on a number of options regarding the future use of this site. They concluded later that year that their preferred option was to relocate existing residents and close down operations. Therefore, the large majority of the site is now currently vacant, which creates a larger site that needs consideration through the planning framework.

**18.8** The NPPF identifies that:

*Once Green Belts have been defined, local planning authorities should plan positively to enhance the beneficial use of the Green Belt, such as looking for opportunities to...improve damaged and derelict land.”*  
(Paragraph 81)

**18.9** Therefore, the Council are actively working with the site owners to consider the future redevelopment of this *damaged and derelict* site. The site has multiple ownerships but it is predominantly owned by the Homes and Communities Agency (89%). The remainder of the site is owned by the Primary Care Trust (8%) and the Department of Health (3%) with a small element being leased to Worcestershire County Council.

**18.10** This is a large site which is located entirely within the Green Belt. The previous allocation, through the 2004 Adopted Local Plan, of part of the land for a High Technology Business Park has failed to stimulate any interest and with the changes in the levels of occupation and ownership of the area it is now considered that the whole of the site will now need to be reviewed. A recent consultation with regard to the future development of this site indicated a general support for a mixed use development, with suggestions such as hospital, hospice, educational facility, leisure, business and residential uses being forwarded to the Council. It is

considered, therefore, that there is general public support for a pro-active policy to be implemented that helps to deliver a mixed use development that provides economic development whilst being mindful of the unique landscape and Green Belt setting that the site has.

**18.11** The Lea Castle site is an attractive semi-rural location, however, there are concerns about the viability of continuing the existing allocation of the site. As a consequence it is proposed that other options need to be explored through the Site Allocations process. The policy proposes that the following mix of uses be considered for the site:

- B1 (Business)
- C2 (Residential Institutions)
- Health Uses
- Sport and Recreation facilities

## West Midlands Safari and Leisure Park (WMSLP)

- Area: 92ha (approx.)

**18.12** The West Midlands Safari and Leisure Park is one of the largest tourist attractions within the District. The Park is located entirely within the West Midlands Green Belt and is situated in a strategic gap between the two towns of Kidderminster and Bewdley. The park is not only important locally but has regional and national attraction and provides a destination for visitors to the area.

**18.13** Due to the size and scale of the Park, and its importance to the local economy it was felt important to specifically identify the site within this section. Due to the nature of the activities at the park the predominant land use is open grassland, which despite the fences and ancillary animal houses, generally maintains the openness of the Green Belt. However, there is a large part of the site that is considered to be 'Previously Developed' and this is contained primarily around the rides and leisure element of the park as well as the associated Car Parking. The area identified as being Previously Developed is identified on the accompanying plan.

**18.14** The policy outlines a positive approach for development within this area, identifying that development proposals that support and enhance the parks operations as a leisure and tourism destination will be permitted. The importance of the park to the local economy is also identified under 'A Good Place to Business' chapter and it is therefore important that this policy is read in conjunction with policy SAL.GPB5: Supporting Major Tourist Attractions.





## 19 Monitoring and Implementation Framework

**19.1** This DPD sets out the policies which contain the criteria against which planning applications for the development and use of land and buildings will be considered. These policies will ensure that development accords with the spatial vision and objectives which are set out in the Adopted Core Strategy.

**19.2** It is important that the development policies are kept up to date and that their effectiveness is closely monitored. Monitoring will be undertaken in two key ways:

- Using the indicators which have been developed to provide a basis for monitoring the performance of the Adopted Core Strategy and for the specific site allocation policies. Indicators have been chosen to help guide overall progress of the implementation of the spatial strategy.
- Through the monitoring of planning application decisions, including planning appeals, and the extent to which development control policies have been supported.

**19.3** An Annual Monitoring Report (AMR) will be prepared to indicate the extent to which the various policy targets set out in the Adopted Core Strategy and this document are being met throughout the plan period to 2026. As part of this process the role of these development control policies will be closely examined in order to assess whether any adjustment is needed.

**19.4** This document is accompanied by a Sustainability Appraisal report which considers the social, environmental and economic effects of the policies set and measures their contribution towards achieving sustainable development. The Sustainability Appraisal sets out a number of indicators which will be used to monitor the effects of this DPD.

**19.5** The following table cross references each of the development management and site specific policies against the relevant Adopted Core Strategy Policies. The relevant monitoring indicators for each of the Core Strategy Policies are set out in further detail in the table in the Adopted Core Strategy at Chapter 10.

**Relevant Adopted Core Strategy Policies**

Policy Name	DS01	DS02	DS03	DS04	DS05	CP01	CP02	CP03	CP04	CP05	CP06	CP07	CP08	CP09	CP10	CP11	CP12	CP13	CP14	CP15
SAL.DPL1-10	X	X	X	X	X	X			X	X	X	X								
SAL.DP11-12												X								
SAL.GPB1	X	X	X	X	X								X							
SAL.GPB2-4	X	X	X	X	X									X						
SAL.GPB5															X					
SAL.CC1-4								X				X								
SAL.CC5-6						X	X													
SAL.UP1-2	X	X	X	X													X			
SAL.UP3-4																	X	X	X	
SAL.UP5																	X	X	X	

Policy Name	DS01	DS02	DS03	DS04	DS05	CP01	CP02	CP03	CP04	CP05	CP06	CP07	CP08	CP09	CP10	CP11	CP12	CP13	CP14	CP15
SAL.UP6		X	X	X												X				X
SAL.UP7-10						X		X								X				
SAL.UP11-14				X									X			X	X			
SAL.SK2	X	X				X	X	X	X	X		X	X	X	X	X		X	X	X
SAL.SK3	X	X				X	X		X	X		X	X			X		X	X	
SAL.SK4	X	X				X	X	X				X	X			X		X	X	
SAL.WK1	X	X				X	X	X	X	X		X				X		X	X	
SAL.WK2												X								
SAL.KSS1	X	X				X	X		X	X		X		X		X		X	X	
SAL.STC1	X		X			X	X	X	X	X		X		X	X	X		X	X	X
SAL.STC2	X		X			X		X	X	X		X		X		X				
SAL.STC3	X		X			X			X	X		X			X	X		X		
SAL.STC4	X		X			X			X	X		X			X	X		X		
SAL.EA1	X		X			X	X	X	X	X		X		X		X		X	X	X
SAL.EA2	X		X			X	X	X	X	X		X		X		X		X	X	X
SAL.EA3	X		X			X	X	X	X	X		X	X			X		X	X	
SAL.EA4	X		X			X	X		X	X		X	X			X		X	X	
SAL.EA5	X		X			X	X		X	X		X				X		X	X	X
SAL.WS1	X		X			X	X	X	X	X		X	X			X		X	X	
SAL.WS2	X		X			X			X	X		X				X		X	X	
SAL.SSS1	X		X			X	X		X	X		X		X		X		X	X	
SAL.B1	X		X																	
SAL.B2	X		X			X	X		X	X		X		X		X		X	X	
SAL.RS1	X			X															X	
SAL.RS2	X			X															X	

**19.6** The following table shows the indicative timetable for the implementation of the site specific policies.

#### Implementation Schedule for Site Specific Policies

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SAL.SK2 Former British Sugar Site																
SAL.SK3 Oasis Arts & Crafts and Reilloc Chain																

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SAL.SK4 Former Romwire Site																
SAL.WK1 Blakebrook School and County Buildings																
SAL.KSS1 Northumberland Avenue Surgery																
SAL.KSS1 Chester Road South Service Station																
SAL.KSS1 Broadwaters Community Centre																
SAL.KSS1 Rifle Range Shops & Musketeer Public House																
SAL.STC1 Bridge Street Basins Link																
SAL.STC2 Tan Lane and County Buildings																
SAL.STC3 Civic Centre																
SAL.STC4 Swan Hotel and Working Men's Club																
SAL.EA1 Carpets of Worth																
SAL.EA2 Cheapside																
SAL.EA3 Parsons Chain																
SAL.EA4 Worcester Road Car Garages																
SAL.EA5 Baldwin Road																
SAL.WS1 Former Midland Industrial Plastics Site																
SAL.WS2 Lucy Baldwin Unit																
SAL.SSS1 Queens Road Shops and Garages																
SAL.SSS1 Robbins Depot, Manor Road																
SAL.B1 Load Street Redevelopment Area																
SAL.B2 Lax Lane																
SAL.B2 Former Workhouse, High Street																
SAL.RS1 Blakedown Nurseries																
SAL.RS2 Land at Clows Top																



## A Jargon Guide

### Adopted Core Strategy -

**Adopted Local Plan (2004)** - the existing planning policy document for the Wyre Forest District, this was adopted in 2004 to guide future development within the District until 2011. Along with the Worcestershire County Structure Plan 1996-2011 and the Hereford and Worcester County Minerals Local Plan (1997) it constituted the Development Plan for the Wyre Forest District and has been replaced by the Core Strategy, the Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan DPD.

**Affordable Housing** (also referred to as Local Needs Housing) - the District Council has adopted the definition of Affordable Housing as set out in the NPPF.

"Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market rent levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as 'low cost market' housing, may not be considered as affordable housing for planning purposes."

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

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

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



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

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

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

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

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

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

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

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

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

**Green Infrastructure** - the living network of green spaces, water and environmental systems in, around and beyond urban areas.

**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.

**Habitats Regulations Assessment (HRA)** - tests the impacts of a proposal on nature conservation sites of European importance, and is a requirement under EU legislation for land use plans and projects.

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

**Heritage Asset** -

a heritage asset can be any building, monument, site, place, area or landscape which is a valued component of the historic environment. It may be designated and have statutory protection or it may be included on a Local Heritage List.

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

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

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

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

**Lifetime Homes Standard** - criteria developed by the Joseph Rowntree Foundation in 1991 to help house builders to produce new homes flexible enough to deal with changes in life situations of the 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 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 DPDs to be produced under the LDF and the key milestones for their development.

**Local Heritage List** - the Local Heritage List identifies those heritage assets that are not protected by statutory designations. Their local interest could be related to the social and economic history of the area, individuals of local importance. The Local Heritage List is not restricted to buildings. It may comprise sites, places or areas such as village greens or ponds.

**Local Needs Housing** - see Affordable Housing.

**Major Developments** - major developments include;

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

**National Planning Policy Framework (NPPF)** - the document which sets out the Governments planning policies for England and how these are expected to be applied. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in decisions on planning applications.

**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.

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

**Original Dwelling** - an original dwelling is one as it existed on 1st July, 1948, or if constructed after 1 July 1948, as it was built originally.

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

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

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

**Rural Exception Policy** - a policy contained in a DPD which enables sites that would not be developed for general market housing to be developed solely for affordable housing.

**Safeguarded Land** - land which lies between the urban area and the Green Belt which is identified to meet longer term development needs stretching well beyond the plan period. Safeguarded land is not allocated for development at the present time and planning permission should only be granted for such land following a Local Plan review which proposes development. Until areas of safeguarded land are identified for development, Green Belt policies apply to them.

**Scheduled Ancient Monument** - a 'nationally important' archaeological site or historic building, given protection against unauthorised change.

**Significant Trees** - those trees which are protected by Tree Preservation Orders or which are important to local character.

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

**South Housing Market Area Gypsy and Traveller Accommodation Assessment** - the purpose of this assessment was to provide information on the accommodation needs of Gypsies and Travellers for sub-regional and district level planning policy to set the appropriate number, type and distribution of additional pitches to be provided.

**Stourport Forward** - Stourport Forward is a company limited by guarantee that was formed to utilise the £500,000 "Market Towns Initiative" (MTI) funding.

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

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

**Strategic Flood Risk Assessment (SFRA)** - an SFRA will be undertaken to guide development decisions and meet the requirements of the NPPF and its supporting Technical Guidance.

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

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

**Supplementary Planning Documents (SPDs)** - provide additional information to guide and support DPDs.

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

**Sustainable Community Strategy** - the Sustainable Community Strategy 2008-2014 brings together the concerns of Wyre Forest communities under six main themes which the Council and its partners need to focus their efforts on in order to improve the social, economic and environmental wellbeing of the District. These are:- Communities that are safe and feel safe; A Better Environment for Today And Tomorrow; Economic Success Shared By All; Improving Health & Wellbeing; Meeting the Needs of Children and Young People and Stronger Communities. These themes will be addressed through the Adopted Core Strategy.

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

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

- Living within environmental limits
- Ensuring a strong, healthy and just society
- Achieving a sustainable economy

- Promoting good governance
- Using sound science responsibly.

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

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

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

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

**Worcestershire Local Transport Plan 3 (LTP3) 2011-2026** - sets out Worcestershire's transport strategy, as well as identifying major long-term transportation pressures on the County.





## B Policies to be Replaced

**B.1** A list of those policies within the Adopted Local Plan (2004) which will be replaced upon the adoption of the DPD will be set out here

Adopted Local Plan Policy	Replaced By
H.2 Residential Locations	SAL.DPL1: Sites for Residential Development
H.6 Backland Development	SAL.DPL1: Sites for Residential Development
H.7 Sub-division of Existing Dwellings	SAL.DPL4: Flat Conversions
H.9 Other Provision for Housing	SAL.DPL2: Rural Housing
H.13 Residential Homes	SAL.DPL5: Extra Care Provision
H.14 Gypsy Sites: Existing Provision	SAL.DPL8: Land Allocations
H.16 Residential Caravans and Mobile Homes	SAL.DPL7: Residential Caravans and Mobile Homes
H.18 Accommodation for Dependants	SAL.DPL6: Accommodation for Dependants
E.3 British Sugar Factory	SAL.SK2: Former British Sugar Site
E.4 LeaCastleHospital	SAL.PDS1: Previously Developed Sites in the Green Belt
E.5 Rushock Trading Estate	SAL.PDS1: Previously Developed Sites in the Green Belt
E.6 Areas Allocated for Mixed Uses	Site specific policies
E.7 Development Involving Hazardous or Dangerous Substances	SAL.GPB1: Employment Land / Economic Development
E.9 Employment Development in the Green Belt	SAL.GPB1: Employment Land / Economic Development SAL.UP1: Green Belt SAL.UP11: Re-Use and Adaptation of Rural Buildings
D.4 Design (existing trees)	SAL.UP7: Quality Design and Local Distinctiveness
D.10 Boundary Treatment	SAL.UP9: Landscaping and Boundary Treatment
D.11 Design of Landscaping Schemes	SAL.UP9: Landscaping and Boundary Treatment
D.12 Public Art	SAL.UP7: Quality Design and Local Distinctiveness
D.15 Car Park Design	SAL.UP7: Quality Design and Local Distinctiveness
D.17 Design of Residential Extensions	SAL.UP8: Design of Extensions
D.18 Design of non-residential Extensions	SAL.UP8: Design of Extensions
AD.1 Local Character, Amenity and Safety	SAL.UP10: Advertisements
AD.2 Advertisements (Built Heritage)	SAL.UP10: Advertisements
AD.3 Advertisement Hoardings	SAL.UP10: Advertisements
AD.5 Advertisement Hoardings	SAL.UP10: Advertisements
AD.6 Free Standing Signs	SAL.UP10: Advertisements
NR.2 Contaminated Land	Adopted Core Strategy policy: CP01
NR.3 Development Adjacent to landfill Sites	National Policy
NR.11 Noise Pollution	National Policy

Adopted Local Plan Policy	Replaced By
NR.12 Light pollution	National Policy
NR.13 Development Adjacent to High Voltage Overhead Power Lines	National Policy
NR.14 Development Adjacent to Hazardous Establishments	National Policy
GB.1 Control of Development in the Green Belt	SAL.UP1: Green Belt
GB.2 Development in the Green Belt	SAL.UP1: Green Belt
GB.3 Outdoor Sport and Recreation	SAL.UP1: Green Belt
GB.4 Major Developed Sites in the Green Belt	SAL.PDS1: Previously Developed Sites in the Green Belt
GB.5 Re-use of Existing Industrial Premises in the Green Belt	SAL.UP1: Green Belt SAL.UP11: Re-Use and Adaptation of Rural Buildings
GB.6 Protection of Visual Amenity	SAL.UP1: Green Belt
DR.1 Areas of Development Restraint	SAL.UP2: Areas of Development Restraint
RB.1 Re-use and Adaptation of Rural Buildings – Conversion Criteria	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.2 Re-use and Adaptation of Rural Buildings – Appropriate Uses	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.3 Re-use and Adaptation of Rural Buildings – Impact of Existing Uses	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.4 Re-use and Adaptation of Rural Buildings – Operational Space	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.5 Re-use and Adaptation of Rural Buildings – Extensions and Curtilage Buildings	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.6 Provision for Protected Species	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
CH.1 Extensions and Improvements to Permanently Occupied Chalets	SAL.UP12: Chalets
CH.2 Extensions to Holiday Chalets	SAL.UP12: Chalets
CH.3 Change of Nature of Occupation	SAL.UP12: Chalets
CH.4 Replacement	SAL.UP12: Chalets
LB.1 Development Affecting a Listed Building	SAL.UP6: Safeguarding the Historic Environment
LB.2 Repairs, Alterations, Extensions and Conversions	SAL.UP6: Safeguarding the Historic Environment
LB.3 Fixtures and Fittings	SAL.UP6: Safeguarding the Historic Environment
LB.4 Parks and Gardens	SAL.UP6: Safeguarding the Historic Environment
LB.5 New Development Affecting the Setting of a Listed Building	SAL.UP6: Safeguarding the Historic Environment
CA.1 Development in Conservation Areas	SAL.UP6: Safeguarding the Historic Environment
CA.2 Demolition in Conservation Areas	SAL.UP6: Safeguarding the Historic Environment
CA.3 Shopfronts in Conservation Areas and in Relation to Listed Buildings	SAL.UP6: Safeguarding the Historic Environment
CA.4 Trees and Hedgerows in Conservation Areas	SAL.UP6: Safeguarding the Historic Environment

Adopted Local Plan Policy	Replaced By
CA.6 Other Areas of Special Character and Appearance	SAL.UP6: Safeguarding the Historic Environment
AR.1 Archaeological Sites of National Importance	SAL.UP6: Safeguarding the Historic Environment
AR.2 Archaeological Sites of Regional, County or Local Importance	SAL.UP6: Safeguarding the Historic Environment
AR.3 Archaeological Evaluations and Mitigation Measures	SAL.UP6: Safeguarding the Historic Environment
ED.1 Enabling Development	Not required
NC.1 Areas of National Importance	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
NC.2 Areas of Regional, County or Local Importance	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
NC.7 Ecological Surveys and Mitigation Plans	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
TR.11 Development Fronting Unmade Roads	Not required
TR.17 Car parking Standards and Provision	SAL.CC2: Parking
TR.20 The Location of Telecommunications	SAL.CC5: Telecommunications
LR.1 Parks, Public Open Spaces and Other Open Space Areas	SAL.UP4: Open Space and Play Provision
LR.3 Children's Play Space	SAL.UP4: Open Space and Play Provision
LR.4 Allotments	SAL.UP3: Providing a Green Infrastructure Network
LR.5 Informal Countryside Facilities	SAL.UP3: Providing a Green Infrastructure Network
LR.6 StourValley CountryPark	SAL.UP3: Providing a Green Infrastructure Network
LR.7 Hurcott Pool and Woods	Not required
LR.8 Public Rights of Way	SAL.UP3: Providing a Green Infrastructure Network
LR.9 Outdoor Sports Pitches and Playing Fields	SAL.UP4: Open Space and Play Provision
LR.10 Minster Road Outdoor Sports Area	SAL.UP4: Open Space and Play Provision
LR.11 Noisy or Intrusive Sports	Not required
LR.12 Airborne Sports	Not required
LR.13 Water Sports	Not required
LR.14 Golf Courses and Related Developments	Not required
LR.15 Staff Accommodation for Golf Facilities	Not required
TM.3 Extensions to Hotels and Guesthouses in the Green Belt	SAL.UP1: Green Belt
TM.4 Conversions to Tourism Uses in the Green Belt	SAL.UP1: Green Belt
CY.3 KidderminsterHospital	SAL.WK2: Kidderminster Hospital
CY.5 Existing Education Sites	SAL.DPL12: Educational Sites
CY.6 Cemeteries	Not required
RT.2 Primary Shopping Areas: Ground Floor Uses	SAL.GPB2: Town Centre Retail
RT.3 Bewdley District Centre	SAL.GPB2: Town Centre Retail

Adopted Local Plan Policy	Replaced By
RT.4 Edge-of-Centre Retail Proposals	SAL.GPB2: Town Centre Retail
RT.5 RetailParks and Major Stores	SAL.GPB2: Town Centre Retail
RT.6 Local Centres and Other Groups of Shops	SAL.GPB3: Protecting and Enhancing Local Retail Services
RT.7 Small Shop Change of Use	SAL.GPB3: Protecting and Enhancing Local Retail Services
RT.8 Outside the Identified Centres	SAL.GPB3: Protecting and Enhancing Local Retail Services
RT.9 Petrol Filling Stations	SAL.GPB4: Specialist Retailing
RT.12 Horticultural Retailing	SAL.GPB4: Specialist Retailing
RT.13 Food and Drink	SAL.GPB2: Town Centre Retail
TC.2 Town Centre Uses	SAL.GPB2: Town Centre Retail
TC.3 Commercial Leisure Facilities	SAL.GPB5: Supporting Major Tourist Attractions
TC.5 Town Centre Car Parking Areas	SAL.CC2 and site specific policies
KTC.1 Kidderminster Town Centre Redevelopment Area	Not required
KTC.2 Bromsgrove Street	Not required
KTC.3 Worcester Street Enhancement Area	Not required
KTC.4 Green Street Mixed Use Area	Not required
STC.1 Lichfield Basin (Severn Road Phase One)	Not required
STC.2 Carpets of Worth (Severn Road Phase Two)	SAL.EA1: Carpets of Worth
STC.3 Cheapside (Severn Road Phase Three)	SAL.EA2: Cheapside
STC.4 Bridge Street – Basins Link	SAL.STC1: Bridge Street Basins Link
STC.5 Canal Basins Area	Not required
STC.6 Vale Road (West)	Not required

**B.2** Worcestershire County Council also saved a number of Structure Plan Policies from the Worcestershire County Structure Plan beyond September 2007 under the provisions of the Planning and Compulsory Purchase Act. A number of these policies were replaced by the District Council's Adopted Core Strategy. The table below indicates those Structure Plan Policies which will be replaced by the Site Allocations and Policies DPD within the District's LDF.

Structure Plan Policy	Replaced By
CTC.2: Skyline and Hill Features	Not replaced
CTC.3: Areas of Outstanding Natural Beauty	Not replaced
CTC.9: Impact on Watercourses and Aquifers	SAL.CC7 - Water Management
COC.10: Sites of International Wildlife Importance	Not replaced
CTC.16: Archaeological Sites of National Importance	SAL.UP6: Safeguarding the Historic Environment
CTC.17: Archaeological Sites of Regional or Local Importance	SAL.UP6: Safeguarding the Historic Environment
CTC.18: Enhancement and Management of Archaeological Sites	SAL.UP6: Safeguarding the Historic Environment



Structure Plan Policy	Replaced By
CTC.19: Areas and Features of Historic and Archaeological Significance	SAL.UP6: Safeguarding the Historic Environment
CTC.20: Conservation Areas	SAL.UP6: Safeguarding the Historic Environment
CTC.21: Reuse and Conversion of Buildings	SAL.UP11: Reuse and Adaptation of Rural Buildings and SAL.UP6: Safeguarding the Historic Environment
D.10: Housing in the Open Countryside Outside the Green Belt	SAL.DPL2: Rural Housing
D.12: Housing in the Green Belt	SAL.UP1: Green Belt
D.16: Reuse and Conversion of Buildings	SAL.UP11: Reuse and Adaptation of Rural Buildings
D.17: Residential Mobile Homes	SAL.DPL7: Residential Caravans and Mobile Homes
D.24: Location of Employment Uses in Class B8	SAL.GPB1: Employment Land Allocations, and site specific policies
D.25: Use of Employment Land for Specific Uses within Class B	SAL.GPB1: Employment Land Allocations, and site specific policies
D.27: New Buildings for Business Uses Outside the Green Belt	SAL.GPB1: Employment Land Allocations
D.28: New Buildings for Business Purposes in the Green Belt	SAL.UP1: Green Belt
D.33: Retailing in Out-of-Centre Locations	SAL.GPB2: Town Centre Retail
D.38: General Extent and Purposes of the Green Belt	SAL.UP1: Green Belt
D.39: Control of Development in the Green Belt	SAL.UP1: Green Belt
D.40: Green Belt Boundary Definition	SAL.UP1: Green Belt
D.44: Telecommunications	SAL.CC5: Telecommunications
T.3: Managing Car Use	SAL.CC1: Sustainable Transport Infrastructure
T.4: Car Parking	SAL.CC2: Car Parking
T.7: Interchange Facilities	SAL.CC1: Sustainable Transport Infrastructure
T.8: Interchange Facilities in the Green Belt	Not replaced
T.11: Assessment of New Roads	SAL.CC3: Major Transport Infrastructure
T.13: Motorway Service Areas	Not replaced
T.15: Freight/Goods Transfer	SAL.CC4: Freight
T.16: Accident Reduction	SAL.CC1: Sustainable Transport Infrastructure
T.17: Retention of Rail Property	SAL.CC1: Sustainable Transport Infrastructure
T.18: River Severn	Not replaced
T.19: Airfields	Not replaced
RST.1: Criteria for the Development of Recreation and Sports Facilities	SAL.UP3: Providing a Green Infrastructure Network
RST.2: Location of Informal Countryside Recreation Developments	SAL.UP3: Providing a Green Infrastructure Network
RST.3: Public Rights of Way	SAL.UP3: Providing a Green Infrastructure Network
RST.4: Recreational Walking Routes	SAL.UP3: Providing a Green Infrastructure Network

Structure Plan Policy	Replaced By
RST.5: Recreational Cycling Routes	SAL.CC1: Sustainable Transport Infrastructure
RST.6: Horse Riding Routes	SAL.UP3: Providing a Green Infrastructure Network
RST.7: Recreation in Areas of Outstanding Natural Beauty	Not replaced
RST.11: Major Sports Developments	Not replaced
RST.13: Golf Courses	Not replaced
RST.17: Holiday Chalets	SAL.UP12: Chalets
RST.19: Touring Caravan Sites	Not replaced
M.1: Regional Production	To be replaced by Minerals Core Strategy
M.2: Safeguarding of Deposits	To be replaced by Minerals Core Strategy
M.3: Mineral Extraction	To be replaced by Minerals Core Strategy
M.4: Restoration and Aftercare	To be replaced by Minerals Core Strategy
M.5: Abberley and Malvern Hills	To be replaced by Minerals Core Strategy
M.6: Recycled Materials	To be replaced by Minerals Core Strategy
EN.3: Waste to Energy	To be replaced by Waste Core Strategy
WD.1: Waste Management	To be replaced by Waste Core Strategy
WD.2: Waste Management Facilities	To be replaced by Waste Core Strategy
WD.4: Landfill	To be replaced by Waste Core Strategy



## **C Guidance on Viability Assessments**

**C.1** This appendix, highlights the main inputs that the Council would expect to assess as part of a viability assessment, as well as the information and extent of evidence required to be submitted by the applicant (developer). The attached appendix is intended as a guide to the inputs and information required by the Council and is not intended to be exhaustive; further information may be requested by the Council on a site specific basis.

**C.2** The Council reserves the right to obtain independent advice from a qualified professional with regards to any of the development appraisal inputs and evidence submitted by the applicant (developer), in order to validate cost or revenue / value assumptions. As previously stated the Council will ensure confidentiality and will gain the developer's consent prior to releasing any details that have been submitted in confidence.

### **Site Value**

**C.3** Where the site in question has already been acquired by the applicant, prior to planning permission being granted, the basis of the acquisition cost must be fully explained in the supporting evidence. The acquisition cost must also include costs and fees in relation to purchasers costs (i.e. stamp duty, legal fees and agency fees). If the site is yet to be acquired the applicant must set out how much they are proposing to pay for the site.

**C.4** As a general rule, a landowner in most cases, will not be willing to release land for development if the residual site value does not exceed the value of the site in its existing use value. We set out below the various valuations which should be included in a viability assessment.

#### **Existing Use Value (EUV)**

**C.5** The viability assessment should include an assessment of the value of the site in its existing use with no prospect of any alternative planning consent.

#### **Alternative Use Value (AUV)**

**C.6** The viability assessment should, where relevant, also include an assessment of the market value of the site if that differs from the existing use value, including any allowance for 'hope value' of a potential project or alternative uses which are in accordance with the policies in the development plan. It is critical that any alternative uses must be realistic and can be shown to be capable of implementation. An alternative use value assessment may be required for the residential proposals and for any other realistic alternative land uses.

**C.7** The Council will obtain an independent opinion from a qualified professional valuer, with local market knowledge, of the historic acquisition cost (if applicable), current existing use value, and the market value of the proposed residential uses and any other realistic alternative uses.

### **Build Costs (Basic Build Costs Only)**

**C.8** The viability assessment should specify the standard build costs for the following elements:

- Market housing;
- Affordable housing;
- Non-residential uses (where relevant);
- Ancillary facilities (including car parking and landscaping as separate items)

**C.9** While base build costs can be expressed as a composite figure (per sq m / sq ft) for each item (identified above) including external works, drainage, utilities, fees, preliminaries and contingencies, the evidence submitted to support the development appraisal must also provide a breakdown of these factors by cost and / or percentage on cost where appropriate. Average standard build costs as well as overall build cost must be included in the supporting evidence.

**C.10** The Council may request a professionally prepared cost plan, including justification for any costs which vary markedly from industry standard indices such as the Building Cost Information Services (BCIS).

**C.11** Build Costs should be based on current day costs, however should the applicant have allowed for building cost inflation, these assumptions must be spelt out clearly and be fully justified.

### **Abnormal Costs**

**C.12** The viability assessment must include any abnormal build costs over and above those basic build costs identified above. These abnormal costs must be itemised individually in the appraisal and fully explained in the supporting evidence. Examples of abnormal costs include decontamination and remediation works.

### **Fees and Other On-Costs**

**C.13** The applicant should provide an itemised breakdown of the main development and sales related fees and other costs that the developer expects to incur, including fees for design (architects), engineering, planning, building control, surveying, warranties, project management, legal fees, introduction fees, marketing and direct sales costs and contingencies. The applicant must include within the supporting evidence a statement which sets out which services are provided in-house and those which are out-sourced.

**C.14** The Council will also expect finance costs, the borrowing rate and the period of borrowing, as well as any credit rates to be specified in the development appraisal.

### **Planning Gain / Obligations / Levies / Tariffs**

**C.15** The development appraisal must include a detailed breakdown of planning obligations / levies / tariffs, which conform with published policy documents and reflect any pre-application negotiations between the Council and the applicant. The nature, extent and timing of the contributions should also be specified. The Council will expect the supporting evidence to provide a breakdown of planning gain / obligations to be broken down on a per unit basis.

**C.16** The Council will compare the estimated figures with its own knowledge on the levels of planning gain contributions sought and have reference to any pre-application discussions. Comparisons may be made with similar schemes within the District to ensure the levels identified are reasonable.

### **Profit Margin (Gross / Net)**

**C.17** The development appraisal must specify the total projected return for risk and profit, also expressed as a percentage of the gross development value / cost. A breakdown must also be provided for overheads and net profit levels.



## **Other Development Costs**

### **Infrastructure Requirements**

**C.18** The development appraisal should include itemised costs relating to infrastructure requirements, such as neighbourhood and major roads and utilities. These costs relate to the development site itself and therefore will exclude contributions to strategic highways and infrastructure requirements as these are likely to be classified as planning obligations / levies / tariffs above.

**C.19** The supporting evidence should explain the basis of these costs and the Council may request a professionally prepared cost plan.

### **Code for Sustainable Homes (CSH)**

**C.20** Build costs assumed within the development appraisals may increase over time, as higher code levels of the Code for Sustainable Homes (CSH) become mandatory in the future. The most recent report, 'Cost Analysis of the Code for Sustainable Homes' (Communities and Local Government) indicates that the additional costs of achieving higher code compliant homes could be significant. Code Level 6 – the highest code level - is scheduled to become mandatory by 2016.

**C.21** As such, the Council will expect the appraisal and supporting evidence to specify the level of CSH assumed for both market and affordable dwellings and the basis of the costs assumed. Should Council policy specify a particular level of CSH to be achieved for a particular development, the applicant should ensure costs to achieve the relevant level are included within the assessment.

### **Projected Sales Prices for Dwellings**

**C.22** The supporting evidence should provide a schedule which includes the number, size and type (bedroom numbers and gross internal floorspace) of the market and affordable dwellings to be provided as part of the development.

**C.23** The development appraisal must set out how much the developer is proposing to sell the completed dwellings for, broken down by dwelling type and the assumptions made as to sales rates for market housing.

**C.24** The Council will expect the above assumptions to be supported by evidence, which will include a local residential property market report, setting out comparable new build developments in the locality to assist in establishing the base values for the proposed development. Local agents' advice will assist in the process, but will not be adequate in isolation.

**C.25** Sales values should be based on current day values and, if predicted to the point of completion, these assumptions must be spelt out clearly and be fully justified.

### **Affordable Housing Revenues**

**C.26** The supporting evidence should provide details of the tenure mix of the affordable dwellings, which should be in accordance with policy CP04 of the Adopted Core Strategy which sets an indicative tenure split of 70% social rented and 30% intermediate housing unless indicated otherwise through pre-application discussions. Pre-application discussions will be

informed by the most up-to-date tenure mapping information. Applicants should provide a breakdown of the number of affordable dwellings, types and size (bedroom numbers and gross internal area).

**C.27** The applicant should provide within the development appraisal and supporting evidence the value attributable to providing affordable housing, including social rented units, affordable rented units, shared ownership units and any other form of intermediate housing. The Council will require a statement as to the assumptions made regarding target rents and the likely levels of Social Housing Grant, where appropriate.

**C.28** The Council may seek advice from preferred partner Registered Providers (RPs), as to the assumptions made with regards to the value attributed to the various affordable housing types.

### Summary

**C.29** The Council are aware that development viability is a material consideration when considering development proposals, which otherwise comply with planning policy. The Council will expect development proposals to be policy compliant in respect of contributions to infrastructure and other planning gain requirements (including affordable housing), unless a robust and fully justified viability assessment can be presented.



## D Open Space Standards

Table D.1

Typology	Quantity standard (hectares per 1000)	Accessibility standard	Quality - Essential Features	Quality-Desirable Features
Town parks	0.33	Urban - 15 minute walk (720m) Rural - 20 minute drive	Clean/litter free Toilets Well-kept grass	Flowers and trees Facilities for young Seating
Local parks	0.24	Urban - 10 minute walk (480m) Rural - 15 minute drive	Clean/litter free Toilets Well-kept grass	Seating Water features Litter bins
Natural and semi natural	2.30	10 minute walk (480m)	Clean/litter free Nature features Footpaths	Flowers and trees Litter bins Parking facilities
Amenity green space	0.29	10 minute walk (480m)	Well-kept grass Clean/litter free Dog-free area	Dog-walking facilities Level surface
Children's play areas	0.05	10 minute walk (480m)	Clean/litter free Facilities for the young Toilets	Dog-free area Litter bins On-site security
Provision for young people	0.03	15 minute walk (720m)	Equipment Good access Range of facilities	Equipment maintenance Clean/litter free Litter bins
Outdoor sports facilities	1.91	10 minute walk (480m) – grass pitches) 15 minute drive time – tennis courts, bowling greens, synthetic pitches and golf courses	Clean/litter free Well kept grass Parking facilities	Changing facilities Good site access On-site security
Allotments	0.191	10 minute walk (480m)	Parking facilities Well-kept grass Good site access	Toilets Seating Footpaths

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## 1 Introduction and Context

**1.1** Following the introduction of a new planning system in September 2004, the District Local Plan (January 2004) is being replaced with the Local Development Framework (LDF). The LDF provides the 'blueprint' for the future development within the District and seeks to embrace 'spatial planning', which addresses social, environmental and economic issues, through land use and positive planning policies. The LDF comprises a portfolio of documents which combine to provide the framework for the future development of the District.

**1.2** The first document to be prepared was the Core Strategy which was adopted in December 2010. The Adopted Core Strategy sets out the strategy and vision that will guide planning and related initiatives up to 2026. The Adopted Core Strategy provides the Development Strategy which will guide the future decisions on where to locate new homes, businesses and leisure facilities. Although setting out the future plan for development, the Adopted Core Strategy does not specifically identify any particular sites where development will occur. This is the role of the Site Allocations and Policies and the Kidderminster Central Area Action Plan (KCAAP) Development Plan Documents (DPDs).

**1.3** Area Action Plans should be used where there is a need to provide a planning framework for areas where significant change is needed. Kidderminster is highlighted through the Adopted Core Strategy as the strategic centre of the District with significant redevelopment and regeneration potential. However, it is also a town undergoing major economic restructuring and faces acute economic, social and environmental challenges.

**1.4** It is therefore considered important for Kidderminster to have a specific Area Action Plan to identify areas for change and help stimulate and deliver these regeneration opportunities. This will also help to highlight specific and detailed site-based issues and provide a wider vision and concepts that look beyond individual sites.

### The Role of the Kidderminster Central Area Action Plan DPD

**1.5** Kidderminster is the main service centre for Wyre Forest District and the surrounding areas and was recognised by the former emerging West Midlands Regional Spatial Strategy as one of 25 strategic centres within the West Midlands region.

**1.6** Kidderminster is a town with significant opportunities for regeneration and redevelopment. Since 2009, the District Council, in partnership with key regeneration bodies such as Worcestershire County Council, the Homes & Communities Agency and British Waterways, has been progressing the ReWyre Initiative. The focus of ReWyre is to promote and improve Kidderminster and it was launched with a Regeneration Prospectus which highlights the town's opportunities and constraints. ReWyre has helped to fund and facilitate several projects and events that have contributed positively to the town. The ReWyre Initiative highlights the potential of the town; however, these opportunities need to be planned and managed to ensure that any subsequent development benefits the whole of Kidderminster as well as the wider District.

**1.7** The role of the KCAAP is to provide a detailed planning policy framework which sets out the strategy and policies for the development of the town's central area, and helps to achieve this regeneration. It promotes sustainable growth for the town and encourages the investment and economic, social and environmental development needed to make Kidderminster a prosperous and quality place.

**1.8** In order to do this, the KCAAP sets out area-wide development management policies that provide the general principles for sustainable development and highlights the ambitions for the town. In addition to this, the KCAAP also contains site-based policies for certain parts of the town that will provide a detailed policy framework to deliver existing development opportunities.

**1.9** The document reflects the needs set out in the Sustainable Community Strategy through providing appropriate facilities to meet the needs of the local community. The document will need to conform to national planning policy and, crucially, the document must conform to, and help to deliver, the policies set out in the Adopted Core Strategy.

**1.10** The KCAAP is also considered to be in conformity with the objectives of the National Planning Policy Framework (NPPF) by pro-actively planning for sustainable development and taking a positive approach to growth. It provides the strategic priorities for the town and indicates key locations to target development.

**1.11** The plan provides the clear and firm guidance needed to encourage investment and stimulate regeneration by giving confidence to potential investors. It also provides the basis for co-ordinating the actions of a range of public and private sector partners that have the ability to deliver key projects. However, the KCAAP also allows for the flexibility needed to deal with a variety of possible scenarios for the town's development and to take advantage of wider opportunities for growth that may present themselves.

#### **Links to Adopted Core Strategy and Site Allocations and Policies DPDs**

**1.12** The KCAAP has strong links to both the Adopted Core Strategy and Site Allocations and Policies DPDs and they are mutually reinforcing documents providing a complete package of policy guidance. Together with the Site Allocations and Policies DPD, the KCAAP provides the necessary information to implement the strategic objectives and Development Strategy set out within the Adopted Core Strategy. For sites within the KCAAP area, the reader should also refer to the relevant policies contained within these other DPDs as they provide more generic policy guidance which applies to sites throughout the District. Links to these other policies are highlighted within the Monitoring and Implementation Framework section of the KCAAP.

#### **What stage are we at now?**

**1.13** The following diagram identifies the stages in the development of the KCAAP DPD:



**1.14** As indicated on the diagram the KCAAP DPD has already been through two periods of public consultation at Issues and Options and Preferred Options stages. The DPD has been prepared taking into account of the responses received from these previous rounds of consultation, as well as a variety of other sources, including:

- Development of the Sustainability Appraisal
- Evidence Base – which has included new studies and updates of previous work
- Engagement with developers and landowners
- Adopted Core Strategy
- Sustainable Community Strategy and other plans and strategies

### Sustainability Appraisal and Evidence Base

**1.15** A key requirement of ensuring that we provide a robust and appropriate plan is basing decisions on allocations and the policies provided on credible and reliable evidence.

**1.16** Sustainability Appraisal (SA) is the process which has been used to test the economic, social and environmental sustainability of the policies and sites considered as the KCAAP DPD has developed. All DPDs are required to undergo this process which incorporates the requirements of the EU Strategic Environmental Assessment (SEA) Directive. Sustainable Development lies at the heart of the planning system and the SA is required to perform a key role in providing a sound evidence base for the plan and form an integrated part of the plan preparation process. Sustainability Appraisal should inform the evaluation of alternatives and should demonstrate that the plan is the most appropriate given reasonable alternatives. The Sustainability Appraisal has been used to inform the policies and site allocations within this DPD and has also identified mitigation measures which have been incorporated within the general and site specific policies.

**1.17** Numerous background studies and technical reports have been produced to inform the decisions made regarding sites in this DPD. All of the studies are available to view on the Council's website. Some of the main studies produced to inform the site selection process include:

- Sustainability Appraisal (Draft SA Report May 2011)
- Strategic Housing Land Availability Assessment (SHLAA) (December 2009) updated April 2010
- Strategic Flood Risk Assessment (SFRA) Level 1 (January 2008)
- SFRA Level 2 (February 2010)
- Water Cycle Strategy (February 2010)
- Retail and Commercial Leisure Study (December 2006) Updated February 2010
- Open Space, Sport and Recreation Assessment (October 2008)
- Worcestershire Strategic Housing Market Assessment (February 2012)
- Green Infrastructure Study (January 2010)
- Community Facilities Audit (2009) updated 2012
- Churchfields Masterplan SPD (September 2011)
- Bromsgrove Street Site Concept Feasibility Study (October 2011)
- Conservation Area Character Appraisals & Management Plans
- Historic Environment Record
- Wyre Forest Local Heritage List
- Employment Land Review Refresh
- Assessment of Potential Sites for Gypsies, Travellers and Travelling Showpeople
- Green Infrastructure Strategy
- Urban Design Advice
- Viability Advice (including Community Infrastructure Levy and Worcestershire County Council Infrastructure Plan)
- Habitats Regulations Assessment (HRA)
- Infrastructure Delivery Plan
- Sequential Testing (Flooding)
- Wyre Forest Playing Pitch Strategy

## Policy Context

**1.18** The KCAAP DPD must be in accordance with national planning policy as set out in the NPPF. In addition to this, the DPD must be in accordance with the Development Strategy and core policies set out within the Adopted Core Strategy.

**1.19** In addition to the KCAAP, the Wyre Forest District LDF will contain a number of other documents. These documents provide a package of policy guidance and are mutually reinforcing. Readers of the KCAAP should consult the relevant policies in all LDF documents. These documents are:

- **Adopted Core Strategy DPD** – The Adopted Core Strategy sets the vision and Development Strategy for the District. It also sets out a number of strategic development objectives and a series of policies for delivering the vision and the strategy. The Core Strategy was adopted on 9<sup>th</sup> December 2010. All other LDF documents must be in conformity with the Adopted Core Strategy.



- **Site Allocations and Policies DPD** - The Site Allocations and Policies DPD will allocate specific sites for specific types of development and will set more detailed planning policies for the determination of planning applications. It is essential that this DPD is read in conjunction with the KCAAP as it provides generic policy guidance that is equally applicable to the KCAAP area. The relevant Site Allocations and Policies guidance is highlighted in each section of the KCAAP. A table is included in the Monitoring and Implementation Framework section showing the policy links between the 3 DPDs.
- **Proposals Map** – This will be published alongside the Site Allocations and Policies and KCAAP DPDs and will show graphically the policies and allocations set out within these documents.
- **Supplementary Planning Documents** – The Council has produced a number of SPDs, such as the Churchfields Masterplan, Design Quality, and Planning Obligations documents, where it has considered them necessary to provide more details on the policies set out within other parts of the LDF. SPDs are not part of the statutory development plan and do not have the same weight. However, they will be significant considerations in determining planning applications.

## Approach to Site Selection in KCAAP

**1.20** The Adopted Core Strategy has established the strategic policy framework within which the site allocations in the KCAAP must sit. This includes details on the amount of development and the broad locations for it. Therefore, the policies within the Adopted Core Strategy have meant that some sites have been eliminated as potential sites for new development. The Adopted Core Strategy directs the majority of new development to sites on previously developed land within Kidderminster and Stourport-on-Severn and as such a number of sites which were set out within the Issues and Options Paper are now no longer being considered as they are not in accordance with the Development Strategy and policies set out within the Adopted Core Strategy DPD.

**1.21** The site selection has also been influenced by the Sustainability Appraisal process which has involved undertaking a detailed assessment of each of the potential development sites against a set of criteria called the Sustainability Appraisal framework. The criteria look at social, economic and environmental issues. Each site has then been ranked to determine which sites are the most appropriate to bring forward in terms of their implications for sustainability.

**1.22** Additionally, the representations received from stakeholders and members of the public during the Issues and Options consultation which took place during January 2009 have been used to further inform the selection of sites. The remaining sites were then scrutinised through the Preferred Options consultation in Summer 2011.

**1.23** The sites now identified in this Publication version of the KCAAP are considered to be appropriate for sustainable development and are in conformity with the strategic direction for the District as set out in the Adopted Core Strategy.

## 2 A Sustainable Future - Development Strategy

### Development Context

**2.1** The overarching decisions regarding the amount of development and the types of location for development within the District have already been made through the Adopted Core Strategy. The headline figures for this are identified below. For a more detailed understanding of the strategic direction for future development, please consult the Adopted Core Strategy (December 2010).

### Quantum of Development

**2.2** The Adopted Core Strategy identifies the following quantum of development that Wyre Forest District Council needs to plan for from 2006 – 2026:

- Residential: 4,000 dwellings (District wide)
- Employment Land: 44ha (District wide)
- Comparison Retail Space: 25,000 sqm (Kidderminster)
- Office Space: 40,000 sqm (Kidderminster)

**2.3** These numbers provide the steer for the amount of land that will need to be allocated within the site specific DPDs. However, there is not a specific target for the Kidderminster Central Area Action Plan (KCAAP), rather a focus for development to be targeted here in the first instance. However, the KCAAP will have an important role to play in identifying sites to meet an element of this requirement through targeting development to key sites that exist in and around the central area of Kidderminster.

**2.4** The Adopted Core Strategy identifies that a sequential approach will be taken when considering future development. The approach to site selection identifies that key regeneration sites within the KCAAP boundary (detailed boundary set out in Appendix C) as highlighted in the Kidderminster Regeneration Prospectus should be the primary area of focus. The KCAAP also seeks to ensure that previously developed land is maximised, with an emphasis on sustainable regeneration.

### Vision Statement

**2.5** The vision below sets out the aspirations about the type of place the KCAAP area will be in 2026. It complements and enhances the vision and priorities set out within the Adopted Core Strategy.

#### Vision

In 2026 Kidderminster will have benefited from a significant programme of sustainable regeneration on previously developed land and economic investment to create a prosperous town. The town will contain a successful mix of complimentary uses that adds vitality, including an increased residential population.

The town will have built on its position as a major employment provider in the District, diversifying its economy and welcoming new economic opportunities. It will have increased and improved its retail offer and become a tourism hub for the District.

The town centre will be a vibrant, attractive and safe environment in which people wish to spend their time at all times of the day and night, taking advantage of a variety of retail, leisure, learning and employment opportunities. New public open spaces will provide pleasant and dynamic breathing spaces for people which play host to a variety of events and activities.

The quality of the urban environment will have been greatly improved with good urban design practice being integral to new development. Streets will be designed to welcome multi-modal users and function as spaces for people too. Streets and spaces will be overlooked by buildings, providing vital activity and natural surveillance.

Kidderminster town centre will be a well-connected and accessible place with easy access to the surrounding neighbourhoods. It will be pedestrian and cycle friendly, providing simple and direct routes that link up key areas of the town, reducing the desire to visit via motorised transport. The barrier effect of the ring road will be reduced with its transformation into an urban boulevard and the inclusion of surface level pedestrian crossings.

The River Stour and the Staffordshire & Worcestershire Canal will provide important natural and pedestrian movement corridors through the town and make an important contribution towards a vital green infrastructure network through the urban area. The waterways will be flanked by attractive waterside developments that make the most of these assets and bring them more into focus.

## Strategic Objectives

**2.6** The following objectives provide the broad strategic points that will help to address the key challenges in the town and deliver the vision set out above. These objectives form the basis of the Development Strategy.

### Strategic Objectives

1. Develop Kidderminster as the strategic centre of the District and beyond.
2. Deliver the growth of residential, retail, and employment development.
3. Deliver the regeneration of key town centre sites, re-using previously developed land and buildings.
4. Drive up the quality of urban design and architecture.
5. Conserve and enhance the town's heritage assets.
6. Develop and enhance the blue and green infrastructure provision within the town, particularly along the canal and river, recognising its contribution towards the wider green infrastructure network.
7. Safeguard and replenish the town's biodiversity and geodiversity contribution.
8. Ensure the town is equipped to adapt to and mitigate against the impacts of climate change.
9. Safeguard the town against flood risk and ensure good water management.
10. Improve air quality around the town, with a particular focus on the Horsefair AQMA.

11. Increase the provision and use of sustainable modes of transport and create a walkable environment.
12. Ensure the town is safe and enjoyable for all users.

### 3 A Proactive Approach to Sustainable Development

#### Policy SAL.PFSD1

##### **Presumption in favour of Sustainable Development**

The District Council will view development proposals which accord with the overarching Development Strategy and reflect the principles of sustainable development positively. It will continue to work pro-actively with developers and stakeholders through the pre-application process to ensure that such proposals can be approved wherever possible to help secure development that contributes to the economic, social and environmental well-being of Kidderminster's central area.

Planning applications that accord with the policies in the DPDs (and, where relevant, with policies in Neighbourhood Plans) will be approved as soon as possible, unless material considerations indicate otherwise.

Where there are no policies relevant to the specific application then the Council will grant permission unless material considerations indicate otherwise, taking into account whether any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF.

#### **Reasoned Justification**

**3.1** The NPPF states that Local Planning Authorities should positively seek opportunities to meet development needs in their area and that proposed development that accords with an up-to-date Local Plan should be approved. The Area Action plan provides a positive platform for new development to be brought forward within the central area of Kidderminster and enables the strategic priorities of the NPPF to be met.





## 4 A Desirable Place to Live

**4.1** The Adopted Core Strategy sets out that 4,000 new dwellings are to be delivered in the District over the plan period. The KCAAP area has a significant role in providing sites for this new housing development and will contribute greatly to the regeneration objectives for the town.

**4.2** The section also includes a policy on mixed-use developments as providing a mix of uses is an important part of adding vibrancy to the town. Including residential development as part of mixed use schemes is a particular aspiration within the KCAAP especially as many potential development sites are located within the town centre. Including residential schemes as part of a mix of use aids activity throughout the day and night and improves natural surveillance.

### Housing

#### Housing Objectives

The overall housing objectives for the KCAAP area are to:

- Increase the amount of people living within the town centre.
- Regenerate Churchfields as a housing-led urban village.
- Create a sustainable and balanced community meeting a variety of needs.
- Create a safe environment which reduces opportunities for crime.

**4.3** Developments which contribute to increasing the residential population within the KCAAP area will generally be encouraged. The District Council's aim is to protect and improve existing residential environments and residents' quality of life and create new living environments of lasting quality.

**4.4** Sites allocated for housing are identified in the site specific policies in Part B. However, residential development on non-allocated sites will generally be supported providing they are in line with the vision and objectives of the KCAAP and other LDF policies.

#### Housing in the KCAAP Area

**4.5** At the moment, apart from Churchfields and Park Lane, there is very little residential accommodation within the KCAAP area. The existing dwellings that are in the town centre mainly consist of isolated apartment blocks that have come from chance conversion schemes.

**4.6** However, within the KCAAP area there are a number of significant regeneration sites that could provide the opportunity to include residential accommodation as part of any new development.

**4.7** A key aspiration for the District Council is to increase the amount of people living within the town centre in order to add some vibrancy. Currently, the centre of Kidderminster is very quiet during the evening and the introduction of housing into the area is seen as a key way of promoting activity throughout the day. It is also hoped that an increased residential population will help to boost the town's evening economy as operators look to capitalise on the opportunity of having potential customers on their doorstep.

## Churchfields Masterplan Supplementary Planning Document

**4.8** The KCAAP (in Part B) sets out the future vision for the Churchfields area of Kidderminster for it to be regenerated as a new urban village on the edge of the town centre. It is expected that this area will provide a significant amount of new housing, together with opportunities for new office, small-scale retail and leisure development. Churchfields is the largest regeneration site in the town and is a priority for the District Council.

**4.9** In addition to the guidance in the KCAAP, the District Council has also produced the Churchfields Masterplan Supplementary Planning Document. The Masterplan provides a detailed design framework to help guide future development in this area. The Masterplan sets out 9 key design principles to be followed that will be fundamental in creating a well designed and successful place. The Masterplan also identifies individual geographical 'character areas' within Churchfields and provides more detailed design considerations for each.

**4.10** The Masterplan SPD is detailed further within the Churchfields character area section in Part B of this document.

### Housing Mix

**4.11** The District Council is committed to delivering mixed communities which meet the accommodation needs of both existing and future residents. Therefore, new housing should be provided in accordance with the Adopted Core Strategy and other LDF policies in regard to density and the mix of dwelling types and tenures.

**4.12** Residential development, as part of mixed use schemes, will be supported providing that the neighbouring uses are complimentary and would not affect residential amenity. The reuse of the upper-floors of buildings in the town centre for residential use will also generally be encouraged.

**4.13** To avoid a potential conflict with alternative uses in the town centre, measures to maximise the mitigation of potential noise and disturbance should be built into the design.

### Affordable Housing

**4.14** Affordable housing provision will generally be required to be in accordance with the Adopted Core Strategy and other LDF policies. However, within the KCAAP area it is recognised that the economic challenges and constraints of regenerating town centre sites can make this cost prohibitive. Therefore a case may be made for altering the level of affordable housing required on a development where an acceptable site viability assessment has been carried out to show the reason behind this. This should be in line with policy SAL.DPL3: Financial Viability in the Site Allocations and Policies DPD.

**4.15** Furthermore, the levels of affordable housing required could also be reduced when contributions towards other important site improvements are being made. This is particularly relevant to potential infrastructure improvements needed to make a site developable.

## Policy KCA.DPL1

### Sites for Housing

Residential development will be encouraged within the KCAAP area and the District Council will seek to provide at least 900 dwellings within the plan period.

Within the Primary Shopping Area of the town residential development will be allowed within the Primary Shopping Frontage but only above ground floor. However, within the Secondary Shopping Frontage and the rest of the Primary Shopping Area, residential development at ground floor may be considered acceptable where vitality and viability is particularly weak.

Elsewhere, development for residential uses will be acceptable throughout the KCAAP subject to the provisions of site specific policies, and on previously developed land not subject to site specific policies providing that proposals are in accordance with all other relevant LDF policies.

Applicants should consider innovative ways of securing mixed tenures and types of housing within town centre residential schemes that deliver amenity space and car parking preferably on-site. Proposals that rely on off-site provision will need to secure improvements to that provision and improved pedestrian connectivity to these facilities.

Subject to details, the Council will be particularly supportive of mixed use developments that secure housing and commercial opportunities within the town centre.

## Mixed Use Development

### Mixed Use Development Objectives

The overall mixed use objectives for the KCAAP area are to:

- Provide mixed use developments and areas within the town centre to add to its vibrancy.
- Create a mix of activity throughout different parts of the day and the night to maximise the town's commercial potential.
- Create a safe and secure environment which reduces opportunities for crime

### Mixed Use Centres

**4.16** Providing a mix of uses within the KCAAP area is an important way of achieving the vitality and viability that will help make Kidderminster a success. A good mixed use area or development should provide a range of uses that appeal to a variety of different users and encourage a variety of different activities. This should also promote activity at different times throughout the day and night and encourage natural surveillance.

**4.17** Creating activity and footfall throughout the day and night will help to improve the vibrancy of the area. Areas of the town which only provide a single use should generally be avoided as they will reduce vitality and viability at different times and this could limit the commercial potential of the centre. The District Council will support an area approach whereby mixed uses can be secured across several sites as well as encourage mixed use development within a single site. This can be achieved through both a horizontal mix (i.e. a mix of uses along a street frontage) and a vertical mix (i.e. a mix of uses within different levels of the same development). These various opportunities to achieve a mixed use approach have guided the development of site specific policies in Part B.

## Policy KCA.DPL2

### Mixed Use Development

A mix of uses, including residential development, should be sought on development sites within the KCAAP area where consistent with other LDF policies.

As part of mixed-use schemes the District Council will support uses that contribute to vitality and viability of the town centre. This will include:

- a. Retail (A1-A5)
- b. Offices (B1(a))
- c. Hotel (C3)
- d. Residential Institutions (C2)
- e. Dwelling Houses (C3)
- f. Non-residential Institutions (D1)
- g. Assembly & Leisure (D2)
- h. Community Uses (including medical)

The uses included in new mixed development should be complimentary to each other and to neighbouring uses.





## 5 A Good Place to do Business

**5.1** The KCAAP area is the single biggest area of employment in the District containing over 7,000 jobs in retail, leisure, offices, professional services, community facilities, education and leisure. This shows the importance that this area has for the overall economy of the Wyre Forest District.

**5.2** The District Council will encourage further job creation in Kidderminster and will encourage new development that helps to not only diversify the economy of the town, but also the skills base of the people who work within it.

**5.3** The economic success of Kidderminster is important for the town's future and has major influence on its popularity as a desirable place to live, work and visit. Therefore, developing and reinforcing the economy must be a priority.

**5.4** A key aim for the KCAAP is to enhance the vibrancy of the town to drive forward its economy. As such the District Council will look to strengthen and diversify the economic base of the town. Allowing a range of activities in the town centre will help to create vibrancy. In particular, new economic development incorporated as part of mixed use sites would work to provide a range of activity throughout different parts of the day.

**5.5** Proposals for economic development that would contribute to the vitality and viability of the town will generally be encouraged, providing that they meet the objectives and policies set out within the rest of the KCAAP.

**5.6** Through the NPPF, the Government looks to secure sustainable economic growth, and a key objective of doing this is to promote the vitality and viability of town centres. Therefore, the District Council will take a positive and flexible approach to proposals for economic development and will seek out new opportunities that will help grow and diversify Kidderminster's economy. New opportunities in retail, education, health care, tourism, leisure, sport and office-based business are all present in the town and will be promoted.

### Retailing

#### Retail Objectives

The overall retail objectives for the KCAAP area are to:

- Maintain and enhance Kidderminster's role as the primary retail centre.
- Seek a new retail anchor for the Worcester Street/Bromsgrove Street area.
- Provide a flexible approach to uses within the Primary Shopping Area, particularly within the secondary shopping frontage.

**5.7** A key objective of the KCAAP is to maintain and enhance Kidderminster town centre as the primary retail centre within the Wyre Forest District. Proposals which broaden the range of Kidderminster's retail offer and improve the vitality and viability of the town centre will generally be encouraged.

**5.8** In line with the NPPF, as well as Adopted Core Strategy policy DS01: Development Locations, any new retail development will need to follow a sequential test with Kidderminster's Primary Shopping Area being the preferred location. Policy SAL.GPB2: Town Centre Retail in the Site Allocations & Policies DPD provides more detailed guidance on the sequential test which will enable the District Council to help to meet the Government's aims to promote competitive town centres.

### **Primary Shopping Area**

**5.9** The District Council has set out the area which it considers to be the Primary Shopping Area for Kidderminster on the Proposals Map.

**5.10** Retail development and activity in the town will be concentrated within this area and the expansion and diversity of the retail offer here will be actively encouraged. Consolidating the retail facilities within a tighter geographical area of the town will help to concentrate footfall and contribute to creating a more viable centre and improve its attractiveness as a shopping destination.

**5.11** The Primary Shopping Area is split into two separately defined areas:

- Primary Shopping Frontage
- Secondary Shopping Frontage

#### Primary Shopping Frontage

**5.12** The primary shopping frontage, as defined on the Proposals Map, is focused on the main shopping streets which comprise the areas around Weavers Wharf, Vicar Street, High Street and Worcester Street.

**5.13** This is considered to be the prime retail location of the town where A1 retail development will be concentrated and other uses will be restricted in order to maintain the retail experience.

#### Secondary Shopping Frontage

**5.14** The secondary shopping frontage, as defined on the Proposals Map, is focused around Blackwell Street, Coventry Street, the lower section of Worcester Street, New Road and Oxford Street. These secondary areas are by definition on the periphery of the centre within areas with lower levels of shopper footfall.

**5.15** The focus here is towards a more mixed commercial offer comprising A1-A5 retail uses together with other uses that promote economic growth and vitality, including the incorporation of residential communities. A flexible approach will be taken to proposals for uses where they would contribute to the vitality and viability of the town centre.

### **Retail Dumbbell**

**5.16** The Weavers Wharf retail park is a major shopping attraction within the town centre and has shifted the retail focus of the town towards the west. This has resulted in the vitality and viability of the areas around Worcester Street deteriorating, with noticeably high vacancy levels, and the creation of an imbalance within the town centre. The eastern side of the town centre appears to be in decline and facing an uncertain future.

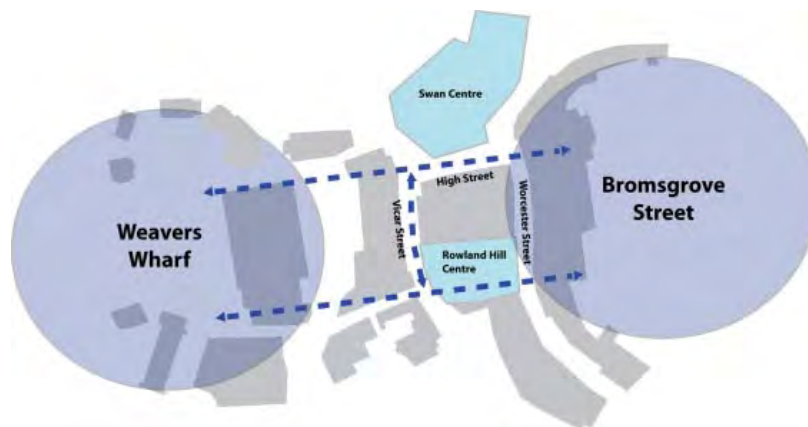
**5.17** To address this, the District Council will actively seek to encourage new retail development in the Worcester Street/Bromsgrove Street area (Eastern Gateway) that will help to increase pedestrian footfall to the eastern side of the town and reinvigorate this area. It is envisaged that this could involve a major new retail store in Bromsgrove Street leading to Worcester Street via the former Magistrate's Court site, Step Entry and/or premises fronting Worcester Street.

**5.18** At the same time, the District Council is also looking at the opportunity to redefine the Worcester Street area with a more flexible approach to a mix of uses, including mixed commercial and the introduction of residential communities.

**5.19** It is important to recognise that Weavers Wharf is an asset for the town. Proposals to enhance this shopping area will be supported where they coincide with progress on the Eastern Gateway.

**5.20** The overall vision is to create a retail dumbbell anchored at one end (west) by Weavers Wharf and at the other (east) by new development on Bromsgrove Street with the key shopping streets of Worcester Street, High Street and Vicar Street connecting them together. Therefore, the Primary Shopping Area extends to areas including Weavers Wharf and Bromsgrove Street to maximise opportunities for new retail development in line with the Adopted Core Strategy.

#### Kidderminster's Retail Dumbbell



#### Other Retail Areas

**5.21** While the town centre will firmly remain the focus for retail, it is recognised that there are a number of areas on the periphery of the town centre that have a very mixed use function which includes a retail offer. These include the two neighbourhood centres at Comberton Hill and the Horsefair, and the mixed use area along Mill Street.

**5.22** These areas provide an important local function and their protection and enhancement will be supported. Therefore, within these areas, new retail development will be acceptable providing that it does not have an adverse impact on the Primary Shopping Area or the vitality of the neighbourhood centre itself. More detailed area-specific policies are contained within Part B of the document.

## Policy KCA.GPB1

### Retail Development

Retail growth will be targeted within the Primary Shopping Area and should contribute to strengthening the retail dumbbell. Therefore the focus for new retail development will be in the following areas:

- Western Gateway (Weavers Wharf)
- Eastern Gateway (Bromsgrove Street)

Limited retail growth, consisting of individual units of no larger than 250sq.m, will also be allowed within the Horsefair and Comberton Hill neighbourhood centres and the Mill Street mixed use area to enhance their role as community and specialist shopping areas.



## Traditional Town Centre

**5.23** The traditional town centre area is the core of the the town's Primary Shopping Area and its civic heart. Kidderminster is the primary retail centre of the District and the role of the traditional town centre as a retail destination should be safeguarded and enhanced.

**5.24** As mentioned above, A1 retail will be the focus for the Primary Shopping Frontages. However limited A2-A5 retail uses may be acceptable providing that they do not lead to an over-concentration of non-A1 uses.

**5.25** In assessing whether a proposal will result in an over-concentration of non-A1 uses, regard will be had to the use of three units either side of the proposed development. Where a proposal would result in more than two units of the seven being for non-A1 uses it will not be permitted. In order to prevent the fragmentation of the shopping frontage, no more than two non-A1 uses should be adjacent to each other.

### Policy KCA.GPB2

#### Primary and Secondary Shopping Frontages

Within the Primary Shopping Frontages the following uses will be encouraged:

- a. A1 Retail at ground floor level.
- b. A2-A5 uses at ground floor subject to them not creating an over-concentration of non-A1.
- c. On upper floors - C3 Dwelling Houses and mixed commercial such as B1(a) Offices.

Within the Secondary Shopping Frontages:

- i. A1-A5 Retail will be supported at ground floor.
- ii. General town centre uses that contribute to the the vitality and viability of the area; including C1 Hotel; C3 Dwelling Houses; B1(a )Offices and D1 Non-residential Institutions.

**5.26** Outside of the Primary and Secondary Shopping Frontages a flexible approach to uses will be encouraged. The key will be to allow development that adds to the vitality and viability of the town centre.

### Policy KCA.GPB3

#### Outside of the Shopping Frontages

In other areas not designated as a primary or secondary shopping frontage a flexible approach to uses will be encouraged, including:

- a. C1 Hotel
- b. C2 Residential Institutions
- c. C3 Dwelling Houses

- d. B1(a ) Offices
- e. D1 Non-residential Institutions
- f. D2 Assembly and Leisure

### Edge-of-Centre and Out-of-Centre Retailing

**5.27** Major retail areas also exist outside of the Primary Shopping Area. These consist of the town's supermarkets, the B&Q store, and Crossley Retail Park.

**5.28** Although the role of these retail areas needs to be recognised, it is also important that their future development is carefully managed to ensure that there is no harm to the viability of the Primary Shopping Area - which will be the focus for new retail development.

**5.29** Major stores including Tesco, Morrisons and Aldi are defined as 'edge-of-centre' for the purposes of retail planning set out with the NPPF as they lie within 300 metres of the Primary Shopping Area.

**5.30** Crossley Retail Park and B&Q are classified as 'out of centre' locations for the purposes of retail planning. Both sites are restricted to bulky goods retailing determined through a combination of planning conditions and S.106 agreements. The District Council will look to further control the type of retailing on these sites to ensure that they do not have a detrimental impact on the town centre.

#### B&Q is a large retail unit in an 'out-of-centre' location



**5.31** New retail development at edge-of-centre or out-of-centre locations will be required to follow a sequential approach in line with the guidance set out in the NPPF and the Adopted Core Strategy. Before edge-of-centre and then out-of-centre sites are considered, it must be demonstrated that no suitable sites exist within the Primary Shopping Area .

**5.32** Policy SAL.GPB2: Town Centre Retail in the Site Allocations and Policies DPD provides more detailed guide on the sequential test.

## Policy KCA.GPB4

### Edge-of-Centre and Out-of-Centre Retailing

Proposals for further retail expansion, in excess of 250sq.m, in edge-of-centre and out-of-centre locations will only be acceptable if a sequential approach to development is taken and it can be demonstrated that there will be no significant adverse impact on the vitality and viability of the Primary Shopping Area.

Before out-of-centre sites are considered, the sequential approach must demonstrate why there are no suitable or available sites within the Primary Shopping Area in the first instance, and edge-of-centre sites in the second.

## Employment

### Employment Objectives

The overall employment objectives for the KCAAP area are to:

- Strengthen and diversify the economic base of the town.
- Encourage new job creation.
- Increase the amount of office floorspace.
- Retain some existing industrial areas.

### Business Development

**5.33** Business activity within the KCAAP area is an essential part of its vitality and the growth of employment and wealth generating uses will be encouraged.

**5.34** It needs to be recognised that business does not just mean traditional office and industrial activities. Business extends to a wide variety of uses that all need to employ people to function, create an output, and contribute to the economy of the town. Therefore, retail and tourism are two other important employment generators which the District Council will look to grow. Furthermore, increasingly diverse opportunities for businesses located within the town will be sought to increase the variety and strength of the town's economy.

### Office Development

**5.35** The KCAAP area will be the focus for substantial new office floor space within the District. It is the most sustainable location in the District with the strongest public transport links and the main rail station. It is therefore felt that Kidderminster is best placed to accommodate new office development. Targeting new office development in the KCAAP area will also contribute strongly to the Council's aim to promote and secure the vitality and viability of its town centres.

**5.36** The NPPF sets out that new office developments will need to follow a sequential test, focusing on town centres first, edge-of-centre sites second, and then, only if suitable sites are not available, should out-of-centre sites be considered. This is expanded upon by Adopted Core Strategy policy DS01: Development Locations which looks to key regeneration sites within the KCAAP as the sequentially preferable sites.

**5.37** Individual sites preferred for new office development are identified within the site specific policies.

### **Industrial Development**

**5.38** Within the KCAAP area there are several areas which contain light industrial activity. The Long Meadow Mills Industrial Estate, Park Lane and Green Street (Mortons Works) are the most significant clusters of this type of quasi-industrial use in the KCAAP area. Other areas currently in light industrial use including Churchfields, Park Street and Cheshires are subject to site specific policies promoting regeneration for alternative uses.

**5.39** The KCAAP area is not a favoured location for new industrial development in the District. The preferred location is the South Kidderminster Enterprise Park including the Stourport Road Employment Corridor as set out in the Site Allocations and Policies DPD. As such, the District Council has brought forward a Local Development Order to help stimulate business development and growth in this area.

**5.40** It is recognised, however, that the existing industrial areas make an important contribution to the economy of the town. Therefore, small scale B1 (b) and (c) and B2 industrial development on existing sites not subject to site specific policies will be acceptable subject to detailed considerations. On sites earmarked for redevelopment, temporary permissions for light industrial may be permissible, particularly where they are consistent with the phased release of key sites.

**5.41** Any new industrial development will need to consider the potential impact on ground water protection in the area. New development should be in line the Environment Agency's Groundwater Protection Policy and Practice Guidance.

### **New Economic Opportunities**

**5.42** Within the KCAAP area the District Council will actively encourage new opportunities for economic development that help to diversify the town's economy.

**5.43** New opportunities for tourism and leisure development will be a particular focus for Kidderminster as a key aim for the town is to improve its status as a tourism hub for the District and establish a successful evening economy. These opportunities are dealt with in more detail below.

**5.44** Opportunities around community infrastructure, such as medical and education facilities, will also be looked at favourably. This could include the provision of extra-care development.

## Policy KCA.GPB5

### Employment Development

#### Offices

Subject to site specific policies, the following areas will be the focus for B1(a) office development within the KCAAP area:

- Traditional Town Centre
- Eastern Gateway
- Heritage Processions
- Churchfields

#### Industrial

The following sites will be suitable for B1 (b) and (c) and B2 industrial development:

- Long Meadow Mills Industrial Estate
- Park Lane Industrial Estate

Proposals for industrial development should have regard to amenity of neighbouring uses and not cause an unacceptable disturbance.

#### Health & Education

Subject to site specific policies, the following areas will be the focus for health and education development falling under the C1 and D2 uses:

- Traditional Town Centre
- Eastern Gateway
- Heritage Processions
- Churchfields
- Western Gateway

## Tourism

### Tourism Objectives

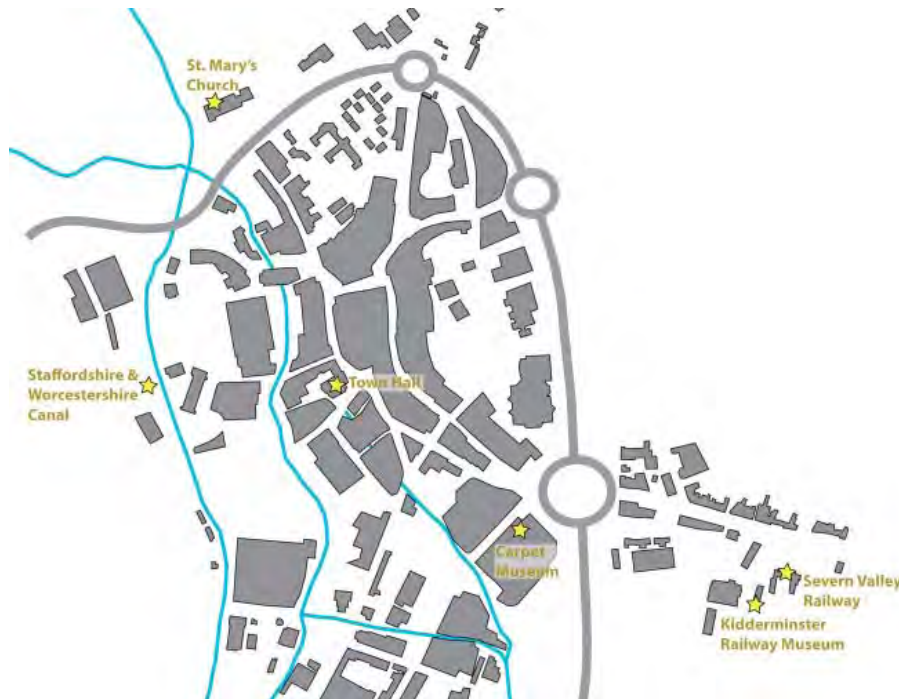
The overall tourism objectives for the KCAAP area are to:

- Promote Kidderminster as a tourism hub for the District.
- Encourage tourist attractions, accommodation and facilities.
- Capitalise on the potential of current visitors to the area.



**5.45** Tourism already plays an important role in the economy of Wyre Forest District and the area contains a number of regionally important tourist attractions. The KCAAP area itself contains several existing tourist attractions and also has the Staffordshire & Worcestershire Canal running through it which brings its own tourism opportunities.

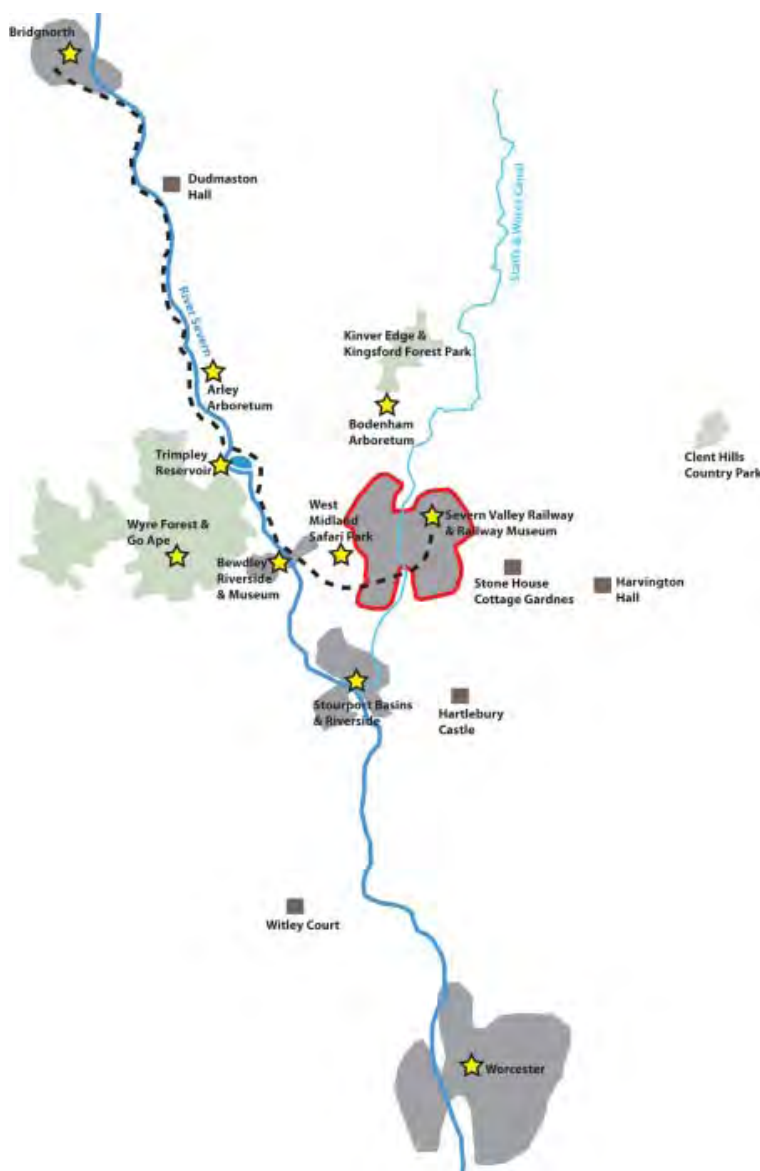
### Kidderminster Tourism Attractions



**5.46** Kidderminster town centre itself has not traditionally been a strong visitor destination in its own right and has not capitalised on its location within such a popular tourist area. With the West Midlands Safari and Leisure Park and the Severn Valley Railway the town has two major tourist attractions on its doorstep that attract approximately 700,000 visitors a year. Added to that is the Kidderminster Carpet Museum in the town centre itself which opened in Autumn 2012. However, it is apparent that the vast majority of these visitors pass through or near the town but do not visit the centre itself. A key aim for the KCAAP, therefore, is to strengthen the tourism offer of the town and promote it as a 'tourism hub' for the District to capitalise and build upon the visitors coming into the area.

**5.47** The town centre is the most sustainable location in the District with the strongest public transport links and the District's main rail station. It is easily accessible from the Birmingham, Worcester and the Black Country areas. This makes it an excellent 'gateway' to the numerous tourist attractions in the District. However, the town is currently deficient in providing the facilities required to attract visitors.

### Kidderminster at the centre of many tourist attractions



**5.48** The tourism objectives set out in this chapter highlight the priority actions relating to tourism in the town. These objectives are put into a more detailed and spatial context within the Site Specific Policies contained within Part B.

**5.49** In relation to the Severn Valley Railway, Policy SAL.GBP5: Supporting Major Tourist Attractions contained within the Site Allocations and Policies DPD is applicable.

#### Tourist Infrastructure

**5.50** The District Council will seek to expand and enhance facilities that will contribute to making Kidderminster a tourism hub for the District. In line with the Leisure and Cultural Economy section, the District Council will actively encourage the enhancement of the town's cultural entertainment offer and an improved evening economy. More specifically, the provision of bars, cafés, restaurants and commercial leisure uses will be promoted within the town.

**5.51** The quality of the urban environment is also an important factor in making the town an attractive place for visitors. The District Council will seek to improve this in line with policies contained within the A Unique Place section of the KCAAP.

### **Hotels**

**5.52** The range and amount of hotel accommodation in Kidderminster has a major impact on the town's ability to attract tourists. Therefore, if the KCAAP is to be a hub for tourist activity, then the area should be the primary location for new hotel development in the District. Proposals that increase the amount and range of tourist accommodation in the town will generally be encouraged. The site specific policies detail where the preferred opportunity sites for hotel development are located.

### **Tourism Attractions**

**5.53** Although Kidderminster is being promoted as a hub for the District's tourist attractions, the KCAAP area does already contain a number of tourist attractions itself. The District Council will seek to maintain and promote these attractions. Furthermore, any proposals that would enhance and add to these attractions will be welcomed.

### **Canal Tourism**

**5.54** One of the key aims of the KCAAP is to enhance and promote the Staffordshire and Worcestershire Canal and the canalside areas within the town centre. A significant step in achieving this aim is to encourage canal-based tourism along the canal and particularly to get boaters to moor up in the town centre and stay for longer periods.

**5.55** Kidderminster is on a busy section of the canal and lies on the line of the Stourport Ring which is a popular tourist cruising route and is only a few miles from the Stourport basin which is an already well established and popular boating destination. Plenty of boats travel through Kidderminster and it is a popular stopping place due to the location of two supermarkets immediately accessed from the canalside. However, the vast majority of these stops are short-stay to replenish provisions before quickly moving on; a very small number actually stop overnight.

### Route of the Stourport Ring



**5.56** Kidderminster suffers from a negative reputation amongst the boating community, with the consensus being not to stop in the town overnight due to problems of anti-social behaviour and vandalism. This is not helped by the fact that the canal is a drastically under-used asset with little footfall, and the town generally turns it back on the water. This means there is no natural surveillance on the canal and anti-social behaviour can occur undisturbed.

**5.57** The District Council's vision for the future of the canal in the town is set out broadly in the Adopted Core Strategy. It is developed in more detail within the Unique Place section of the KCAAP. Proposals that help to promote canal-based tourism, including both boaters and other canal users, will be supported. Development along the canal in the town centre should also contribute to the facilitation and/or development of mooring facilities along the towpath which encourage boats to stay in the town. Associated facilities such as waste disposal, water and electricity points will also encourage longer stays and will be promoted.

**The Kidderminster Canal Festival aims to promote the canal as an attraction**



## Policy KCA.GPB6

### Tourism Development

The following areas will be the focus for tourism development:

- a. Eastern Gateway
- b. Western Gateway
- c. Traditional Town Centre

Within these areas, development for tourism-related D1 and D2 uses will be encouraged where they are compliant with other LDF policies, including:

- i. Museums
- ii. Art galleries and exhibition space
- iii. Live performance venues

The development of mooring spaces and facilities on the canalside will be supported.

## Leisure and Cultural Economy

### Leisure Objectives

The overall leisure objectives for the KCAAP area are to :

- Develop the entertainment and cultural offer.
- Improve the evening economy.
- Encourage the number and variety of events and performances.
- Attract a major leisure development (i.e. cinema, bowling alley).



**5.58** A key aim for the KCAAP is to continue to develop the leisure and cultural offer of the town. This is also essential if the aspiration for Kidderminster to become the tourism hub of the District is to be realised.

**5.59** The District Council will promote and encourage the provision, enhancement, and diversification of Kidderminster's leisure and cultural facilities. Particular encouragement will be given to expanding the town's evening offer.

**5.60** The diversification of the entertainment attractions that enhance the vitality of Kidderminster Town Centre will be improved by:

- Promoting a street café culture in the town centre's pedestrianised areas, public realm spaces, and along the river and canalsides.
- Encouraging the provision of new restaurants, bars, music venues, and other licensed premises.
- Promoting the creation and use of multi-purpose public spaces for public entertainment.
- Encouraging the holding of events within the town centre, particularly in the evening.

**There is a desire to develop the cafe and restaurant opportunities in the town.**



## Cultural Economy

**5.61** The idea of a cultural economy is closely associated with the KCAAP aim to improve Kidderminster's status as a tourism destination. The existing Severn Valley Railway and Railway Museum, as well as the forthcoming Carpet Museum, already play a big part in the town's cultural economy by virtue that they celebrate its heritage. Similarly, the conservation of the town's historic buildings and the enhancement of its waterways also have an important contribution to make.

**5.62** The Town Hall is at the heart of the town centre and has an important role in the improvement of Kidderminster's cultural offer. The Town Hall already plays host to numerous events and shows and is a real asset to the town. The enhancement of the Town Hall and its use as a multi-functional venue for the arts will be encouraged. This will help to promote its reputation as a quality performance venue and seek to increase the diversity of shows that will contribute to the town's cultural and visitor economy.

**5.63** A number of town centre areas have been identified as future important public spaces. These spaces will also be expected to be multi-functional and be able to host outdoor events and performances. Free public events make an important contribution to the quality of life in the town and the District Council will continue to promote and encourage them.

**Multifunctional event space is important to develop the leisure and cultural economy.**



**Commercial Leisure**

**5.64** Kidderminster has a lack of leisure facilities, particularly those that would appeal to the more family-orientated market. As an example, there is demand in the town for a multiplex cinema, and residents currently need to travel to either Merry Hill, Telford or Worcester.

**5.65** The District Council will encourage the provision of leisure facilities to help to improve and diversify Kidderminster's leisure offer and add to the vitality of the town centre. The focus for these uses will be towards the canalside areas of town and the site specific policies will set out suitable locations in more detail.

**Evening Economy**

**5.66** Despite being the strategic centre of the District, Kidderminster has traditionally had a less successful evening economy than Stourport-on-Severn and Bewdley. The town has a real deficiency in this respect and its evening offer is limited in terms of both quantity and variety. In particular, the town lacks facilities such as restaurants, bars, music venues and other licensed premises that would usually provide life to a town during the night. There is also a distinct lack of family-orientated evening uses and the town currently only appeals to a very narrow sector of society.

**5.67** The result of this lack of activity is that the town centre is very quiet in the evening and becomes an unwelcoming place which provides opportunities for anti-social behaviour. This is especially true for the canalside area which is currently an underutilised cultural asset.

**5.68** The District Council will support proposals to make the most of the waterside leisure environment to enhance the evening economy of the town centre, especially proposals that will help to improve the offer of family orientated leisure. Development that includes provision for

an enhanced food and drink offer will be particularly encouraged. The site specific policies highlight the areas in which it is felt that this development should be targeted. The areas around the canal will be particularly suitable in order to stimulate activity here during the evening.

### Policy KCA.GPB7

#### Leisure Development

Major new D2 leisure and multiple-unit A3 and A4 food and drink developments will be concentrated towards the waterside environments of the Western Gateway area.

Elsewhere in the KCCAP area, smaller scale proposals will be considered favourably subject to them meeting the broad objectives of the KCAAP. Smaller single unit developments will be supported throughout the Primary Shopping Area subject to the policies in the Site Allocations and Policies DPD.

There may be more limited one-off opportunities in the KCAAP area to meet local needs arising from neighbourhood regeneration e.g. Churchfields and Comberton Hill.

#### Evening Economy

The District Council will encourage developments that enhance the evening and night-time leisure offer of the town centre. Proposals for uses that increase activity in the evening should have regard to neighbouring uses, particularly residential, and not cause an unacceptable disturbance.



## 6 Adapting to and Mitigating Against Climate Change

**6.1** Many of the issues around adapting to and mitigating against climate change are dealt within the Adopted Core Strategy and through the Site Allocations and Policies DPD.

**6.2** The Adopted Core Strategy contains general policies dealing with sustainable development, including contamination, Sustainable Drainage Systems (SUDS) and renewable energy. The Site Allocations and Policies DPD also includes more detailed policies on sustainable development, renewable energy, water management, transport, parking and infrastructure. These policies apply equally to the KCAAP area and therefore have not been included specifically in this document. The Site Allocations and Policies DPD should be referred to when considering development within the KCAAP area also.

**6.3** This section does, however, include policies regarding sustainable transport that are specific to Kidderminster town centre. This includes major projects and ambitions that are identified within the KCAAP area that will aid connectivity around the town.

### Water Management

**6.4** Many of the potential redevelopment sites identified in Part B of this document are adjacent to or within flood zones 2 and 3 as identified in the District's SFRA (Levels 1 and 2). Therefore, the issue of flood risk is particularly pertinent in the KCAAP area and new development must consider the location of more vulnerable uses (e.g. housing) within higher risk sites. However, flood risk has been factored into the selection of sites and further site specific details are set out in Part B where appropriate. Measures to mitigate against flood risk will be vital to delivering some of these key regeneration sites.

**6.5** As mentioned above, general policies relating to water management are dealt with through other LDF documents. Adopted Core Strategy policy CP02: Water Management is the principle guidance relating to this and should be referred to. Furthermore, the Site Allocations and Policies DPD includes further guidance on the implementation of SUDS and the requirement of these to be included within new developments.

**6.6** The former industrial nature of parts of the town centre means that there is high potential for contamination issues to arise. Where appropriate, ground and water contamination must be addressed as part of any redevelopment and suitable remediation measures taken. Part B of this document identifies sites where this risk is known to be particularly apparent. New development should be in line the Environment Agency's Groundwater Protection Policy and Practice Guidance.

### Sustainable Transport

#### Sustainable Transport Objectives

The overall objectives for Sustainable Transport in the KCAAP area are to:

- Improve transport choice; reducing the dependency on private cars.
- Improve pedestrian and cycle connectivity around the town.
- Downgrade the ring road.



- Improve links between the town centre and the railway station.
- Improve links between the town centre and Churchfields.

**6.7** Providing a sustainable and efficient transport network in Kidderminster that makes it easy to get around via a number of means is a key objective of the KCAAP. An efficient transport system is a crucial factor in encouraging new business and economic growth. It is also an important element in providing a good quality environment for people and in achieving a more sustainable and greener town.

**6.8** The transport network around Kidderminster at the moment is car-orientated and discourages pedestrian and cycle movement. In many areas this leads to problems of air pollution caused by vehicle emissions and in the Horsefair this has risen to dangerous levels which has triggered its designation as an Air Quality Management Area (AQMA). The ring road and its connecting routes are heavily congested at peak times.

**6.9** There is a danger that these problems will be exacerbated by further development in the town that will add more cars and therefore increase the amount of car-based trips. The ambition in regard to transport is to provide a variety of public transport options that gives people a realistic choice of how to reach their destination. The focus of this is to reduce the amount of shorter journeys in and around the town and District that are taken by private car.

**6.10** Worcestershire County Council's Local Transport Plan 3 (LTP3) was published in 2011 and provides the policy and strategy context for major transport projects in the County up until 2026. The document includes transport priorities for the District and includes a specific Kidderminster Urban Package of priority transport schemes. The Urban Package includes the improvements to the ring road, upgrading of the railway station, and enhancing the public realm of the town centre. The major sustainable transport projects in the KCAAP reflect those identified in the LTP3.

**6.11** The Site Allocations and Policies DPD contains Policy SAL.CC1: Sustainable Transport Infrastructure which provides further guidance on transport matters.

## Public Transport

**6.12** Reducing dependency on the car requires the provision of a good public transport network that allows easy access to other parts of the District and beyond. A good bus service is particularly important to improving public transport accessibility to other parts of the District. Access via bus to the town centre, as a focal point for key services, is vital and has a big role to play in reducing the volume of trips taken by car. New developments, and residential development in particular, should therefore be well connected to bus routes that provide access to the town.

**6.13** Kidderminster has the District's main railway station which provides a good and regular service towards Birmingham and Worcester. Although the station is located outside of the town centre, it is only a short walk. However, the visual and physical links are poor so it is not an attractive option for many. An important aim is to improve this link and increase the amount of people reaching the station by foot or bicycle. This link is also crucial in attracting visitors via

this mode of transport into the town centre. Conversely, it is also important to provide residents with greater access to the services and facilities available regionally, including employment and education opportunities. Improvements to this route will be sought as a priority.

**6.14** A new transport interchange is planned for the existing railway station area that will also incorporate bus stops and a taxi rank. This will help to improve public transport links to and from the town. This scheme will be supported by the District Council and has its own site specific policy in Part B of this document.

## Policy KCA.CC1

### Sustainable Transport

All developments should contribute towards the creation of a well-connected and accessible town centre that provides safe and easy access to the surrounding neighbourhoods. Where practicable and appropriate, proposals should contribute towards one of the following major projects:

- a. Improving and enhancing the multi-modal use of the ring road
- b. New Railway Interchange
- c. Bus Station reappraisal
- d. Pedestrianisation, streets, squares and spaces
- e. Improving access to Churchfields and Crossley Park

New development must assist in managing the flow of traffic and offering convenient movement choices for vehicles, pedestrians and cyclists.

New developments must take into account the need to provide for pedestrian movement, within, to and through sites, and contribute to the enhancement of the cycle network and improved public transport facilities.

Proposals that prejudice the delivery of a network of new strategic routes through the town centre as identified in the Town Centre Design Framework will not be permitted.

### Multi-modal use of the Ring Road

**6.15** The ring road is currently a big barrier to pedestrian and cycle movement from the town centre to its surrounding neighbourhoods. It is also an inhospitable and unwelcoming environment for anyone not in a motor vehicle.

**6.16** A major ambition of the KCAAP is to encourage the multi-modal use of the the ring road, particularly for pedestrians and cyclists. This could be achieved by 'downgrading' the ring road to make it feel more like an urban street rather than just a dual-carriageway road that passes through the middle of the town, while at the same time retaining its importance and capacity as an 'A' road. Key to achieving this is reducing vehicle dominance, making it a more pedestrian-friendly environment and ensuring that adjacent buildings have a positive relationship with the highway. Appropriate landscaping and tree planting could also be implemented to help to 'soften' the ring road environment.

**6.17** The Ring Road Framework policy deals with this in more detail (see Section 7).

### **Pedestrian and Cycle Links**

**6.18** Another important part of transport choice is about providing attractive pedestrian and cycle links around the town that help discourage people from using their car. These links can play a big part in providing a real alternative to getting into the town centre from the surrounding neighbourhoods by more sustainable means.

**6.19** At the moment, pedestrian links into the town are not good and, for the vast majority of journeys, pedestrians are required to cross the ring road via the subway system. This provides an unattractive route into the town which makes many people feel unsafe. Pedestrian links are also not very visible or clear and do not encourage people to walk or cycle into the town centre.

**6.20** The creation and improvement of accessible pedestrian and cycle links into the town from the surrounding neighbourhoods will be sought. This will include pedestrian crossings over the ring road and the removal of the existing subways. Routes should be well signposted and leave people with no confusion about where they are heading. Routes should also follow the most direct lines possible and incorporate pedestrian desire lines where appropriate. There is an opportunity to link pedestrian routes with green infrastructure provision in the town, particularly along the canal and the river corridors.

**6.21** To achieve these objectives, new links should be designed in accordance with policy CP11 (Quality Design & Local Distinctiveness) of the Adopted Core Strategy and policy KCA.UP1 (Urban Design Key Principles) of the KCAAP.

### **Walkable Town**

**6.22** Kidderminster will be promoted as a 'walkable town' which is well-connected throughout and provides clear and easy routes through the town centre and beyond.

**6.23** The town centre is relatively compact and, in terms of distance, does not require people to walk far to reach the key services that it provides. However, in reality the visual and physical links are not good and do not promote ease of movement. Therefore the town can feel like a fairly inaccessible place. A high quality public realm can aid this by giving order and indicating a hierarchy of streets. It can also include signposting to make sure people are left in no doubt about which way they need to go.

**6.24** Providing these links can have several benefits. Primarily, it can provide local residents with a more attractive alternative to motorised transport by encouraging them to walk or cycle into town. It also has several social benefits including promoting a healthier lifestyle and providing opportunities for social interaction, potentially resulting in greater community cohesion.

**6.25** There are several possible development sites in the town which have the potential to provide new and improved routes as part of their redevelopment. The specific details will be highlighted within the site specific policies in Part B of this document. However, all new development should make a contribution to improving pedestrian access around the town.

## Policy KCA.CC2

### Walkable Town

New developments should contribute to the aspiration for a walkable town centre by providing simple and direct routes that are visually and physically well-connected.

New development should also, where appropriate, provide links through the site itself to aid the connectivity of the town.

New connections should be as direct as possible and should take into account pedestrian desire lines and ease of movement.

Developments which would reduce or block pedestrian movement both through a site and the wider town will not be acceptable.

As a priority, links between the town centre and the railway station will be improved to encourage the use of public transport and improve the relationship between the town and the station.

Proposals should maximise the width of footways within the commercial streets of the town centre and where practicable incorporate shared surface streets and spaces.





## 7 A Unique Place

**7.1** Creating well designed and distinctive places will play a big part in the future success of Kidderminster. Providing good places where people want to spend their time can be a huge influence in drawing people into the town whether to live, work or visit. Kidderminster, and in particular the town centre, is currently deficient in quality places and spaces that encourage social interaction.

**7.2** Kidderminster has many good assets, particularly those with heritage value, which contribute to the uniqueness of the town and its sense of place. There are a number of Statutory Listed Buildings and Local Heritage List assets, some of which have been successfully converted, which add to the distinctiveness of the town. The water based assets of the Staffordshire & Worcestershire Canal and the River Stour that run through the town centre together with Kidderminster's countryside setting and position in the Stour Valley are also positive elements that make the town special.

**7.3** The large scale industrial legacy, post-war redevelopment, town centre ring road and more recent car-orientated commercial developments, however, have served to undermine the sense of place. There is a lack of coherence and co-ordination between the assets and it is crucial that future developments strive to deliver a step change in design for the town. This is a key aim for the KCAAP and the District Council will strive to improve the quality of the environment in Kidderminster through promoting good urban design that makes the most of existing assets that differentiate the town from other places.

### Urban Design and Place Making

#### Urban Design and Place Making Objectives

The overall objectives for Urban Design & Place Making in the KCAAP area are to:

- Increase the quality of urban design in Kidderminster.
- Repair the urban fabric.
- Reduce the amount of surface car parking.
- Improve the connectivity of the town.
- Improve the public realm, particularly in key areas.
- Create new and improved civic spaces.

**7.4** The legacy of past development in Kidderminster has not created a well designed place and the town is fragmented. It does not have a very strong sense of place despite the presence of some key assets, such as its canal and river. The town is in need of new well integrated neighbourhoods that demonstrate exemplary standards of design.

**7.5** The Urban Design Compendium, a key influence in urban design practice, states that urban design is the art of making places for people. It is not just about creating places that look good, but also places that function effectively day to day. Urban design is about the connection between people and places and involves the careful consideration of layouts, movement choices, block structures, building orientation, architectural style, development economics, landscape, environmental sustainability and place identity to create a vision for an area.

**7.6** Land use and transportation planning have a key role to play in delivering the urban design agenda. In the past, sites have too often been considered in a piecemeal way but the emphasis in this plan is very much focused on the bigger picture and shaping places that respond well to their surroundings. This includes responding to the combined opportunities presented by the Stour Valley Corridor stretching from Stourport-on Severn in the south to Lea Castle in the north and running through the KCAAP area. This will require the establishment of a clear set of principles to guide development. Many of these are embedded in the District Design Quality SPG.

**7.7** More specific urban design considerations will be dealt with on a site specific basis and are included within the policies in Part B of this document.

## Policy KCA.UP1

### Urban Design Key Principles

The emphasis on quality design is set out in policy CP11 of the Adopted Core Strategy and this reflects a number of key provisions in the Design Quality SPG. New development will be expected to be consistent with principles and guidance set out in these documents.

The District Council will prepare a Town Centre Design Framework to provide a structure for future development layouts, open spaces, urban design and planning decisions early in the plan period. In the meantime the following core design principles will specifically apply within the KCAAP in addition to the Adopted Core Strategy policies. Development proposals should:

- a. Avoid being prejudicial to the comprehensive development of a larger area.
- b. Create positive built frontages that provide enclosure and natural surveillance onto adjacent streets, spaces, natural features and water features.
- c. Concentrate active uses and entrances onto main thoroughfares and focal points.
- d. Create perimeter blocks of development with public frontages and private backs.
- e. Contribute to the creation of a quality public realm that is attractive, safe, uncluttered and accessible to all.
- f. Improve accessibility and permeability within and around the site, improving pedestrian and cycle priority and following desire lines.
- g. Contribute to creating a network of well connected streets and spaces by opening up movement opportunities beyond individual sites.
- h. Improve legibility by providing developments that create recognisable routes and landmarks.
- i. Include high quality architecture, which enhances local distinctiveness, that will stand scrutiny as part of a design review process.
- j. Create a safe and secure environment that minimises opportunities for crime and anti-social behaviour incorporating Secured by Design principles.
- k. Reduce the amount of surface car parking to help repair the urban fabric - however, this should not lead to a significant reduction in the overall number of spaces.
- l. Respect the blue and green infrastructure of the town centre including the River Stour valley, watercourses and canal, topography, biodiversity and habitat corridors.

## Town Centre Design Framework

**7.8** The above policy will provide the underlying principles to guide the development of a Town Centre Design Framework. This Framework will provide an over-arching design masterplan for the town to help guide future development and to fulfil the objective to make Kidderminster a well designed and functioning place. Developing the Framework will allow the District Council to identify the specific measures and areas for improvement and design interventions needed to allow future urban design improvements to contribute towards a 'bigger picture' for the town as a whole.

## Urban Design Challenges

**7.9** There are a number of specific urban design issues that are especially prevalent in Kidderminster that should be addressed as a priority:

### Repairing the Urban Fabric

**7.10** A particular problem in Kidderminster is the fragmented nature of its urban fabric. There are many areas which lack a sense of enclosure or definition and as a result feel very disjointed and confused. A big cause of this is the amount of surface car parking (see below).

**7.11** The above principles are key to transforming the town centre. Areas such as Bromsgrove Street are a prime example where the urban fabric is in need of repair. This street runs through large areas of surface car parking which provide no enclosure to the highway. The low rise 1960s architecture coupled with the industrial style of the Glades Leisure Centre serves to further undermine the quality of the area. Although topography serves to screen some of the Worcester Street premises, the most prominent and architecturally unattractive back elevations of multi-storey shops are also highly visible. Finally there is little visual relief in the form of landscaping. As a result, this area lacks coherence and presents a poor urban environment that is defined by one of the town centre's main surface car parks and the unwelcoming Step Entry pedestrian link from the car park to the retail premises on Worcester Street. A key urban design aim is to repair this urban fabric and bring definition to streets and spaces. The area is subject to a site specific policy in Part B as part of the Eastern Gateway.



### Aerial photo of Bromsgrove Street showing the fragmented urban fabric



### Surface Car Parking

**7.12** The town centre has a vast amount of land dedicated to surface car parking and it is currently having a detrimental impact on the quality of the urban environment. These car parks present an inefficient use of land in the middle of the town centre. These sites have development potential and could be much better utilised subject to compensatory provision of parking. This may be achieved through decked car parking solutions.

**7.13** The car parks serve to fragment the urban form of the town and their lack of built edges create large open spaces which provide no sense of enclosure and no active frontages. This creates sterile environments which are not enjoyable places to visit.

### Surface car parks dominate the town centre



**7.14** The District Council will look to control the further development of surface car parking that would be detrimental to the townscape. For new developments alternative parking solutions should be explored before resorting to surface car parks. On existing surface car parks the District Council will support proposals that would reduce the ground surface area taken up by parking.

### **Connectivity**

**7.15** For a relatively small area, the town is not a very legible and connected place. Movement around the centre is hindered by visual and physical barriers. The 'Walkable Town' policy in the Sustainable Transport section deals with this issue more specifically.

**7.16** The ring road is the largest barrier to pedestrian movement and requires people to use subways to cross it. The ring road is discussed in more detail in the Ring Road Framework section and policy.

**7.17** Although a fantastic asset for the town, the canal is also a barrier to movement and there are disproportionately few crossing points. The creation of more bridging points at key development locations would help to improve this.

**7.18** The connections between the town centre and the railway station are also a priority for improvement. This is important from the perspective of providing a sense of arrival and legibility for visitors.

**7.19** The implementation of measures that would help to improve connectivity throughout the town will generally be supported.

### **Public Realm**

**7.20** An important part of making Kidderminster a good place to be is the treatment of the public realm on its streets and spaces. A good public realm enhances the experience for its users and improves the perception and enjoyment of the town. A more attractive environment is more likely to encourage people to come and spend their time in the town.

**7.21** Good quality public realm will be expected to be implemented as part of any new development to ensure the creation of a successful urban environment.

### **Public Realm Improvements**

**7.22** The issue of public realm is particularly pertinent to the town centre areas around the Primary Shopping Area which experience the highest footfall. It is apparent that there has been little investment in the public realm in this area. Maintenance and repair work has been carried out on a piecemeal basis and has not been completed to a high quality. This has left a patchwork of tired public realm with infill repairs.



### Tired looking public realm in the town centre



**7.23** An ambition of the ReWyre Initiative, therefore, is to seek improvements to the public streets and spaces. The priority for these improvements will be centred around the Vicar Street, High Street and Worcester Street areas as primary shopping frontage locations and a sequence of interconnected spaces including Town Hall Square and Bull Ring. As the central locations within the Primary Shopping Area, it is important that these areas have the highest quality public realm which defines them as being at the centre of the town.

**7.24** A further focus for improvements to the public realm will be the links through the Eastern Gateway where a greater sense of arrival should be created to welcome people to the town from the rail interchange. This should include high quality space at the rail interchange, the connecting streets as well as key spaces including Town Hall Square. Currently the route is complicated by the subway network and it is not legible nor well signposted.

**The route from the railway station to the town centre is confusing**



**7.25** Improvements will help to encourage more people to use this route and use sustainable travel methods linking the railway interchange, Severn Valley Railway and Kidderminster Railway Museum to the Museum of Carpets and the town centre. In this sense it has a key role to play in promoting the tourism economy.

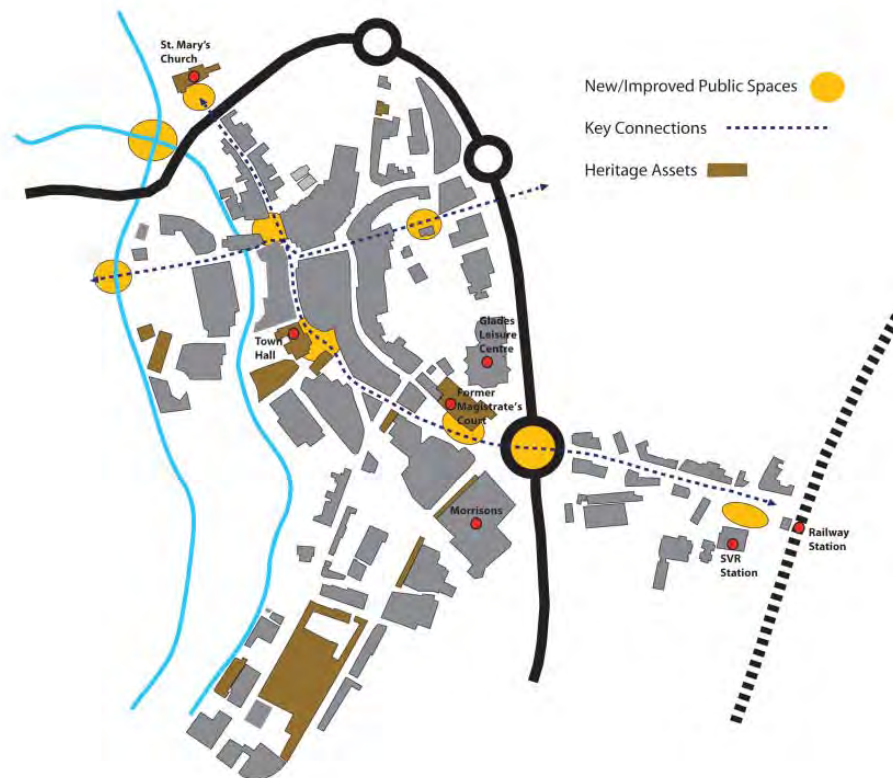
### **Civic Spaces**

**7.26** A key part of a good public realm includes the provision of high quality public open spaces. At the moment, the town centre lacks meaningful public space that offers the chance for people to stop and rest and encourages people to stay in the town longer.

**7.27** The Primary Shopping Area is an area of the town which is particularly devoid of public spaces. The affect of this is a series of streets that provide few attractive opportunities for people to stop and therefore people are encouraged to keep moving. This creates a more unwelcoming environment and gives the impression that visitors are to only stay in the town for a short amount of time.

**7.28** An ambition for the KCAAP and the ReWyre Initiative is to create new and improved civic spaces that are linked by high quality streets. These spaces should be attractive to different users in order to encourage exchange and interaction, vitality and viability and a range of functions including events and markets. This includes the creation of a new civic 'heart' in the form of a Town Hall Square that would be the central focus for the town.

## Map showing the potential location of new and improved public spaces



**7.29** The design policies contained in this section are consistent with the adopted Design Quality SPG and follow contemporary urban design thinking.

### Policy KCA.UP2

#### Public Realm

Within the Kidderminster Central Area, the District Council will work to facilitate the enhancement of the public streets and spaces to improve the appearance and accessibility of the town centre.

The priorities will be:

- Primary Shopping Frontages of Vicar Street, High Street and Worcester Street
- Key pedestrian route from the Town Hall to Kidderminster Railway Station

Proposals within the Primary and Secondary Shopping Area will be expected to contribute towards the improvement of key spaces within the town centre including the pedestrianised streets, Town Hall Square and Bull Ring to make these spaces more effective as places of exchange and interaction.

The creation of new neighbourhoods and development involving new streets will incorporate a range of multi-functional spaces that support and encourage a range of different activities.

Proposals for new and/or improved public streets and spaces should:

- a. Incorporate high quality, durable and sustainable designs and materials.
- b. Use imaginative designs that enhance the character and identity of the town.
- c. Create a simple and uncluttered environment.
- d. Incorporate street furniture that is unobtrusive and integral to the landscape.
- e. Incorporate street trees and planting where practicable.
- f. Facilitate ease of movement and legibility through the town for pedestrians and cyclists.
- g. Incorporate SUDS to improve surface water drainage.
- h. Where appropriate, incorporate on-street parking and servicing arrangements in a flexible and sensitive manner.
- i. Provide well integrated good quality public art and lighting.

### **Civic Spaces**

A number of places in the KCAAP area have been identified as having an important future role as civic spaces. Developments adjacent to these spaces will make a positive contribution towards the relevant project and development proposals that would prejudice the implementation of these civic spaces will not be supported.

These civic spaces have been identified as being located in the following places:

- Town Hall Square (in front of the Town Hall)
- Bull Ring (around the Bull Ring traffic island)
- Church Square (in front of St. Mary's Church)
- Comberton Island
- Kidderminster Railway Station

## **Ring Road Framework**

### **Ring Road Framework Objectives**

The overall objectives for the Ring Road Framework are to:

- Improve the environment of the ring road by transforming it into an urban boulevard.
- Improve pedestrian and cycle accessibility across the ring road by incorporating surface-level crossings.

### **Movement**

**7.30** The ring road is an important piece of transport infrastructure for the town and is a key movement corridor that handles a significant amount of traffic each day.

**7.31** However, for a pedestrian the ring road is a significant barrier to movement between the neighbouring communities and the town centre. Pedestrians are sent underground through subways to cross the ring road at all but one point along its entire length. The pedestrian environment along the ring road is also poor and vehicles have priority with traffic dominating.

**7.32** A key ambition of the KCAAP is to improve the connections across the ring road and allow pedestrians better access into the town centre. This would involve installing at-grade crossings over the ring road to replace the existing subways. Visual links are also an important part of connectivity and contribute to the ease of movement.

**7.33** The re-designing of the ring road as detailed below is a major ambition for the town and could require significant changes to the highway network. However, all proposals that affect the movement of traffic will need to be fully tested and be supported by technical evidence to show their impacts on the wider highway network.

## Urban Design

**7.34** Currently the ring road feels like a road solely for vehicles rather than a street for a variety of users. This has led to it being a very unattractive and inhospitable environment for anyone other than vehicle users and increases its status as a barrier to movement.

**7.35** The ring road, despite running very close to the town centre, comprises of four wide (and in places six) lanes with fast moving traffic. The pedestrian footpaths either side of the carriageway are relatively narrow. The road is characterised by pedestrian guard rails and barriers to movement, whilst surrounding buildings back on to the road with little or no natural surveillance. This creates a poor experience for those walking along the road and this main route around the town is not a welcoming place for people. The vision emerging through ReWyre and through this KCAAP is to transform the ring road from an urban expressway to a town centre boulevard.

**7.36** Options to naturally reduce the speed of traffic and alter the speed limit may help. However, the challenge is clearly deeper than this. It is also suggested that new development adjacent to the ring road should also have a much more positive relationship with it and, where possible, create an active frontage to encourage pedestrian movement.

**7.37** The landscaping along much of the ring road is also very 'hard' with railings and concrete and little in the way of softer landscaping. Even where St. George's Park adjoins the ring road, it is characterised by security fencing. This further weakens the pedestrian environment. The inclusion of softer landscaping, such as tree planting, and improved surfaces, could help to further soften and transform the street.

## Policy KCA.UP3

### Ring Road Framework

### General Design Principles



New development in the town centre and adjacent to the ring road will need to contribute to, and not prejudice, the enhancement of the environment of the ring road. Developments affecting the ring road should:

- a. Where practicable front on to the ring road and provide a sense of enclosure.
- b. Provide definition and enclosure through a memorable feature or landmark building at key junctions currently lacking these qualities.
- c. Contribute towards transforming the ring road to reduce the negative impact of traffic on the pedestrian environment by creating an urban boulevard.
- d. Contribute towards surface level pedestrian crossings over the ring road to create links between the town centre and adjacent neighbourhoods along primary desire lines and routes.
- e. Fully consider the introduction of traffic signals as a means of facilitating surface level pedestrian connections and managing traffic flows.
- f. Soften the ring road by using quality materials and promoting the planting of street trees and other landscaping treatments to an agreed specification.
- g. Consider the removal of barriers including pedestrian guard rails.
- h. Create facilities that give equal priority to cyclists, pedestrians and vehicular traffic.

**7.38** Several distinct areas have been identified along the ring road. The environment along these individual sections of the road are quite different and help determine the opportunities and ambitions for each.

### **Aggborough Parkway**

**7.39** This section stretches from the Worcester Road Island to the environment around Comberton Island. It is characterised by the significant densely wooded embankment/ cutting through which the road has been constructed. It has the feel of an urban parkway that gives a false semi-rural illusion.

**7.40** The ambition for this section of the road would be to maintain and enhance the woodland around the road. There may also be opportunities to improve and extend pedestrian and cycling facilities through the area.

### **Urban Boulevard**

**7.41** This section of the road has a very urban feel to it with development on either side. However, this existing development has a poor relationship with the road and in most cases turns its back on it. The pedestrian environment is unwelcoming and vehicles have clear priority. Links to adjoining streets such as George Street and Lion Street are severed.

**7.42** The ambition is for development to front the road to create a positive relationship. The improvement and, in some instances, introduction of pedestrian footways will also be encouraged. Means of reducing speeds and providing pedestrian priority will be encouraged. Pedestrian crossings should also be sought to remove the reliance on subways and the introduction of signals may provide a means of better managing the flow of traffic. This will be investigated early during the plan period and/or subject to development proposals emerging.

**7.43** The overall aim would be to make this part of the road feel more like an urban street or boulevard.

### **St. Mary's**

**7.44** This section also has an urban feel but is more closely defined by open space. It lacks enclosure and definition as the buildings on the site adjacent are setback from the road and there are areas of surface car parking and open space fronting onto it. Despite benefiting from the presence of the Grade I Listed St Mary's Church and adjacent green space by the canal, the area lacks definition and is heavily dominated by traffic noise. The ring road has also severed the Church and Church Street and a potentially important route to Churchfields.

**7.45** The ambition here is to improve the pedestrian environment and improve the relationship to the adjacent open spaces. The reconnection of the physical and visual link between Church Street and St. Mary's Church/ Churchfields will also be sought.

### **Park Butts Parkway**

**7.46** This section of the ring road is a mix of urban development and woodland. Its major feature is the traffic junction for Crossley Retail Park and Weavers Wharf. This junction is widely regarded as being confusing for motorists and gets very congested at peak times. The junction is the only at-grade pedestrian crossing along the entire ring road, but the link is tedious and can take a long time.

**7.47** The ambition here would be to improve both vehicle and pedestrian access through this junction. Offering movement choices through Churchfields may assist in achieving this ambition in addition to improvements within the St Mary's character area.

## **Policy KCA.UP4**

### **Ring Road Character Areas**

Within each character area, schemes should meet the following expectations:

#### **Aggborough Parkway**

- The woodland parkway environment of this section will be maintained and enhanced.
- The pedestrian path network should be enhanced and extended to improve recreation and connectivity.
- Full consideration should be given to replacing Comberton Hill Island with surface level crossings including traffic signals.

#### **Urban Boulevard**

- Adjacent development must have a positive relationship to the ring road, fronting onto the highway, where practicable, and providing an active frontage and sense of enclosure.
- Surface-level pedestrian crossings will be created to provide alternatives to the subways on the Blackwell Street and Coventry Street traffic islands.

- Carriageway widths to be narrowed and pavement widths increased to improve the pedestrian environment.
- Railings to be removed from pavement edge and central reservation.

#### **St. Mary's**

- Physical and visual link between Church Street and St. Mary's Church to be re-established – including a surface level pedestrian crossing.
- Carriageway widths to be narrowed and pavement widths increased to improve the pedestrian environment.

#### **Park Butts Parkway**

- Contribute towards measures to rationalise the Crossley Park/Weavers Wharf junction to make it more user-friendly and allow for easier pedestrian movement.

## **River and Canal**

### **River and Canal Objectives**

The overall objectives for the Staffordshire & Worcestershire Canal and the River Stour in the KCAAP area are to:

- Enhance the waterside environment
- Increase activity and natural surveillance
- Improve green infrastructure and wildlife corridor links

**7.48** The Staffordshire & Worcestershire Canal and the River Stour are two important assets for Kidderminster. However, they have been under-utilised and there have been many missed opportunities to help re-establish these two waterways as key features of the town's environment. The ambition is now to turn these waterways from backwaters to key features within the central area.

**7.49** Elsewhere, waterside settings provide valuable regeneration opportunities. There are a number of sites adjacent to the river and/or canal with the potential for redevelopment that provide a realistic prospect to make this happen in Kidderminster.

### **Staffordshire & Worcestershire Canal**

**7.50** The canal runs along the entire western side of the KCAAP area passing through major regeneration opportunity sites including the Churchfields area. A key aim is to realise the potential of development sites adjacent to canal and revitalise it as an important feature for the town. Canals are versatile and multi-functional spaces and the District Council aspires to encourage the use of the canal for a variety of activities at different times of the day and night.

**7.51** Despite its running the length of the town, the canal remains underutilised and most developments turn their back on the waterway. There is very little active frontage facing the canal and therefore little vibrancy. The relative lack of activity on the canal means that there is very little natural surveillance and a knock-on effect of this has been persistent problems of anti-social behaviour.

**7.52** Nowhere is this more apparent than in the area around Weavers Wharf and Tesco where large surface car parks have created an extensive inactive edge in the centre of town. However, the same problem is persistent along the vast majority of the canal. Despite this, Round Hill Wharf to the south of the town centre provides a positive relationship with the canal. There are many opportunities to improve the canalside.

### **Canal Linkages**

**7.53** The canal and its towpath provide a key strategic pedestrian, cycling and boating link throughout the KCAAP area which joins together important regeneration sites and existing key facilities. The canal also has a role to play in providing an important part of the town's green infrastructure, as well as improving its biodiversity and tourism potential. The towpath and soft edges of the canal should be maintained and enhanced where appropriate. New development should aim to increase the use and encourage social activity along the canalside.

### **Canalside Developments**

**7.54** Development adjacent to the canal will be expected to provide an active frontage facing onto the water that provides natural surveillance. This is especially important in areas currently lacking active edges. New development should also promote the use of the canal and, where appropriate, encourage high levels of activity along the towpath, especially adjacent to the town centre. Here, mixed use development on the waterside will be encouraged to assist vitality and viability.

**7.55** Development should be of a high quality design that enhances the quality of the Canal Conservation Area. Where appropriate, development should also contribute towards the enhancement of public realm on the waterside.

### **Green Infrastructure and Biodiversity**

**7.56** It is recognised that the canal currently plays a role in providing part of the vital green infrastructure for the town as well as acting as an important biodiversity habitat. As the canal is a direct link between the Puxton Marsh SSSI to the north of the town, and the Wilden Marsh SSSI to the south of the town, it will be important to maintain and enhance this role.

**7.57** Key regeneration sites are present on the canalside, however, and this provides opportunities to enhance the use of the canal and make them safer places to be. Therefore, biodiversity and green infrastructure improvements must be balanced with the need to enhance the vitality and vibrancy of the canal and the town centre. It is also important to recognise the industrial heritage of the canal and that, in the KCAAP, area it is located within an urban environment.

### **Boating Infrastructure**

**7.58** The Staffordshire & Worcestershire Canal is a busy route for boaters and Kidderminster is a stop on the Stourport Ring cruising route. However, the town centre does not have a good reputation amongst boaters and they only tend to stay on a very short term basis. The District Council will continue to work with British Waterways to improve the canal environment and provide facilities that encourage boaters to moor in the town centre for longer periods.

**7.59** New development on the canalside should preserve the existing canal infrastructure and structures. Features such as winding holes assist with the navigation of the canal and will be retained. Any proposals that would be detrimental to the movement of boats along the canal will not be acceptable.

### Policy KCA.UP5

#### Staffordshire & Worcestershire Canal

New development on sites adjacent to the canal should:

- a. Provide an active frontage and natural surveillance to the canal.
- b. Improve pedestrian links to the canalside.
- c. Provide opportunities for promenading to enliven the waterside environment for both human interaction and biodiversity.
- d. Where there is an identified need, deliver new bridges to provide greater connectivity.
- e. Preserve existing canal infrastructure and boat movements.
- f. Provide a high quality design that respects the Canal Conservation Area.
- g. Contribute to the improvement of the canalside public realm.
- h. Where appropriate, enhance the canal's role as part of the green infrastructure and biodiversity network.

#### River Stour

**7.60** Like the canal, the River Stour runs along the entire western edge of the the KCAAP area. However, the river also splits off from the main watercourse into several different channels that flow right through the heart of the town. In the past much of the river, particularly the smaller arms, were culverted and built over and have been hidden from view for decades. In more recent times the redevelopment of some major sites in the town centre has provided the opportunity to open-up these watercourses once again. The development of the Tesco site is perhaps the most notable example of where this has brought vast improvements to the riverside environment.

**7.61** As with the canal, a lot of development has turned its back on the river, turning it into a forgotten backwater. Other than in a few places where the river has been re-opened, there are not many opportunities where the river can be seen. There are a number of sites adjacent to the river that have been identified as having redevelopment potential. On these sites, improvements to the riverside environment will be sought as part of any new scheme. New development should aim to improve the use of the riverside and encourage social activity along it.



**7.62** The River Stour also has an important role to play in providing an important green infrastructure link through the town and is inherently a more natural environment than the canal and offers much greater scope as a wildlife corridor. Its many channels increase the opportunities to do this over a wide area. The river is a particularly important green corridor as it provides a vital link between the Wilden Marsh SSSI and the Puxton Marsh SSSI at either ends of the town and is a Special Wildlife Site in itself. Furthermore, maintaining and, where possible, enhancing water quality is a vital part of enhancing the river's biodiversity value. Therefore, new developments should not reduce water quality as a minimum and should ideally look to contribute to improving it.

## Policy KCA.UP6

### River Stour

New developments adjacent to the River Stour should:

- a. Provide a positive relationship to the water's edge.
- b. Make on-site improvements to the green infrastructure links.
- c. Enhance the biodiversity value of the river and riverside areas as part of a wildlife corridor.
- d. Provide opportunities for promenading and interaction with the environment of the River Stour.
- e. Maintain and, where possible, enhance water quality and protection.
- f. Provide flood risk betterment measures where practical.

## Green Infrastructure

### Green Infrastructure

The overall objectives for green infrastructure in the KCAAP area are to:

- Improve the biodiversity value of the town.
- Enhance the role of the town centre in providing a green infrastructure link along the Stour Valley.

**7.63** Providing a green infrastructure network throughout the town is an important part of creating a successful urban landscape. Green spaces can provide much needed recreation and rest space which sits in sharp contrast to the 'harder' urban environments found in the rest of the town. Within the town centre itself there is not much green provision, although the surrounding areas extending out to the countryside are of a high quality. Kidderminster offers tantalising glimpses of the countryside beyond the town. However, whilst there are watercourses and important parks and green spaces on the edge of the KCAAP, the town centre is largely devoid of green infrastructure. Providing additional green infrastructure throughout the town is

important to place making. Opportunities are provided through the Staffordshire & Worcestershire Canal and the River Stour. In addition to the human interaction and amenity, green infrastructure also has a key role in enhancing the biodiversity value of localities.

**7.64** Further guidance regarding Green Infrastructure is provided through the Adopted Core Strategy policy CP13: Providing a Green Infrastructure Network and policy SAL.UP3: Providing a Green Infrastructure Network in the Site Allocations and Policies DPD. These policies should also be referred to for developments in the KCAAP area.

### **Existing Green Infrastructure**

**7.65** The KCAAP area does have existing sections of green infrastructure, particularly in the form of its parks and the river and canal environments. However, it is important that these spaces are not isolated and form part of a wider network.

### **Stour Valley Corridor**

**7.66** As part of the larger Stour Valley Corridor, which stretches across the length of the District, the river and canal have a big role to play in providing vital pieces of blue and green infrastructure as well as a wildlife corridor. Both features have been recognised in the Green Infrastructure Strategy as key corridors.

**7.67** Both waterways are a vital connection between the Wilden Marsh SSSI to the south of the town next to the former British Sugar Site and the Puxton Marsh SSSI adjacent to the Churchfields area in the north. It is important to develop this green link between these two key ecological areas. The links also offer promenading opportunities to link the British Sugar and Churchfields sites.

**7.68** Kidderminster town centre is an area where the green link and/or stepping stones need to be enhanced. The main routes follow the western edge of KCAAP, although the channels of the River Stour open this link and opportunity to the rest of the town centre e.g. the Morrisons development.

### **Green Infrastructure Opportunities**

**7.69** Opportunities to provide significant green infrastructure in the town are fairly limited, but the waterways provide a good chance to do this. However, this needs to be balanced with the need to recognise the role of Kidderminster Town Centre as the main commercial centre of the District. A combination of approaches and habitats including corridors and stepping stones and appropriate urban nature conservation approaches will be encouraged. There are a number of potential development sites in the KCAAP area adjacent to the river and/or canal that provide a good opportunity to develop the green infrastructure. It is also important to recognise that green infrastructure provision isn't just constrained to green/natural spaces and that urban/built environments can also make a valuable contribution. Implementing measures such as street trees, green roofs and SUDS can all provide an enhancement.

**7.70** The area's existing parks and open green spaces are also an important part of the wider green infrastructure and provide vital urban biodiversity habitats. These spaces should be maintained and provide the opportunity to further enhance green infrastructure provision in the town.

**7.71** New development on sites adjacent to the river and canal will be expected to enhance the wildlife habitat and encourage human interaction. The redevelopment of certain sites has already seen culverted sections of the river re-opened and the waterside environment improved. This programme of improving the river and softening the edges of the watercourses will be further encouraged.

## Policy KCA.UP7

### Green Infrastructure

All schemes within the KCAAP will need to provide green infrastructure through their design, including well integrated landscaping, tree planting and SUDS as part of the public realm. Where possible this should be linked into the wider green infrastructure network.

Sites adjacent to the Staffordshire & Worcestershire Canal and the River Stour should:

- a. Enhance the contribution of the river and canal to the green infrastructure network within the town.
- b. Enhance the biodiversity value of the river and canal where appropriate.

## Heritage

### Heritage Objectives

The overall objective for heritage in the KCAAP area is to:

- Ensure that heritage assets are maintained, enhanced and integrated into the urban environment.

**7.72** The KCAAP area contains a number of heritage assets, including Statutory Listed Buildings and Local Heritage List assets, that make a vital contribution to the quality of the urban environment and its local distinctiveness and identity. It is essential that these assets are maintained and enhanced and are successfully integrated into the future urban landscape.

**7.73** The Site Allocations and Policies DPD provides detailed guidance on heritage matters in policy SAL.UP6: Safeguarding the Historic Environment. This policy is also relevant to the KCAAP area. Adopted Core Strategy policy CP11: Quality Design and Local Distinctiveness provides more general guidance.

**7.74** The District Council will seek to retain and enhance buildings of historic merit and those which contribute to the quality of the overall townscape and will also work to secure the re-use and appropriate adaptation of disused historic buildings. Schemes and proposals that protect, preserve and enhance the historic, cultural and architectural character and heritage of Kidderminster will be supported.

**7.75** The underlying archaeology of development sites should also be a consideration. As such, Worcestershire County Council's Historic Environment Record should, as a minimum, be consulted to help identify any archaeological remains associated with sites.

### **Conservation Areas**

**7.76** Conservation Areas are designated to recognise areas of special architectural or historic interest which are considered important to preserve or enhance. The emphasis for Conservation Areas is recognising the importance of conserving the wider townscape and its setting, rather than just individual buildings.

**7.77** The KCAAP area contains four areas, as defined on the Proposals Map, which have already been deemed of sufficient quality to be designated as Conservation Areas:

- Church Street
- Vicar Street and Exchange Street
- Green Street
- Staffordshire & Worcestershire Canal

**7.78** New development in Conservation Areas must preserve and enhance the special character and appearance of these areas. This would appear to be particularly pertinent for the Staffordshire & Worcestershire Canal where a number of key potential regeneration sites have been identified adjacent to it. However, new development will not necessarily have to be designed to reflect the existing styles found in the area. Providing that they make a positive contribution to the architectural quality of the area, buildings of differing and modern designs will also be acceptable. Applicants must refer to the relevant Character Appraisal and Management Plan.

**7.79** General heritage policies are contained within the Site Allocations and Policies DPD and apply equally to the KCAAP area. The site specific policies within Part B detail specific heritage considerations at a more detailed scale.





## 8 Introduction to Part B

**8.1** While Part A of this document dealt with the general over-arching principles for development within the KCAAP area, Part B looks at site specific policies for the key development and regeneration opportunities.

**8.2** Part B is split into different character areas that have been identified which have their own distinct issues and opportunities and have different roles to play in providing future development in Kidderminster. These character areas are:

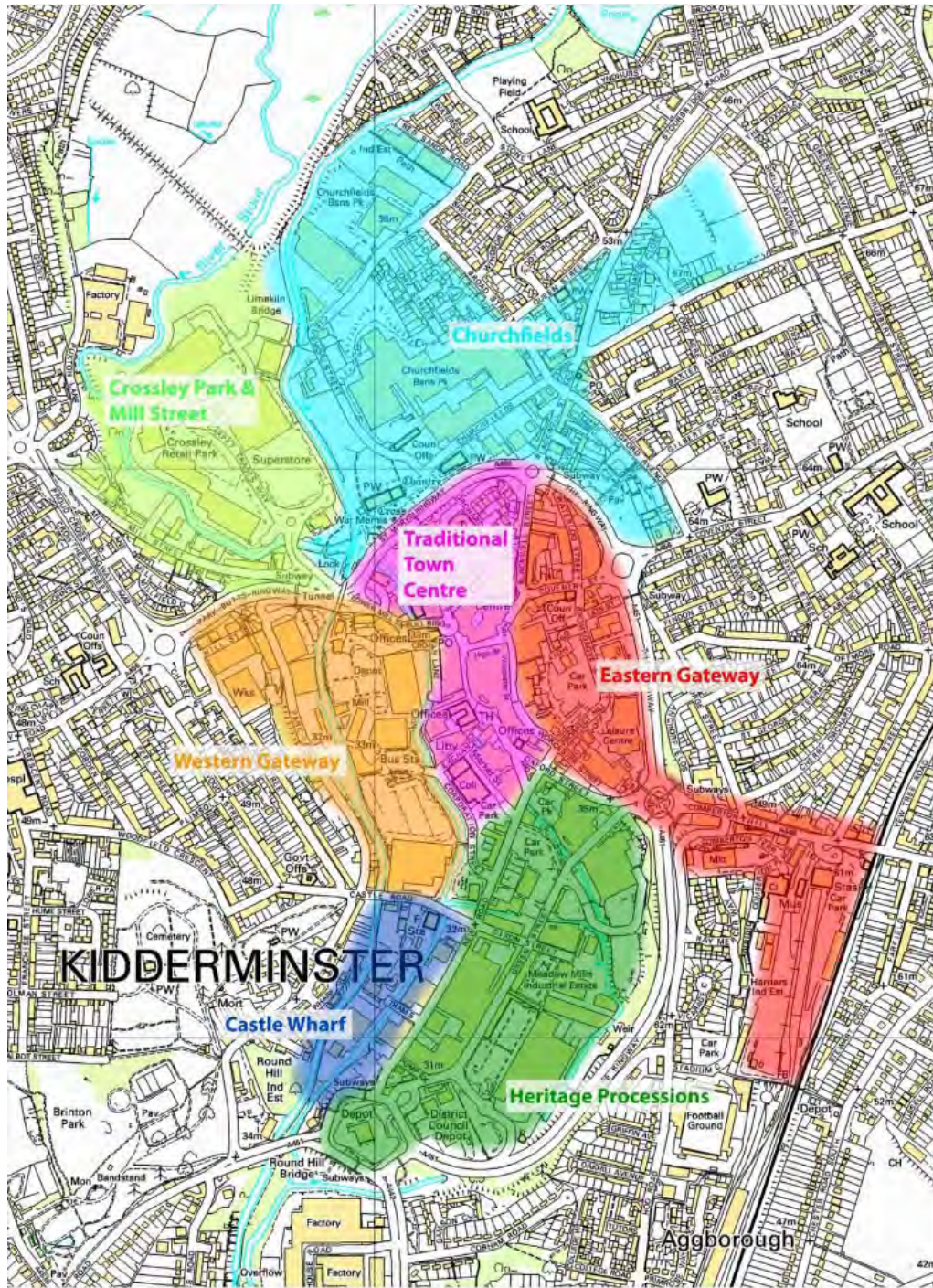
- Churchfields
- Eastern Gateway
- Western Gateway
- Castle Wharf
- Crossley Park and Mill Street
- Traditional Town Centre
- Heritage Processions

**8.3** A map indicating the location of the Character Areas is included below and at Appendix C.

**8.4** Within these character areas individual development sites and areas are identified. Each of these sites have their own specific policy which sets out the future ambitions and expectations. Appropriate uses are also identified for each site as well any specific design issues.

**8.5** For some sites the policy is supported by a conceptual map which highlights the key urban design principles that the site will be expected to deliver as well as establishing the quantum of development.

Picture 8.1 KCAAP Character Areas



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## 9 Churchfields

**9.1** Churchfields sits just north of the town centre and is one of the District's biggest housing-led regeneration opportunities and was identified as one of four priority areas within the Kidderminster Regeneration Prospectus. It is envisaged that this area could provide up to 600 new homes. It is made up of several self-contained sites that are all interlinked and form the wider Churchfields area:

- Churchfields Business Park
- Former Georgian Carpets/Stoney Lane
- Limekiln Bridge
- Crossley Park
- Horsefair
- Former Sladen School
- Grasmere Close Estate

**9.2** It is absolutely crucial that individual sites within the defined 'Churchfields Masterplan' area are linked through a comprehensive approach to layout, transport infrastructure, green infrastructure, land use mix, quantum, types and tenures of development, and design ambitions. In doing so, proposals must also have full regard to the wider ambitions of the KCAAP, specifically the rejuvenation of the town centre which is the key economic regeneration driver for the action plan area, complemented by the proposed 'urban village' at Churchfields as the focus for housing led regeneration.

### Churchfields Masterplan

#### Background

**9.3** Such is the scale of opportunity presented by Churchfields that the District Council, working with partners including the Homes and Communities Agency, highlighted the area as a housing priority through the ReWyre Initiative. The majority of the redevelopment potential is a once bustling industrial area, formerly the site of two carpet factories. This area is no longer able to meet modern requirements for industry and the site is currently in temporary use. It is surrounded by existing residential communities to the north and east, Crossley Retail Park to the west and the town centre to the south.

**9.4** This series of previously developed land represents a sustainable residential location where a number of key community, heritage and environmental assets can be enhanced. Particular challenges include balancing the needs for a vibrant canalside benefiting from natural surveillance with nature conservation of the Stour Valley, addressing the ring road and canal as barriers to movement, working with the topography, addressing public transport permeability and improving air quality.

**9.5** While the role of the KCAAP will be to provide planning policies and allocation sites for land uses that will help to transform Churchfields; it was deemed necessary to create a specific masterplan to set out a detail design framework and wider vision to guide future development in the area and ensure a holistic approach is taken.

#### Developing the Masterplan

**9.6** The District Council worked with the Homes and Communities Agency and Midlands Architecture for the Designed Environment (MADE) to develop the Masterplan. MADE provided expert advice regarding urban design and transport and viability studies have also been undertaken to make sure that the Masterplan is deliverable.

**9.7** The Masterplan was taken through two stages of public consultation, including a series of workshops and roadshow events, with the local community to develop a draft plan. This also included continuous engagement with public and private sector stakeholders, including local councillors and professional officers. This consultation enabled the masterplanning team to identify the key issues and opportunities for the area.

**9.8** A draft version of the Masterplan was then taken through a formal six week consultation period and included staffed exhibitions around the District. The feedback from this consultation was then fed into the production of the final document. The Masterplan was adopted as a Supplementary Planning Document by the District Council in September 2011.

**Picture 9.1 Churchfields Masterplan**



### **Guiding Principles for Churchfields**

**9.9** As described above, the purpose of the Masterplan is to set out a detailed design framework to guide new development in the area. This can then be used to guide, challenge and inform proposals for development and the subsequent determination of planning applications. The Masterplan will also provide added certainty for investors and developers while at the time being flexible enough to enable the delivery of sites.

**9.10** To deliver this guidance the Masterplan provides nine key design principles that deal with important themes to be addressed within Churchfields and are applicable throughout the masterplan area. Each design principle provides detailed points and requirements that will ultimately help deliver each of the main principles. In addition to this, the Masterplan splits Churchfields into five individual character areas and provides more detailed design points for each locality. Finally, this guidance is pulled together to provide an overall visual masterplan for the whole of the Churchfields area.



## Policy KCA.Ch1

### Churchfields Masterplan

New development within the Churchfields area, as defined on the Proposals Map, will be expected to conform to the overall aims of the Churchfields Masterplan Supplementary Planning Document (SPD) including the established Design Principles and Character Area Objectives. Proposals must be guided by the Masterplan and should demonstrate how they have met the expectations for the site.

In considering the guidance set out in the SPD, the District Council will take into account the viability, deliverability and phasing of the regeneration proposals. Any deviations from the core principles of the Masterplan must be justified through a full viability assessment.

Proposals that would prejudice the comprehensive development of the wider Masterplan area, including any necessary infrastructure, will not be acceptable.

The priorities in regard to Planning Obligations are also set out in the SPD and contributions should be made in line with this guidance.

New development will be required to provide for new infrastructure and movement choices within the area including new and improved highway connections to Crossley Retail Park and the ring road.

**9.11** It is envisaged that the Masterplan area could contain a mix of uses, accommodating in excess of 600 new homes in addition to new offices, community facilities, small scale retail (of no larger than 250sqm per unit) and food and drink premises. It is the largest single housing growth opportunity in Wyre Forest District in what is one of Worcestershire's most deprived neighbourhoods. Consequently the potential for major transformational impact exists and it is crucial that not only housing numbers are achieved but that there are added benefits in terms of place and community that are consistent with the focus on jobs and economic activity in the town centre.

### Highways Infrastructure

**9.12** The policy highlights the crucial need to address the poor quality infrastructure of the area which has created significant air quality management issues. At present all vehicle movements through the area are focussed on the Horsefair junction of Stourbridge Road, Broad Street, Blackwell Street and Radford Avenue and this creates a significant bottleneck. As part of the masterplan exercise, research has been undertaken to explore opening up new choices including making Blackwell Street one-way and introducing a new access to Churchfields from the ring road. Another option includes a new multi-modal bridge to Crossley Park, that could offer further scope for public transport permeability through the area. This is in addition to improved pedestrian and cycle connectivity through the site and especially to the canal and Puxton Marsh to the north and the town centre to the south.

**9.13** The proposed highway changes contained in the Masterplan have been worked up using specialist transport advice and is considered to be the preferred option. This highway layout is the preferred starting point and proposals that deviate from this will be expected to fully justify

their approach to the satisfaction of the District Council. Furthermore, transport proposals across the Churchfields area, including those outlined in the Masterplan, will also need to be supported by technical evidence to demonstrate their impacts on the wider traffic network.

### Design Considerations

**9.14** The Masterplan sets out design principles that illustrate a clear approach to urban design in the area. The District Council will be looking for a high quality of architectural treatment with the design of buildings and also the spaces around them. Not only does this include the fundamental design layout of new developments, but the approach to materials and styles that compliment and enhance the individual character areas. New developments will be expected to demonstrate consistency with the design principles.

### Developer Contributions

**9.15** In considering individual proposals, the District Council will have regard to the overall quantum of development planned for the area and its cumulative impact and will look for an appropriate and proportionate contribution towards infrastructure as a key priority for the neighbourhood. In assessing proposals, the authority will give full and due consideration to financial viability. Developers will be expected to provide an open book approach (subject to commercial confidence).

**9.16** The Churchfields Masterplan sets out the priority areas for development contributions which includes off-site highways works, public transport, and affordable housing. However, contributions will also be sought for other important infrastructure including education, drainage infrastructure, and emergency services facilities.

**9.17** The principles outlined in this policy establish the regeneration priorities for the area and supplement (but do not replace) the requirements of other policies and Supplementary Planning Documents addressing Planning Obligations and/or Community Infrastructure Levy. The District Council is supportive of regeneration and would like to see a start on-site early in the plan period (2012-2016) and the authority will look to balance the expectations of the policy with commercial reality. Proposals that fall short of the provisions set out in the policy will need to be accompanied by a robust justification and financial appraisal to justify a departure. This should be consistent with the requirements of policy SAL.DPL3: Financial Viability in the Site Allocations and Policies DPD.

### Water Management and Contamination

**9.18** Most of the Churchfields Masterplan area falls outside of the River Stour floodplain with only a small proportion of land (within the Former Georgian Carpets/Stoney Lane Industrial Estate site) falling within Flood Zone 2. Any new development in this area will be expected to produce a flood risk assessment where appropriate. Nevertheless, the District Council will still look for appropriate water management measures to be delivered through new development across the, including the incorporation of SUDS, in line with Adopted Core Strategy policy CP02: Water Management.

**9.19** The Churchfields area also overlies a principal aquifer of regional strategic importance and is therefore a hydrologically sensitive setting. The industrial past of the area means that there is likely to be contamination present. New development should ensure that contamination is appropriately addressed and appropriate remediation measures taken in line with Adopted Core Strategy policy CP01 Delivering Sustainable Development Standards.

**Phase 1 - Grasmere Close (2.27ha)**

**9.20** The Community Housing Group owns the site and is redeveloping the former maisonette blocks with a scheme for more traditional houses. The redevelopment of this site will provide up to 100 dwellings and will provide a more attractive residential environment.

## Policy KCA.Ch2

### Phase 1 - Grasmere Close

The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses

Any new development on this site should:

- a. Provide a strong frontage along Stourbridge Road and Hurcott Road.
- b. Provide active frontages and sense of enclosure to all roads within the site.



## Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate (5.39ha)



**9.21** The former Georgian carpet factory closed around 2002 and has since been subdivided and let to individual businesses. Some of the existing uses on-site are not complementary to surrounding housing and the site is not making the most of its setting overlooking the Stour Valley and Staffordshire and Worcestershire Canal. Poor levels of natural surveillance are known to be inhibiting canal users and therefore failing to make the most of this valuable asset.

**9.22** The area, despite being so close to the town centre, also has little activity, especially during the evening and at weekends. Furthermore, many of the existing buildings have fallen into disrepair and some are empty.

**9.23** The site also presents a significant opportunity to provide a development that has a positive relationship to the canal and provides some natural surveillance onto it. With fewer obstacles to delivery, it is considered that the site offers scope for phasing in the early part of the plan period (2012-2016) to follow Phase 1 at Hurcott Road where plans are advanced to replace the maisonette blocks at Grasmere Close with a scheme involving 100% affordable housing.

**9.24** It is envisaged that this site will comprise entirely of residential uses and its redevelopment as such could provide approximately 220 new homes.



### Policy KCA.Ch3

#### **Phase 2a - Former Georgian Carpets/Stoney Lane Industrial Estate**

The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses

Any new development on this site should:

- a. Appropriately connect to surrounding streets and spaces.
- b. Provide a clear block structure including fully connected streets and internal functional spaces/ squares.
- c. Provide a positive relationship including opportunities for natural surveillance to the canal including good levels of public access.
- d. Avoid the creation of cul-de-sacs; allowing movement throughout the site.
- e. Maximise the extent of active frontages to all public streets and spaces.
- f. Be compliant with the Staffordshire and Worcestershire Canal Conservation Area Character Appraisal.
- g. Make provision for a new pedestrian link over the canal to the Puxton Marsh SSSI.

## Phase 2b - Former Sladen School (2.59ha)



**9.25** The Sladen School was deemed surplus to requirements by Worcestershire County Council and has been demolished. The site is now identified as being suitable for redevelopment. The site includes the site of the building itself and the associated playing fields.

**9.26** This site offers the opportunity for housing development within an existing residential setting and could provide approximately 20 new homes. However, a community development of some kind is also desirable for this site and would be best placed adjacent to Hurcott Road.

**9.27** The Wyre Forest Playing Pitch Strategy identifies providing replacement sports pitches for those lost through the closure of the school. Therefore, any new development will be expected to contribute towards the compensation for this provision. This may be on- or off-site provision depending on the nature of the development that is ultimately provided on the site.

### Policy KCA.Ch4

#### Phase 2b - Former Sladen School

The redevelopment of this area will be expected to included:

- i. C3 Dwelling Houses
- ii. C2 Residential Institutions

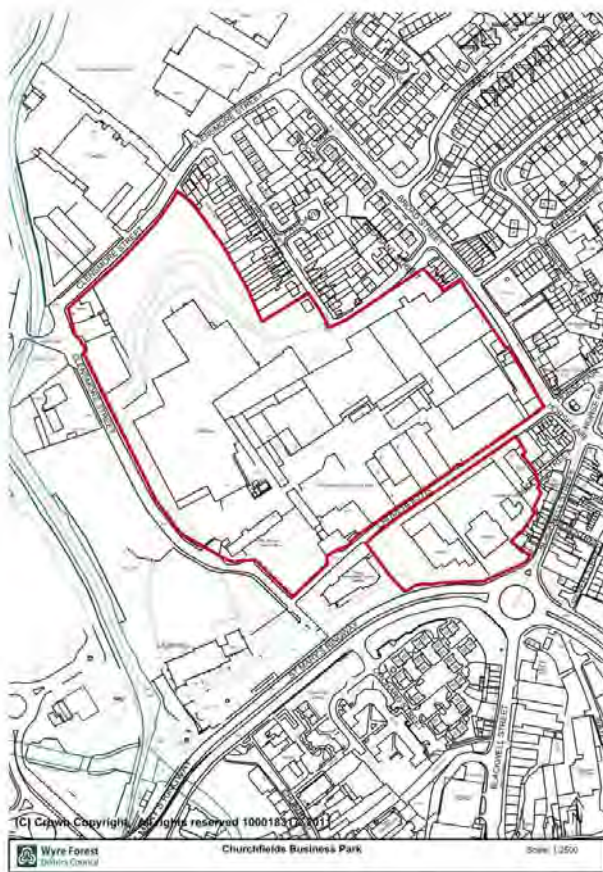
D2 Leisure developments for indoor and outdoor sports facilities may also be acceptable on this site.

Any new development on this site should:

- a. Provide an active frontage onto Hurcott Road.
- b. Provide compensation for the loss of existing playing fields.
- c. Provide links through the area i.e. linking to Grasmere Close.



### Phase 3a: Churchfields Business Park (8.09ha)



**9.28** The Churchfields Business Park is the former site of the Tomkinsons carpet factory which has closed and the buildings are now let out to individual businesses. It is considered that this area is not the most appropriate setting for these businesses. Along with the former Georgian Carpets site, the land is in the ownership of Kidderminster Property Investments (KPI).

**9.29** The area, despite being so close to the town centre, has little activity, especially during the evening and at weekends. Furthermore, several of the existing buildings have fallen into disrepair and many are empty. It is felt that a residential-led redevelopment, that links in with the town centre and existing Horsefair community, will help to bring life back to Churchfields. It is envisaged that the redevelopment of this site could provide approximately 200 new homes.

**9.30** However, this area should also contain a mix of uses especially closer to the existing Horsefair neighbourhood centre and the ring road. There is a particular opportunity for office and retail development that will help to enhance the neighbourhood centre, as well as a community use for the surrounding residential area. In regard to retail development, it should be small scale (no larger than 250sqm floor space), up to a maximum of approximately 1,000sqm in total. The opportunity for a hotel development adjacent to the ring road has also been identified through the masterplanning process.

**9.31** This site also includes the CMS car garage on the ring road which provides a significant opportunity to provide another vehicular route through the area and help relieve the congestion on Blackwell Street and in the AQMA. This piece of infrastructure is key to the successful regeneration of the entire masterplanning area.

**9.32** The Churchfields Business Park site is in many ways the most complicated site within the Masterplan area with a range of occupiers albeit with a common landlord in KPI. The site holds the key to opening up transport options in the area that may alleviate traffic congestion and air quality management challenges in the Horsefair.

### Policy KCA.Ch5

#### Phase 3a - Churchfields Business Park

The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses
- ii. B1 - Offices and workshops
- iii. D1 Non-residential Institutions
- iv. Small Scale A1-A3 Retail
- v. C1 Hotel

Any new development on this site should:

- a. Address Clensmore Street as a key movement corridor through the area.
- b. Open up new streets into and through the site having regard to the historic street pattern including reopening Duke Street making use of the Local Heritage List buildings for enclosure.
- c. Create a block structure and layout that connects with surrounding structures with a more suburban pattern to the north of the site giving way to urban character in the south towards the ring road and Horsefair Neighbourhood Centre.
- d. Take advantage of topography to open up views and vistas from the site and create recognisable landmark features within the site.
- e. Provide an active edge to Churchfields and Clensmore Street and a sense of enclosure.
- f. Contribute to solving the problems of the Horsefair AQMA.

The District Council will safeguard opportunities to open up access to the ring road and improve access to Blackwell Street from within the area. Development proposals must provide appropriate means of access to facilitate the scale of development proposed without having a detrimental impact on the Air Quality Management Area of Blackwell Street.



## Phase 3b - Limekiln Bridge (1.16ha)



**9.33** This site comprises a privately owned engineering works and a District Council owned parcel of open space. The open space is essentially redundant with very few people using it. The site has an important position on the canalside and provides an opportunity to create an active frontage that allows natural surveillance onto the canalside.

**9.34** The masterplanning process has identified this site as being suitable for significant residential development. Due to the constraints and size of the site the development would lend itself to apartments. This would allow for the development to provide an active frontage onto both the canal and Clensmore Street. It is envisaged that redevelopment of this site could provide up to 120 apartments.

**9.35** Due to the canalside location of this site and its potential future link to Crossley Retail Park, the masterplanning process has identified the opportunity for some small scale (around 300sqm) restaurant/café use.

**9.36** There is a significant opportunity to provide a new pedestrian and vehicle bridge over the canal in this area to provide a link through to Crossley Retail Park. This new route would provide a vital alternative route out of the area and help to relieve congestion in the Horsefair area.

**9.37** While the existing piece of open space is redundant, it is its location that makes it so, rather than a lack of need or desire for open space. Therefore, compensatory space will be required, such as a contribution towards alternative provision within the Churchfields area and any new development on this site will be required to make a contribution towards this.

**9.38** The previous industrial use of the site and its locations means there is potential for contamination issues. The site is also located adjacent to a historical landfill site (Phase 4 - Crossley Park). Consequently any development will need to demonstrate that any contamination issues can be adequately addressed.

### Policy KCA.Ch6

#### Phase 3b - Limekiln Bridge

The redevelopment of this area will be expected to include:

- i. C3 Dwelling Houses
- ii. A3 Retail

Any new development on this site should:

- a. Provide an active frontage onto the canal and Clensmore Street.
- b. Provide good pedestrian connections through the site to link Clensmore Street to Crossley Park via a new bridge over the canal.
- c. Be sympathetic to the character of the Staffordshire and Worcestershire Canal Conservation Area.
- d. Contribute to the creation of a new multi-modal bridge over the canal.
- e. Safeguard the line of the Churchfields/Crossley Park bridge link.
- f. Compensate for the loss of existing open space.

## Phase 4 - Crossley Park (2.78ha)



**9.39** This site is part of the Churchfields Masterplan but is located on the opposite side of the canal behind Crossley Retail Park. The site is owned by the District Council. The masterplanning process has identified the site as being suitable for office development. This site would need to be linked into the existing road infrastructure of the retail park to provide access.

**9.40** There is an identified flood risk on part of the site and any development would need to be designed in a way that would alleviate any risk. The development would need to be positioned on the eastern edge of the site, fronting onto the canal. The use of on-site mitigation measures will also be crucial on this site.

**9.41** This site is also noted as being a historic landfill and consequently any development will need to demonstrate that contamination issues can be adequately addressed.

### Policy KCA.Ch7

#### Phase 4 - Crossley Park

The redevelopment of this area will be expected to include:

- i. B1(a) Office

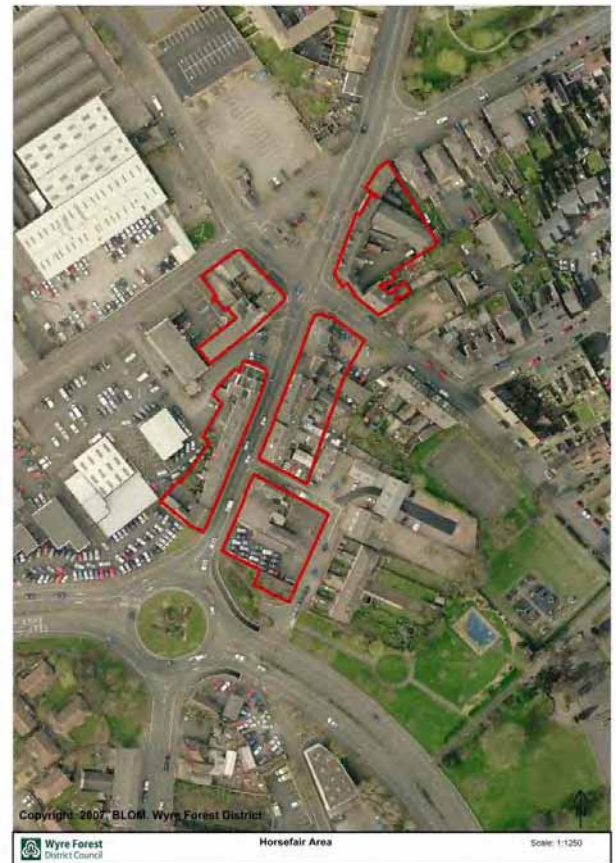
Any new development on this site should:

- a. Provide an active frontage onto the canal.

- b. Contribute to the creation of a new multi-modal bridge link over the canal to Crossley Park.
- c. Safeguard the line of the Churchfields/Crossley Park bridge link.



## Horsefair



**9.42** The Horsefair is an historic area of Kidderminster which contains several Statutory Listed Buildings and buildings on the Local Heritage List. The narrow, enclosed route along Blackwell Street is an important street and the building frontages that create this should be retained.

**9.43** The Horsefair, however, has been somewhat neglected and many of the buildings are in need of refurbishment, repair and/or redecoration. The District Council will look to improve the built environment of this area and aim to create a neighbourhood centre that people can be proud of.



### Horsefair Neighbourhood Centre



**9.44** The Horsefair is an important local service centre and has a diverse mix of retail units along the Blackwell Street area. The ambition for this area is to maintain and enhance its role as a service centre for the local community and also for niche and specialist retailing. However, new retail development in this area must not have a negative affect on the viability of the town centre.

**9.45** The role as a neighbourhood centre should be enhanced as part of a high density mixed use area that includes other commercial and residential uses. This would include parts of the Churchfields Business Park area in the Masterplan.

**9.46** The Horsefair is also a key gateway into the town centre, particularly for vehicles, and suffers from congestion and pollution. As a result it has been designated an Air Quality Management Area. A key ambition for the Masterplan was to find a solution to this problem and improve the environment along Blackwell Street. Therefore, new development in the Churchfields area will be expected to contribute to an improved transport system that helps to reduce congestion and pollution.

## Policy KCA.Ch8

### Horsefair

In the Horsefair:

- a. Support will be given to new retail development which enhances its function as a neighbourhood centre, providing that:
  - i. The development does not exceed 250sqm
  - ii. There would be a 'nil-harm' effect on Kidderminster's Primary Retail Area.
- b. Support will be given to new office development.

- c. The historic street frontage along Blackwell Street and Dudley Street will be retained and repaired where appropriate. This includes Listed Buildings and Local Heritage List Assets.
- d. An improved public realm will be sought along Blackwell Street, including a new public space.
- e. Residential development will be supported above ground level.

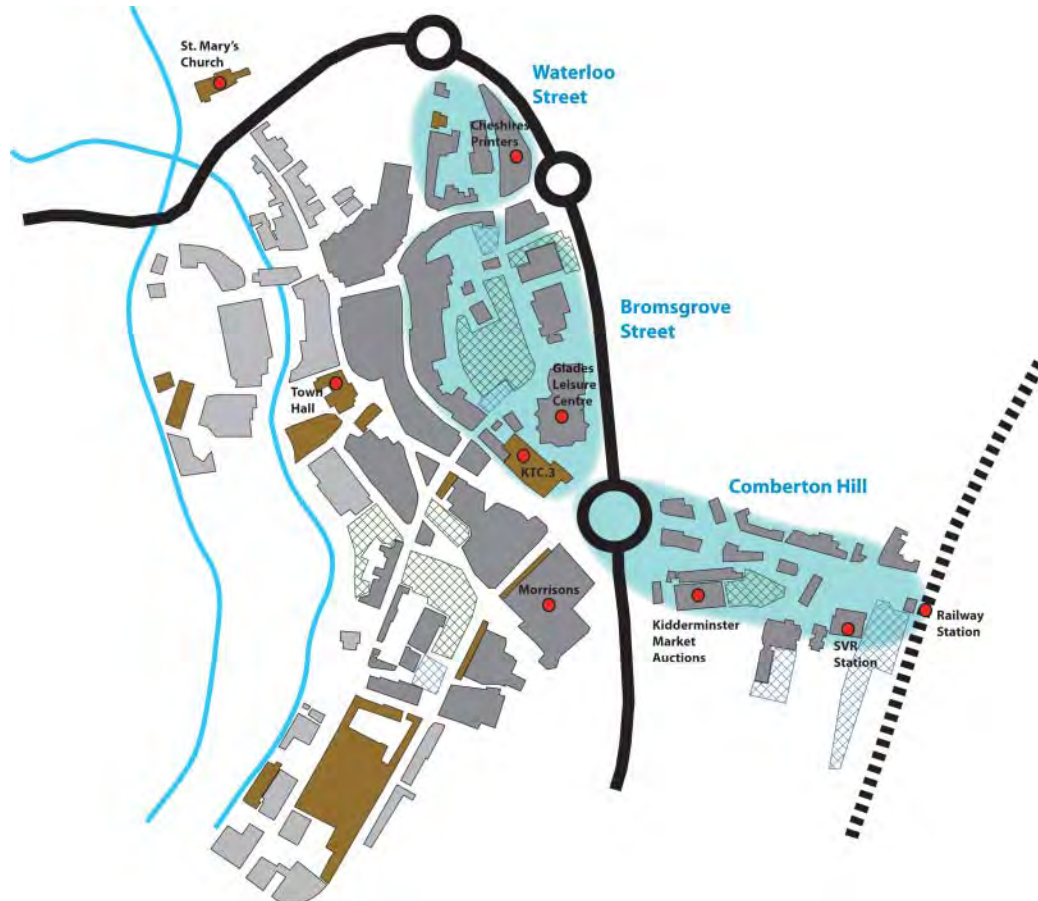


## 10 Eastern Gateway

**10.1** Kidderminster's Eastern Gateway is a large area that stretches from the Railway Station on Comberton Hill, into the town centre including the former Magistrates' Court and the site of the Carpet Museum, along Bromsgrove Street, before finishing at Waterloo Street.

**10.2** This represents a series of significant development and investment opportunities and projects that are present along a key gateway into the town.

### Development areas within the Eastern Gateway



## Comberton Hill Area



### Policy KCA.EG1

#### Comberton Hill Area

Within the Comberton Hill development area there are a number of potential development and environmental improvement sites:

- Kidderminster Railway Station
- Comberton Place including Kidderminster Market Auctions Site
- Comberton Hill Island

The presumption will be in favour of Retail Use Classes (A1-A5) at the ground floor within the main road shopping frontage on Comberton Hill.

Elsewhere within the area, and including upper floors on Comberton Hill, proposals involving the following uses will be supported on their merits:

- i. Small scale retail (up to 250sqm)
- ii. Small scale new B1 Office and workshops
- iii. C1 Hotel
- iv. C3 Dwelling Houses
- v. D1 Non-Residential Institutions



- vi. D2 Assembly and Leisure
- vii. Tourism and Leisure Proposals

Some of the key principles for development within this area include:

- a. Improving streets and spaces through the quality of the public realm including enhanced hard and soft landscaping themed to connect the railway station and town centre.
- b. Sensitively incorporating car parking within the overall design solution to create multi-functional streets and spaces including treatment of Comberton Hill itself.
- c. Taking advantage of the site's prominent location, views and vistas.
- d. Establishing physical connections with surrounding developments including recent residential development.
- e. Retaining and enhancing any local heritage assets within the site boundaries in accordance with SAL.UP6: Safeguarding the Historic Environment.

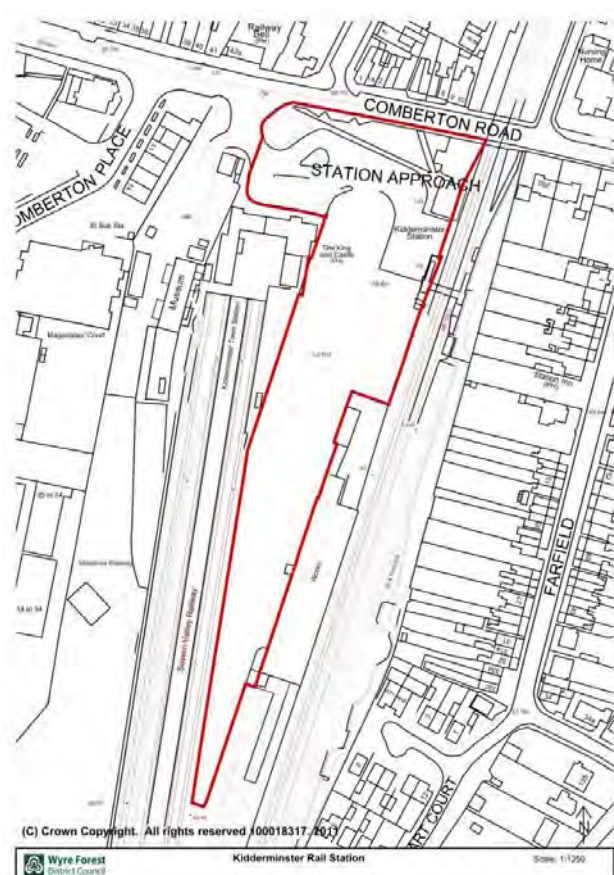
**10.3** In retail planning terms the Comberton Hill area includes an established neighbourhood centre that serves local convenience needs and provides a diverse mix of retail uses along the road. The ambition for this area is to maintain and enhance its role as a service centre for the local community and also for niche and specialist retailing. However, care will be taken to ensure that new retail development does not adversely affect the viability of the town centre.

**10.4** This is also a significant arrival point in the town as it includes the mainline railway station as well as the Severn Valley Railway station. The future investment in the railway station forecourt to improve its role as a transport interchange will further enhance this area's status as a gateway in and out of the town.

**10.5** The key issue for this area is improving the pedestrian environment and creating a pleasant and clear route to and from the town centre. As well as improving conditions for existing users, the aim is to encourage visitors to the Severn Valley Railway and Kidderminster Railway Museum into the town.

**10.6** A key part of this enhancement, will be the removal of the subway underneath the ring road at Comberton Island as this presents a major barrier for pedestrians walking into the town centre. This route is very well used but is extremely unpopular. The ambition would be to see the subway system removed and replaced with ground-level crossings.

**10.7** The Comberton Hill area is currently mixed in character and support will be given to proposals that serve to strengthen that mix of uses.

**Kidderminster Railway Station****Policy KCA.EG2****Kidderminster Railway Station**

Proposals for the redevelopment and re-organisation of the existing railway station to create a new transport interchange will be supported.

Proposals should incorporate a high quality public realm and include a new civic space around the forecourt, incorporating quality materials and appropriate landscaping.

Upgrades to the station should also contribute to improving the connectivity between the station and the town centre.

Links between the commercial railway and the Severn Valley Railway should be promoted and enhanced.

**10.8** There are plans in place through a partnership involving London Midland, Network Rail, Worcestershire County Council and Wyre Forest District Council for a major investment in the existing railway station. This would include the redevelopment of the station building itself and the re-organisation of its forecourt to create a new multi-modal transport interchange.

**10.9** As one of the main arrival points into the town, it is crucial that visitors get a good welcome to Kidderminster when travelling by rail, bus and from the Severn Valley Railway. Therefore, the public realm should be of a high quality and should also encourage movement into the town centre. An improved civic space would be highly desirable as part of the station area also.

**10.10** Policy SAL.CC1: Sustainable Transport Infrastructure in the Site Allocations and Policies DPD provides further guidance on development at the railway station. Furthermore, policy SAL.GBP5: Supporting Major Tourist Attractions provides guidance for the Severn Valley Railway.



## Comberton Place



### Policy KCA.EG3

#### Comberton Place

Within this area a mix of uses will be considered including:

- i. A1-A5 small scale retail that would enhance the neighbourhood centre
- ii. B1 Office, workshops and art studios
- iii. C1 Hotel
- iv. C3 Dwelling Houses
- v. D1 Non-Residential Institutions
- vi. D2 Assembly and Leisure - including tourism development

The Kidderminster Market Auctions site may be more suitable for primarily residential use, although the above uses would also be considered on their merits.

Development proposals within this area should:

- a. Provide a positive relationship to surrounding development, including the railway interchange.
- b. Ensure appropriate design taking into account the prominent and/or elevated position of the sites and the need for positive relationships to be created.

- c. Seek to improve the townscape by removing existing buildings which are currently considered to be of poor quality.
- d. Provide natural surveillance opportunities and a sense of enclosure to the railway interchange and Comberton Place.
- e. For the Kidderminster Market Auctions site, fully consider the distant views of the site on the ridge line above the town centre.
- f. Development proposals for the market auction site that involve the adjacent public car park may be considered favourably, subject to appropriate car parking being provided as part of the overall design solution.

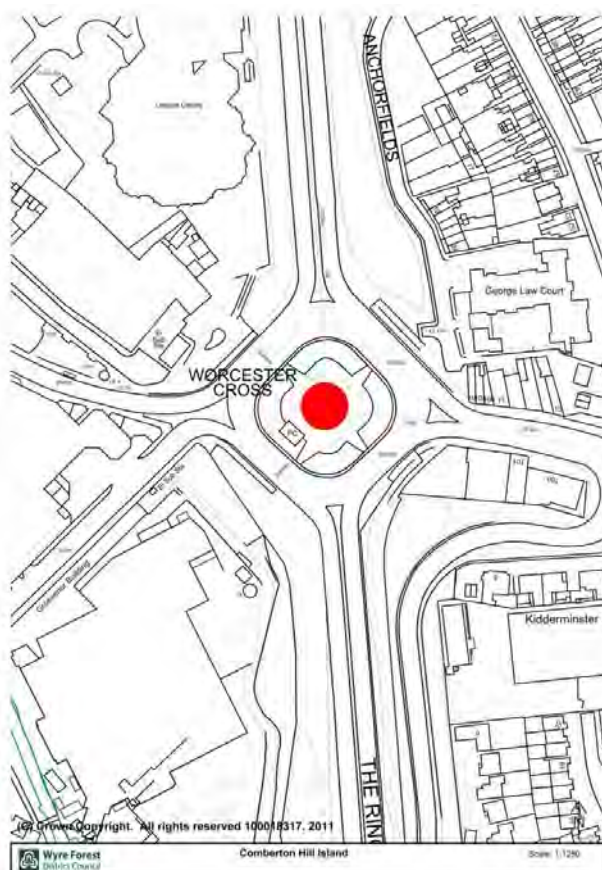
**10.11** The Comberton Place area includes two sites: the Kidderminster Market Auctions site and the former County Court/ parade of shops at the corner with Comberton Hill.

**10.12** The area has been identified for redevelopment for a mix of possible uses including residential, commercial, and tourism. However, the market auctions site potentially offers better use as a residential location, as the former cattle market, immediately south of this site, has already been developed for housing and the redevelopment of this site for housing would be complimentary to that.

**10.13** Both of these groups of buildings are defined in the Adopted Design SPG as *"Buildings where improvements in townscape quality could be achieved."* Improvements to the design of the buildings could therefore provide a better townscape and design of this part of the town. With regard to the Comberton Place row of shops, one of the key principles will be to ensure that it relates positively to the rail interchange, given its proximate location. With regard to the Kidderminster Market Auctions site the Design SPG also identifies that it is a *"Highly visible ugly building...Consider long term future and potential removal"*. Therefore, this site provides the opportunity to improve the current outlook from the site as well as improving the vista to this site, which sits on an elevated ridge above the town centre. Design proposals will need to respond positively to this prominent location as well as linking into the existing surrounding development.

**10.14** Regarding the County Court site, a mix of uses, including small scale retail and office uses that would enhance the offer of this neighbourhood centre, would be acceptable. Tourism related activity could be particularly appropriate as it is adjacent to the Severn Valley Railway and RailwayMuseum. New development here should provide a building that would enhance the street and provide a strong relationship to Comberton Place. Furthermore, each of the site's four aspects are also visible from the public realm so new development should seek to provide a more positive relationship to each.



**Comberton Hill Island****Policy KCA.EG4****Comberton Hill Island**

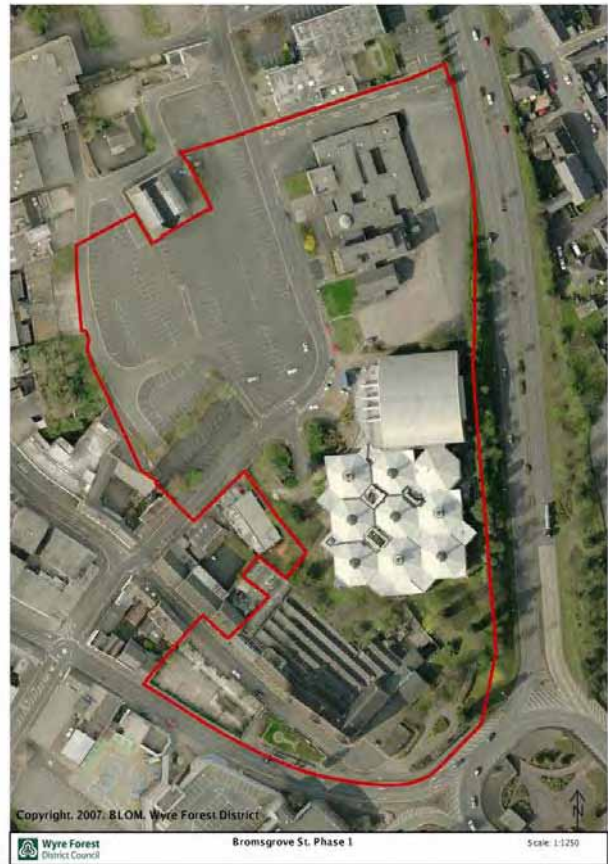
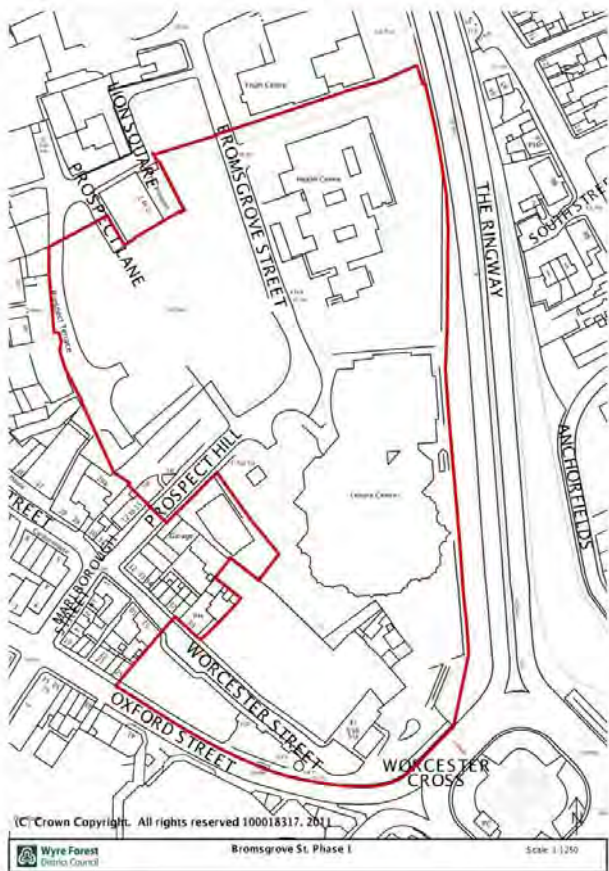
The infilling of the pedestrian subway system underneath Comberton Hill Island and its replacement with surface level pedestrian and cycle crossings will be promoted in line with the Kidderminster Regeneration Prospectus.

Development proposals involving sites within the Comberton Hill and Bromsgrove Street parts of the Eastern Gateway will be expected to contribute towards the improvement of the island.

### 3D model of how a pedestrian crossing could replace the Comberton Island subway





**Phase 1: Bromsgrove Street Area (3.6ha)****Policy KCA.EG5****Phase 1: Bromsgrove Street Area**

The District Council will seek the comprehensive redevelopment of the Bromsgrove Street area. Development proposals in any part of the area must demonstrate how the scheme complies with a wider masterplanning approach.

The area falls within the Primary Shopping Area and the following land uses will be acceptable:

- i. A1 Retail
- ii. A3-A4 Retail
- iii. B1a Office
- iv. C1 Hotel
- v. C3 Dwelling Houses
- vi. D1 Non-Residential Institutions
- vii. Community uses (sport and medical)

Any new development on this site should:

- a. Retain and enhance the former Magistrates' Court frontage and Worcester Cross fountain.

- b. Provide direct and/or enhanced links to Worcester Street via the former Magistrates' Court building, Step Entry or retail developments to the north.
- c. Create a high quality public realm including enhanced public spaces.
- d. Provide new and improved access to the ring road with new direct access to Bromsgrove Street to be explored.
- e. Create a positive and active frontage to Comberton Hill Island.
- f. Where practicable front onto public streets and spaces.
- g. Enhance the quality of public car parking.

**10.15** This is a large site that includes the existing public car park, medical centre, former Magistrates' Court (previously known as KTC.3) and Glades Leisure Centre. This collection of sites provides a significant opportunity to regenerate this part of the town and provide a significant retail development to give additional footfall to Worcester Street and improve the quality of the built environment.

**10.16** The Bromsgrove Street area experiences poor footfall with the majority of traffic coming from the car park and walking directly into the town centre. The ambition for an improved retail offer on Worcester Street and improved links to Bromsgrove Street will help to bring people further into this site. However, there is a need for uses in this area that will further help to increase footfall and bring vibrancy back to this area. This area is located within the Primary Shopping Area to reflect the ambition for a major retail development on the eastern side of the town.

**10.17** As set out in the 'A Good Place to do Business' section of this document, the ambition is to attract a major new retail store in this area that will help to drive footfall over to this side of the town. This will require major redevelopment of existing buildings within the site and links to Worcester Street will need to be improved.

**10.18** New development on this site will be expected to improve connections both within the site and to surrounding parts of the town by creating new vehicular and pedestrian routes. A series of new streets and spaces that enhance the public role and sense of place should be integral to plans for the area. The District Council will also be seeking to implement a surface level pedestrian crossing across the the ring road along the site's boundary.

**10.19** The former Magistrates' Court site is a vacant site owned by the District Council. The building has a prominent and attractive frontage that is a landmark feature for this entrance into the town. However, the surrounding areas are an unattractive and untidy mix of redundant buildings and vacant space.

**10.20** Therefore, it is important that new development creates an attractive welcome for people coming into the town. The retention of the frontage of the Magistrates' Court will be required on this site and should be incorporated into any new development. There is also the opportunity for an important enhanced public space within the development.

**10.21** This site would be suitable for mixed use development and a flexible approach to uses will be taken providing that they are complementary to each other and that of neighbouring sites. It is envisaged that residential, office and business uses would be most acceptable. Whilst a major retail store may be possible to the rear, the frontage building might lend itself to a community use such as a medical centre or offices.

**10.22** To conclude, the area is currently a disjointed urban environment with a mixture of surface car parking and unattractive buildings that create a confused sense of place. Development within the area will need to significantly improve the urban form and provide a sense of enclosure to streets and provide an active frontage where possible. However, as the ring road adjacent to the Glades is in a cutting, active frontages may not be deliverable in this particular location. Pedestrian and multi-modal links need to be carefully considered to assist with legibility.

### **Leisure Review**

**10.23** The District Council is undertaking a review of its sport and leisure provision within the District. The future of the Glades Leisure Centre was looked at as part of this review and it was decided that it is not considered to be effective or efficient in providing modern leisure facilities and therefore should be closed. The closure of The Glades would provide a significant redevelopment site in this area and could assist with the ambition for the comprehensive regeneration of Bromsgrove Street. In terms of a timescale for closure, it is anticipated that the Glades will be open until March 2016 at the latest. However, the site could be vacated earlier if new leisure facilities are developed sooner or if the site needs to be brought forward for development.

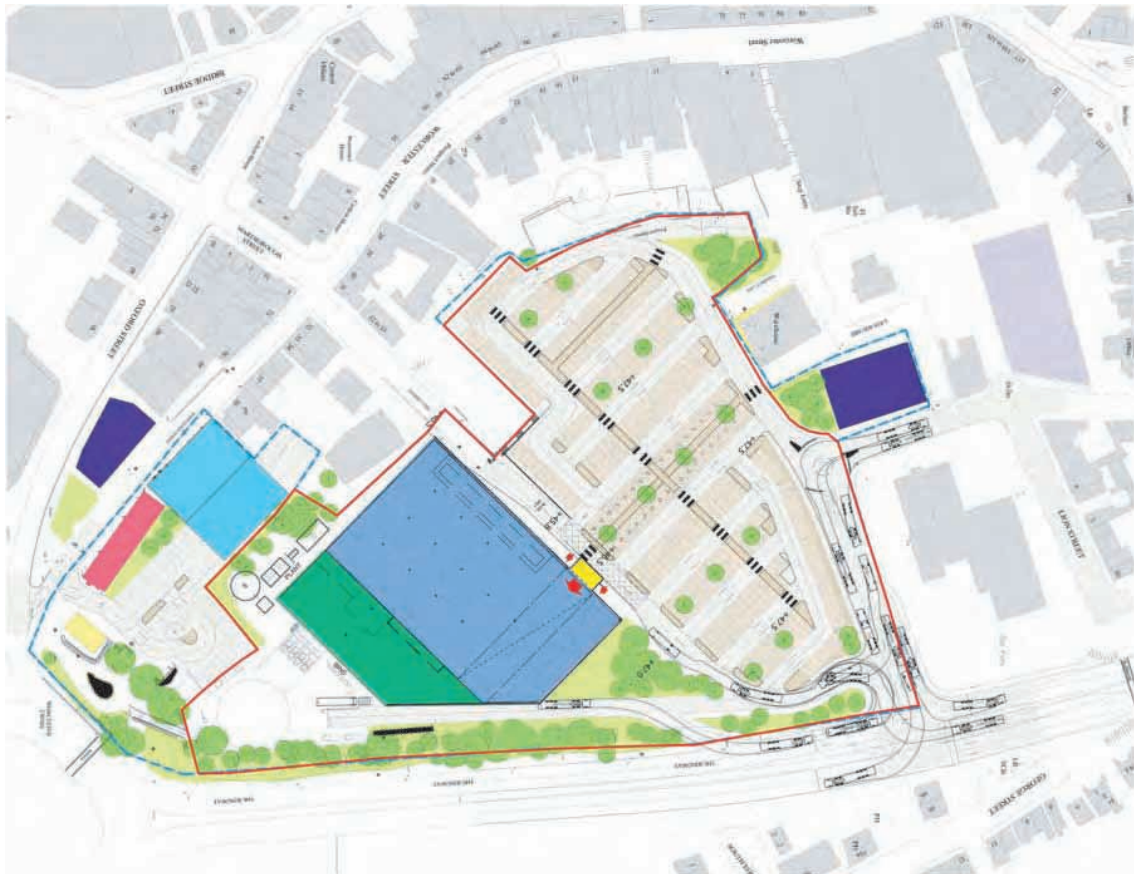
### **Supermarket Feasibility Study**

**10.24** The District Council has produced a study that explores the feasibility of a major supermarket development within the Phase 1: Bromsgrove Street Area site. The study follows on from emerging policies being developed through previous stages of the KCAAP as well as the consultation responses received. The KCAAP Preferred Options Paper set out the idea of a major new retail store in this area and it was felt that a feasibility study was necessary to see if this was a deliverable and realistic concept.

**10.25** The study, conducted by Chetwoods Architects, concluded that this area is capable of accommodating a 40,000sq.ft. supermarket store. This is seen as a means of increasing footfall within this area of the town. The study will also provide greater certainty to developers.



**Picture 10.1 Eastern Gateway Supermarket Concept Diagram**

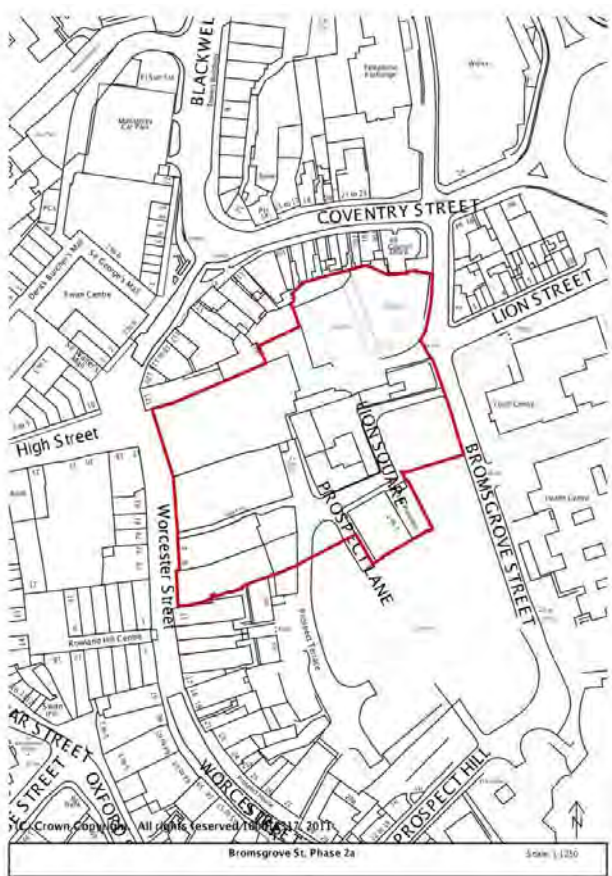


### **Lower Worcester Street Area**

**10.26** The lower part of Worcester Street, designated as Secondary Shopping Frontage, has experienced particular problems of viability and there are notably higher vacancy rates. This has been caused by the shifting of the retail centre west towards Weavers Wharf and because this area does not form part of the main retail circuit around the town. Therefore there is an opportunity to redefine the role of this part of the town, with retail not necessarily being the focus.

**10.27** The retail policies in Part A of this document state that a flexible approach to uses will be taken within secondary shopping frontages, even at ground floor level. In this area the flexibility will be even greater to help to bring vitality back to this part of the town where retail uses may not be viable.

**10.28** Developments which create interest and activity will be encouraged. A number of different commercial uses will be considered as well as residential developments, even at ground floor level. Business uses, particularly small scale incubator and start-up units, could also be an important way of improving vibrancy.

**Worcester Street Retail Development (1.15ha)****Policy KCA.EG6****Phase 2 - Worcester Street Retail Development**

A mix of uses on this site will be supported including:

- i. A1, A2 and A3 Retail
- ii. B1a Office
- iii. C3 Dwelling Houses

On sections of the site within the Primary Shopping Frontage any new development will be expected to provide an active commercial frontage at ground floor level to Worcester Street. In the east of the site, towards Bromsgrove Street, alternative uses may be appropriate at the ground floor. This is in line with policy KCA.GPB2 - Primary and Secondary Shopping Frontages.

Any new development on this site should:

- a. Create improved pedestrian links between Worcester Street and Bromsgrove Street.
- b. Provide a comprehensive approach to the redevelopment of the area.
- c. Retain and enhance any local heritage assets within the site boundaries in accordance with SAL.UP6: Safeguarding the Historic Environment.

- d. Provide a more residential environment in the east and commercial environment in the west.
- e. Create a high quality public realm including an enhanced public space.
- f. Suitably address the differences in levels to deliver better pedestrian access.

**10.29** This site is within the Primary Retail Frontage and along with the Bromsgrove Street site will help to rebalance the retail offer of the town and bring footfall back to the eastern side of the town centre. This site will require a comprehensive redevelopment to provide modern units that retail operators will be attracted to. However, major obstacles to delivery include a complicated land ownership and tenancy structures and significant changes in levels. This is likely to delay delivery.

**10.30** The former Woolworths unit and the current Hooty's unit present significantly sized units that could provide this opportunity. However, this needs to be looked at in context with its rear service access and other land onto Bromsgrove Street which would be crucial for any redevelopment.

**10.31** A mixed-use development on this site would be acceptable; however the site will be expected to have a retail focus and provide a strong and active retail element fronting on to Worcester Street to maintain its status as a primary shopping frontage.

**10.32** This site is also important to improve both physical and visual links between Worcester Street and Bromsgrove Street and an ambition for this site is to provide a new 'street' that would provide clear access.



**Lion Street (0.76ha)****Policy KCA.EG7****Phase 3 - Lion Street**

Lion Street is a specialist area of shopping and services characterised by a traditional architectural setting on the north side and unsympathetic modern architecture to the south. Development proposals in any part of the area will be expected to consider how the scheme complies with a wider masterplan approach.

Within the Primary Shopping Area and the following land uses will be acceptable:

- i. A1, A2 and A3-A4 Retail
- ii. B1a Office
- iii. C1 Hotel
- iv. C3 Dwelling Houses
- v. D1 Non-Residential Institutions

Any new development on this site should:

- a. Provide an active frontage to the ring road, Bromsgrove Street, Lion Street and any new access roads created to Bromsgrove Street.
- b. Contribute towards improved pedestrian crossing arrangements over the ring road helping to link nearby residential neighbourhoods with the town centre.

- c. Create a high quality public realm including an enhanced public space.
- d. Provide new and improved access to the ring road with new direct access to Bromsgrove Street to be explored.
- e. Ensure an appropriate and high quality architectural approach to the south side of Lion Street to better complement the site and public frontages.
- f. Retain and enhance any local heritage assets within the site boundaries in accordance with SAL.UP6: Safeguarding the Historic Environment.

**10.33** Lion Street is a specialist area of shopping and services in a traditional architectural setting. However, the quality of the built environment is undermined by the ring road and the architecture of Youth House which is highlighted as a poor quality building in the Design Quality SPG. The Bromsgrove Street area experiences poor footfall with the majority of traffic coming from the car park and walking into the town centre. The ambition for an improved retail offer on Worcester Street and improved links to Bromsgrove Street will help to bring people further toward site. However, there is a need for uses in this area that will further help to drive footfall and bring vibrancy back. This is particularly important during the evening as this area is extremely quiet.

**10.34** This area is located within the Primary Shopping Area to reflect the ambition for a major retail development on the eastern side of the town. However, a flexible approach will be taken to uses providing that they improve the vibrancy and vitality of the area. Office development could be particularly appropriate, as could residential development.

**10.35** This area is currently a disjointed urban environment with a mixture of surface car parking and unattractive buildings that create a confused sense of place. The site also has an important boundary with the ring road which the existing buildings currently turn their back on. Development within the area will need to significantly improve the urban form and provide a sense of enclosure to streets and provide an active frontage where possible. Development on sites adjacent to the ring road will be expected to provide an active frontage onto the highway and contribute to an improved pedestrian environment.



## Waterloo Street Area



### Policy KCA.EG8

#### Waterloo Street Area

On the Waterloo Street Area site the following uses will be acceptable:

- i. Small scale A1-A5 Retail
- ii. B1(a) Office
- iii. C1 Hotel
- iv. C2 Residential Institutions
- v. C3 Dwelling Houses

Any new development on this site should:

- a. Provide active frontages onto adjacent streets and spaces.
- b. Improve the pedestrian environment along the ring road.
- c. Contribute to improving pedestrian links across the ring road.
- d. Contribute to improving pedestrian links through the site linking the ring road, Waterloo Street and Blackwell Street.

- e. Provide sufficient mass to ensure natural surveillance opportunities to St. George's Park and to provide enclosure to the ring road whilst screening the prominent BT exchange.
- f. Provide active uses at the ground floor with a combination of uses on the upper floors providing a vertical mixing of uses.

**10.36** This area is a well defined block which is bounded by Blackwell Street, Coventry Street and the ring road, with Waterloo Street running through the middle. The block has a number of opportunity sites that could help to transform this area. Therefore, the block should be considered in its entirety to ensure that comprehensive regeneration of the area can take place.

**10.37** Blackwell Street and Coventry Street are designated as secondary shopping frontage. As with all Secondary Shopping Areas, a flexible approach to uses will be taken. However, extra flexibility will be taken on this site as it is peripheral to the main retail circuit of the town. Non-retail uses which will help to add vibrancy to this part of the town will be considered favourably. However, active ground floor frontages will be sought as part of any development.

**10.38** Waterloo Street is an extremely quiet road due the fact that it is a dead end and there are a very small number of active uses. Successful regeneration of the area will therefore need to include a mix of uses that bring activity and vibrancy back to the area.

**10.39** As with much of the ring road in the town, the buildings in this location do not have a good relationship with the road and the pedestrian environment along it is poor. This site provides a number of opportunities to address this. New development should also contribute to provide a sense of enclosure to the ring road by designing buildings with multiple-storeys. New development should front onto the ring road to help create a good quality public realm. However, vehicular traffic and noise means that the ground floor is better suited to commerce rather than residential uses.

### Waterloo Street Area analysis



**10.40** There are also poor links through the site and the number of opportunity sites provide a unique chance to create a link from the ring road, through Waterloo Street and onto Blackwell Street. This is important to improve connectivity through the town centre and to encourage footfall through this area.



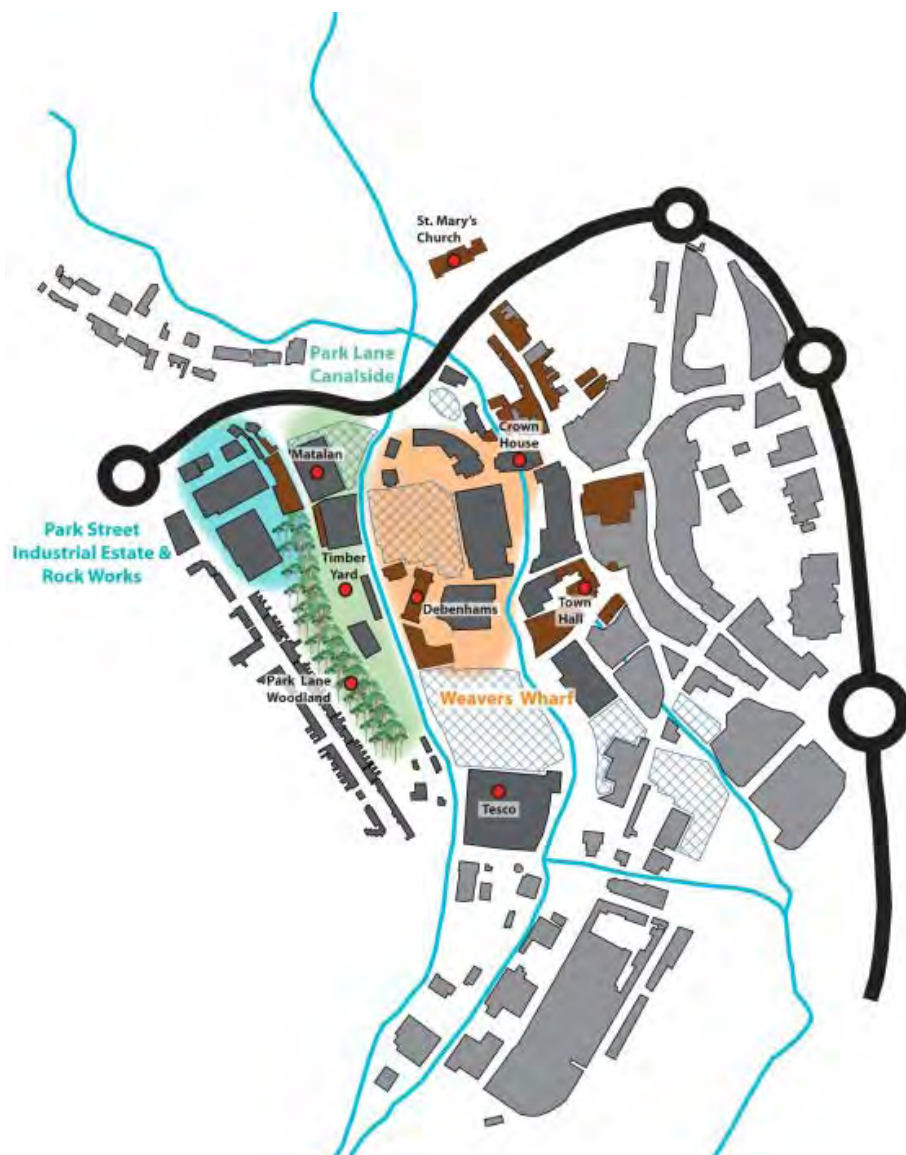


## 11 Western Gateway

**11.1** Focused on Park Lane and Weavers Wharf, the Western Gateway is the main approach to the town from Bewdley and the west and Bridgnorth/ Shropshire. It covers the existing major retail facilities in the Primary Shopping Area around Weavers Wharf as well as significant potential redevelopment sites adjacent to Park Lane and Park Street.

**11.2** The area includes the key assets of the Staffordshire and Worcestershire Canal and the River Stour and therefore has great potential to improve these waterside environments to create a vibrant leisure and retail environment. However, the canal also serves as barrier between the Park Lane area and the rest of the town centre as there are a lack of crossing points. The links between this area and the residential community around Park Street are also difficult, particularly as the steep topography creates a significant barrier. However, development sites present opportunities to improve this and help to reconnect the town centre with nearby neighbourhoods.

**Picture 11.1 Development areas within the Western Gateway**





**11.3** The former industrial nature of this area means that contamination is likely and will be an important consideration for any redevelopment proposal. The southern most part of the area also falls within the outer protection zone of a public water supply borehole and is therefore sensitive in terms of ground water protection. The District Council would expect new development to deliver adequate remediation and protection measures in line with Adopted Core Strategy policy CP01 Delivering Sustainable Development Standards.

**Park Street Industrial Estate and Rock Works (2.16ha)****Policy KCA.WG1****Park Street Industrial Estate and Rock Works**

The following uses will be acceptable:

- i. C2 Residential Institutions
- ii. C3 Dwelling Houses
- iii. B1 Office and workshops
- iv. D1 Non-Residential Institutions
- v. D2 Assembly and Leisure

Proposals that demonstrate a comprehensive masterplanning approach to the area will be viewed favourably. Any new development on this site should:

- a. Suitably incorporate the 'green on the hill' open space including pedestrian accessibility and links between Park Lane and Park Street where practicable.
- b. Where practicable retain the frontage of the Rock Works, a Local Heritage List building. Proposals involving the demolition of the works will need to be accompanied by robust justification including a viability assessment. Subject to this, any replacement building should present an active frontage to Park Lane with a similar scale and mass to the back of pavement development.

- c. Preferably provide on-site parking in undercroft locations or from the upper level in Park Street. Some on-street parking provision may be suitable in the context of Park Lane.
- d. Subject to a comprehensive and high quality landscape scheme for the 'green on the hill', the District Council may consider the release of a small area of land for additional off-street parking subject to design detailing.
- e. Complement the adjacent Statutory Listed Buildings and Local Heritage List assets and retain and enhance the step entry to Hill Street.
- f. Make the most of the site's prominent position on the escarpment fully integrating views and vistas and enhancing the visual aesthetic of the site from distant vantage points.
- g. Incorporate landscaping that accentuates the site's position in defining the River Stour valley.
- h. Contribute toward the 'green on the hill' open space for the recreational enjoyment of residents.

**11.4** The industrial estate is a large site within a residential setting; it is therefore considered that residential development would be most suitable here. However, although the existing community lies very close to the town centre, the links to the town are poor and barriers to movement make it difficult for residents to reach it very easily, particularly due to the steep topography between Park Street and Park Lane.

**11.5** The industrial estate provides a major opportunity to connect the communities around Park Street to the town. Any redevelopment would be expected to provide visual and physical links down to Park Lane. However, the steep incline between these two places provides a significant challenge. The 'green on the hill' concept ties in with the existing wooded area on Park Lane identified within the Park Lane Canalside policy (KCA.WG2) below and its refurbishment as a usable piece of public open space. However, in the context of this area, the 'green on the hill' concept provides the opportunity to provide this pedestrian link as an important part of the green infrastructure and link it to the existing woodland.

**11.6** The Rock Works is a redundant former factory building. It is on the Local Heritage List and is in a bad state of repair. First preference will be for the building to be retained and incorporated into any new development. However, its reuse may pose a significant viability issue and therefore it is important that it is considered as part of the future redevelopment of the wider Western Gateway area.

**Initial ideas for the Park Street, Park Lane  
and Timber Yard sites**



**11.7** A flexible approach to uses will be taken for the Rock Works, providing that it would be complimentary to neighbouring development. New development should provide an active frontage on to Park Street.



## Park Lane Canalside (3.47ha)



**11.8** This area includes the existing Timber Yard and Matalan sites which hold an important location on the canalside and have a key role in delivering the KCAAP objective to enhance the canal in the town centre. This area provides the best opportunity in Kidderminster to bring the canal back into focus and help rejuvenate it.

**11.9** The site provides the opportunity to create a high quality waterside destination that helps to bring activity and natural surveillance to the canal. The regeneration of this site, therefore, should deliver an active frontage facing onto the canal and also provide a good quality public realm on the waterfront. The development should also provide a much improved relationship to Park Lane that helps to revitalise this area and create additional footfall.



**The Timber Yard site opposite Weavers Wharf is a significant regeneration opportunity**



**11.10** Key to the success of this area is linking into Weavers Wharf and the rest of the town centre on the opposite side of the canal. This will require the creation of a new pedestrian bridge over the canal. The development should also provide good links through the site towards Park Lane to help provide a seamless link from Weavers Wharf through to Park Street.

**11.11** This area will be expected to contain a mix of uses in order to increase vibrancy at different times of the day. However, on the canalside, proposals will be expected to introduce some active ground floor commercial uses that help to increase footfall. Food and drink outlets would be particularly appropriate to make the most of its waterside location. Small scale retail opportunities may also be acceptable in addition to possible replacement retail floorspace should the existing major retail unit, currently occupied by Matalan, be relocated. Residential uses would also be expected as part of any redevelopment.

### Indicative 3D model showing the potential of the canalside area



**11.12** The development of this site should also include mooring spaces for canal boats to encourage the number of visitors and the District Council will actively seek the provision of associated boating facilities. Heritage assets including the Canal Conservation Area and office frontage should be safeguarded and enhanced.

**11.13** This site also includes the District Council owned wooded area on Park Lane. The wooded area known as the 'green on the hill' will be retained as an important landscape feature in the town. However, it is currently inaccessible for the public and has problems of fly-tipping. The ambition is to create a woodland park that is publicly accessible and encourages people to use it. The Royal Terrace Gardens in Torquay provides a precedent for this type of approach.

**11.14** Proposals which fail to meet the above requirements will not be supported unless they are accompanied by a robust and compelling justification.

## Policy KCA.WG2

### Park Lane Canalside

Subject to satisfactory links being established to Weavers Wharf, the site offers considerable scope for a range of commercial opportunities and land uses including:

- i. C3 Dwelling Houses
- ii. A3-A5 Retail
- iii. B1a Offices
- iv. D1 Non-residential Institutions
- v. D2 Assembly and Leisure

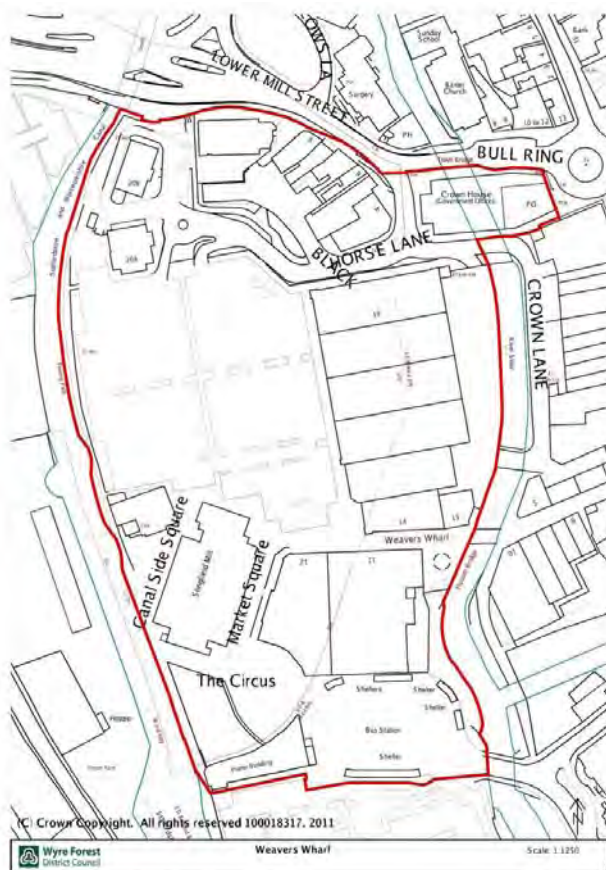
Replacement A1 retail floorspace proposals, involving the redevelopment and replacement of the large store (Matalan) in the north of the area, will also be considered favourably. Otherwise A1 uses should be concentrated within the Primary Shopping Area.

Any new development on this site should:

- a. Provide an active frontage onto the canal and Park Lane.
- b. Create a high quality pedestrian canalside environment and public realm.
- c. Where practicable, retain and incorporate the historic office building fronting onto Park Lane.
- d. Deliver a new landmark pedestrian bridge across the canal to Weavers Wharf.
- e. Provide a comprehensive and high quality landscape scheme for the 'green on the hill'.
- f. Open up public access to the 'green on the hill' in line with the Park Lane design concept and establish strong links to the neighbourhoods to the west.
- g. Where practicable, incorporate additional mooring facilities on the canal.
- h. Incorporate a usable area of open space immediately adjacent to the canal edge for the enjoyment of town centre visitors to act as a focal point.
- i. Give full consideration to proposals to intensify the retailing and leisure environment of Weavers Wharf including providing ancillary facilities and services to complement that provision.
- j. Take into full account any potential flood risk issues on site and incorporate appropriate mitigation measures.



## Weavers Wharf



**11.15** This area is a large combined site that includes both the existing Weavers Wharf retail park and adjacent sites at the key access points to the park. The ambition is to transform the area from its current eclectic state of retail park and low grade urban environments including bus station, Crown House and poorly defined Lower Mill Street, into a fully integrated extension of the town centre to form a more traditional shopping centre. To achieve this ambition, detailed proposals may include the relocation of the bus station.

### Development Types

**11.16** Weavers Wharf has become the primary retail destination and footfall driver within Kidderminster Town Centre. As highlighted in Part A and the Eastern Gateway proposals within this document, there is a key ambition to counter balance the pull of Weavers Wharf in order to drive footfall to the less successful eastern side of the town centre. However, the fact is that Weavers Wharf is now a key asset that needs to be harnessed for the economic good of the town. The Adopted Core Strategy sets out the requirement for further retail floorspace in the town centre and some of this growth will be delivered at Weavers Wharf. The waterside environment also presents opportunities for leisure development complemented by a new hotel within Slingfield Mill and nearby eateries and coffee shops. These developments will be focussed around the bus station, Lower Mill Street and Crown House where links to the traditional town centre will be improved. Proposals adjacent to the River Stour should also complement the potential re-use of the Brintons office building and the arts and learning uses clustered around the Kidderminster college, library and Town Hall.

## Surface Car Parks

**11.17** A significant feature of this site is the amount of surface car parking that has been created to serve the retail developments. For such central locations, this is an over-bearing land use and is not conducive to creating good urban environments. Therefore, measures such as decking that would reduce the amount of surface car parking would be encouraged. As a result, it is hoped that more built form can be accommodated in their place that will help to frame well designed streets and spaces.

### **Weavers Wharf and Tesco, with their large surface car parks, and waterways on either side**



## Staffordshire and Worcestershire Canal

**11.18** The Staffordshire and Worcestershire Canal follows the entire western boundary of this site. The retail developments did not adequately address the relationship with the canal when they were created. Large amounts of surface car parking, which is walled off from the canal, have provided inactive frontages and a lack of natural surveillance. This has led to the town centre canalside becoming synonymous with anti-social behaviour. New developments on canalside locations will be expected to provide a positive relationship to the canal and have active frontages onto it.



## River Stour

**11.19** The River Stour follows the vast majority of the eastern boundary of the site. As part of the Tesco development the river was opened up and the environment greatly improved. The river is now visible from the public realm and has increased its biodiversity value. However, the condition of the river behind Weavers Wharf is poor as it is surrounded by the service yards of retail units on either side.

**11.20** Any new developments on sites adjacent to the river will be expected to contribute to the improvement of the riverside environment. As an important green corridor, developments should also improve the green infrastructure along the river.

**11.21** In the absence of significant multi-functional public spaces and seating areas, contributions will be sought towards on-site and off-site infrastructure proportionate to the scale of the project. This may be subject to viability testing.

## Crown House

**11.22** Crown House is a multi-storey office block and includes the town's main Post Office on the ground floor. Much of the space within this building is now vacant and the building itself has not been well maintained. Crown House is a much maligned feature of the town and there is a desire from the general public to see it removed.



**11.23** The redevelopment of this site would generally be supported and a mix of uses would be acceptable. However, any new development should retain an active frontage onto the surrounding streets and spaces, including the Bull Ring, and complement the adjacent listed buildings. The site should be considered in the context of the wider Western Gateway and be integrated as part of a comprehensive approach to development in this area.

**11.24** Crown House has a strong relationship to the Bull Ring area which has been highlighted as being a potential improved piece of public space. Any redevelopment of this site should be considered in this context and contribute to the creation of a high quality public realm. The site's setting adjacent to the Statutory Listed Baxter Church will also be an important consideration.

**11.25** The site is also on top of the culverted River Stour and the redevelopment of the site could provide the opportunity to remove this culvert and improve the environment of the river.

### Crown House



## Policy KCA.WG3

### Weavers Wharf

On the Weavers Wharf site the following uses will be acceptable:

- i. Use Classes A1 and A2-A5 (Retail)
- ii. D2 Assembly and Leisure
- iii. C1 Hotel
- iv. B1(a) Offices
- v. C3 Residential
- vi. D1 Non-residential Institutions

Any new development on this site should:

- a. Provide an active frontage onto the canal and riverside and enhance their contribution to the green infrastructure and biodiversity network, improving the environment and quality of the waterways.

- b. For development involving the existing bus station site, provide suitable alternative provision following a full review of bus infrastructure agreed by the District and County Councils.
- c. Safeguard and enhance the statutory and local heritage assets and the Staffordshire and Worcestershire Canal Conservation Area.
- d. Consider options to reduce the visual impact of surface car parking.
- e. Subject to design quality, intensify the use of land incorporating development blocks with streets, public fronts and private servicing.
- f. Incorporate high quality and well-connected streets and spaces within development proposals.
- g. Enhance access to the town centre via Exchange Street and Bull Ring and contribute towards links across the Staffordshire and Worcestershire Canal.
- h. Contribute towards improvements to the town centre public realm including public square proposals at Town Hall Square and Bull Ring (Crown House).
- i. Improve access to the site.
- j. Create a positive frontage to the canal, ring road, links to the town centre and River Stour.
- k. Take into full account any potential flood risk issues on site and incorporate appropriate mitigation measures.





## 12 Castle Wharf

**12.1** The Castle Wharf area is a collection of relatively narrow sites that are adjacent to the Staffordshire and Worcestershire Canal and/or the River Stour. These sites provide a significant opportunity to create a high quality waterside development and improve the environment of the waterways.

**Picture 12.1 Development areas within the Castle Wharf area**



**12.2** The sites that front New Road also have a very close relationship to the Heritage Processions character area and are partly within the Green Street Conservation Area boundary. Therefore, new development within or adjacent to this Conservation Area will need to take full account of the detail contained within the associated Character Appraisal and Management Plan.

**12.3** The overall ambition for this area is to maintain and repair the strong frontage onto the processional route of New Road and increase activity onto the street. The redevelopment of these sites provides the opportunity to do this.



**12.4** Due to the area's industrial history it is likely that there will be high potential for ground/water contamination issues. Therefore, new development, including the refurbishment of existing buildings, should ensure that contamination is appropriately addressed and appropriate remediation measures taken. This should be in line with Adopted Core Strategy policy CP01 Delivering Sustainable Development Standards and the Environment Agency's G3 Guidance.

#### Initial sketch ideas for the Castle Wharf area



### Policy KCA.CW1

#### Castle Wharf

The following uses will be acceptable within the area:

- i. C3 Residential
- ii. B1 Office and/or workshops

Limited A1 specialist retail floorspace may also be acceptable to complement the existing furniture and carpet sales present in the wider area. This makes provision for possible replacement of existing stores but is subject to greater vertical and/or horizontal mixing of uses.

Resulting development should lead to the creation of a new predominantly residential neighbourhood with significant business opportunities. As a guide this would be in a ratio of approximately 60% residential to 40% business uses.

Any new development on this site should:

- a. Provide a positive relationship with the river and/or canal, where possible fronting onto the canal, whilst providing a mixed approach to the river incorporating opportunities for promenading where practicable.
- b. More generally contribute to the improvement of the riverside environment and the enhancement of the green infrastructure network.
- c. Take into full account any potential flood risk issues on site and incorporate appropriate mitigation measures.
- d. Create a strong and active frontage onto New Road.
- e. Strengthen the heritage procession through appropriate use of rhythm and massing.
- f. Incorporate quality public realm.
- g. Protect and enhance the Green Street Conservation Area, having consideration for the Character Appraisal and Management Plan.
- h. Safeguard and enhance the Statutory Listed Buildings and Local Heritage List assets and their settings.
- i. Provide an understated landmark at the junction of New Road and Castle Road to help define and provide enclosure to the junction without competing with the Italianate tower of the adjacent Listed Morton's Works (Paddington House).

**MCF Complex (0.8ha)**

**12.5** This site contains a number of furniture retail/warehouse units as well as car parking fronting on to New Road. The northern most part of the site is a public car park that is owned by the District Council.

**12.6** The site has the River Stour running up against its entire western edge, but currently there is no active relationship to the water. Although a positive feature of the site, the river does pose a flood risk and any development would need to address this.

**12.7** The vision for this area is for a mixed use development that contains mainly residential and commercial developments. New development would be expected to contribute to the improvement of the riverside and help to develop its role in providing a vital green infrastructure link in the town centre.

**12.8** Where appropriate, new development will also be required to provide a strong frontage onto New Road to continue the processional route along this road. Any development should address the corner of the site at the junction of New Road and Castle Road.

**12.9** The site also contains the Castle Mills building which has been identified in the Green Street Conservation Area Character Appraisal as being of sufficient quality to be on the Local Heritage List. The building is a significant landmark feature and is highly attractive. Therefore, any new development will be expected to retain and enhance this building and promote its reuse.



## Tram Street (0.77ha)



**12.10** This site contains a large retail/warehouse unit with associated car parking. It is bounded entirely by the Staffordshire and Worcestershire Canal and the River Stour on its western and eastern sides respectively.

**12.11** The site provides the opportunity to create positive frontages to both waterways and enhance the waterside environment. The River Stour does pose a flood risk, so this would need to be taken into account by any new development. The regeneration of the site is expected to be residential led and should reflect the existing Round Hill Wharf development on the opposite side of the canal.



## Tram Street and Round Hill Wharf opposite



## New Road Retail Warehouse (0.68ha)



**12.12** This site is currently occupied by a small supermarket and pet store with associated surface car parking.



**12.13** Although the building and car park front close up to New Road they provide unbroken inactive frontage which is detrimental to the streetscene. They also present a poor service yard frontage to Tram Street. New development on this site should provide a much more active outlook to this road while maintaining the position of the current frontage.

**12.14** The site has the River Stour running up against its entire western edge, but currently there is no active relationship to the water. Although a positive feature of the site, the river does pose a flood risk and any development would need to address this. New development would be expected to contribute to the improvement of the riverside and help to develop its role in providing a vital green infrastructure link in the town centre. The vision for this area is for a mixed use development that contains mainly residential and commercial developments.



## 13 Crossley Park and Mill Street

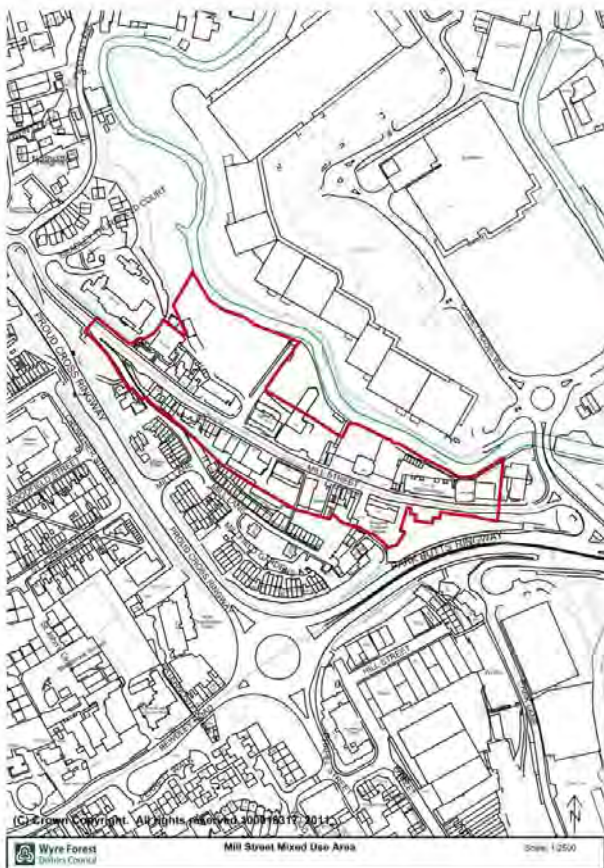
**13.1** This area consists of two neighbouring, but distinctly different, important retail areas in Kidderminster.

### Crossley Retail Park

**13.2** Crossley Retail Park is a significant 'out-of-centre' retail park which contains large retail units selling larger, 'bulky' comparison goods. It is also home to the Sainsburys supermarket and is dominated by significant amounts of surface car parking. As it is 'out-of-centre', a condition of the planning permission for this site has always been to limit the sale of comparison goods to larger items only. This is to avoid the retail park being detrimental to the viability of the town centre.

**13.3** Proposals for new development that would be deemed to be detrimental to the vitality of the Primary Retail Area will not be supported.

### Mill Street



**13.4** The Mill Street area is a mixed use area that currently comprises a wide range of retail units combined with residential, office, and leisure uses too.

**13.5** Mill Street is a vibrant area and the ambition is to enhance its mixed use function and maintain it as an important service centre for the local community. Further retail development here would be supported, particularly for niche and specialist retailing. However, this should be limited to small scale units and they must not have a negative impact on the viability of the town centre.

**13.6** To the rear of buildings on the northern side of Mill Street there is a boundary with the River Stour. While further upstream the river is set in a very green corridor leading up to Puxton Marsh, around Mill Street there are definite gaps in this habitat. Therefore, future opportunities should be taken to enhance the green infrastructure provision along the River Stour where possible.

### Policy KCA.MS1

#### Mill Street Mixed Use Area

Support will be given to new A1-A5 retail development which enhances the Mill Street mixed use area providing that:

1. The development does not exceed 250sqm; and
2. There would be a 'nil-harm' affect on Kidderminster's Primary Shopping Area.

Support will be given to a mix of uses in this area including:

- i. Small scale B1a Offices
- ii. C3 Dwelling Houses
- iii. D1 Non-Residential Institutions
- iv. D2 Assembly and Leisure

New development in this area should:

- a. Provide an active frontage onto Mill Street.
- b. Continue the strong line of development along the street.
- c. Enhance the green infrastructure and biodiversity network where appropriate.
- d. Take into full account any potential flood risk issues on site and incorporate appropriate mitigation measures.
- e. Retain and enhance any local heritage assets within the site boundaries and have regard to the impact on adjacent Listed Buildings in accordance with SAL.UP6: Safeguarding the Historic Environment.





## 14 Traditional Town Centre

### Church Street

**14.1** Church Street is a vibrant area containing a number of professional services including legal and medical practices. The ambition is to maintain and enhance this area for professional services, medical services and other office-based businesses. Residential development is also considered to be acceptable here.

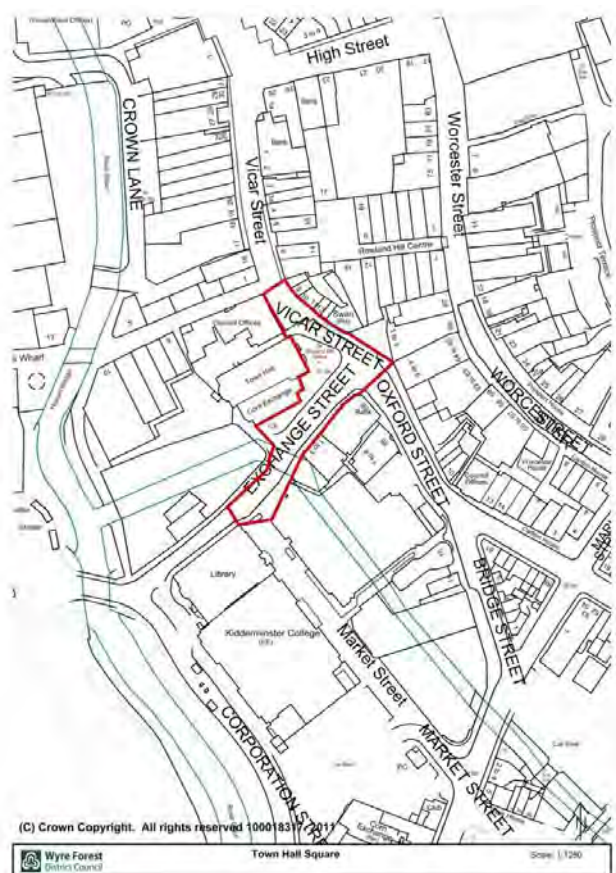
**14.2** Church Street, as defined on the Proposals Map, has been designated as a Conservation Area so any proposals for development must enhance the special character and appearance of this area in line with policy SAL.UP6: Safeguarding the Historic Environment in the Site Allocations and Policies DPD.

### Civic Spaces

**14.3** The traditional town centre should have an important role as the civic heart of Kidderminster. However, identifying the 'centre' of town is hard and there is no primary focus for public space. In fact there is a real issue regarding the lack of public open space throughout the town centre.

**14.4** Two spaces in this area have been identified as having real potential to provide good public space in the town: the space outside the Town Hall and the Bull Ring.

### Town Hall



**14.5** The existing Town Hall is a Grade II Listed Building and performs an important civic function and holds a variety of paid and free events throughout the year. The existing space outside the hall is already a piece of public space and it is used for events such as the Kidderminster Arts Festival and the Christmas lights switch-on. However, this public space is limited and not very well used.

**14.6** With the proposed Heritage Lottery Fund bid to revamp the Town Hall and its organ to create a multi-purpose events venue, an opportunity has been identified to create a new Town Hall Square in the space outside.

**14.7** The ambition for this new space, together with the Town Hall, is to make it the civic heart and focal point of the town centre. This new space should be a high quality piece of public realm and should be designed as a multi-functional space that enables it to be used for a variety of events.

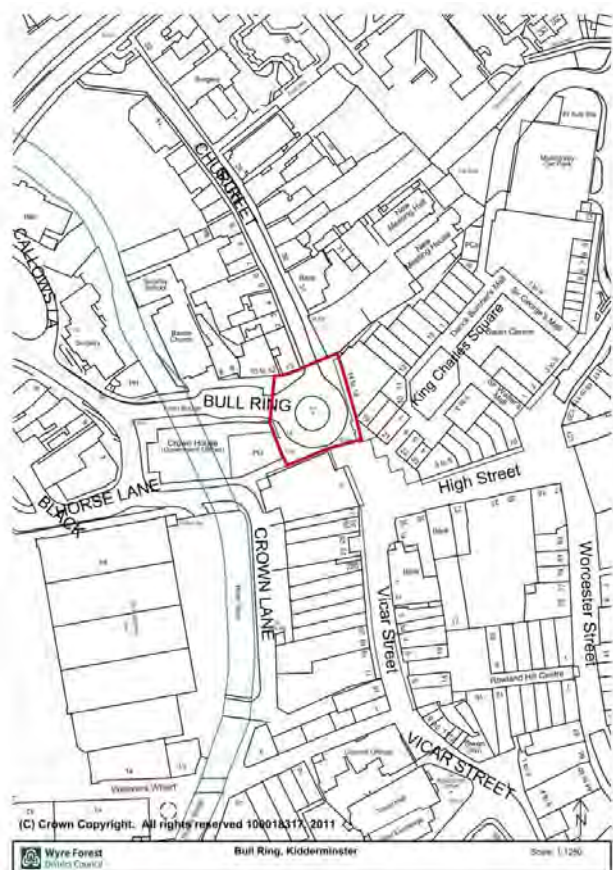
**14.8** This area is located within the Vicar Street and Exchange Street Conservation Area and is surrounded by a number of Grade II Listed Buildings. It is therefore important to consider the impact of any scheme for a new public space on the historic landscape. New development will be expected to be of a high quality and maintain and enhance the character of the Conservation Area.

#### **Mock-up of how a new Town Hall Square could look**



#### **Bull Ring**





**14.9** The Bull Ring area is currently a small traffic island that allows access to Church Street, which is a dead end, and to a number of on-street disabled parking spaces. It presents another opportunity to provide additional public space in the town centre.

**14.10** The Bull Ring would appear to lend itself well to being a public space as it is within the Primary Shopping Area, is adjacent to Primary Shopping Frontages, and is already surrounded on all sides by buildings with active uses which give it a good sense of enclosure. This area was also historically a key space containing the Richard Baxter memorial landmark. The potential redevelopment of the adjacent Crown House provides the opportunity to help create this new piece of public space.

**14.11** Although not of heritage value itself, this space is in close proximity to a number of Statutory Listed Buildings, including the Grade II Baxter Church and the New Meeting House, Local Heritage List assets and the Church Street Conservation Area. Therefore, development in this area would impact on the setting of these heritage assets. It will be important that any new public space is of a high quality and would protect and enhance the heritage landscape.

## Mock-up of how a new public space in the Bull Ring could look



### Policy KCA.TTC1

#### Civic Spaces

##### Town Hall Square

The District Council has the aspiration for the area outside the Town Hall to become the new civic 'heart' of the town and become a high quality public space. The Town Hall Square will be the priority in terms of providing a new public space in the town centre.

This new space should also be versatile and multi-functional and capable of being used for outdoor events.

Any new space should be designed to protect and enhance the Vicar Street and Exchange Street Conservation Area and have regard its Character Appraisal and Management Plan.

##### The Bull Ring

The District Council will promote the improvement of the Bull Ring as a new town centre square with landmark feature.

This new space is envisaged to partially comprise of a shared-space. It will also be important to continue to provide vehicular access onto Church Street.

Any new space should be designed to protect and enhance the setting of the surrounding Listed Buildings, Local Heritage List assets, and the Church Street Conservation Area.

## Street Improvements

**14.12** The public realm environment within the town centre is old and untidy and is in need of upgrading. The original block paving and street furniture is now around 30 years old and has fallen into disrepair. There is a strong desire to see the public realm enhanced to improve the quality of the town centre and make Kidderminster more attractive as a destination for visitors and residents.

**14.13** The focus for these improvements should be centred around the main retail dumbbell areas and the primary shopping frontages where the main footfall takes place. Therefore, the concentration for improvements should be along Vicar Street, High Street, and Worcester Street. This would also contribute to connecting the potential Town Hall Square and Bull Ring spaces.

### Mock-up of an improved public realm along Worcester Street



**14.14** Street furniture and surface treatments as part of any improvements should be designed in a way that allows for a flexible use of the space. Events such as Kidderminster's regular street market, for example, should be able to successfully operate within the streets.

## Policy KCA.TTC2

### Street Improvements

The District Council will seek improvements to the pedestrianised streets in the town centre.

The priority for public realm improvements in the town centre will be around Vicar Street, High Street and Worcester Street. New developments in the town centre should contribute to the delivery of these improvements.



## Brintons' Offices (0.22ha)



**14.15** This Listed Building contains the former offices of the Brintons' carpet factory. It is of a high quality design which is worthy of retention and also has cultural significance due to its association with the carpet industry. The building has previously been granted permission for conversion, with extensions, to an extra-care facility.

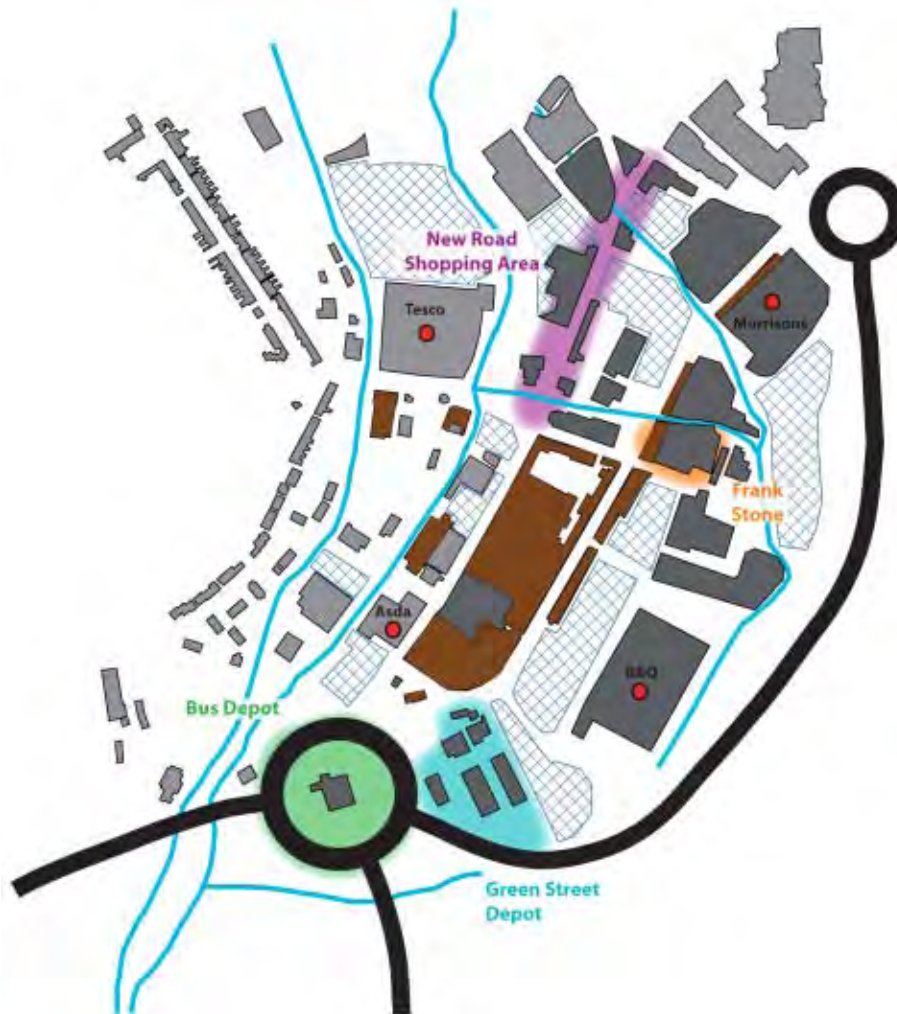
**14.16** The site has an important riverside frontage and it will be crucial for any new development to provide an active frontage onto the riverside. It should also have an active frontage onto Exchange Street as this aspect is very prominent from the surrounding streets.



## 15 Heritage Processions

**15.1** The Heritage Processions area is formed by the two processional routes along Green Street and New Road that contain buildings which provide strong frontages close up to the highway. There are few identified development sites in the area but the primary ambition is to provide a mix of uses in the area, increase vibrancy and retain and create strong building frontages.

**Picture 15.1 Development areas within the Heritage Processions Area**



**15.2** The idea of the heritage processions has already been established within the Design Quality SPG which recognises their importance to the character of the town.

**15.3** The area will be promoted as a mixed use area to add to the vibrancy and vitality of this part of the town. Residential and office developments will be especially encouraged. However, small business units may also be acceptable, particularly in suitable converted heritage buildings, providing that there is no harm to the amenity of existing or potential future identified uses.

**15.4** Due to the area's industrial history, the potential for ground/water contamination issues is high. Therefore, new development, including the refurbishment of existing buildings, should ensure that contamination is addressed and appropriate remediation measures taken. This should be in line with Adopted Core Strategy policy CP01 Delivering Sustainable Development Standards and the Environment Agency's G3 Guidance.

### Green Street Conservation Area

**15.5** Much of the Heritage Processions area is included within the Green Street Conservation Area. The area contains a number of Statutory Listed Buildings and Local Heritage List assets and is characterised by its strong processional routes created by large buildings built close to the highway edge.

#### Green Street processional route



**15.6** New development in this area must have regard to the Conservation Area Character Appraisal and Management Plan in order to preserve and enhance its historic integrity and quality.

### Green Street Depot and First Bus Depot

**15.7** Although the District Council's Green Street offices and the First Bus Depot have separate policies, it is important to consider these sites in the wider context of the Heritage Processions and the impact that their complete redevelopment could deliver. These sites are seen as key regeneration opportunities that could continue the processional routes further south and create a better urban environment and highway network. This could include alterations to the layout of the existing ring road to create a more efficient and better designed highway that would also become more of an urban boulevard in line with KCAAP policy KCA.UP3: Ring Road Framework.

**15.8** Their comprehensive redevelopment, taking a wider masterplanning approach to this area, will therefore be vital for the full scale of the opportunity to be realised.



**Indicative 3D model of how the Green Street and Bus Depots could be redeveloped to transform this area**



## Policy KCA.HP1

### Heritage Processions Area

A mix of uses in this area will be promoted, including:

- i. C1 Hotel
- ii. C2 Residential Institutions
- iii. C3 Residential
- iv. B1(a) Office
- v. B1(c) Light Industrial
- vi. D1 Non-Residential Institutions

The historic linear, processional routes along Green Street, New Road, and Dixon Street will be protected and, where possible, enhanced in line with the Design Quality SPG.

New development should protect and enhance the Green Street Conservation Area, having regard to the Character Appraisal and Management Plan.

As a means of achieving this, the District Council will expect the retention and reuse of Statutory Listed Buildings and Local Heritage List assets, as well as other important landmark buildings.

New development on sites adjoining these roads will be expected to provide a strong and active frontage and be of high quality design to enhance the Conservation Area.

New development should take into full account any potential flood risk issues on site and incorporate appropriate mitigation measures.



## New Road Shopping Area

**15.9** This northern part of the Heritage Processions area is the only place within the boundary of the Primary Shopping Area and New Road is designated as Secondary Shopping Frontage. As with all Secondary Shopping Areas, a flexible approach to uses will be taken. However, extra flexibility will be taken within this area as it is peripheral to the main retail circuit of the town. Non-retail uses which will help to add vibrancy to this part of the town will be considered favourably.

**15.10** As with much of this area, the road forms a processional route which should be retained and enhanced. However, the existing Pike Mills car park provides a significant break in these frontages and allows views of blank elevations and the backs of properties. A key ambition in this area is to repair the urban fabric by providing a frontage along the front of this car park and continuing the built frontage of the street.

## Frank Stone (0.32ha)



**15.11** The building is a factory unit that has been vacant for a significant period and provides an opportunity for reuse and redevelopment.

**15.12** The building has been identified in the Green Street Conservation Area Character Appraisal as being of sufficient quality to be on the Local Heritage List. The front of the building onto Green Street is attractive, forms a strong frontage and sense of enclosure, and contributes to the processional route along the road. Therefore, the frontage will be expected to be retained as part of any new development.

**15.13** The site is also adjacent to a branch of the River Stour and the development provides the opportunity to improve the riverside environment and enhance the green infrastructure in the town.

**15.14** This site could be suitable for a range of uses, including residential, offices or other employment uses.

## Policy KCA.HP2

### Frank Stone

On the Frank Stone site the following uses will be acceptable:

- i. C3 Residential
- ii. B1a Office
- iii. B1c Light Industrial
- iv. D1 Non-Residential Institutions

Any new development on this site should:

- a. Provide a positive relationship with the river.
- b. Contribute to the improvement of the riverside environment and enhancement of the green infrastructure.
- c. Retain the existing building frontage in line with the Design Quality SPG and the Green Street Conservation Area Character Appraisal and Management Plan.
- d. Be of high quality design to enhance the character of the Conservation Area.

This policy is to be read in conjunction with the wider Heritage Processions Area policy KCA.HP1.

**Green Street Depot (1.26ha)**

**15.15** This site is owned by the District Council and is currently used as offices and a service depot for the Council's operations. Most of the buildings on the site are of a poor quality that detract from the Green Street Conservation Area. However, the Character Appraisal has identified the former Pumping Station and Sewage Works buildings on this site as being of sufficient quality to be on the Local Heritage List. Therefore, any new development would be expected to retain these two buildings and promote their reuse.

**15.16** The long term ambition for this area is to continue the processional route of Green Street further south, providing a strong built frontage onto the highway. In addition to this, there is also an ambition to remodel the existing Worcester Road ring road junction. This site could be key in contributing to these objectives. As this site is close to the ring road anyway it will be important for any new development to provide a positive relationship with the road and provide an active frontage upon it.

### Policy KCA.HP3

#### Green Street Depot

The redevelopment of this site should:

- Provide a new street layout, taking into account historic street patterns and buildings.
- Incorporate the former Pump House and Sewage Works buildings into a well-designed modern development that actively enhances the Green Street Conservation Area.



- c. Provide a strong and active frontage onto adjacent streets and spaces.
- d. Have a positive relationship with the ring road.
- e. Have regard to the future road infrastructure of the ring road.

This policy is to be read in conjunction with the wider Heritage Processions Area policy KCA.HP1.

## Bus Depot (2ha)



**15.17** The bus depot sits within the centre of a large traffic island that forms part of the Kidderminster ring road. As mentioned above, the long term ambition for this area is to continue the processional routes further south and remodel the junction of the ring road. This site is absolutely key to enable the transformation of the road infrastructure in this area.

**15.18** The removal of the depot and the ring road could allow for the extension of town centre roads and the continuation of the processional routes. It also would free up additional development land as a result. Any new development in the area, regardless of the form of the future road infrastructure, will need to ensure that it provides strong frontages onto the highways.

## Policy KCA.HP4

### Bus Depot

The redevelopment of this site should:

- a. Provide a strong and active frontage onto adjacent streets and spaces.
- b. Have a positive relationship with the ring road.
- c. Have regard to the future road infrastructure of the ring road.

This policy is to be read in conjunction with the wider Heritage Processions Area policy KCA.HP1.

### Green Street and Bus Depots surrounded by the ring road



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16 Monitoring and Implementation Framework

**16.1** This Development Plan Document sets out the policies which contain the criteria against which planning applications for the development and use of land and buildings in the central area of Kidderminster will be considered. These policies will ensure that development accords with the spatial vision and objectives which are set out in the Adopted Core Strategy.

**16.2** It is important that the development policies are kept up to date and that their effectiveness is closely monitored. Monitoring will be undertaken in two key ways:

- Using the indicators which have been developed to provide a basis for monitoring the performance of the Adopted Core Strategy and for the specific site allocation policies. Indicators have been chosen to help guide overall progress of the implementation of the spatial strategy.
- Through the monitoring of planning application decisions, including planning appeals, and the extent to which development control policies have been supported.

**16.3** An Annual Monitoring Report (AMR) will be prepared to indicate the extent to which the various policy targets set out in the Adopted Core Strategy and this document are being met throughout the plan period to 2026. As part of this process the role of these development control policies will be closely examined in order to assess whether any adjustment is needed.

**16.4** This document is accompanied by a Sustainability Appraisal report which considers the social, environmental and economic effects of the policies set and measures their contribution towards achieving sustainable development. The Sustainability Appraisal sets out a number of indicators which will be used to monitor the effects of this DPD.

**16.5** The following table cross references the development management policies against the relevant Adopted Core Strategy Policies. The relevant monitoring indicators for each of the Core Strategy Policies are set out in further detail in the table in the Adopted Core Strategy at Chapter 10.

Relevant Core Strategy Policies

Policy Name	DS01	DS02	DS03	DS04	DS05	CP01	CP02	CP03	CP04	CP05	CP06	CP07	CP08	CP09	CP10	CP11	CP12	CP13	CP14	CP15
KCA.DPL1-2	x	x			x				x	x										
KCA.GPB1-4	x	x			x								x	x						
KCA.GPB5	x	x			x								x	x						
KCA.GPB6	x	x			x			x					x	x						x
KCA.GPB7	x	x			x								x	x						x
KCA..CC1-2						x	x	x								x				
KCA.UP1-2																x	x			
KCA.UP3-4								x								x				
KCA.UP5-6	x						x									x		x	x	x
KCA.UP7																		x	x	x

**16.6** Policies found in the Site Allocations and Policies DPD are also relevant to the KCAAP development management policies as shown in the following table.

#### Relevant policies from Site Allocations and Policies DPD

KCAAP Policies	SALP Policies
KCA.DPL1 & 2	SAL.DPL1, 3, 4, 5 & 12
KCA.GPB1, 2, 3 & 4	SAL.GPB2, 3 & 4
KCA.GPB6	SAL.GPB5
KCA.CC1 & 2	SAL.CC1, 2, 3, 4, 5, 6 & 7
KCA.UP1 & 2	SAL.UP7, 8 & 9
KCA.UP3 & 4	SAL.UP7 & 9
KCA.UP5 & 6	SAL.UP3, 4 & 6
KCA.UP7	SAL.UP3, 5 & 7

**16.7** The following table shows the indicative timetable for the implementation of the site specific policies.

#### Implementation Schedule for Site Specific Policies

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
KCA.Ch2 Grasmere Close																
KCA.Ch3 Former Georgian Carpets/Stoney Lane																
KCA.Ch4 Former Sladen School																
KCA.Ch5 Churchfields Business Park																
KCA.Ch6 Limekiln Bridge																
KCA.Ch7 Crossley Park																
KCA.Ch8 Horsefair																
KCA.EG2 Kidderminster Railway Station																
KCA.EG3 Comberton Place																
KCA.EG4 Comberton Hill Island																
KCA.EG5 Bromsgrove Street Area																
KCA.EG6 Worcester Street Retail Development																
KCA.EG7 Lion Hill																
KCA.EG8 Waterloo Street																
KCA.WG1 Park Street Industrial Estate and Rock Works																
KCA.WG2 Park Lane Canalside																
KCA.WG3 Weavers Wharf																
KCA.CW1 Castle Wharf																
KCA.MS Mill Street Mixed Use Area																

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
KCA.TTC1 Civic Spaces																
KCA.HP1 Heritage Processions Area																
KCA.HP2 Frank Stone																
KCA.HP3 Green Street Depot																
KCA.HP4 Bus Depot																





## A Jargon Guide

**Affordable Housing** - the District Council has adopted the definition of Affordable Housing as set out in the National Planning Policy Framework:

"Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market rent levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as 'low cost market' housing, may not be considered as affordable housing for planning purposes."

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

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

**Blue Infrastructure** - refers specifically to waterways, i.e. the River Stour and the Staffordshire & Worcestershire Canal.

**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.

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

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

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

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

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

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

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

**Green Infrastructure** - The living network of green spaces, water and environmental systems in, around and beyond urban areas.

**Habitats Regulations Assessment (HRA)** - tests the impacts of a proposal on nature conservation sites of European importance, and is a requirement under EU legislation for land use plans and projects.

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

**Heritage Asset** - A heritage asset can be any building, monument, site, place, area or landscape which is a valued component of the historic environment. It may be designated and have statutory protection or it may be included on a Local Heritage List.

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

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

**Local Heritage List** - The Local Heritage List identifies those heritage assets that are not protected by statutory designations. Their local interest could be related to the social and economic history of the area, individuals of local importance. The Local Heritage List is not restricted to buildings. It may comprise sites, places or areas such as village greens or ponds.

**National Planning Policy Framework (NPPF)** - the document which sets out the Government's planning policies for England and how these are expected to be applied. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in decisions on planning applications.

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

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

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

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

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

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

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

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

**Sustainable Community Strategy** - The Sustainability Community Strategy 2008-2014 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 are addressed through the Adopted Core Strategy.

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

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

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

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

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





## B Policies to be Replaced

**B.1** A list of those policies within the Adopted Local Plan (2004) which will be replaced upon the adoption of the DPD will be set out here.

Adopted Local Plan Policy	Replaced By
H.2 Residential Locations	KCA.DPL1: Sites for Housing
H.13 Residential Homes	KCA.DPL2: Mixed Use Development
D.10 Boundary Treatment	KCA.UP1: Urban Design Key Principles
D.11 Design of Landscaping Schemes	KCA.UP1: Urban Design Key Principles
D.12 Public Art	KCA.UP2: Public Realm
D.15 Car Park Design	KCA.UP1: Urban Design Key Principles
RT.2 Primary Shopping Areas: Ground Floor Uses	KCA.GPB1: Retail Development
RT.4 Edge-of-Centre Retail Proposals	KCA.GPB4: Edge-of-Centre and Out-of-Centre Retailing
RT.5 Retail Parks and Major Stores	KCA.GPB4: Edge-of-Centre and Out-of-Centre Retailing
RT.6 Local Centres and Other Groups of Shops	KCA.GPB1: Retail Development
RT.13 Food and Drink	KCA.GPB4: Edge-of-Centre and Out-of-Centre Retailing
TC.2 Town Centre Uses	KCA.GPB2: Primary & Secondary Shopping Frontages KCA.GPB3: Outside of the Shopping Frontages
TC.3 Commercial Leisure Facilities	KCA.GPB7: Leisure Development
TC.5 Town Centre Car Parking Areas	Site specific policies
KTC.1 Kidderminster Town Centre Redevelopment Area	KCA.WG3: Weavers Wharf
KTC.2 Bromsgrove Street	KCA.EG5: Bromsgrove Street Area
KTC.3 Worcester Street Enhancement Area	KCA.EG5: Bromsgrove Street Area
KTC.4 Green Street Mixed Use Area	KCA.HP1: Heritage Processions Area; and subsequent site specific policies



## C Maps

## Agenda Item No. 4 Appendix 3

Source	Page	Suggested Amendment	Action / Comment
LDF Panel 11/04/2012	12	Date on the heading Residential Land Availability (April 2011) be changed to (April 2012).	Amended to April 2012
LDF Panel 11/04/2012	23	Bliss gate, spelling to be checked; space to be taken out if one word or capital G added if two words.	Amended to Bliss Gate
LDF Panel 11/04/2012	27	SAL.DPL5 – we need to add in something relating to visitor accommodation	Additional bullet point added into policy 'Within larger extra care developments a proportionate level of visitor accommodation should be provided.'
LDF Panel 11/04/2012	38	Community Facilities, acknowledgement of the value of public houses and post offices at the heart of villages be incorporated into the section.	Para 3.76 amended to read 'The Adopted Core Strategy, through policy CP07 provides strong support for the retention of existing community facilities including post offices and public houses,...'
LDF Panel 11/04/2012	44	Former British Sugar site, <b>as part of a mix of uses</b> , to be included.	'as part of a mix of uses' added to the end of first bullet point in policy SAL.GPB1
LDF Panel 11/04/2012	47	Employment Sites – Typo – Cermaspeed – also include size of Bewdley Business Park	Spelling corrected and size of Bewdley Business Park added
LDF Panel 11/04/2012	57	Tourist Attractions, reference to the Heritage Towns; Stourport-on-Severn and Bewdley, Carpet Museum and Arboretums be made as attractions in their own right.	Policy now contains reference to the Arboreta. With regard to the other attractions mentioned it is considered that these are covered by Core Strategy Policies DS03: Market Towns and CP10: Sustainable Tourism
LDF Panel 11/04/2012	67	Renewable energy – insert requirement for at least one south-facing roof	Incorporated requirement into policy.
LDF Panel 11/04/2012	74	SAL.UP1 – Add a definition of original dwelling to the Jargon Guide as it relates to both the rural dwellings and Green Belt policies.	Definition added to Jargon Guide
LDF Panel 11/04/2012	76	Areas of Development Restraint – names of areas to be listed as opposed to referenced to on a map.	Names of areas incorporated into policy SAL.UP2
LDF Panel 11/04/2012	79	Officers have looked at Wolverhampton's web-site and done a Google search and nothing comes up other than the Register of Historic Parks and Gardens in relation to the Panel's comment. Look at whether or not we can change the policy wording to try and ensure play areas are actually delivered.	Added in LEAPs and NEAPs and thresholds at which they are required.
LDF Panel 11/04/2012	80-81	Open spaces / children's play provision / playing pitches, existing policies to be checked to ensure they are still deliverable, more detail to be included in this document.	Added in LEAPs and NEAPs and thresholds at which they are required.
LDF Panel	96	Sustainability, wherever possible on south facing roofs, the use of	Incorporated requirement for south-facing roof space into

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Source	Page	Suggested Amendment	Action / Comment
11/04/2012		solar panels be considered	renewable energy policy.
LDF Panel 11/04/2012	98	Design of Extensions – are there specific standards that we can include or refer to?	It is considered that setting out specific standards would result in the policy being too inflexible. The Design Quality SPG sets out further, more detailed guidance on extensions.
LDF Panel 11/04/2012	100	Criteria (g) – Hard landscaping solutions, porous material should be used.	Policy amended to read ‘..porous hard landscaping..’
LDF Panel 11/04/2012	106	Commercial equestrian facilities use of flood lighting, wording to include restrictions on height with minimum glare spread be included.	Final sentence of criteria f amended to read: ‘Proposals for flood lighting will also require planning permission and where it is accepted that such lighting is essential, its use will be controlled through conditions restricting its maximum height, minimal glare and operating times in order to protect the amenity of the area and local residents.’
LDF Panel 1/05/2012	115	British Sugar Site – discussion about making the most of the canal, in terms of access and mooring points. Also mentioned Heritage Tourism. Need to consider if we can include any more in the policy on this	The Core Strategy identifies the policy requirement for regenerating the waterways and other policies identify the importance of heritage. Consider that the policy as drafted is sufficient to enable these benefits to be realised.
LDF Panel 1/05/2012	120	The trees associated with Oasis Arts and Crafts require TPO’s if we are seeking to protect them	Noted. This will be discussed with the Council’s Arboricultural Officer
LDF Panel 1/05/2012	124	Blakebrook school site – any redevelopment is not likely to include the registry office and therefore the car park at the rear will need to be retained and not included within the development.	Car parking provision for the Registry Office will be incorporated into any proposals for the site.
LDF Panel 1/05/2012	127	Queen Elizabeth Road former garage site – include in Kidderminster smaller sites	Capacity is likely to be limited by site’s dimensions. Wyre Forest Community Housing has confirmed that a study of potential infill housing sites is underway. Policy would not preclude such sites coming forward as windfalls.
LDF Panel 1/05/2012	129	Chester Road South Garage Site – likely to become available when the market picks up so might come forward earlier in the plan than we are suggesting?	No change. Keep site in final phasing period (2021-26) as availability for redevelopment not confirmed
LDF Panel 1/05/2012	130	Broadwaters Community Centre – site is quite constrained and the open space to the rear could cause serious problems. May need to re-look at this site and its boundaries.	Any scheme will need to take into account the impact on the open space and ensure that it is fully integrated into any development proposals. Site boundary amended to include area of open space.
LDF Panel 1/05/2012	142	Carpets of Worth – need to check the use of the locally listed buildings in the Planning App so we could report back to members	Noted. Officers will ensure this information is available upon request.



## Agenda Item No. 4 Appendix 3

Source	Page	Suggested Amendment	Action / Comment
		if required	
LDF Panel 1/05/2012	155	Lucy Baldwin Unit – need to check with regard to the covenant on the site	Officers have not been able to get a definitive answer. However, it is understood from the developer interest that the site can be brought forward for residential use.
LDF Panel 1/05/2012	168	Land at Clows Top – requirement for cross boundary working and a joint planning agreement to be made between WFDC, Malvern Hills and Shropshire about development at Clows Top. Although this may be slightly difficult to achieve it may help with discharging our ‘Duty to Co-operate’	New paragraph added to RJ: ‘Any development proposals will need to be based on cross boundary working with neighbouring authorities Malvern Hills District Council and Shropshire Council, as these authorities may also have sites identified within the area that could cumulatively impact on the village of Clows Top’
LDF Panel 1/05/2012	171	WMSLP – has to be seen as a major employer	This has been incorporated under Policy GPB.5
WFDC Officer	19	DPL1- Need to make reference to Affordable Housing Toolkit	Reference added in to reasoned justification for Policy SAL.DPL1
WFDC Officer	21	SAL.DPL 2 - There should a specific period of time set for the marketing of Agricultural Workers dwellings (12 months?)	Reference added in to reasoned justification for Policy SAL. DPL2
WFDC Officer	24	Rural Workers Dwellings – 3.25 – delete “in order to deal with ‘out of hours’ emergencies”	Phrase deleted
WFDC Officer	28	Extra Care Policy – 3.42 – Move size thresholds to the policy	Size thresholds moved into policy
WFDC Officer	30	G&T Land Allocations Policy – Number sites to be allocated	Sites referenced A-L
WFDC Officer	38	Community Facilities Policy – last bullet point requires re-wording	Additional bullet point added: <ul style="list-style-type: none"> <li>• That suitable alternative provision can be provided in an appropriate location</li> </ul>
WFDC Officer	52	Retail Policy – Local Centres – needs revision in terms of thresholds and impact considerations	Thresholds have been standardised
WFDC Officer	56	Amend tourism table and first sentence in 4.51	Table amended all figures to one decimal place and at 4.51 ‘consistently’ amended to ‘generally’
WFDC Officer	60	Slight amendments to the Reasoned Justification to ensure that it is consistent with the NPPF and with the Policy on Sustainable Tourism	“Prior to any further development being considered” removed from the Reasoned Justification at paragraph 5.62
WFDC Officer	67	Renewable Energy Policy – need to include a safeguarding distance from residential properties, similar to the approach in point d	Incorporated into clause d.

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Source	Page	Suggested Amendment	Action / Comment
WFDC Officer	71	Para 5.45 – alter reference with regard to WCC	‘anticipated to be’ removed from sentence
WFDC Officer	78	6.18 – delete reference to diagram	Last sentence with reference to diagram removed
WFDC Officer	79	Open Space Policy – need to cross reference to Annex	Opening paragraph of policy refers to Appendix D.
WFDC Officer	81	6.25 – NEAP / LEAP – needs to be included within the Policy	Added into policy.
WFDC Officer	81	Policy needs to be re-worded to reflect the NPPF	Policy amended so the criteria included are in conformity with the NPPF
WFDC Officer	84	Biodiversity Policy – Criteria iv – ‘protect’ should be ‘protected’	Amended
WFDC Officer	84	SA Quality Check suggested policy should require ecological surveys to include assessment of cumulative effects and that the RJ should include a reference to acid grassland.	Biodiversity policy – added in requirement for ecological surveys to include an assessment of cumulative effects. Added reference to acid grassland communities in the RJ.
WFDC Officer	94	Add list of Scheduled Ancient Monuments in District	Details added
WFDC Officer	96	Design Policy – remove criteria e, f, n – covered elsewhere	Criteria e, f and n removed
WFDC Officer	99	Design of extensions policy – criteria ii – replace ‘ins’ with ‘its’	Amended
WFDC Officer	100	Landscaping Policy – remove criteria a and h	Criteria a and h removed
WFDC Officer	100	Landscaping Policy – requires a comma after the word ‘lines’ in criteria d	Amended
WFDC Officer	103	Re-use and adaptation policy – insert ‘economic’ before ‘activity’ in criteria i of residential development	Economic inserted before activity at criteria i
WFDC Officer	105	6.104 – typo – should be ‘effect’	Amended
WFDC Officer	106	6.106 – remove ‘horsiculture’ – and replace with ‘horses’	Amended, horsiculture replaced with horses
WFDC Officer	132	Bridge Street – need to be consistent in reference to the Adopted SPD	Referenced as: Adopted Bridge Street Basins Link SPD
WFDC	140	STC 4 - Swan Hotel - I think we may need to included a "not	Bullet point in policy added: Not prejudice the

## Agenda Item No. 4 Appendix 3

Source	Page	Suggested Amendment	Action / Comment
Officer		prejudice the comprehensive redevelopment of the whole site" addition.	comprehensive redevelopment of the whole site.
WFDC Officer	143	Carpets of Worth – within the RJ provide a paragraph referring to planning permissions	First sentence of RJ amended to read 'This site comprises the land formerly occupied by the Bond Worth carpet factory and is subject to a number of recent planning approvals.'
WFDC Officer	151	EA5 (e) due to the nature of the parcels not all will be able to front onto Baldwin Road, need to include "where possible"	'where possible' added into point (e) of policy
WFDC Officer	168	RS2 - needs to include compatibility with adjacent village hall and consideration of replacing parking for local services.	Changes to the policy have been made
WFDC Officer	170	Safari Park – identify the importance to the local economy	Changes to the policy have been made
WFDC Officer	170	MDS1 - WMSP - perhaps include "and enhance" the sites tourism?	Changes to the policy have been made
WFDC Officer	170	Boundary of the Safari Park to be slightly amended	The site boundary has been amended to reflect the change in national policy in the NPPF which now refers to 'Previously Developed Sites' in the Green Belt. The site boundary now covers the area considered by the Council to be 'Previously Developed' in nature.
WFDC Officer	190	Include Structure Plan policies to be replaced	Table of polices added
WFDC Officer	198	Annex D – Open Space Standards: <ul style="list-style-type: none"> <li>○ Children's play areas – move toilets into the desirable column and move dog free area and litter bins into the essential features column .</li> <li>○ Provision for young people – move clean/litter free and litter bins into essential column.</li> </ul>	Tables are copied directly from standards set out within Open Space, Sport and Recreation Audit and therefore can not be amended.
WFDC Officer	Other	Include a strategic policy on the 'presumption in favour of sustainable development' as it appears that other authorities are including this, and are being asked to by PINS.	New section included within the document.

# Kidderminster Central Area Action Plan DPD

## Changes / Suggestions arising from internal officer discussion

Source	Page	Suggested Amendment	Action / Comment
LDF Panel 28/03/2012	28 & 29	It is suggested that the wording of the tourism objectives could usefully be amended as follows: <i>"Promote Kidderminster as a tourism hub for the District."</i>	Suggested wording added to the objectives
WFDC Officer	16	Policy KCA.DPL1 – Sites for Housing does not suggest the same flexibility on residential uses at ground floor level within Secondary Shopping Frontages as the retail policies do.	Policy amended to remove reference for the need for 'very special circumstances' when considering residential development at ground floor within the Secondary Shopping Frontages.
WFDC Officer	23	Suggest adding reference into Policy KCA.GBP1 – Retail Development regarding the definition of 'limited retail growth'.	Wording included in policy to define limited retail growth – 'individual units of no larger than 250m2'
WFDC Officer	23	Mill Street is not included within the areas where limited retail growth will be allowed in into Policy KCA.GBP1 – Retail Development, despite it being included within the reasoned justification.	Mill Street has now been included into the policy wording.
WFDC Officer	26	Suggest adding wording to Policy KCA.GPB4 - Edge of Centre and Out of Centre Retailing to say: <u>'before out of centre sites are considered'</u> the sequential approach must demonstrate why there are no suitable or available sites.....	Suggested wording added to the policy.
WFDC Officer	27	Due to the changes regarding the guidance on Office development in the National Planning Policy Framework it is suggested that reference is added into the reasoned justification for Policy KCA.GBP5 – Employment Development to make reference for the need from NPPF to follow a sequential test.	Wording added to reasoned justification to highlight need to sequential test as set out in the NPPF.
WFDC Officer	28	In Policy KCA.GBP5 – Employment Development remove the need for office development to be above shops in the Traditional Town Centre, in line with the retail policies.	Reference to 'above shops' removed from policy.
WFDC Officer	57	Suggest a stronger wording in Policy KCA.UP4 – Ring Road Character Areas for the Park Butts Parkway section to deal with the need to rationalise the Crossley Park/Weavers Wharf junction.	Wording altered to require a contribution towards measures to rationalise the junction.
WFDC Officer	59	The requirement in Policy KCA.UP5 – Staffordshire & Worcestershire Canal to 'where practicable and appropriate deliver a new bridge' is too vague and suggests provision regardless of need.	Policy caveat altered to read 'Where there is an identified need, deliver new bridges to provide greater connectivity.'

# Kidderminster Central Area Action Plan DPD

## Changes / Suggestions arising from internal officer discussion

Source	Page	Suggested Amendment	Action / Comment
WFDC Officer	63	Alter wording of policy caveat in Policy KCA.UP7 – Green Infrastructure to read: ‘enhance the biodiversity value of the river and canal where appropriate’.	Policy re-worded.
WFDC Officer	71	In light of the adoption of the Churchfields Masterplan SPD, Policy KCA.CH1 – Churchfields Masterplan should be amended to rely more on the provision set with the SPD itself and provide a shorter and more concise policy and to avoid repetition.	Policy re-worded to place make links to the SPD and provide more concise guidance.
WFDC Officer	99	In Policy KCA.EG5 – Phase 1: Bromsgrove Street Area alter the requirement to ‘enhance the extent and quality of public car parking’ to remove reference to ‘extent’ as this may not be possible.	‘Extent’ removed from policy wording.
WFDC Officer	100	Provide an update on the progress of the Leisure Review and Supermarket Feasibility Study in the reasoned justification for Policy Policy KCA.EG5 – Phase 1: Bromsgrove Street Area.	Wording updated to provide current position.
WFDC Officer	105	Suggest altering the caveat in Policy KCA.EG8 – Waterloo Street Area requiring new development to provide commercial uses at ground floor, to instead requiring active uses at ground floor. This would bring it into line with other KCAAP policies and particularly those concerning the Primary Shopping Area and Secondary Shopping Frontages.	Policy re-worded.
WFDC Officer	118	Add caveat into Policy KCA.WG2 – Park Lane Canalside to require new developments to take into account flood risk issues and provide appropriate mitigation measures.	Added wording to policy to require the consideration of flood risk.
WFDC Officer	123	Add caveat into Policy KCA.WG3 – Weavers Wharf to require new developments to take into account flood risk issues and provide appropriate mitigation measures.	Added wording to policy to require the consideration of flood risk
WFDC Officer	127	Add caveat into Policy KCA.MS1 - Mill Street Mixed Use Area to require new developments to take into account flood risk issues and provide appropriate mitigation measures.	Added wording to policy to require the consideration of flood risk
WFDC Officer	127	Add caveat into Policy KCA.MS1 – Mill Street Mixed Use Area to require new development to retain and enhance any local heritage assets.	Added wording to policy requiring the retention and enhancement of heritage assets and linking to SALP heritage policy.



**Kidderminster Central Area Action Plan DPD****Changes / Suggestions arising from internal officer discussion**

Source	Page	Suggested Amendment	Action / Comment
WFDC Officer	145	Add caveat into Policy KCA.HP1 – Heritage Processions Area to require new developments to take into account flood risk issues and provide appropriate mitigation measures.	Added wording to policy to require the consideration of flood risk.
WFDC Officer	Other	Include a strategic policy on the ‘presumption in favour of sustainable development’ as it appears that other authorities are including this, and are being asked to by PINS.	New section included within the document.

# **Site Allocations and Policies Development Plan Document**

## **Final Sustainability Appraisal Report - Non-Technical Summary**

## Introduction

**1** This non-technical summary of the Sustainability Appraisal (SA) report should be viewed alongside the full SA and the Site Allocations and Policies DPD. The SA forms part of the evidence base and justification for the policies within the DPD. It has been an ongoing process which has evaluated and informed the identification of options, decisions around how these options were taken forward and development of the policies within the publication draft. This report aims to provide information which will support evaluation of the Site Allocations and Policies DPD by stakeholders and members of the public and assist in the provision of feedback on the DPD. The District Council also welcomes any comments on the SA report itself.

**2** 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.

**3** A quick reference guide to SA is available on the District Council's Forward Planning website at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk). 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.

**4** A Scoping Report was published for a six-week consultation between 30<sup>th</sup> April and 6<sup>th</sup> June 2008. The document reviewed relevant national, regional and local policies and present detailed baseline data on the current economic, social and environmental state of the District. The representations received during the consultation period were incorporated into the Revised SA Scoping Report published in January 2009. A table setting out the representations received and how they have been considered is available on the District Council's website.

**5** The Scoping Report put forward a Sustainability Appraisal framework including objectives, decision-making criteria and monitoring indicators. The framework is based on the Core Strategy SA framework and was developed through joint working with Worcestershire County Council and its other District Councils.

**6** The Draft Sustainability Appraisal Report assesses the policy options and sites put forward at Issues and Options stage and any further alternative policy options and sites which were suggested as part of the Issues and Options consultation. The report also assesses the options set out within the Preferred Options paper against the SA framework. The indicators will be finalised as the DPD develops and will be used to monitor the effects of the DPD once it is

adopted. Monitoring information will be reported through the Annual Monitoring Report. This Final Sustainability Appraisal Report tests any additional changes to the Publication document and takes into account representations made on the draft report.

## Structure of the SA Report

**7** Section Three provides an Introduction to the SA Report by outlining the purpose of the SA and the background to it, including definitions of sustainable development and sustainability requirements within planning policy.

**8** Section Four sets out the appraisal methodology followed by the District Council in undertaking SA as part of the preparation of Site Allocations and Policies DPD.

**9** Section Five reviews all relevant plans, programmes and sustainability objectives at the international, national, regional and local levels that have been taken into account in developing the Core Strategy. It also sets out the environmental, social and economic baseline for Wyre Forest District, highlighting the key social, economic and environmental characteristics and trends likely to be affected by the LDF. This provides the basis for identifying sustainability issues/ problems and for predicting and monitoring effects. From this review of evidence, the key sustainability issues and problems facing the District are identified. The section also sets out the SA framework for Wyre Forest District as the basis for predicting and monitoring the social, economic and environmental effects of all local development documents making up the emerging LDF. This framework consists of 21 SA objectives, each of which is supported by a number of decision-making criteria and indicators. Targets are set for each of the indicators to assist with monitoring.

**10** Section Six sets out the results of testing the Site Allocations and Policies site and policy options against the SA framework. It identifies those options which have been rejected and the reasons for this.

**11** Section 7 sets out the results of the testing of the plan policies and sites against the SA framework. It identifies the reasons for selecting the sites and policies which were taken forward. It considers the secondary, cumulative and synergistic effects of the policies within the plan and looks at the effect of the plan in combination with other plans, policies and programmes. The section also looks at proposed mitigation measures which could be incorporated into the policies within the DPD and sets out an overview of the uncertainties and risks associated with the SA process.

**12** Section 8 covers the links to other plans, policies and programmes at the project level and sets out the proposals for monitoring.

## Summary of Baseline Information

**13** A summary of the social, economic and environmental baseline characteristics of the Wyre Forest District is set out below.

## Economic

- Unemployment in the District is higher than the county average, but lower than regional and national levels, however there are pockets in Kidderminster where unemployment is much higher.
- Tourism and manufacturing are important parts of the economy, however manufacturing has been in continual decline.
- Educational attainment is below the regional and county average.

## Social

- The District has an ageing population and an increasing number of residents are 80 years and over.
- Ethnic minorities are significantly under represented compared to regional and national figures.
- Crime in the District is below the national average - although crime is highest in the Greenhill ward which covers Kidderminster town centre.
- House prices are lower than the county and regional average.

## Environmental

- The River Stour is a Special Wildlife Site and the river and Staffordshire & Worcestershire Canal form important green infrastructure and biodiversity corridors.
- The District has 17 designated conservation areas and many Statutory and Locally Listed Buildings.
- The Rivers Severn and Stour presents a significant flood risk to parts Kidderminster, Stourport-on-Severn and Bewdley.
- Kidderminster has an AQMA which covers the area along St. Mary's ring road and into the Horsefair.

**14** The former British Sugar site and the town of Stourport-on-Severn are likely to be significantly affected by the Site Allocations and Policies DPD:

- The former British Sugar site is particularly affected by flooding, and is bounded by the Staffordshire and Worcestershire Canal which is a linear Conservation Area and a Special Wildlife Site. A SSSI lies across the canal. The Stourport Road suffers from congestion and is a high frequency bus corridor connecting Kidderminster to Stourport-on-Severn.
- Stourport-on-Severn has many heritage assets, including the canal and its basins, and there is a SSSI and Special Wildlife Sites in or near the town. Flooding is a major concern in the town, and there is a borderline AQMA at Gilgal. Traffic congestion is a significant issue.

## The SA Framework

**15** The SA scoping report and subsequent consultation identified a range of significant sustainability issues for Wyre Forest District, based on a review of relevant policies, programmes and objectives and a survey of baseline data. These are summarised below:



## Sustainability Issues for Wyre Forest District

Social	Economic	Environmental
<ul style="list-style-type: none"> <li>Marked variation in the provision of community facilities between the District's urban wards.</li> <li>A decline in rural services, particularly to the west of the District.</li> <li>Importance of safeguarding the District's Local Centres in order to serve their resident populations.</li> <li>Poor access to play facilities in some urban and rural wards.</li> <li>Variation in levels of health between the District's wards.</li> <li>Need to bring empty homes within the District back into use.</li> <li>The need to reduce crime within the District.</li> <li>The need to reduce drug and alcohol misuse within the District.</li> <li>Need to retain and enhance short stay parking facilities within the town centres.</li> </ul>	<ul style="list-style-type: none"> <li>A high concentration of fuel poverty within the District, particularly in the most deprived ward.</li> <li>Lack of affordable housing choice across the District.</li> <li>Noticeably higher unemployment forming a corridor between Kidderminster and Stourport-on-Severn.</li> <li>Significant levels of congestion in some areas of the District, specifically Bridge Street, Stourport-on-Severn and the Stourport Road. Could have a detrimental impact on businesses locating within the Stourport Road area.</li> </ul>	<ul style="list-style-type: none"> <li>Need to control the further development of caravan sites in the District and restrict occupancy of existing caravans.</li> <li>Need to control the further development of existing chalets within the District and their replacement with permanent dwellings.</li> <li>Need to reduce noise pollution complaints in the District.</li> <li>The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.</li> <li>The need to conserve and enhance the rich variety of habitat types within the District.</li> <li>The need to protect the variety of protected species from adverse development.</li> <li>Significant residential and urban areas are at risk from flooding.</li> <li>Declining air quality within the urban areas of the District.</li> <li>To safeguard and enhance the distinctive historic environment of the District.</li> <li>The need to conserve the District's rural landscape from inappropriate development.</li> <li>Need to increase the generation and use of renewable energy within the District.</li> <li>Need to improve energy efficiency in new and existing housing stock.</li> <li>Need to reduce CO<sub>2</sub> emissions within the District.</li> <li>Need to adapt to the present and future changes in climate that the District is experiencing.</li> <li>Need to conserve water resources and use them in a sustainable way.</li> <li>Need to reduce the total volume of waste produced and increase recycling.</li> <li>Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.</li> <li>Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.</li> <li>Impact of the Wyre Forest Schools Review on access to educational facilities and impact on travel patterns/increased journey times.</li> <li>Rapidly increasing growth in rail usage at both the District's rail interchanges.</li> </ul>

Social	Economic	Environmental
		<ul style="list-style-type: none"> <li>Need to provide safe cycle route networks to increase cycling levels within the District.</li> <li>Importance of safeguarding and enhancing the bus priority route network and the need to enhance public transport infrastructure.</li> </ul>

**16** This analysis led to the development of sustainability objectives, which will form the SA framework. These are:

- To improve the health and well-being of the population and reduce inequalities in health.
- To improve the quality of and accessibility to, cultural services and local services and facilities.
- To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.
- To enhance the quality of life for all residents within the District.
- To encourage pride and social responsibility in the local community and reduce crime.
- To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.
- Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.
- To reduce the need to travel and move towards more sustainable travel modes.
- Protect the use of water, soil and air, whilst maintaining or improving their quality.
- 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.
- Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.
- To conserve and enhance the District's biodiversity and geodiversity.
- Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.
- 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.
- To promote the regeneration of Kidderminster and Stourport-on-Severn.
- Mitigate against the unavoidable negative impacts of climate change.
- Reduce noise and light pollution.
- To raise the skills levels and qualifications of the workforce.
- 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.
- Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.
- Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.

## Outline of the Site Allocations and Policies DPD

**17** The Site Allocations and Policies DPD allocates specific areas of land for specific types of development and sets out development control policies. The development strategy for the District is set out within the Adopted Core Strategy along with the development objectives for achieving the strategy. Both the vision and objectives have been developed and refined through consultation and sustainability appraisal as the Core Strategy has developed.

**18** The role of the Site Allocations and Policies DPD is to direct development to the right locations, to safeguard important sites and to allocate sites for the delivery of housing, employment, office and retail development. The Site Allocations and Policies DPD will look at the whole District excluding the area which is covered by the Kidderminster Central Area Action Plan.

## How the SA Informed Development of Policies

**19** The SA was undertaken by District Council officers and was an integral process of developing the policies and selecting the sites set out within the DPD. All of the policy and site options were tested against the SA framework and the baseline data, as well as information on likely changes set out within technical reports, was used to predict the effects. The process was limited by some uncertainties including a lack of baseline data in some areas, limited understanding of some of the effects and uncertainty where options could either lead to a positive or a negative effect depending in how they are implemented or how people react to them.

**20** The SA, alongside wider sustainability considerations, played an important role in evaluation of and decision-making around the options as well as refining those options into detailed policies. This included:

- Location of development - An analysis of the sustainability impacts of the various sites put forward. The Adopted Core Strategy directs development towards Kidderminster and Stourport-on-Severn, however, a large number of sites were assessed and ranked based on their sustainability implications. The final sites selected are mainly those which accord with the Adopted Core Strategy and score highly against the SA framework, however, a small number of sites which did not score so well mainly because of accessibility and car dependency issues have been allocated to deliver rural affordable housing. The sites selected generally promote non-car access to services and facilities.
- The SA supported giving priority to environmental concerns and ensuring that the site specific policies identified specific mitigation measures in response to many of the issues highlighted by the SA process. One of the key issues for Wyre Forest District is balancing the brownfield strategy with the need to deliver affordable housing and renewable energy. There will need to be some compromise on some sites because of viability issues. However, the viability policy set out will ensure that affordable housing thresholds can be lowered where there is a robust viability assessment supporting this. The strategy prioritises brownfield sites to regenerate the urban area and reduce the need to travel. Had a greenfield strategy have been set out then higher levels of affordable housing could have been delivered however, this would have significant implications for car use and additional congestion.
- The SA identified some potential issues in relation to loss of employment land. As a result, some sites have been allocated for a mix of uses retaining an element of employment land

on-site where appropriate. Some sites were identified through the Employment Land Review as being potentially suitable for switching to residential development. Overall, the policies and allocations retain a suitable portfolio of employment land whilst delivering the required level of housing.

- Flooding is significant within the District and whilst some sites identified a risk of flooding, these sites will require a Flood Risk Assessment and mitigation has been built into the policies in response to concerns raised by the SA. The allocations are also supported by a detailed sequential assessment. The District's three towns all have rivers flowing through them so town centre regeneration will always raise some concerns relating to flooding.
- Some of the sites raised concerns relating to nature conservation and biodiversity and where appropriate, clauses have been added into site specific policies to ensure no detrimental impact on neighbouring nature conservation sites. Additionally, a number of policies included clauses requiring the retention of significant trees.
- Some of the sites identified the potential to enhance the streetscene. The design policy set out within the Site Allocations and Policies DPD, together with clauses relating to design in specific policies where relevant will ensure that benefits are secured.

## **Main Effects of the Site Allocations and Policies DPD**

**21** The SA process has revealed the predominantly positive impact of the Site Allocations and Policies DPD on the sustainability objectives. For example the generic policies support many of the SA objectives such as delivering development that has good access to services and facilities including schools and employment and reduces the need to travel, enhances the public realm and provides increased housing and employment opportunities including additional affordable housing.

**22** The allocated sites will provide a range of benefits including the regeneration of Kidderminster and Stourport-on-Severn which are the main town centres within the District, delivery of an enhanced green infrastructure network, increasing the supply of energy from renewable and low-carbon sources and tackling inequalities in health.

**23** It is clear from the SA findings that a number of negative effects could occur as a result of the policy options chosen and the sites allocated. Housing and employment growth will inevitably lead to additional noise and light within the areas where growth occurs. It is considered best to concentrate this growth within the existing urban areas so as to prevent the spread of noise and light pollution to rural areas. Increased construction will bring an increase in greenhouse gas emissions including through embodied energy and heating, lighting and powering the building once in use as well as increased transport movements arising from a greater number of people living in or accessing the District. Within the District there will always be issues associated with flood risk. The three towns all have rivers flowing through them and therefore it is essential to manage this risk and ensure that any development delivers betterment. New development will increase overall water and energy use however, it can be built so as to minimise these effects. New development will put increased pressure on open space and biodiversity but can also bring improvements to these areas. Over-development of any particular site or area can lead to poor quality living standards and indicative site capacities have been included within the policies to prevent this. New development could also have a detrimental impact on the historic environment however, good design can enhance the historic environment and the setting of Listed Buildings.

**24** Many of these impacts will be mitigated against and these mitigation measures have been included within the policies for specific sites as well as being the purpose of some of the criteria based policies set out within Part A of the Site Allocations and Policies DPD. For example, Part A includes policies to safeguard open space, community facilities and education facilities as well as policies to promote and support biodiversity and safeguard the historic environment. All development will also need to adhere to standards for sustainable design and construction, renewable energy generation and affordable housing delivery which are set out within the Adopted Core Strategy. The allocated sites have been chosen to minimise the impacts associated with travel. The sites are mainly within Kidderminster and Stourport-on-Severn which are served by public transport and provide key services and facilities within walking distances in most cases. There are 3 sites for rural affordable housing which did not perform well in relation to reducing the need to travel, however, it is important to maintain some rural growth in order to keep existing services within those village operational. The site at Blakedown has access to a range of services and facilities within the village and has direct rail services to both Kidderminster and Birmingham.

**25** Any negative impacts should be balanced against the positive effects particularly meeting housing need, delivering affordable housing, increasing employment and supporting the local economy.

## Secondary, Cumulative and Synergistic Effects of the Site Allocations and Policies DPD

**26** A range of cumulative effects are predicted arising from the SALP DPD, arising from the cumulative impact of all developments proposed in the DPD, and from impacts in combination with other plans and programmes of relevance to Wyre Forest District:

- **Resource Use.** There is a strong emphasis on economic and housing growth, which is likely to lead to increased resource use including energy, water and minerals. The extent to which this will be offset by measures within the Core Strategy and KCAAP and SALP DPDs to reduce the pressure on resource use is uncertain.
- **Waste generation.** The growth and development emphasised in Wyre Forest is highly likely to lead to increased waste generation. Again, the Core Strategy, KCAAP and SALP DPDs and the Waste Core Strategy will help to encourage waste minimisation, although the extent to which this will be able to offset the effects of growth is unclear.
- **Climate change.** The strong emphasis on housing and economic growth is likely to lead to increased greenhouse gas emissions. Other policies are in place to promote energy efficiency, renewable energy and sustainable transport and it may be that this will enable greenhouse gas emissions to be reduced, although this is not certain.
- **Road networks.** The planned housing and economic growth in the District are likely to lead to increased demand for transport. This could have adverse impacts on the road network, although a number of measures are planned to address this, including locating most developments in accessible locations, promotion of cycling and walking, and support for rail and bus improvements. It is uncertain whether or not the number of vehicles on the roads will increase significantly despite the mitigating actions.
- **Flooding.** Although a large number of the proposed sites have flood risk issues, the Core Strategy contains policy requiring mitigation for any developments in areas with known flooding issues, and therefore adverse effects are unlikely.



- **Air quality.** Economic and housing growth and road improvements may lead to increased road traffic, although measures to promote more sustainable transport and reduce the need to travel are likely to offset that increase.
- **Water quality.** The level of growth promoted by the SALP and KCAAP DPDs will increase the demand for water supply and wastewater treatment. There are constraints for both supply and treatment, although capacity can be provided to meet the development needs of the District.
- **Population.** The communities within Wyre Forest District are likely to experience positive cumulative effects. The key benefits will result from the increase in employment opportunities provided, and improved residential and urban environments, good access to services and facilities and more use of sustainable transport.
- **Ecosystems.** There is potential for adverse cumulative impacts on priority species and habitats from the level of development proposed, both from recreational pressure and the cumulative impacts arising from disturbance.
- **Cultural heritage.** Significant cumulative effects on designated assets are unlikely, and development provides a number of opportunities to protect and enhance designated assets.

**27** Some additional mitigation is recommended arising from the cumulative impact assessment:

- Developments at Blakedown Nurseries and Lea Castle Hospital should be required to undertake a Transport Assessment to demonstrate no adverse effects on road networks.
- Development at Blakedown Nurseries should be required to demonstrate no adverse effects on air quality.
- Policy SAL.UP5 in the SALP DPD should be amended to explicitly require cumulative effects to be addressed in ecological surveys, and the supporting text should note the particular risks regarding connectivity for acidic communities and the cumulative effects of small disturbances on certain species.

## Effects of the Site Allocations and Policies DPD on other Plans, Policies and Programmes

**28** The Site Allocations and Policies DPD is in conformity with the National Planning Policy Framework and compliments its objective for sustainable economic growth. The Site Allocations and Policies DPD also has a strong relationship with the other Development Plan Documents included with the Local Development Framework. In particular it will help to deliver the objectives and strategic guidance within the Adopted Core Strategy. Further key documents are the Worcestershire Local Transport Plan 3, the Sustainable Community Strategy, and the Worcestershire Biodiversity Action Plan.

## Next Steps and Monitoring

**29** The Site Allocations and Policies DPD will undergo a Publication period giving people the opportunity to raise issues relating to its 'soundness'. The SA Report will also be made available for comment during this time. Following consultation on the Publication draft, the Site Allocations and Policies DPD will be submitted to the Secretary of State together with the SA Report as part of the evidence base for an independent Examination in Public. Following this process, the Site Allocations and Policies DPD will be adopted by the District Council if found 'sound'. Monitoring of the Site Allocations and Policies DPD will take place following its adoption and will be reported through the District Council's Annual Monitoring Report.

**30** The following indicators are proposed for monitoring. These indicators are drawn from those set out within the SA framework. These indicators are also being used to monitor the sustainability impacts of the Core Strategy and as such, information should become available on these indicators as part of that process. However, these indicators may need to be amended to reflect the availability of information.

- 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 CO<sub>2</sub> 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
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- 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-on-Severn)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions

# **Kidderminster Central Area Action Plan Development Plan Document**

## **Final Sustainability Appraisal Report - Non-Technical Summary**

**1** This non-technical summary of the Sustainability Appraisal (SA) report should be viewed alongside the full SA and the Kidderminster Central Area Action Plan DPD. The SA forms part of the evidence base and justification for the policies within the DPD. It has been an ongoing process which has evaluated and informed the identification of options, decisions around how these options were taken forward and development of the policies within the publication draft. This report aims to provide information which will support evaluation of the Kidderminster Central Area Action Plan DPD by stakeholders and members of the public and assist in the provision of feedback on the DPD. The District Council also welcomes any comments on the SA report itself.

**2** 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

**3** A quick reference guide to SA is available on the District Council's Forward Planning website at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk). 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.

**4** A Scoping Report was published for a six-week consultation between 30th April and 6th June 2008. The document reviewed relevant national, regional and local policies and present detailed baseline data on the current economic, social and environmental state of the District. The representations received during the consultation period were incorporated into the Revised SA Scoping Report published in January 2009. A table setting out the representations received and how they have been considered is available on the District Council's website.

**5** The Scoping Report put forward a Sustainability Appraisal framework including objectives, decision-making criteria and monitoring indicators. The framework is based on the Core Strategy SA framework and was developed through joint working with Worcestershire County Council and its other District Councils. The Draft Sustainability Appraisal Report assesses the policy options and sites put forward at Issues and Options stage and any further alternative policy options and sites which were suggested as part of the Issues and Options consultation. The report also assesses the options set out within the Preferred Options paper against the SA framework. The indicators will be finalised as the DPD develops and will be used to monitor the effects of the DPD once it is adopted. Monitoring information will be reported through the Annual Monitoring Report. This Final Sustainability Appraisal Report tests any additional changes to the Publication document and takes into account representations made on the draft report.



## **Structure of the SA Report**

**6** Section Three provides an Introduction to the SA Report by outlining the purpose of the SA and the background to it, including definitions of sustainable development and sustainability requirements within planning policy.

**7** Section Four sets out the appraisal methodology followed by the District Council in undertaking SA as part of the preparation of Kidderminster Central Area Action Plan DPD.

**8** Section Five reviews all relevant plans, programmes and sustainability objectives at the international, national, regional and local levels that have been taken into account in developing the Core Strategy. It also sets out the environmental, social and economic baseline for Wyre Forest District, highlighting the key social, economic and environmental characteristics and trends likely to be affected by the LDF. This provides the basis for identifying sustainability issues/ problems and for predicting and monitoring effects. From this review of evidence, the key sustainability issues and problems facing the District are identified. The section also sets out the SA framework for Wyre Forest District as the basis for predicting and monitoring the social, economic and environmental effects of all local development documents making up the emerging LDF. This framework consists of 21 SA objectives, each of which is supported by a number of decision-making criteria and indicators. Targets are set for each of the indicators to assist with monitoring.

**9** Section Six sets out the results of testing the Kidderminster Central Area Action Plan DPD site and policy options against the SA framework. It identifies those options which have been rejected and the reasons for this.

**10** Section 7 sets out the results of the testing of the plan policies and sites against the SA framework. It identifies the reasons for selecting the sites and policies which were taken forward. It considers the secondary, cumulative and synergistic effects of the policies within the plan and looks at the effect of the plan in combination with other plans, policies and programmes. The section also looks at proposed mitigation measures which could be incorporated into the policies within the DPD and sets out an overview of the uncertainties and risks associated with the SA process.

**11** Section 8 covers the links to other plans, policies and programmes at the project level and sets out the proposals for monitoring.

## **Summary of the Baseline**

**12** A summary of the social, economic and environmental baseline characteristics of the Wyre Forest District is set out below.

### **Economic**

- Unemployment in the District is higher than the county average, but lower than regional and national levels, however there are pockets in Kidderminster where unemployment is much higher.
- Tourism and manufacturing are important parts of the economy, however manufacturing has been in continual decline.
- Educational attainment is below the regional and county average.

## Social

- The District has an ageing population and an increasing number of residents are 80 years and over.
- Ethnic minorities are significantly under represented compared to regional and national figures.
- Crime in the District is below the national average - although crime is highest in the Greenhill ward which covers Kidderminster town centre.
- House prices are lower than the county and regional average.

## Environmental

- The River Stour is a Special Wildlife Site and the river and Staffordshire & Worcestershire Canal form important green infrastructure and biodiversity corridors.
- Kidderminster has 4 designated conservation areas and many Statutory and Locally listed buildings.
- The river Stour presents a significant flood risk to parts Kidderminster.
- Kidderminster has an AQMA which covers the area along St. Mary's ring road and into the Horsefair.

## The SA Framework

**13** The SA scoping report and subsequent consultation identified a range of significant sustainability issues for Wyre Forest District, based on a review of relevant policies, programmes and objectives and a survey of baseline data. These are summarised below:

**Table 1.0.1 Summary of Baseline Information**

Social	Economic	Environmental
<ul style="list-style-type: none"> <li>• Marked variation in the provision of community facilities between the District's urban wards.</li> <li>• A decline in rural services, particularly to the west of the District.</li> <li>• Importance of safeguarding the District's Local Centres in order to serve their resident populations.</li> <li>• Poor access to play facilities in some urban and rural wards.</li> <li>• Variation in levels of health between the District's wards.</li> <li>• Need to bring empty homes within the District back into use.</li> <li>• The need to reduce crime within the District.</li> </ul>	<ul style="list-style-type: none"> <li>• A high concentration of fuel poverty within the District, particularly in the most deprived ward.</li> <li>• Lack of affordable housing choice across the District.</li> <li>• Noticeably higher unemployment forming a corridor between Kidderminster and Stourport-on-Severn.</li> <li>• Significant levels of congestion in some areas of the District, specifically Bridge Street, Stourport-on-Severn and the Stourport Road. Could have a detrimental impact on businesses locating</li> </ul>	<ul style="list-style-type: none"> <li>• Need to control the further development of caravan sites in the District and restrict occupancy of existing caravans.</li> <li>• Need to control the further development of existing chalets within the District and their replacement with permanent dwellings.</li> <li>• Need to reduce noise pollution complaints in the District.</li> <li>• The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.</li> <li>• The need to conserve and enhance the rich variety of habitat types within the District.</li> <li>• The need to protect the variety of protected species from adverse development.</li> <li>• Significant residential and urban areas are at risk from flooding.</li> <li>• Declining air quality within the urban areas of the District.</li> <li>• To safeguard and enhance the distinctive historic environment of the District.</li> <li>• The need to conserve the District's rural landscape from inappropriate development.</li> <li>• Need to increase the generation and use of renewable energy within the District.</li> </ul>

Social	Economic	Environmental
<ul style="list-style-type: none"> <li>• The need to reduce drug and alcohol misuse within the District.</li> <li>• Need to retain and enhance short stay parking facilities within the town centres.</li> </ul>	<p>within the Stourport Road area.</p>	<ul style="list-style-type: none"> <li>• Need to improve energy efficiency in new and existing housing stock.</li> <li>• Need to reduce CO<sub>2</sub> emissions within the District.</li> <li>• Need to adapt to the present and future changes in climate that the District is experiencing.</li> <li>• Need to conserve water resources and use them in a sustainable way.</li> <li>• Need to reduce the total volume of waste produced and increase recycling.</li> <li>• Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.</li> <li>• Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.</li> <li>• Impact of the Wyre Forest Schools Review on access to educational facilities and impact on travel patterns/increased journey times.</li> <li>• Rapidly increasing growth in rail usage at both the District's rail interchanges.</li> <li>• Need to provide safe cycle route networks to increase cycling levels within the District.</li> <li>• Importance of safeguarding and enhancing the bus priority route network and the need to enhance public transport infrastructure.</li> </ul>

**14** This analysis led to the development of sustainability objectives, which will form the SA framework. These are:

- To improve the health and well-being of the population and reduce inequalities in health.
- To improve the quality of and accessibility to, cultural services and local services and facilities.
- To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.
- To enhance the quality of life for all residents within the District.
- To encourage pride and social responsibility in the local community and reduce crime.
- To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.
- Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.
- To reduce the need to travel and move towards more sustainable travel modes.
- Protect the use of water, soil and air, whilst maintaining or improving their quality.
- 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.
- Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.
- To conserve and enhance the District's biodiversity and geodiversity.
- Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.

- 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.
- To promote the regeneration of Kidderminster and Stourport-on-Severn.
- Mitigate against the unavoidable negative impacts of climate change.
- Reduce noise and light pollution.
- To raise the skills levels and qualifications of the workforce.
- 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.
- Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.
- Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.

## Summary of the Objectives of the Kidderminster Central Area Action Plan DPD

**15** The Kidderminster Central Area Action Plan DPD will, through the formulation of site specific allocations and policies, allocate and designate areas of land within the town for particular uses including housing, retail, offices and leisure. The KCAAP will go beyond the traditional role of land use planning and will include other key areas of economic, environmental and social activity. It will also set out clear mechanisms to ensure that the plan is delivered.

**16** The broad objectives of the the KCAAP area:

- To maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.
- To realise the potential of the area's canalside setting.
- To open up the River Stour to enhance its biodiversity potential and environmental setting.
- To improve the environment by enhancing streets and spaces for people.
- To connect and integrate the main developments and environmental assets.
- To provide a framework for proactive town centre management.

## How the SA Informed Development of Policies

**17** The SA was undertaken by District Council officers and was an integral process of developing the policies and selecting the sites set out within the DPD. All of the policy and site options were tested against the SA framework and the baseline data, as well as information on likely changes set out within technical reports, was used to predict the effects. The process was limited by some uncertainties including a lack of baseline data in some areas, limited understanding of some of the effects and uncertainty where options could either lead to a positive or a negative effect depending in how they are implemented or how people react to them.

**18** The SA, alongside wider sustainability considerations, played an important role in evaluation of and decision-making around the options as well as refining those options into detailed policies. This included:

- Location of development - An analysis of the sustainability impacts of the various sites put forward. The Adopted Core Strategy directs development towards Kidderminster and

Stourport-on-Severn, however, a large number of sites were assessed and ranked based on their sustainability implications. The final sites selected are mainly those which accord with the Adopted Core Strategy and score highly against the SA framework, however, a small number of sites which did not score so well mainly because of accessibility and car dependency issues have been allocated to deliver rural affordable housing. The sites selected generally promote non-car access to services and facilities. The SA supported giving priority to environmental concerns and ensuring that the site specific policies identified specific mitigation measures in response to many of the issues highlighted by the SA process. One of the key issues for Wyre Forest District is balancing the brownfield strategy with the need to deliver affordable housing and renewable energy. There will need to be some compromise on some sites because of viability issues. However, the viability policy set out will ensure that affordable housing thresholds can be lowered where there is a robust viability assessment supporting this. The strategy prioritises brownfield sites to regenerate the urban area and reduce the need to travel. Had a greenfield strategy have been set out then higher levels of affordable housing could have been delivered however, this would have significant implications for car use and additional congestion.

- The SA identified some potential issues in relation to loss of employment land. As a result some sites have been allocated for a mix of uses retaining an element of employment land on-site where appropriate. Some sites were identified through the Employment Land Review as being potentially suitable for switching to residential development. Overall, the policies and allocations retain a suitable portfolio of employment land whilst delivering the required level of housing.
- Flooding is significant within the District and whilst some sites identified a risk of flooding, these sites will require a Flood Risk Assessment and mitigation has been built into the policies in response to concerns raised by the SA. The allocations are also supported by a detailed sequential assessment. The District's three towns all have rivers flowing through them so town centre regeneration will always raise some concerns relating to flooding.
- Some of the sites raised concerns relating to nature conservation and biodiversity and where appropriate, clauses have been added into site specific policies to ensure no detrimental impact on neighbouring nature conservation sites. Additionally, a number of policies included clauses requiring the retention of significant trees. Some of the sites identified the potential to enhance the streetscene. The design policy set out within the Site Allocations and Policies DPD, together with clauses relating to design in specific policies where relevant will ensure that benefits are secured.

### **Main Effects of the Kidderminster Central Area Action Plan DPD**

**19** The SA process has revealed the predominantly positive impact of the Kidderminster Central Area Action DPD on the sustainability objectives. The generic policies contained within Part A of the DPD support and contribute towards the SA objectives and will help to deliver positive impacts for the town. The fact that the Kidderminster Central Area Action Plan DPD covers a town centre location means that many of SA objectives are met due its good access to transport, services, and facilities. The pro-growth nature of the DPD means that increased housing and employment opportunities should be delivered.



**20** The allocation of specific sites will also provide a range of benefits and help to meet a key priority of the Kidderminster Central Area Action Plan DPD which is to regenerate Kidderminster. The sites selected will help to further unlock the potential of the town including green infrastructure provision, increasing access to the river and canal, improving vibrancy and natural surveillance, and increase accessibility.

**21** It is clear from the SA findings that a number of negative effects could occur as a result of the policy options chosen and the sites allocated. Housing and employment growth will inevitably lead to additional noise and light within the areas where growth occurs, particularly in sensitive locations adjacent to the river and canal which could have a further knock-on impact on biodiversity. In addition to this, many key sites lie within flood risk areas and care will need to be taken to safeguard future development against any negative impacts. Design issues will also need to be sensitive handled with new development, particularly as the area has many heritage assets including conservation areas and listed buildings.

**22** Many of these impacts will be mitigated against and these mitigation measures have been included within the policies for specific sites as well as being the purpose of some of the criteria based policies set out within Part A of the Kidderminster Central Area Action Plan. For example, Part A includes policies on the River Stour, Staffordshire & Worcestershire Canal, and Green Infrastructure that look to safeguard against flood risk and enhance biodiversity and green infrastructure provision. A number of design-based policies are also in place to ensure that new development is of a high-quality and enhances the character of the area. In addition to this, the Site Allocations & Policies and Core Strategy DPDs provide further guidance on such matters as flood risk, historic environment, open space, community and education facilities that will further protect and mitigate against negative impacts.

**23** Any negative impacts should be balanced against the positive effects particularly meeting housing need, delivering affordable housing, increasing employment and supporting the local economy.

## Secondary, Cumulative and Synergistic Effects

**24** A range of cumulative effects are predicted arising from the KCAAP DPD, arising from the cumulative impact of all developments proposed in the DPD, and from impacts in combination with other plans and programmes of relevance to Wyre Forest District:

- **Resource Use.** There is a strong emphasis on economic and housing growth, which is likely to lead to increased resource use including energy, water and minerals. The extent to which this will be offset by measures within the Core Strategy and KCAAP and SALP DPDs to reduce the pressure on resource use is uncertain.
- **Waste generation.** The growth and development emphasised in Wyre Forest is highly likely to lead to increased waste generation. Again, the Core Strategy, KCAAP and SALP DPDs and the Waste Core Strategy will help to encourage waste minimisation, although the extent to which this will be able to offset the effects of growth is unclear.
- **Climate change.** The strong emphasis on housing and economic growth is likely to lead to increased greenhouse gas emissions. Other policies are in place to promote energy efficiency, renewable energy and sustainable transport and it may be that this will enable greenhouse gas emissions to be reduced, although this is not certain.

- **Road networks.** The planned housing and economic growth in the District are likely to lead to increased demand for transport. This could have adverse impacts on the road network, although a number of measures are planned to address this, including locating most developments in accessible locations, promotion of cycling and walking, and support for rail and bus improvements. It is uncertain whether or not the number of vehicles on the roads will increase significantly despite the mitigating actions.
- **Flooding.** Although a large number of the proposed sites have flood risk issues, the Core Strategy contains policy requiring mitigation for any developments in areas with known flooding issues, and therefore adverse effects are unlikely.
- **Air quality.** Economic and housing growth and road improvements may lead to increased road traffic, although measures to promote more sustainable transport and reduce the need to travel are likely to offset that increase. Air quality in the Horsefair and Welch Gate AQMAs is likely to improve.
- **Water quality.** The level of growth promoted by the SALP and KCAAP DPDs will increase the demand for water supply and wastewater treatment. There are constraints for both supply and treatment, although capacity can be provided to meet the development needs of the District.
- **Population.** The communities within Wyre Forest District are likely to experience positive cumulative effects. The key benefits will result from the increase in employment opportunities provided, and improved residential and urban environments, good access to services and facilities and more use of sustainable transport.
- **Ecosystems.** There is potential for adverse cumulative impacts on priority species and habitats from the level of development proposed, both from recreational pressure and the cumulative impacts arising from disturbance.
- **Cultural heritage.** Significant cumulative effects on designated assets are unlikely, and development provides a number of opportunities to protect and enhance designated assets.

**25** It is recommended that policy SAL.UP5 in the Site Allocations and Policies DPD be amended to explicitly require cumulative effects on species and habitats to be assessed in ecological surveys.

### **Effects of the Kidderminster Central Area Action Plan on other Plans, Policies and Programmes**

**26** The Kidderminster Central Area Action Plan is in compliance with the National Planning Policy Framework and compliments its objective for sustainable economic growth. The KCAAP also has a strong relationship with the other Development Plan Documents included with the Local Development Framework. In particular it will help to deliver the objectives and strategic guidance within the Adopted Core Strategy as well as implementing the Site Allocations and Policies DPD. A further key document is the Kidderminster Regeneration Prospectus which highlights key themes and action areas in the town. The KCAAP provides the statutory planning framework to help achieve the ambitions of the Prospectus and the ReWyre Initiative. The KCAAP is also strongly linked and complimentary to many of the County Council's guidance such as the Local Transport Plan 3.

## Next Steps and Monitoring

**27** The Kidderminster Central Area Action Plan DPD will undergo a Publication period giving people the opportunity to raise issues relating to its 'soundness'. The SA Report will also be made available for comment during this time. Following consultation on the Publication draft, the Kidderminster Central Area Action Plan DPD will be submitted to the Secretary of State together with the SA Report as part of the evidence base for an independent Examination in Public. Following this process, the Kidderminster Central Area Action Plan DPD will be adopted by the District Council if found 'sound'. Monitoring of the Kidderminster Central Area Action Plan DPD will take place following its adoption and will be reported through the District Council's Annual Monitoring Report.

**28** The following indicators are proposed for monitoring. These indicators are drawn from those set out within the SA framework. These indicators are also being used to monitor the sustainability impacts of the Core Strategy and as such, information should become available on these indicators as part of that process. However, these indicators may need to be amended to reflect the availability of information.

- 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
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- Household waste collected (excluding recycling)(tonnes)
- District per capita CO<sub>2</sub> 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
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- 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-on-Severn)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions



# **Site Allocations and Policies Development Plan Document**

## **Final Sustainability Appraisal Report**

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## 1 The SEA Directive Requirements and Where They Have Been Met

**Table 1.0.1 The SEA Directive Requirements and Where They Have Been Met**

SEA Directive Requirements	Where they have been met (Site Allocations and Policies DPD)
(a) an outline of the contents, main objectives of the plan or programme and relationship with other relevant plans and programmes;	Section 5.1 and Appendix A
(b) the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	Section 5.2 and Appendix B
(c) the environmental characteristics of areas likely to be significantly affected;	Section 5.2 and Appendix B
(d) any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Section 5.2, Section 5.4 and Appendix B
(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;	Section 5.1 and Appendix A
(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;	Section 7.2
(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;	Section 7.4 and 2.4
(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;	Sections 6.3 and 7.2
(i) a description of the measures envisaged concerning monitoring in accordance with Article 10;	Section 8.2
(j) a non-technical summary of the information provided under the above headings.	A separate non-technical summary has been produced





## 2 Summary and Outcomes

### 2.1 A Statement of the Likely Significant Effects of the Plan

**2.1.1** 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 objectives. The information is set out separately for each DPD.

**2.1.2** The Site Allocations and Policies DPD allocates land and sets out policies which will meet the vision and objectives set out within the Adopted Core Strategy. The vision and objectives were tested against the SA framework during the development of the Core Strategy. The site allocations have each been tested against the SA framework.

**2.1.3** The Site Allocations and Policies DPD has identified a large number of positive effects in terms of both the policies which it sets out and the preferred sites for allocation. However, a small number of negative sustainability effects have been identified and they can be summarised as follows:

- Generally the sites are located in areas where access to services and facilities is good. However, a small number of sites, mainly the more rural sites, have more limited access to services and facilities. However, it is considered necessary to have some housing growth in these areas to support existing services and communities.
- Some sites have identified a loss of a community facility, however, policies are in place to ensure that in such instances community facilities are replaced unless it can be demonstrated that they are no longer needed.
- Some of the sites have raised issues in relation to flood risk. This is an issue which will need to be considered on a site-by-site basis. Mitigation measures will include flood alleviation and appropriate design solutions.
- A number of sites involve the retention and conversion of Listed Buildings. These sites may not be able to meet the renewable energy requirement set out within the Core Strategy. This will be considered on a site-by-site basis and developers will be required to meet targets unless it is demonstrated that this is not possible.
- Some sites have identified a possible loss of mature trees and a resulting potential impact on landscape and biodiversity. Trees should be retained wherever possible.
- Some employment sites are being suggested as residential locations which has raised issues relating to a loss of employment land. There are policies in place to ensure that employment sites continue to be provided within the District and that sites are only switched when they become surplus to requirements.
- Two policies have raised concern over increasing the attractiveness of car use. These policies need to be considered as part of a balanced approach to reducing congestion within the District and improving the attractiveness of alternatives to the private car.

### 2.2 Statement of the Difference the Process has Made to Date

**2.2.1** The Sustainability Appraisal process has investigated the likely significant environmental, social and economic impacts of the policy options and specific sites considered during the development of the DPD. Both the positive and negative impacts have been identified and this has aided and informed the selection development of the plan policies. This final SA Report

also identifies suggested mitigation measures to be included within the DPD. Many of the suggestions have been taken on board. The table below sets out the changes made to each of the policies as a result of the SA findings.

**Table 2.2.1 Changes Made to Policies as a Result of the SA Findings**

Policy	Changes made as a Result of SA Findings
SAL.DPL1 - Residential Land Allocations	No changes made. The policy sets out the sites for residential development, the selection of which was informed by the SA process.
SAL.DPL2 - Rural Housing	No changes made, no negative effects identified.
SAL.DPL3 - Viability	No changes made, no negative effects identified.
SAL.DPL4 - Flat Conversions	Policy includes a clause on minimising noise disturbance.
SAL.DPL5 - Extra Care Provision	No changes made, no negative effects identified.
SAL.DPL6 - Accommodation for Dependants	No changes made, no negative effects identified.
SAL.DPL7 - Residential Caravans and Mobile Homes	No changes made.
SAL.DPL8 - Land Allocations (Gypsy and Traveller Sites)	SA process has helped to identify the sites for allocation.
SAL.DPL9 - Sites for Travelling Showpeople	No changes made.
SAL.DPL10 - Site for Gypsy and Traveller Use	No changes made.
SAL.DPL11 - Community Facilities	DPD includes a specific policy to safeguard community facilities as recommended by the SA process.
SAL.DPL12 - Educational Sites	No changes suggested by SA process.
SAL.GPB1 - Employment Land/Economic Development	SA process has helped to identify the sites for allocation.
SAL.GPB2 - Town Centre Retail	No changes made. Where proposals fall within the flood plain they will need to be in accordance with relevant flooding policies.
SAL.GPB3 - Protecting and Enhancing Local Retail Services	No changes made.
SAL.GPB4 - Specialist Retailing	No changes made.
SAL.GPB5 - Supporting Major Tourist Attractions	Policy refers to Safari Park's location in the Green Belt.
SAL.CC1 - Sustainable Transport Infrastructure	No changes made.
SAL.CC2 - Parking	No changes made.
SAL.CC3 - Major Transport Infrastructure	No changes made.
SAL.CC4 - Freight	No changes made.
SAL.CC5 - Telecommunications	No changes made, no negative effects identified.
SAL.CC6 - Renewable Energy	Cross-references to historic environment and biodiversity policies included within reasoned justification.
SAL.CC7 - Water Management	No changes made.
SAL.UP1 - Green Belt	No changes made.
SAL.UP2 - Areas of Development Restraint	No changes made.
SAL.UP3 - Providing a Green Infrastructure Network	No changes made.

Policy	Changes made as a Result of SA Findings
SAL.UP4 - Open Space and Play Provision	No changes made.
SAL.UP5 -Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity	Includes a requirement for ecological surveys to include assessment of cumulative effects. Reasoned Justification also includes reference to acid grassland communities.
SAL.UP6 - Safeguarding the Historic Environment	No changes made.
SAL.UP7 - Design Quality and Local Distinctiveness	No changes made.
SAL.UP8 - Design of Extensions	No changes made, no negative issues identified.
SAL.UP9 - Landscaping and Boundary Treatment	No changes made.
SAL.UP10 - Re-use and Adaptation of Rural Buildings	No changes made.
SAL.UP11 - Chalets	No changes made.
SAL.UP12 - Equestrian Developments	Policy includes reference to impact on landscape. Reasoned justification includes reference to impact on biodiversity.
SAL.UP13 - Agricultural Land Quality	No changes made.
SAL.SK1 - South Kidderminster Enterprise Park	The Stourport Road Employment Corridor options raised some concerns about the impact on the SSSI and relationship to the Staffordshire and Worcestershire Canal Conservation Area, therefore, the policy for the South Kidderminster Enterprise park includes clauses relating to both of these issues.
SAL.SK2 - Former British Sugar Site	Policy includes a requirement for the site to deliver the part of the road through the site and has clauses relating to biodiversity and the historic environment.
SAL.SK3 - Oasis Arts & Crafts and Reilloc Chain	No changes made.
SAL.SK4 - Former Romwire Site	No changes made.
SAL.WK1 - Blakebrook School and County Buildings	Policy includes requirement to retain and enhance listed buildings and ensure that significant trees are maintained and protected.
SAL.WK2 - Kidderminster Hospital	No changes made, no negative effects identified.
SAL.KSS1 - Smaller Kidderminster Sites	No changes made.
SAL.STC1 - Bridge Street Basins Link	Policy includes requirement for Flood Risk Assessment.
SAL.STC2 - Tan Lane and County Buildings	Policy includes requirement for compensatory provision for existing community uses and a requirement to retain the locally listed former school buildings.
SAL.STC3 - Civic Centre	Policy includes requirement for proposals to demonstrate that alternative community facilities are provided and that development enhances the adjacent Conservation Area.
SAL.STC4 - Swan Hotel and Working Men's Club	No changes made.
SAL.EA1 - Carpets of Worth	Policy includes requirement for flood risk mitigation.
SAL.EA2 - Cheapside	Policy includes clauses relating to retaining and enhancing listed and locally listed buildings, enhancing the natural assets of the site, regard to the Conservation Area and ensuring mitigation is considered as well as a requirement for a Flood Risk Assessment,
SAL.EA3 - Parsons Chain	Policy includes clause relating to addressing flood risk.
SAL.EA4 - Worcester Road Car Garages	Policy includes reference to flood risk. Policy remains flexible to allow existing uses to continue on-site.

Policy	Changes made as a Result of SA Findings
SAL.EA5 - Baldwin Road	Policy includes clause requiring open space to be maintained and made accessible. Policy requires affordable housing targets to be applied across wider site pro-rotta. Policy refers to addressing flood risk. Policy requires some space to be retained for business use.
SAL.WS1 - Former Midland Industrial Plastics Site	No changes made
SAL.WS2 - Lucy Baldwin Unit	Policy requires retention of locally listed buildings, retention of significant trees and links to Memorial Park.
SAL.SSS1 - Smaller Stourport-on-Severn Sites	Queens Road site requires retention of retail provision.
SAL.B1 - Load Street Redevelopment Area	Policy requires flood risk to be addressed.
SAL.B2 - Smaller Bewdley Sites	Lax Lane policy includes retention of existing business space. Workhouse policy includes retention of existing Listed Building.
SAL.RS1 - Blakedown Nurseries	Policy includes clauses relating to SSSI and linkages to adjacent open space.
SAL.RS2 - Land at Clows Top	Policy requires drainage issues to be addressed and significant trees to be retained.
SAL.MDS1 - Previously Developed Sites in the Green Belt	Policy sets out specific criteria to limit development and its affect on the Green Belt.

## 2.3 How to Comment on this Report

**2.3.1** The Site Allocations and Policies DPD and this accompanying Draft SA Report will be published for a six week period commencing ?????. Representations should be received by the District Council by 5.30pm on Friday ?????. All representations must be made in writing either on-line at <http://wyreforestdc-consult.limehouse.co.uk> or by e-mail, post or fax to:

Planning Policy  
Planning and Regulatory Services  
Duke House  
Clensmore Street  
Kidderminster  
Worcestershire  
DY10 2JX

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

Fax: 01562 732556

**2.3.2** If you have any queries relating to this report, please contact the Planning Policy team on 01562 732928.





## 3 Background

### 3.1 Purpose of the SA and the SA Report

**3.1.1** Section 19(5) of the Planning and Compulsory Purchase Act 2004, as amended by Section 180(5)(d) of the Planning Act 2008 requires a Sustainability Appraisal (SA) to be carried out on all Development Plan Documents (DPDs) which a Local Planning Authority produces. The SA process is integral to the production of DPDs and it enables the LPA to assess the degree to which the proposals contribute towards the achievement of sustainable development. This understanding assists in the preparation of planning policy.

**3.1.2** 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 DPDs conform to the Government's guiding principles of sustainable development, which are:

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

**3.1.3** SA identifies and reports on the likely significant effects of the plan and the mitigation measures which can be taken to reduce them. These effects are identified through the use of a sustainability appraisal framework.

### 3.2 Plan Objectives and Outline of Contents

**3.2.1** The Site Allocations and Policies DPD allocates specific areas of land for specific types of development and sets out development control policies. The development strategy for the District is set out within the Adopted Core Strategy along with the development objectives for achieving the strategy. Both the vision and objectives have been developed and refined through consultation and sustainability appraisal as the Core Strategy has developed.

**3.2.2** The role of the Site Allocations and Policies DPD is to direct development to the right locations, to safeguard important sites and to allocate sites for the delivery of housing, employment, office and retail development. The Site Allocations and Policies DPD will look at the whole District excluding the area which is covered by the Kidderminster Central Area Action Plan. The Site Allocations and Policies DPD will therefore:

- Allocate sufficient land to meet the Adopted Core Strategy target of 4,000 new homes between 2006 and 2026.
- Allocate sufficient land to meet the Adopted Core Strategy target of 44 hectares of employment land between 2006 and 2026.
- Identify sites for affordable housing in rural areas.
- Allocate sites for housing for older people.
- Allocate specific sites for accommodation for gypsies, travellers and travelling showpeople based on the need identified through the Gypsy and Traveller Accommodation Assessment.

- Identify the geographical boundary of the Stourport Road Employment Corridor.
- Designate centres, local centres and village centres outside of the KCAAP area.
- Designate Primary Shopping Areas for Bewdley and Stourport-on-Severn.
- Allocate sufficient sites to meet the convenience floorspace requirements for Stourport-on-Severn and Bewdley.
- Allocate sites to meet the need for office development outside the KCAAP area.
- Identify indicative routes for major transport infrastructure proposals within the Adopted Core Strategy.
- Identify and safeguard bus priority, walking and cycle routes.
- Identify sites which are suitable for renewable energy development and identify whether higher renewable energy targets could be set for individual development sites.
- Continue to safeguard the Green Belt and determine the future of the ADRs.
- Safeguard sites of national, regional and local importance for biodiversity and geodiversity.
- Identify and safeguard the District's open spaces.
- Identify and safeguard education, community and health facilities.
- Identify and safeguard the District's Conservation Areas.

### 3.3 Compliance with the SEA Directive

**3.3.1** Under Section 19(5) of the Planning and Compulsory Purchase Act, as amended by Section 180(5)(d) of the Planning Act 2008. Sustainability Appraisal is mandatory for any new or revised DPD. 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".

**3.3.2** 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 issues such as biodiversity, population, human health, flora, fauna, 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 and synergistic, short, medium and long-term, permanent and temporary, positive and negative effects.
- An outline of the reasons for selecting the alternatives dealt with.
- 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.

**3.3.3** Government guidance promotes the integration of the SA and SEA processes into one report. Therefore, this report sets out both requirements. A table has been included at the front of this report to indicate where the requirements of the SEA Directive have been met.



## 4 Appraisal Methodology

### 4.1 Approach Adopted to the SA

**4.1.1** The SA has been carried out using the methodology set out within Government guidance (ODPM, 2005) and the Planning Advisory Service's Plan-Making Manual. The table below sets out how the SA process has been incorporated within the DPD process.

**Table 4.1.1 The Sustainability Appraisal Process**

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

**4.1.2** As illustrated above, the SA is being carried out in four main stages and three reports will be produced:



- The SA Scoping Reports were published for a 5 week consultation period between 31st April and 6th June 2008. The Scoping Reports covered the 'Stage A' tasks set out in the table above. The representations received on the SA Scoping Reports have been considered and Revised SA Scoping Reports were published in January 2009 alongside the Issues and Options Papers.
- This Draft SA report tests the Issues and Options and the Preferred Options for both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs against the respective SA frameworks and sets out the positive and negative impacts of each of the options considered. The report also sets out mitigation measures to overcome any negative impacts identified resulting from the preferred options.
- The Final SA Reports will be prepared and published alongside the Pre-Submission Publication documents. It is anticipated that this will be during December 2011.

**4.1.3** 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. Each policy option/site has been tested against each of the objectives using the decision-making criteria. Each option/site has been awarded a score based on the extent to which it meets the objective and the decision-making criteria. The baseline data set out within Appendix B to this report has been used to assist in the process. 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 of this report. 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)

**4.1.4** The assessments consider the probability, duration, frequency and reversibility of effects as well as the magnitude and spatial extent of effects in the following ways:

- Probability - it is assumed that an effect will occur unless the table includes it as a possible effect.
- Duration - the testing tables include reference to whether the effect is likely to be short-term or long-term. Some options may have negative short-term and positive long-term effects against the same SA criteria and vice versa.
- Frequency - it is assumed that effects will be a one off occurrence unless the testing tables make reference to the effect recurring.
- Reversibility - the tables highlight whether effects will be reversible or irreversible.

- Magnitude - The scoring systems takes into account the magnitude or seriousness of the effect by having different scores for more serious effects, this is set out in table above which explains the coring system.
- Spatial extent - the spatial extent of the effect is considered within the assessment of its magnitude. If the effect was to take place over a large area it will be scored ++ or XX depending on whether it is positive or negative. If the event was only to take place over a small area it will be scored + or X as appropriate.
- The overall score relates to the combination of all of the above factors.

**4.1.5** 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 officers 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.
- 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.

## 4.2 When the SA was Carried out and by Whom

**4.2.1** The Council has carried out all of the SA work for the Site Allocations and Policies DPD in-house and it is considered that this has been beneficial in providing an understanding of the key sustainability issues that face the District. The SA Scoping Report was published for consultation for five weeks between 30th April and 6th June 2008. The representations received were incorporated into the Revised SA Scoping Report which was published in January 2009. A Draft SA Report covering both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs was published alongside the Preferred Options papers for a six week consultation between 26th May and 8th July 2011. This Final SA Report relates only to the Site Allocations and Policies DPD and has been produced to set out the appraisal of the issues and options and preferred options as well as the publication sites and policies.

## 4.3 Who was Consulted, when and how

**4.3.1** 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). Consultation was undertaken by writing to the

organisations set out, either electronically or in hard copy, giving a six-week time frame for representations to be made. The SA Scoping Report was also placed in libraries and hubs within the three main towns of Kidderminster, Stourport-on-Severn and Bewdley and published on the District Council's website. The full list of consultees is set out at Appendix F to this report and the summary of representations received and how they were addressed is set out at Appendix G to this report. The responses were incorporated into the Revised SA Scoping Reports which were published in January 2009.

**4.3.2** A Draft SA Report covering both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs was published alongside the Preferred Options Papers for a six-week consultation. The representations received in response to consultation on the Draft SA Report are also set out at Appendix E to this report. These representations have been incorporated into this Final SA Report where appropriate.

**4.3.3** Consultation on the Draft SA Scoping Report included sending a copy of the report to English Heritage, Natural England, the Environment Agency and Worcestershire County Council and notifying in writing all other consultees on the Development Plan Document. Copies of the Draft SA Report were placed in the libraries and Hubs at Kidderminster, Stourport-on-Severn and Bewdley alongside the DPDs and were also published on the District Council's website. A number of exhibitions took place throughout the consultation period giving people the opportunity to discuss the DPDs and the Draft SA Report in more detail.

## **4.4 Appropriate Assessment**

**4.4.1** In October 2005, the European Court of Justice ruled that a Habitat Regulations Assessment (HRA) must be carried out on all land use plans in the UK. The purpose of HRA 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 HRA Screening Report has been produced looking at the potential impact of both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs on these sites. It has been concluded that the DPDs will not have a significant effect on these sites and therefore, it is not necessary to undertake a full HRA.



## 5 Sustainability Objectives, Baseline and Context

### 5.1 Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

**5.1.1** The following plans, policies, programmes and sustainability objectives have been scoped and their contents have been taken into account in the development of the Sustainability Appraisal Framework. This context review is the first stage of the sustainability appraisal process. The plan may be influenced in various ways by other plans, policies, programmes and sustainability objectives. The relationship should be explored to:

- identify any external social, economic or environmental objectives that should be reflected in the SA process;
- identify external factors, such as sustainability issues, that might influence the preparation of the plan; and;
- Determine whether the policies in other plans and programmes might lead to cumulative effects when combined with policies in the plan that is subject to SA.

**5.1.2** The context review meets the requirements of the SEA Directive to provide an outline of the contents, main objectives of the plan and the relationship with other relevant plans and programmes.

**5.1.3** Relevant documents at the international, national, regional, local and parish level have been reviewed. For each document information relating to the key objectives and targets has been recorded and the implications for the Sustainability Appraisal Framework have been set out.

**5.1.4** The table below sets out those document reviewed. The full review can be found at Appendix A to this report. The table has been updated throughout the SA process to include newly emerging documents and also suggestions from stakeholders.

INTERNATIONAL
Johannesburg Declaration on Sustainable Development (2002)
Rio Declaration on Environment and Development (1992)
Aarhus Convention (1998)
Kyoto Protocol (1997)
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 (2000)



NATIONAL
The Wildlife and Countryside Act 1981 (as amended)
The NERC (Natural Environment and Rural Communities) Act
Conserving Biodiversity: The UK Approach DEFRA (2007)
The Bern Convention (1979)
Making Space for Water
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 (2007)
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)
National Planning Policy Framework (DCLG, March 2012)
Planning for Traveller Sites (DCLG, March 2012)
PPS1 – Delivering Sustainable Development (2005)
PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)

PPG2 – Green Belts (1995)
PPS3 – Housing (DCLG, 2010)
PPS4 – Planning for Sustainable Economic Growth (2009)
PPS5 - Planning for the Historic Environment (2010)
PPS7 – Sustainable Development in Rural Areas (2004)
PPG8 – Telecommunications (1991)
PPS9 – Biodiversity and Geological Conservation (2005)
PPS10 – Planning for Sustainable Waste Management (2005)
PPS12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)
PPG13 – Transport (2001)
PPG14 – Development on Unstable Land (1990)
PPG17 – Planning for Open Space, Sport and Recreation (2002)
PPG19 – Outdoor Advertisement Control
PPS22 – Renewable Energy (2004)
PPS23 – Planning and Pollution Control (2004)
PPG24 – Planning and Noise (2001)
PPS25 - Development and 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
The Portas Review - An independent review into the future of our high streets(Mary Portas, December 2011)

## REGIONAL

Regional Sustainable Development Framework - Refreshed Version (2008)
Regional Historic Environment Strategy - Putting the Historic Environment to Work
West Midlands Housing Strategy (2006-2021)
West Midlands Visitor Economy Strategy (2008)
West Midlands Energy Strategy (2004)
West Midlands Regional Forestry Framework (2004)
West Midlands Regional Biodiversity Strategy (2005)
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

Regional Renewable Energy Study (2011)

#### COUNTY

Worcestershire Local Area Agreement (2006)

Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013

Worcestershire County Structure Plan (1996 – 2011)

Worcestershire Local Transport Plan 3 (2011)

Worcestershire Waste Core Strategy Submission Document (June 2011)

Worcestershire Biodiversity Action Plan (2008)

Destination Worcestershire Tourism Strategy (2008)

A Cultural Strategy for Worcestershire (2009-2013)

Worcestershire Minerals Local Plan 1997

Worcestershire Countryside Access & Recreation Strategy (2003 – 2013)

Fluvial Severn Flood Risk Management Strategy (2006)

Worcestershire Climate Change Strategy (2005)

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)

Planning for Soils in Worcestershire - Technical Research Paper (2008)

Worcestershire Local Investment Plan (March 2011)

#### DISTRICT

Wyre Forest Sustainable Community Strategy (2008)

Wyre Forest District Adopted Core Strategy DPD (2010)

Wyre Forest District Adopted Local Plan (2004)

Wyre Forest District Housing Strategy (2004)

Wyre Forest District Cycle Strategy (2002)

Wyre Forest District Design Supplementary Planning Guidance (2004)

Wyre Forest District Community Safety Strategy

Wyre Forest District Air Quality Strategy (2005)

Wyre Forest District Housing Needs Survey

Wyre Forest District Housing Stock Condition Survey (2007)

Wyre Forest District Contaminated Land Inspection Strategy (2001)

Kidderminster Regeneration Prospectus (2009)

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)
Bewdley Conservation Area Character Appraisal (2002)
Church Street (Kidderminster) Conservation Area Character Appraisal (2009)
Gilgal (Stourport-on-Severn) Conservation Area Character Appraisal (2001)
Green Street (Kidderminster) Conservation Area Character Appraisal and Management Plan (2011)
Stourport-on-Severn No.1 Conservation Area Character Appraisal (2001)
Stourport-on-Severn No.2 Conservation Area Character Appraisal (2001)
Vicar Street Conservation Area Character Appraisal (2003)
Broome Conservation Area Character Appraisal (2008)
Chaddesley Corbett Conservation Area Character Appraisal (2005)
Churchill Conservation Area Character Appraisal (2008)
Harvington Conservation Area Character Appraisal (2008)
Ribbesford Conservation Area Character Appraisal (2010)
Upper Arley Conservation Area Character Appraisal (2007)
Wolverley Conservation Area Character Appraisal (2007)
The Staffordshire and Worcestershire Canal Conservation Area Character Appraisal and Management Plan (2007)

**5.1.5** Although a range of plans have been scoped at all levels and each of the plans has influenced the SA framework objectives and the content of the DPD in some way, as set out in Appendix A, many of the plans, policies and programmes have led to the same conclusions regarding the areas which the SA framework objectives should consider and what issues should be addressed by the Site Allocations and Policies DPD.

**5.1.6** The Site Allocations and Policies DPD was prepared in a changing national policy context. When preparation started national planning policy was set out within a series of Planning Policy Statements and Planning Policy Guidance Notes. Collectively, these documents set out the national policy framework within which local planning policies must sit, however, advice at best practice was not to duplicate the policies within these documents at local level. During the preparation of the Publication DPD, the National Planning Policy Framework replaced the suite of PPGs and PPSs. The NPPF has streamlined the national planning policy system and as a result, a greater range of issues will need specific local level policies. The result has been that additional policies have now been included within the Site Allocations and Policies DPD to address the gaps in national planning policy.

**5.1.7** Perhaps the most significant plans, policies and programmes at the County and District level are the Adopted Core Strategy, Local Transport Plan 3 and the Sustainable Community Strategy.

**5.1.8** The Adopted Core Strategy was itself subject to the Sustainability Appraisal process and the SA framework was developed for this DPD. The Adopted Core Strategy has been scoped as part of this Sustainability Appraisal, it presents local level policies which encapsulate much of the thinking and many of the objectives set out in higher level policies, plans, and programmes. The Adopted Core Strategy has influenced the Sustainability Appraisal framework, however, it also seeks to deliver the sustainability objectives itself. The Adopted Core Strategy sets out the over-arching policy which the Site Allocations and Policies DPD must sit within, therefore, in order for an option to be realistic it must be in accordance with the policies set out within that document. Many of the options considered were dismissed because they were not in conformity with the Adopted Core Strategy. The Adopted Core Strategy also defines some of the role of the Site Allocations and Policies and indeed the Kidderminster Central Area Action Plan DPDs by setting out some issues where further guidance will be provided within these DPDs.

**5.1.9** Local Transport Plan 3 provides the basis for the future development of transport within the County. This plan moves towards promoting sustainable transport measures and it was therefore considered essential that the Sustainability Appraisal framework reflected this. This plan, and previous LTPs have set out the transport strategy which the Site Allocations and Policies DPD must seek to take forward. It has influenced the policies set within the DPD, particularly the sustainable transport policy, and has influenced the allocation of sites in two ways; firstly, the sites allocated reflect the need to decrease dependency on the private car, and; secondly, the DPD safeguards the indicative line of the Stourport Relief Road and sets the policy basis for the delivery of the Hoo Brook Link Road.

**5.1.10** The Sustainable Community Strategy sets out the future vision for the area. This was developed alongside the Core Strategy and influenced the Sustainability appraisal framework. The central themes under which the baseline data are presented were taken from the Sustainable Community Strategy and it was considered important that all of these themes were reflected within the Sustainability Appraisal Framework. The Local Development Framework is required to deliver the spatial elements of the Sustainable Community Strategy. Therefore, the Site Allocations and Policies DPD has been influenced by the content of the Sustainable Community Strategy and includes policies relating to key issues set out within it including protecting and enhancing landscape character, safeguarding open spaces and the Green Belt, and protecting local community facilities.

**5.1.11** The Site Allocations and Policies DPD draws on a comprehensive evidence base. The Retail and Commercial Leisure Study has guided the retail and town centre policies within the document. The Strategic Flood Risk Assessment and Water Cycle Strategy have helped to identify those sites where flooding is an issue and mitigation measures are needed to address this risk. The Open Space, Sport and Recreation Assessment has identified the open spaces which need to be safeguarded through the DPD and has set out quality, quantity and accessibility standards for open space provision within the District which will be adopted as part of the DPD. The Gypsy and Traveller Accommodation Assessment, together with the Baker Report on potential sites for Gypsies, Travellers and Travelling Showpeople have guided the policy approach and the land allocations to meet the identified need.



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

**5.2.1** 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

**5.2.2** 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 98,100 (2009 Mid Year Estimate).

**5.2.3** In 2006/2008, life expectancy at birth in Wyre Forest District was 78.18 years for males and 82.47 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 ageing. Mid Year Population Estimates for 2009 show that more than 55% of the District's population is 40 years of age or over and an increasing number of residents are aged 80 years or over (5.3%). 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.

**5.2.4** Crime within the Wyre Forest District decreased between April 2001 and March 2010 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.

**5.2.5** Wyre Forest has a higher proportion of owner occupied housing than the national average (2001 Census). House prices within the District are lower than the County and Regional average.

### Economic Overview

**5.2.6** Unemployment within the Wyre Forest District was 4.8% in January 2011. 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 was 7.4% and 12.0% respectively. The lowest unemployment rate in the District, 2.2%, can be found in the rural ward of Blakedown and Chaddesley.

**5.2.7** 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. (2001 Census)

**5.2.8** Manufacturing still plays a key part in the economy of the WyreForest District and the District has a much higher percentage of workers based in the manufacturing industry, when compared to the regional and national averages. Other areas where there is a higher proportion of workers when compared to the region or nationally, are in the hotels and restaurant and

tourism related sectors. This is reflective of the increasing role that tourism is having on the local economy, which is underpinned by regionally important tourist attractions which include the Severn Valley Railway, The West Midlands Safari and Leisure Park and the WyreForest.

**5.2.9** Educational attainment in Wyre Forest District is below both the regional and country average, with 42.2% of pupils achieving 5 A\*-C grades in August 2009/10.

### Environmental Overview

**5.2.10** 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.

**5.2.11** 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. As of March 2011, 33.9% of the area covered by SSSIs was in a favourable condition, 62.2% was in an unfavourable but recovering condition, 4.8% was unfavourable no change, 6.1% was unfavourable but declining, and 0.2% were destroyed or part destroyed. A variety of habitats are found within 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.

**5.2.12** 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.

**5.2.13** The District has six Grade I, 29 Grade II\* and 853 Grade II list entries on the statutory lists. 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 17 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.

**St.George's Church  
Kidderminster**



**5.2.14** 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 is consulted on all proposals within the defined flood zones. Flood defences have been constructed at Bewdley and at Crossley Park/Puxton Marsh in Kidderminster.

**5.2.15** The overall volume of residential waste has decreased since 2004/05 from 38,353 tonnes to 37,399 tonnes in 2009/10. The percentage of this waste which is recycled has increased during the same period from 24.5% to 26.65%. All households within the District are now served by recycling facilities.

**5.2.16** 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.

**5.2.17** The former British Sugar site is a significant site which will be brought forward for redevelopment within the Site Allocations and Policies DPD. The site is located on the edge of Kidderminster and lies between the Stourport Road and the Staffordshire and Worcestershire canal. The site is approximately 24ha in size and is expected to accommodate a mix of uses including employment generating uses and residential development. The site is partially affected by flooding. The Staffordshire and Worcestershire Canal is a linear Conservation Area. The Staffordshire and Worcestershire Canal is also a Special Wildlife Site and the Wilden Marsh and Meadows SSSI lies across the canal. The Stourport Road has suffered from increased levels of congestion over recent years. The Stourport Road is a high frequency bus corridor providing a regular service between Kidderminster and Stourport-on-Severn.

**5.2.18** Stourport-on-Severn is an area which is likely to see significant change during the plan period. Stourport-on-Severn is a Georgian canal town which has many heritage assets including the canal basins, the Staffordshire and Worcestershire Canal and many listed and locally listed buildings. Stourport-on-Severn has a borderline AQMA at Gilgal. Traffic congestion is a significant issue in Stourport-on-Severn with the main issue being around the single bridge crossing the River Severn. A relief road has been planned for a number of years, however the funding to deliver this has not become available. Flooding is a major concern within Stourport-on-Severn, here the River Stour and the Staffordshire and Worcestershire Canal meet the River Severn. Whilst the riverside meadows provide a natural floodplain there is some risk to property and some potential redevelopment sites lie within flood risk areas. Hartlebury Common and Hilditch Coppice SSSI lies within a short distance of the town centre. The Rivers Severn and Stour, the Staffordshire and Worcestershire Canal, and Redstone Local Nature Reserve are all Special Wildlife Sites.

**5.2.19** All of the issues identified above have been carried forward into the SA framework.

### 5.3 Difficulties in Collecting Data and the Limitations of the Data

**5.3.1** The information collected and updated as part of this Draft SA Report is set out at Appendix B. The information presented relates directly to the identified sustainability issues and the indicators set out within the SA framework and is a summary of the baseline data set out within the SA report. There were difficulties collecting data as often, the required data is not available at the required level. The SA framework set out within this report will form the basis of the monitoring framework. The indicators have been further developed and amended since the SA Scoping Report was published. The refined indicators have been closely aligned to those for the Core Strategy as this will aid monitoring.

**5.3.2** One of the major problems with developing local indicators is the availability of data at district level. Often, county level is the lowest level at which data is available. Some data may be available at national and regional level but is not disaggregated to district level. In some instances, data for the suggested monitoring indicator is not available at present and therefore, monitoring systems will need to be put in place to collect this data. Data for those indicators which are also set out within the Core Strategy will become available as part of the process of monitoring that DPD.

## 5.4 Main Social, Environmental and Economic Issues and Problems Identified

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with No Plan
<b>Social</b>		
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).	Community facilities may decline as reduced public and voluntary sector budgets lead to a decline in standard and facilities come under pressure for development.
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.	Likely to decline further if no policies are in place to safeguard community facilities.
Importance of safeguarding the District's Local Centres in order to serve their resident populations.	The Wyre Forest District Retail Update 2009 demonstrates that there is a reasonable spread of local centres and that they serve their resident populations by providing a range of services.	Local centres are likely to remain but there may be an increase in hot food takeaways.
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).	Without the plan play facilities would not be improved to meet demand from new development.
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, Greenhill 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.	Without the plan health may decline as a result of an ageing population.
Need to bring empty homes within the District back into use.	Growth in empty homes within the District 2005-2009. Currently 4.73% of homes within the District are empty homes.	Empty homes within the District are being addressed by a separate District Council policy and are therefore likely to decrease in numbers even without the plan in place.
The need to reduce crime within the District.	Crime in the District has shown fluctuations but has fallen overall since 2001.	Without the plan crime is likely to increase particularly within the KCAAP area as premises and sites are more likely to become vacant and derelict.
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	Drug and alcohol misuse may be reduced through other programmes outside of the LDF.

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with No Plan
	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.	Without the plan car parks may come under pressure to be developed for other uses, alternatively, car parking may increase as vacant sites may become used as car parks on a temporary basis.
<b>Economic</b>		
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)	Without the plan fuel poverty is likely to increase as new, more energy efficient development is less likely to come forward.
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 and, after a steady rise to 2008, fell sharply again in 2009.	Without the plan new affordable housing is less likely to come forward as sites are less likely to be developed.
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.	Without the plan unemployment is likely to rise as new employers are less likely to come to the area.
Significant levels of congestion in some areas of the District, specifically Bridge Street, Stourport-on-Severn and the Stourport Road. Could have a detrimental impact on businesses locating within the Stourport Road area.	No specific data available.	Congestion is likely to improve without appropriate policies in place to reduce dependence on the private car.
<b>Environmental</b>		
Need to control the further development of caravan sites in the District and restrict occupancy of existing caravans.	The District has 180 caravans that are licensed for use 12 months of the year and in excess of 2780 which are licensed for between 8 months and 50 weeks of the year.	Without appropriate policies in place, pressure for caravan and chalet developments is likely to increase as is pressure to replace chalets with permanent dwellings.
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 for residential development today.	Without appropriate policies in place, pressure for caravan and chalet developments is likely to increase as is pressure to replace chalets with permanent dwellings.
Need to reduce noise pollution complaints in the District.	Noise pollution complaints have remained high in the District. However, they have fallen in 2009/10.	The plan is unlikely to have an impact on noise pollution complaints.
The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.	Condition of SSSIs has improved since 2005. A much greater area of SSSI land is now unfavourable but recovering, and less is unfavourable but declining.	Without the plan the condition of SSSIs may decline as some areas may come under pressure from new development. Also, it would be more difficult to secure money from



Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with No Plan
		any new development to improve the condition of SSSIs.
The need to conserve and enhance the rich variety of habitat types within the District.	The 2008 Worcestershire Biodiversity Action Plan identifies a large number of habitat types within the District.	Without the plan some of these habitat types may face development pressure and it would also be more difficult to secure money from new development to improve these habitats.
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.	Without the plan new development may have an impact on protected species.
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.	Without the plan flooding is likely to increase as climate change leads to more intense rainfall periods.
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 AQMA in Stourport.	Without the plan this AQMA is likely to remain in place.
To safeguard and enhance the distinctive historic environment of the District.	The District has 16 conservation areas in both urban and rural areas, 9 Scheduled Ancient Monuments, over 900 individual buildings and structures which are listed, and local lists for the three towns and the Parish of Wolverley and Cookley. 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 not designated.	Without the plan some of the District's heritage assets could be threatened by development pressures.
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.	Without policies in place to safeguard the landscape it is likely to come under increased pressure for development.
Need to increase the generation and use of renewable energy within the District.	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)	Without the plan renewable energy generation is unlikely to increase significantly.
Need to improve energy efficiency in new and existing housing stock.	The average SAP rating of private dwellings within the District has increased since 2005/06 and was 54 in 2009/2010. The % of dwellings with a SAP rating below 35%, which is considered to be unacceptable, has declined since 2006/07 and is currently 9%.	The average SAP rating is likely to increase even without the plan as building regulations improves new build stock and grants are available to improve existing stock.
Need to reduce CO <sub>2</sub> emissions within the District.	Total CO <sub>2</sub> emissions within the District fell from 6.5 tonnes per capita to 6.1 tonnes per capita between 2005 and 2008.	Without the plan CO <sub>2</sub> emissions within the District are likely to continue to fall but to a lesser degree than with the plan in place.
Need to adapt to the present and future changes in climate	The climate of the West Midlands Region is forecast to change significantly by 2080.	Without the plan less would be done to adapt to future changes in the climate.

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with No Plan
that the District is experiencing.	Changes include warmer average temperatures, increased winter rainfall, decreased summer 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.	Without the plan in place pressure for water would still be high, the plan may increase the pressure by delivering new development.
Need to reduce the total volume of waste produced and increase recycling.	The level of waste collected has increased and the % of waste recycled has decreased during 2009/10, however, the overall trend since 2004/2005 is for a decline in the level of waste and an increase in the recycling rate.	Waste recycling is likely to continue to increase without the plan as campaigns and initiatives outside of the planning system encourage recycling.
Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.	During 2009/2010 there was an increase to 9% in the percentage of residential developments which were not yet started or under construction on greenfield sites.	Without the plan in place it would be more difficult to resist the development of greenfield sites and focus development on brownfield land.
Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.	In 2009/10 the percentage of residential completions with a density greater than 30 dph remains high(88%).	Without the plan in place it would be more difficult to control the density of new development.
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.	This change is outside of the planning system and therefore journey times to schools will remain greater for some pupils than they were under the previous three-tier education system.
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 Blakedown stations between 1994 and 2007 and this trend has continued to 2010.	Even without the plan in place demand for rail travel is likely to grow as the costs of running a private car increase.
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 below 2002/03 levels.	Cycling may continue to increase slowly without the plan in place.
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.	Bus patronage is likely to continue to decline without the plan in place as bus services have recently been cut within the District.

## 5.5 The SA Framework, including Objectives, Targets and Indicators

SA Objective	Decision-Making Criteria	Indicators	Target
<b>Improved Health and Well-Being</b>			
1. To improve the health and well-being of the population and	1. Will it improve access to health facilities across the District?	IMD health profiles.	Decrease in number of SOAs in most deprived 20% nationally.

SA Objective	Decision-Making Criteria	Indicators	Target
reduce inequalities in health.			Increase in SOAs in least deprived 20% nationally.
	2. Will it help to improve quality of life for local residents?	Life expectancy.	Increasing trend
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?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
	2. Will it contribute to rural service provision across the District?	% of villages with key facilities, i.e, primary school, post offices, GP, pub, village hall, convenience store.	No decrease
	3. Will it enhance accessibility to services by public transport?	% of new residential development within 30 minutes public transport travel time of a GP or hospital.	90%
	4. Will it enhance accessibility to the District's countryside by sustainable modes of transport?	Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
3. To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	1. Will it provide opportunities to increase affordable housing levels within urban and rural areas of the District?	Number of affordable housing completions (net of demolitions).	60 units per annum
		% of housing completions which are affordable (net of demolitions).	30%
	2. Will it provide affordable access to a range of housing tenures and sizes?	% of housing completions by size (gross).	Maintain a balance of house sizes
		% of housing completions by tenure (net of demolitions).	30% of completions to be affordable
		Number of additional gypsy/traveller pitches granted permission.	35 pitches by 2026
		Number of extra care units completed.	Awaiting data on need within the District - target to be established once information is available.
	3. Does it seek to provide high quality, well-designed residential environments?	Number of residential applications refused as a result of poor quality design.(Using Policy CP11 of the Adopted Core Strategy).	Decreasing trend
4. To enhance the quality of life for all residents within the District.	1. Does it seek to enhance the prospects and quality of life of disadvantaged communities?	Life expectancy.	Increasing trend
	2. Does it provide fair access to all members of the community, regardless of social class?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital,	90%

SA Objective	Decision-Making Criteria	Indicators	Target
		Employment, Primary School, Secondary School, Retail Centre.	
	3. Does it promote opportunities for easy access to the District's greenspaces?	Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
<b>Community Safety</b>			
5. To encourage pride and social responsibility in the local community and reduce crime.	1. Does it offer the opportunity to enhance civic pride?	NI3: Those who have participated in a local area.	Increasing trend
	2. Do proposals offer the opportunity for community involvement?	Average number of neighbour and statutory consultation letters sent per planning application.	
	3. Does it promote the principles of 'Secured by Design'?	Number of new developments incorporating 'Secured by Design' principles. (Major applications - based on information in Design and Access Statements).	Increasing trend
<b>Better Environment</b>			
6. To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.	1. Are opportunities to increase recycling incorporated into proposals?	% of residential apartment and all commercial developments providing storage for recycling (permissions granted).	Increasing trend
	2. Will it reduce waste?	Volume of waste collected. (excluding recycling)(tonnes).	Decreasing trend
		Volume of waste recycled. (NI 192).	Increasing trend
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	1. Will it reduce emissions of greenhouse gases?	District per capita CO <sub>2</sub> emissions.	Decreasing trend
	2. Will it use sustainable construction methods?	% of homes built to Code level 4 or above.	Increasing trend
	3. Will it encourage opportunities for the production of renewable energy?	Number of major new developments incorporating on-site renewable energy generation.	Increasing trend
	4. Will it promote greater energy efficiency?	Average energy rating of new housing.	Increasing trend
8. To reduce the need to travel and move towards more sustainable travel modes.	1. Will it reduce the need to travel?	% of residential completions within Kidderminster, Stourport-on-Severn and Bewdley.	93% by 2026
	2. Will it provide opportunities to increase sustainable modes of travel and reduce congestion?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
		Number of developments granted permission providing cycle parking.	Increasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
		Number of major developments granted permission which incorporate travel plans.	100%
	3. Does it focus development in existing centres and make use of existing infrastructure to reduce the need to travel?	% of residential completions within Kidderminster, Stourport-on-Severn and Bewdley.	93% by 2026
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?	Number of AQMAs and areas of air quality concern within the District.	Decreasing trend
	2. Will it improve air quality across the District?	Number of AQMAs and areas of air quality concern within the District.	Decreasing trend
	3. Will it provide opportunities to improve water quality?	% of new permissions incorporating SuDS.	80%
	4. Will it encourage measures to improve water efficiency in new development, refurbishment and redevelopment?	% of new permissions incorporating rain-water harvesting/water efficiency measures.	Increasing trend
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?	Number of new residential developments(permissions given) where any part of site is located in the flood plain (Zone 2 and 3) .	Decreasing trend
		New residential granted permission in flood zones 2 &3 / All new residential permissions granted.	Decreasing trend
	2. Does it take account of all types of flooding?	Number of planning permissions granted contrary to EA advice.	0
	3. Does it reduce the risk of flooding in existing developed areas?	% of new permissions incorporating SUDS.	80%
	4. Does it promote Sustainable Drainage Systems?	% of new permissions incorporating SUDS.	80%
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 buildings, spaces and the public realm which is sensitive to the locality?	Number of applications refused as a result of poor quality design. (Using Policy CP11 of the Adopted Core Strategy).	Decreasing trend
	2. Will it enhance the District's Conservation Areas?	Number of applications refused in Conservation Areas. (Using CA Policies in Adopted Local Plan).	
		Number of planning permissions granted in Conservation Areas. (Using CA Policies in Adopted Local Plan).	
	3. Does this preserve and enhance the historic character	Number of new records added to the HER.	Increasing trend



SA Objective	Decision-Making Criteria	Indicators	Target
	of the landscape and townscape?	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?	Number of applications approved contrary to Natural England recommendation.	0
		Number of applications refused because of their potential impact on biodiversity/geodiversity.	Decreasing trend
	2. Will it provide opportunities to enhance local biodiversity/geodiversity in both urban and rural areas?	Condition of SSSIs.	Improvement in condition
		Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
	3. Will it protect sites designated for nature conservation?	Change in areas of biodiversity importance.	No decrease
		Proportion of Local Sites where positive conservation management has been or is being implemented(NI197).	Increasing trend
	4. Will it help to achieve targets set out in the Biodiversity Action Plan?	Achievement of Biodiversity Action Plan targets.	Increase in targets being achieved
	5. Will it provide opportunities to investigate/remediate potential contamination?	Amount of land that has been investigated and remediated.	Increase in remediated land
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	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?	Number of demolition consents (Listed Buildings)	0
		Number of demolition consents (Conservation Areas) using Policy CA2 Adopted Local Plan.	Decreasing trend
	2. Will it help safeguard the District's Listed, Locally Listed and other historic buildings?	Number of buildings on the national and local Buildings At Risk Registers.	Decreasing trend
	3. Will it improve and broaden access to and understanding of, local heritage, historic sites, areas and buildings?	% of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years.	100%
		% of Conservation Areas with Management Plans completed/updated within the last 5 years.	100%
	4. Will it help to realise the physical, social, economic and environmental value of the historic environment in the regeneration of the District?	Number of derelict buildings brought back into use.	Increasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
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?	To be developed.	To be developed
	2. Will it help to protect the District's agricultural land from adverse developments?	Amount of best and most versatile agricultural land lost to built development.	None
	3. Will it preserve the openness of the Green Belt?	Number of planning permissions granted in the Green Belt. (Using GB Policies in Adopted Local Plan).	Decreasing trend
	4. Will it protect and enhance the District's open spaces of recreational and amenity value?	Number of hectares of open space and recreational/amenity space lost to development.	0
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?	% of new residential completions located in Kidderminster and Stourport-on-Severn.	93% by 2026
	2. Does it encourage the re-use of existing buildings and brownfield sites in Kidderminster and Stourport-on-Severn?	% of new residential completions located on brownfield land in Kidderminster and Stourport-on-Severn.	93% by 2026
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?	% of new permissions incorporating SUDS.	80%
	2. Does it promote land uses that are suitable for the predicted changes in the District's climate?	% of new permissions incorporating SUDS.	80%
17. Reduce noise and light pollution.	1. Does it mitigate against noise pollution?	Number of noise pollution complaints.	Decreasing trend
	2. Does it mitigate against light pollution?	Number of light pollution complaints received.	Decreasing trend
<b>Greater Learning and Prosperity</b>			
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?	% of school leavers with 5 A*-C grades.	Increasing trend
		% of the District's working age population qualified to NVQ level 4 or higher.	Increasing trend
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?	% of LDF consultations carried out in accordance with the SCI.	100%
	2. Are proposals transparent and open to the public?	Number of consultation responses received on LDF documents.	Increasing trend
	3. Will it offer people the chance to directly affect decisions in their locality?	Number of consultation responses received on LDF documents.	Increasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
	4. Does it promote community engagement?	Number of consultation responses received on LDF documents.	Increasing trend
<b>Shared Prosperity</b>			
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?	Number of VAT registered businesses within the area.	Increasing trend
	2. Will it help reduce unemployment in Oldington and Foley Park and Broadwaters wards?	Unemployment levels in Oldington and Foley Park and Broadwaters wards.	Decreasing trend
	2. Will it contribute towards rural regeneration?	Number of VAT registered businesses in rural areas.	Increasing trend
	3. Will it provide opportunities for businesses to develop and enhance their competitiveness?	De-registrations of VAT registered businesses in the area.	Decreasing trend
	4. Will it support sustainable tourism?	Number of bed spaces developed (Hotels and Guest Houses).	Increasing trend
		Number of tourism related jobs.	Increasing trend
	5. Will it support the shopping hierarchy?	New retail development within or on the edge of primary shopping area (Kidderminster and Stourport-on-Severn) (permissions granted).	7,000sq m by 2016 25,000sq m by 2026
		Net new retail floorspace completed (sq m).	Increasing trend
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	1. Does it encourage innovative and environmentally friendly technologies?	% of employment land developed on brownfield land (permissions granted).	Increasing trend
		Number of B1 completions.	Increasing trend

**5.5.1** When testing the options against the SA framework, it has been assumed that 800m equates to a 10 minute walk time. The distance have been measured using GIS. For Kidderminster, the town centre has been defined as the Town Hall. Sources of information used to carry out the appraisal have included bus maps, SHLAA site assessment sheets, the Strategic Flood Risk Assessment, the PPG17 audit and planning history and land ownership information. A number of specific assumptions have been applied to each objective and they are set out below:

**5.5.2 Objective 1:** The issues considered in relation to health and well-being were travel time to the nearest GP, to Kidderminster hospital and to the nearest town centre. The town centre was included as each of the District's three main town's provide a range of health facilities including opticians and dentists as well as other specialist medical services. The assessment has been carried out on the current location of GP surgeries based on information held on the

Council's GIS system. However, there are proposals to relocate Aylmer Lodge Surgery and Northumberland Avenue Surgery to a new development at the Kidderminster Hospital site. Both of these sites have also been considered through the assessment as potential residential locations. Should this development be progressed, the assessment will need to be reconsidered.

**5.5.3 Objective 2:** Within Kidderminster, cultural facilities include the Town Hall, library, cinema and the Rose Theatre. Within Stourport-on-Severn cultural facilities include the Civic Hall and the library, and within Bewdley cultural facilities include the library, Bewdley Museum and Jubilee Gardens. In addition, public transport connections to Birmingham and Worcester were considered as part of the assessment of sites in Kidderminster and connections to Kidderminster were considered for sites within Stourport-on-Severn and Bewdley. Access to local services and facilities included considering walking distance to a local shop/convenience store. It was considered that 800m equates to a 10 minute walk.

**5.5.4 Objective 3:** This objective considered the delivery of affordable housing. It was assumed that all sites would need to provide affordable housing in accordance with the policy set out within the Adopted Core Strategy. It is assumed that sites currently owned by Wyre Forest Community Housing would come forward as 100% affordable housing schemes. Some sites were assumed to provide no affordable housing as they fall below the thresholds set out within the Core Strategy policy.

**5.5.5 Objective 4:** Considerations for this objective included proximity to open space and recreational facilities and any loss of open space as a result of developing the site. Open spaces used were those set out within the District Council's PPG17 audit.

**5.5.6 Objective 5:** It was assumed that all new developments would include community consultation through the planning policy and planning application processes and that all new developments would include measures to design out crime as this is a requirement set out within the Adopted Core Strategy.

**5.5.7 Objective 6:** It was assumed that all new development would include waste management measures in accordance with the Core Strategy. Where buildings exist on a site it is assumed that demolition waste will be reused as far as possible. In some instances it is assumed that a building will be converted; this is usually where the building is of historic interest. In order to determine whether a building was of historic interest information from national and local listings was used as well as the judgement of the District Council's Conservation Officer.

**5.5.8 Objective 7:** It was assumed that all new homes would provide 10% of required energy from renewable or low-carbon sources in accordance with the Core Strategy policy. It was also assumed that greenfield sites offered the potential to deliver greater levels of renewable energy because of lower development costs, and that the largest sites offered the opportunity to deliver greater levels of renewable or low-carbon energy through economies of scale. Where the assumption has been made that a site is for 100% affordable housing, it is also assumed that these would be built to Code Level 4 of the Code for Sustainable Homes in line with national funding requirements.

**5.5.9 Objective 8:** The assessment for this objective is based on current bus routes and the assumption that 800m is 10 minutes walk time. Bus routes were taken from the County Council's bus route maps. Proximity to rail services and town centres is also considered under this objective.

**5.5.10 Objective 9:** Considerations for this objective included whether or not the site is within or adjacent to an AQMA and any loss of trees/woodland which could reduce air quality. AQMAs were taken from the District Council's GIS records. Information relating to potential loss of tree cover was taken from the District Council's aerial photography and site visits. It is assumed that where there are known to have been industrial processes taking place on sites that there may be contamination issues. It is also assumed that these will be remediated as a requirement of any development on-site. It is difficult to know exactly what land is contaminated as often this only becomes apparent through planning applications, therefore, assumptions have been made based on known previous activities. Where land is known to be used for agricultural purposes it is assumed that agricultural soils will be lost as a result of development. The SA has not considered the need for developments to achieve higher than CSH Level 4 for water efficiency. Information relating to impact on water quality has been taken from the Water Cycle Strategy where possible and for those sites not included within the Water Cycle Strategy, assumptions have been made based on the information available.

**5.5.11 Objective 10:** The assessment for this objective was based on the assumption that that all new development would provide SUDS in accordance with policies set out within the Adopted Core Strategy. Considerations included whether or not the site is within the floodplain based on the Strategic Flood Risk Assessment and the sequential test has been used to inform assessments. The capacity of wastewater collection and treatment facilities has been included within the assessment and information on this has been taken from the Water Cycle Strategy..

**5.5.12 Objective 11:** It has been assumed that Listed Buildings will be retained. Considerations included impact on townscape of the loss of any buildings to be demolished, impact of adding a new building where one did not exist before and the impact of intensification of development on the area where it was assumed that new development would be higher density than existing.

**5.5.13 Objective 12:** Assessment against this objective considered loss of open space/natural features which may have an impact on biodiversity and it considered the potential of new development to provide biodiversity features. The assessment also made assumptions about the biodiversity of brownfield sites based on information provided by Worcestershire Wildlife Trust as part of the SHLAA assessments. The proximity to designated sites has also informed the assessments.

**5.5.14 Objective 13:** Assessment against this objective considered the loss of historic buildings and the loss of features which would impact on the setting of a Listed Building or a Conservation Area. It was assumed that Listed Buildings would be retained. Information on Conservation Areas and Listed Buildings was taken from the Council's GIS records. The assessment also considers proximity to other historic assets such as Scheduled Monuments, Registered Parks and Gardens and Registered Battlefields.



**5.5.15 Objective 14:** The assessment of options against this objective considered whether the site was greenfield or brownfield. The definition used was that set out within PPS3 (June 2010) and as such, gardens associated with existing residential development were considered to be greenfield. Information from the SHLAA which was based on aerial photography and site visits was used to help determine whether sites were greenfield or brownfield. The objective also looked at the agricultural land classification of the site to determine whether or not it is considered to be Best and Most Versatile Agricultural Land. Information on agricultural land classifications was taken from the Government's resource MAGIC and is held on the District Council's GIS records. The assessment also considered whether or not development would have an adverse impact on the Green Belt or any open space identified through the PPG17 audit.

**5.5.16 Objective 15:** Assessment against this objective considered whether or not the development would add vibrancy to the town centres of Kidderminster and Stourport-on-Severn by bringing people into the town to live, work, shop or use town centre facilities. It was assumed that if Kidderminster or Stourport-on-Severn was the closest service centre to the development or if it provided development within the town centre which would encourage people to go into the town centre for example retail or employment uses then it would have a positive impact on that town. Where greenfield sites are proposed it is assumed that this would have a detrimental impact on the strategy to regenerate brownfield sites and in turn the areas of Kidderminster and Stourport-on-Severn.

**5.5.17 Objective 16:** There was an assumption that all new development will provide SUDS and adhere to the Delivering Sustainable Development Standards policy set out within the Adopted Core Strategy. It is assumed that affordable housing will be required to deliver CSH Level 4 in line with national funding requirements.

**5.5.18 Objective 17:** Assessment against this objective includes consideration of the impact of street lighting and the impact of additional noise arising from residential development and associated traffic. It was assumed that all new development would have street lighting and generate a certain amount of noise. Information on current land uses based on aerial photography, local knowledge and site visits was used in determining whether noise and lighting levels would increase.

**5.5.19 Objective 18:** This objective considers the impact of development on educational facilities within the District. Assessment against this objective also considers the loss of employment land as it is considered that this will lead to loss of employment opportunities and potentially a loss of workplace training opportunities. Information from the Employment Land Availability Assessment was used.

**5.5.20 Objective 20:** Assessment against this objective considers the loss of employment land. Information from the Employment Land Availability Assessment was used. The assessment also considers the potential for delivery of new employment land as well as the potential to support tourism development and the location of new retail development.

**5.5.21 Objective 21:** Assessment against this objective considered the extent to which proposals for the site will support high-technology industries.

## Conflicts Between SA Objectives

**5.5.22** Testing of the SA objectives against each other can also be found in Appendix C of the report. A number of internal conflicts have also been discovered.

**5.5.23** As discussed above, SA Objective 15 regarding the regeneration of the town centre, could have a potential conflict with Objectives 10 and 12 dealing with flood risk and biodiversity. However these issues could be resolved with the appropriate mitigation measures require through planning policies.

**5.5.24** There has also been a potential conflict identified between those objectives promoting development and activity (e.g. 3 and 15) with Objective 17 regarding reducing noise and light pollution. However, as the majority of development is focussed on the existing built-up areas of Kidderminster and Stourport-on-Severn, it is unlikely that there would be significant disturbances. The greatest risk is potentially with the promoting of a mix of uses. However, policy safeguards could be put in place to ensure uses are compatible and considerate to each other.



## 6 Plan Issues and Options

### 6.1 Main Strategic Options and How They Were Identified

**6.1.1** The options set out within the Site Allocations and Policies DPD have been identified from a number of pieces of work. The residential sites have been identified through the Strategic Housing Land Availability Assessment where officers identified potential sites and a consultation period was held for landowners and members of the public to suggest sites which they felt should be considered. A number of additional potential residential sites were also suggested through the Issues and Options consultation and through on-going consultation on the LDF.

**6.1.2** The Employment Land Review has considered all of the current employment sites within the District and has recommended which sites should remain in employment use and which should be considered for alternative uses. Those sites which are currently being used as employment sites and are recommended to remain in employment use have not been tested against the SA framework. Where the Employment Land Review recommended that a site should be considered for alternative uses, the sustainability of residential uses at these sites has been tested using the SA framework.

**6.1.3** All open space sites have been identified through the PPG17 audit (October 2008) and this study recommended that all sites identified within the audit be safeguarded from development. The District also has a number of National Nature Reserves, Sites of Special Scientific Interest, Local Nature Reserves, Special Wildlife Sites and Local Geological Sites. All of these sites will be identified and safeguarded through the Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan DPD but these sites have not been tested against the SA framework.

**6.1.4** A number of sites which were set out within the Issues and Options Papers have not been tested against the SA Framework as they are no longer potential sites for development. These sites are set out below with the reasons for their exclusion from the SA process.

#### **Residential Sites:**

- H014: Former Lea Street School, Lea Street, Kidderminster - This site is now back in education use as a short-stay secondary school.
- H031: Oldnall Road, Kidderminster - This site has been granted planning permission for a residential care home on appeal.
- H032: Purac Building, Birmingham Road, Kidderminster - this site is now being refurbished for office use.
- H061: Harriers Trading Estate, Stadium Close, Kidderminster - This site has been granted planning permission for residential development.
- H087: Land at 108-109 Bewdley Hill, Kidderminster - This site has been granted planning permission for residential development.
- H090: Sutton Arms Public House, Sutton Park Road, Kidderminster - This site has been granted planning permission for residential development.
- H114: The Briars Hotel, Habberley Road, Kidderminster - This site has been granted planning permission for residential development.

- H128: Zortech Avenue, Kidderminster - This site has been granted planning permission for industrial use.
- H010: Former Areley Common First School, Areley Kings - This site has been granted planning permission for residential development.
- H019: Lickhill Lodge School, Almond Way, Stourport-on-Severn - School to remain open.
- H081: Bufton's Mall, Bridge Street, Stourport-on-Severn - This site has been granted planning permission for office use at the upper floors.
- H085: The Manor Public House, Minster Road, Stourport-on-Severn - This site has been granted planning permission for residential development.
- H034: Bewdley Primary School, Shaw Hedge Road, Bewdley - This site has been granted planning permission for residential development.
- H115: Oxbine, Callow Hill - This site has been granted planning permission for residential development.
- H162 (EMP7.2): Land at Watermill Public House, Park Lane, Kidderminster - site required to remain as car parking as part of proposed hotel development.

**6.1.5** The policy options have been developed over a period of time by Wyre Forest District Council, in consultation with the public and other stakeholders. The Core Strategy, adopted in December 2010, directs the SALP DPD to consider a number of issues that were not resolved in the Core Strategy. In January 2009, an Issues and Options Paper set out a range of issues to be addressed in the DPD, and posed a number of possible options to address those issues. The Issues and Options Paper describes in detail the nature of each issue to be addressed and the rationale by which the proposed options have been arrived at, and was published for public consultation and comments invited. In May 2011, a Preferred Options Paper was published for consultation, which set out the District Council's preferred options for addressing the various issues identified.

**6.1.6** The SA has appraised a series of policy options relevant to a range of issues. The reason these options were chosen is because they are the options that have been identified by the Issues and Options Paper, and where relevant have been amended or supplemented by the Preferred Options Paper. Account has also been taken of responses to the public consultations on the Issues and Options and Preferred Options Papers, and where consultees have suggested other options these have been included. The detailed rationale for choosing the various options can be found in the Site Allocations Issues and Options Paper dated January 2009.

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

**6.2.1** The tables below set out a summary of the positive and negative effects of the options. The tables also identify which sites have been dismissed from further consideration and the reasons for this. Where sites have been carried forward the reasons for doing so are set out within the tables at section 7.2.



**Table 6.2.1 Site Allocations and Policies Sites - Residential and Mixed-Use Sites**

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
H030: Chester Road South Service Station	Within walking distance of town centre, rail station, open space, play facilities. Reasonable access to schools and employment. Redevelopment could decontaminate the site, improve the streetscene and improve opportunities for biodiversity. Would remediate contaminated land.	Bus services are poor which may result in increased car journeys, however, the rail station and town centre are within walking distance. Some sewerage and SUDS issues.	1	Allocated
H041: Rifle Range Shops	Good access to services and facilities by foot and public transport. Reasonable access to schools and employment. Would provide 100% affordable housing. Redevelopment offers the opportunity to improve the streetscene and improve opportunities for biodiversity.	Some significant sewerage issues and some SUDS issues.	1	Allocated
H042: Hurcott Maisonettes, Hurcott/Stourbridge Road	Good access to services and facilities by foot and public transport. Good access to schools and employment. Would provide a substantial amount of affordable housing. Redevelopment offers the opportunity to improve the streetscene and improve opportunities for biodiversity.	Loss of mature trees may have a detrimental impact on biodiversity. Some sewerage and SUDS issues identified.	1	Now within KCAAP area
H043: Broadwaters Community Centre, Upton Road	Good access to services and facilities by foot and public transport. Reasonable access to schools and employment. Would provide 100% affordable housing. Redevelopment offers the opportunity to improve the streetscene.	Potential loss of a community facility. Could have flood risk implications. Some SUDS issues.	2	Allocated
H049: 207 Birmingham Road	Good access to services and facilities by foot and by public transport. Good access to schools and employment.	Will fall below affordable housing threshold and could have a detrimental impact on the character of the area and increase noise and light pollution. Also loss of greenfield land and	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
		associated negative impact on biodiversity.		
H050: Chester Road Bowling Club, Chester Road North	Good access to services and facilities by foot and public transport. Good access to schools and employment. The site is outside of the floodplain and is not within an AQMA.	Loss of bowling green, however, this would be replaced with improved facilities at a new site. Loss of greenfield land and potential for increased noise and light pollution. Some sewerage issues identified.	2	Planning approval for affordable housing.
H056: Land rear of 32-51 Franche Road,	Reasonably good access to services and facilities by foot and public transport. Reasonable access to schools and employment. Greenfield site - may be able to deliver higher levels of renewable energy.	Development could increase run-off. Loss of open space and impact on biodiversity. Development would detract from the redevelopment of brownfield sites.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H057: Land off Broomfield Close	Reasonable access to schools and employment. Greenfield site - may be able to deliver higher levels of renewable energy.	Poor access to facilities by foot but reasonable bus service. Development could increase run-off. Culverted stream on-site. Increased noise and light pollution. Some sewerage and SUDS issues identified.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H058: Playing field adjacent St. Mary's School, Stourvale Drive	Good access to a range of services and facilities by foot and public transport. Good access to schools and employment. Could deliver higher levels of affordable housing and renewable energy. Outside of the floodplain.	Loss of playing pitch and detrimental impact on neighbouring woodland and cycle path. Consequent detrimental impact on biodiversity. Detrimental impact on character and Canal Conservation Area. Increased noise and light levels. Some possible flood risk from canal. Some sewerage issues identified.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H059: Yew Tree Pub, Chester Road North	Good access to services and facilities by foot and public transport. Good access to schools and employment.	Some loss of woodland, impact on air quality and character of the area and biodiversity. Would result in the loss of a public house. Some sewerage issues identified. Some possible low-risk flooding issues.	2	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H060: Rear of The Parade, Stourbridge Road	Good access to services and facilities by foot and public transport. Good access to schools and employment.	Loss of scrubland; could lead to decline in air quality and character of area. Part of site within flood risk area. Also some flood risk issues arising from Broadwaters Brook. Loss of urban open space. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
H062: Land South of Bernie Crossland Walk, Chester Road South	Good access to convenience store and open space. Not affected by AQMA. Reasonable access to schools and employment.	Poor access to healthcare facilities by sustainable methods. Greenfield site. Loss of scrubland would affect character. Loss of protected trees. Impact on biodiversity, increased noise and light pollution. Possible negative effect on flooding from Hoo Brook. Sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H064: Playing Field off Sutton Park Rise	Reasonable access to services and facilities by foot and public transport. Reasonable access to schools and employment. Not affected by AQMA or flooding.	Would result in the loss of a playing pitch; greenfield site. Detrimental impact on openness of area. Likely to increase noise and light pollution. Some sewerage issues.	3	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H068: Queens Street (redevelopment), Kidderminster	Excellent access to services and facilities by foot and public transport. Good access to schools and employment. Would provide 100% affordable housing, not affected by AQMA or flooding issues. Offers the opportunity to improve the townscape. Brownfield site.	Potential negative impact on biodiversity? Some sewerage and SUDS issues.	1	Not allocated, net gain less than 10 dwellings, already zoned residential so could come forward without specific policy.
H071: 273/274 Hoo Road (Adjacent St. Andrew's Green	Good access to services and facilities by foot and public transport. Good access to schools and employment. Not affected by AQMA or flooding issues.	Negative impact on character as a result of over development of the site. Negative impact on biodiversity. Site is partially greenfield. Development would increase noise and light pollution. Some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H072: Land North of Bernie Crossland Walk, Chester Road South	Good access to convenience store and open space. Reasonable access to schools and employment. Not affected by AQMA or flooding issues.	Poor access to healthcare facilities by sustainable methods. Greenfield site. Loss of scrubland would affect character. Impact on biodiversity, increased noise and light pollution. Some sewerage and SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H074: Blakebrook School/County Buildings, Bewdley Road	Good access to services and facilities by foot and public transport. Good access to schools and employment. Not affected by AQMA or flooding issues. Will maintain character by securing the future.	Conversion may make it difficult to provide renewable energy. Potential loss of some open space and mature trees. Impact on biodiversity. Some sewerage and SUDS issues.	2	Allocated

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
H076: Aylmer Lodge Surgery, Stourport Road	Good access to services and facilities by foot and public transport. Good access to schools and employment. Not affected by AQMA or flooding issues.	Likely to fall below affordable housing threshold. Conversion may make it difficult to provide renewable energy. Potential loss of mature trees, impact on character and biodiversity. Reduced accessibility to GP services. Some SUDS issues.	2	Not allocated. Too small and already washed over residential so could come forward as a windfall.
H077: Northumberland Avenue Surgery, Stourport Road	Reasonable access to services and facilities by foot and public transport. Reasonable access to schools and employment. Not affected by AQMA or flooding issues. Opportunity to improve streetscene and biodiversity provision. Brownfield site.	Reduced accessibility to GP services. Some SUDS issues.	2	Allocated
H089: King Charles I School, Comberton Road	Reasonable access to services and facilities by foot and public transport. Good access to schools and employment. Not affected by AQMA or flooding issues. Would aid the regeneration of Kidderminster. No negative impact on education as long as the school is relocated.	Loss of protected trees and playing fields. Impact on Listed and Locally Listed buildings. Some sewerage and SUDS issues.	2	Remaining in use as a school site due to loss of BSF funding to relocate the school to an alternative site.
H094: Hurcott ADR, Stourbridge Road	Could provide increased affordable housing and renewable energy. Not affected by AQMA.	Poorly located for access to services and facilities, greenfield site, loss of agricultural land, impact on views into Kidderminster, impact on the setting of Hurcott village, impact on SSSI. Increased noise and light pollution, detrimental impact on regeneration. Poor access to schools and employment. Potential to increase flooding from Blakedown Brook. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H096 (L013): Allotments off Chester Road North	Well located for access to services and facilities, however, redevelopment would result in loss of allotment land. Good access to schools and employment. Not affected by AQMA or flooding	Loss of allotment land. Would be difficult to integrate new development within the streetscene. Greenfield site. Increased noise and light pollution. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	issues. Opportunity to improve site.			
H100 (ELA55): R&D Aggregates, Lisle Avenue	Reasonable access to services and facilities. Good access to primary school and employment. Reasonable access to a secondary school. Not affected by AQMA.	Loss of employment land. Residential use not compatible with neighbouring uses. Low risk of flooding from River Stour and Staffs & Worcs canal. Some SUDS issues.	3	To be retained in employment use, ELR recommendation.
H101 (EMP1.8) Oasis Arts and Crafts, Goldthorn Road	Reasonable access to services and facilities. Good access to schools and employment. Not affected by AQMA or flooding issues. Potential to improve the streetscene. Potential to improve biodiversity. Potential to reduce noise in the area.	Loss of employment land; however, allowing a mix of uses on site could limit this. Some sewerage and SUDS issues.	2	Allocated
H102 (EMP1.8): Reilloc Chain, Stourport Road	Reasonable access to services and facilities. Not affected by AQMA or flooding issues. Good access to schools and employment. Potential to improve the streetscene. Potential to improve biodiversity. Potential to reduce noise in the area.	Loss of employment land; however, allowing a mix of uses on site could limit this. Some sewerage and SUDS issues.	2	Allocated
H118: Land South of Spennells, Stanklyn Lane	Could provide higher levels of affordable housing and renewable energy than usually required.	Poor access to services and facilities. Site is greenfield, could increase flood risk and would have a detrimental impact on biodiversity. Detrimental impact on landscape. Loss of grade 2 agricultural land. Detrimental impact on regeneration and increased noise and light pollution. Poor access to schools and employment.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H123: Land at Wolverley Traffic Lights, Wolverhampton Road	Could provide higher levels of renewable energy. Reasonable access to schools and employment.	Poor access to services and facilities. Site is greenfield, could increase flood risk and would have a detrimental impact on biodiversity. Detrimental impact on landscape. Loss of grade 2/3 agricultural land. Detrimental impact on regeneration and increased noise and light pollution. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.



Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
H124: Rear of 41 Clarence Street, Kidderminster	Good access to services and facilities. Good access to schools and employment. Not affected by AQMA or flooding issues. Brownfield site.	Potential adverse impact on character of area. Some SUDS issues.	2	Too small to allocate. Could come forward as a windfall.
H125: Land at The Lea	Could provide higher levels of renewable energy. Reasonable access to services and facilities. Not affected by AQMA issues. Reasonable access to schools and employment.	Greenfield site, detrimental impact on biodiversity. Detrimental impact on views. Erosion of important green wedge. Detrimental impact on regeneration. Potential to increase flood risk. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H134: Musketeer PH, Avon Road	Good access to services and facilities by foot and public transport. Good access to schools and employment. Would provide 100% affordable housing. Redevelopment offers the opportunity to improve the streetscene and improve opportunities for biodiversity.	Loss of community facility. Some significant issues with sewerage infrastructure.	2	Allocated
H139: Low Habberley Farm, Habberley Road	Could provide higher levels of renewable energy. Good access to schools and employment. Not within an AQMA.	Poor access to services and facilities. Could increase run-off/flood risk. Detrimental impact on landscape and potential negative impact on neighbouring Special Wildlife Site. Greenfield site. Loss of grade 2/3 agricultural land. Detrimental impact on regeneration. Increased noise and light pollution. Some sewerage and SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H150: British Sugar Settling Ponds, Wilden Lane	Could provide higher levels of renewable energy. Not within an AQMA. Good access to employment.	Poor access to services and facilities. Issues around flood risk, landscape impact and biodiversity impact. Loss of greenfield land, detrimental impact on regeneration. Increased noise and light pollution. Poor access to schools. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H152: 164-166 Sutton Park Road	Reasonable access to services and facilities. Good access to schools. Reasonable access to	Erosion of character. Potential for detrimental impact on biodiversity. Partially greenfield. Increased noise and light	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	employment. Not affected by AQMA or flood risk issues.	pollution. Some sewerage and SUDS issues.		
H166: Land off Wolverley Road, Franche	Could provide higher levels of renewable energy. Good access to schools. Reasonable access to employment. Not within an AQMA or flood plain. Reasonable access to services and facilities.	Loss of important green wedge. Detrimental impact on biodiversity. Greenfield site. Detrimental impact on regeneration. Impact on run-off? Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H004: Chichester Caravans/Rogers Rescue, Vale Road	Good access to services and facilities. Good access to school and employment. Opportunity to enhance the streetscene. Brownfield site. Would aid regeneration.	Borderline AQMA. Impact on Conservation Area? Potential loss of existing business. Possibility of canal flooding. Some SUDS issues.	3	Current use remaining on-site.
H005: Stourport Primary School, Tan Lane	Good access to services and facilities. Good access to schools and employment. Not affected by AQMA or flooding issues. Opportunity to improve the streetscene. Potential to improve biodiversity. Brownfield site.	Impact on historic environment. Some SUDS issues.	2	Allocated
H006: TP Toys, Cheapside	Good access to services and facilities. Not within AQMA. Good access to schools and employment. Opportunity to improve the streetscene and the river frontage. Potential to improve biodiversity and setting of a Listed Building. Brownfield site. Would aid regeneration.	Within flood zones 2 and 3. Impact on historic environment? Some SUDS issues.	2	Allocated for mixed use.
H009: A-Z Wedding Services, Minster Road	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Brownfield site.	Loss of a business. Some SUDS issues.	2	Current use remaining on-site.
H013: Queens Road, Areley Kings	Good access to services and facilities. Good access to schools and employment. Site would provide 100% affordable housing. Could reduce anti-social behaviour and improve the streetscene. No AQMA or flooding issues. Brownfield site.	No negative impacts identified. Some sewerage and SUDS issues.	1	Allocated

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
H016: Stourport-on-Severn Civic Centre, New Street	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Brownfield site.	Loss of Civic Hall. Would remove employment site from the town centre. Would prevent site being re-used for traditional town centre uses. Some SUDS issues.	3	Site to remain in community use.
H020: Carpets of Worth, Severn Road	Good access to services and facilities. Good access to schools and employment. Opportunity to improve townscape and the setting of a Conservation Area. Brownfield site. Would aid regeneration.	Partially in flood zone 3, remainder in flood zone 2. Some SUDS issues.	2	Allocated. Residential permission.
H021: Bridge Street	Good access to services and facilities. Good access to schools and employment. Opportunity to improve streetscene and enhance the Conservation Area as well as providing better connectivity. Brownfield site. Would aid regeneration.	Partially within flood zone 2. Would impact on existing businesses. Some SUDS issues.	2	Allocated. Development partner appointed.
H035: Walshes Community centre, Linden Avenue	Good access to services and facilities. Reasonable access to schools and employment. Would provide 100% affordable housing. Majority of site is brownfield.	Loss of a community facility. Loss of open space adjacent Local Nature Reserve. Negative impact on biodiversity. Some possible risk of sewer flooding. Some SUDS issues.	3	Not allocated. Site identified a number of negative SA issues.
H044: Parsons Chain, Hartlebury Road	Good access to services and facilities. Good access to schools and employment. Opportunity to re-use brownfield site and improve streetscene. Would aid regeneration.	Partially in flood zone 2. Removal of tree belt likely to have a detrimental impact on biodiversity. Loss of employment land. Some SUDS issues.	2	Allocated
H045: Riverside Business Centre, Baldwin Road	Good access to services and facilities. Good access to schools and employment. Opportunity to open up river and improve potential for biodiversity. Brownfield site.	Majority of site is within flood zone 3. Some Locally Listed buildings on site. Loss of employment opportunities. Allowing a mix of uses on the site would help to overcome some of these issues. Some SUDS issues.	2	Allocated as part of wider mixed use site.
H069: Garage Block Adjacent Areley Common School, Abberley Avenue	Good access to services and facilities. Would provide 100% affordable housing. Reasonable	Some SUDS issues.	1	Not allocated. Not viable because of site shape.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	access to schools. Good access to employment. No AQMA or floodplain issues. Opportunity to improve streetscene and setting of locally listed buildings. Brownfield site.			
H078: Tesco and Bedland Stores, Lombard Street	Good access to services and facilities. Good access to schools and employment. No AQMA. Potential to improve the streetscene. Brownfield site.	Could reduce access to services and facilities by removing retail floorspace. Could lead to a reduction in employment opportunities and a decline in the retail offer. Some possibility of canal flooding. Some SUDS issues.	2	Allocated as part of mixed use site.
H079: 20 Lorne Street	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Potential to improve streetscene. Brownfield site. Would aid regeneration.	Some SUDS issues.	1	Too small to allocate. Could come forward as a windfall.
H080: Merrihill, Mitton Gardens	Good access to services and facilities. Good access to schools and employment. No AQMA.	Site is majority greenfield. Likely to increase noise and light pollution. Some SUDS issues. Possible risk of canal flooding. Some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H082: County Buildings, Bewdley Road	Could provide higher levels of affordable housing than generally required because of public ownership. Good access to services and facilities. Good access to schools and employment. No AQMA. Potential to create a feature on a gateway site. Brownfield site.	Loss of services and facilities including GP and library. Loss of employment opportunities. Some SUDS issues. Some possible canal flooding.	2	Allocated as part of mixed use site.
H084: Units 3 and 4, Baldwin Road	Good access to services and facilities. Good access to schools and employment. Potential to improve streetscene. Brownfield site. Mix of uses could help support the economy.	Partially in flood zone 3. Some SUDS issues.	2	Allocated as part of wider mixed use site.
H086: (EMP8.2) Car Sales, Worcester Road	Reasonable access to services and facilities. Reasonable access to schools. Good access to employment. Potential to improve streetscene.	Flood zone 2 affects most of the site. Loss of employment land and potential loss of jobs/employment	2	Allocated

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
		opportunities. Some SUDS issues.		
H088 (EMP11.1) Midland Industrial Plastics, Bewdley Road	Reasonable access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Potential to improve the streetscene. Brownfield site.	Loss of employment land. Some SUDS issues and some significant sewerage issues.	1	Allocated. Residential planning permission.
H107: Depot, Manor Road, Stourport-on-Severn	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Potential to improve streetscene. Reduction in noise.	Possible loss of small business. Some SUDS issues.	1	Allocated
H108: Four Acres Caravan Site, ADR, Worcester Road	Reasonable access to services and facilities. Reasonable access to schools and employment. Brownfield site.	Within flood zone 2. Potential negative impact on landscape. Potential negative impact on tourism economy as a result of removing overnight accommodation.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H110: Petrol Station, Gilgal	Good access to services and facilities. Good access to schools and employment. Brownfield site.	Partially in flood zone 3. Loss of petrol station. Cumulative impact of loss of small employers. Possible SUDS issues.	3	Allocated as part of wider mixed use site.
Sion Gardens, Stourport-on-Severn	Well located for access to service and facilities. Good access to schools and employment. Opportunity to improve streetscene and setting of Listed Building. Mix of uses would enhance the economy.	No negative effects identified.	1	Not allocated Postal Sorting Office is not longer closing.
H111: Wilden Top ADR, Wilden Top Road	Potential for renewable energy than generally required. Good access to schools. Reasonable access to employment. No flooding or AQMA issues.	Poor access to services and facilities. Greenfield site. Grade 2 agricultural land. Adverse landscape and biodiversity impact. Would detract from regeneration of Kidderminster and Stourport-on-Severn and increase noise and light pollution. Detrimental impact on setting of Locally Listed Buildings. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H129: Bournewood Nurseries, Lickhill Road North	Reasonable access to services and facilities. Good access to schools	Loss of open views, negative impact on biodiversity. Large	4	Not in conformity with development strategy set out



Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	and employment. No flooding or AQMA issues.	greenfield site, grade 2 agricultural land. Would detract from the regeneration of Kidderminster and Stourport-on-Severn and increase noise and light pollution. Some sewerage and SUDS issues.		within Adopted Core Strategy. Greenfield site.
H130: Land at Moorhall Lane	Good access to services and facilities. Good access to schools and employment.	Entire site affected by flood zone 2 or 3. Loss of TPO trees. Greenfield site. Adverse impact on landscape and biodiversity. Increased noise and light pollution. Would detract from brownfield regeneration.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H142: Land rear of 92 Wilden Lane	Reasonable access to services and facilities. Good access to schools and employment. No AQMA or flooding issues.	Loss of trees. Loss of habitat. Detrimental impact on the landscape. Greenfield site. Likely to detract from brownfield regeneration. Increased noise and light pollution. Some sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H001: Load Street Redevelopment Area	Good access to services and facilities which would be improved by mixed use redevelopment. Brownfield site. Good access to schools. Reasonable access to employment.	Flood zone 3 affects approximately 66% of site.	2	Allocated as mixed use site.
H003: Texaco Garage, Kidderminster Road	Good access to services and facilities. Good access to schools. Reasonable access to employment. Potential to improve townscape. Brownfield site. Potential to improve streetscene and remove non-characteristic building from Conservation Area.	Site is within flood zone 2. Loss of a petrol station. Some SUDS issues.	2	Not allocated, planning approval to redevelop as fuel station and shop.
H048: Land at 71-73 Bewdley Road, Kidderminster	Good access to services and facilities. Good access to schools. Reasonable access to employment. No flooding or AQMA issues.	Would result in tandem development, poor quality streetscene. Loss of mature gardens. Negative impact on biodiversity. Partially greenfield. Increased noise and light pollution. Significant sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H063: Butts Town Meadow Caravan Park, Northwood Lane	Good access to services and facilities. Good access to schools. Reasonable	Mostly within flood zone 2. Detrimental impact on tourist economy through loss of overnight accommodation.	3	Not in conformity with development strategy set out within Adopted

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	access to employment. Brownfield site.	Loss of mature vegetation. Potential detrimental impact on biodiversity. Significant sewerage constraints. Some SUDS issues.		Core Strategy. Greenfield site.
H126: Land at Wyre Hill	Good access to services and facilities. Good access to schools and reasonable access to employment. No AQMA or flooding issues.	Potential adverse impact on Conservation Area, loss of mature vegetation, negative impact on Listed Buildings. Majority greenfield site. Increased noise and light pollution. Some significant sewerage issues and some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H127: Land off Stourport Road	Potential for higher levels of renewable energy. Reasonable access to services and facilities. Good access to schools. Reasonable access to employment.	Entirely within flood zone 2. Adverse impact on views into Bewdley. Loss of greenfield site and green wedge. Detrimental impact on regeneration and increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H140: Allotments at Grey Green Farm, Grey Green Lane	Potential for higher levels of renewable energy. Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. No AQMA.	Detrimental impact on views. Loss of tree screening to SVR. Loss of grade 3 agricultural land. Detrimental impact on biodiversity. Detrimental impact on regeneration. Increased noise and light pollution. Detrimental impact on soil quality. Could increase flood risk to existing development.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H141: The Front Meadows, Grey Green Farm, Grey Green Lane	Potential for higher levels of affordable housing and renewable energy than generally required. Reasonable access to services and facilities. Good access to schools. Reasonable access to employment.	Stream crosses site and has previously flooded. Loss of open views. Loss of grade 3 agricultural land. Detrimental impact on biodiversity. Detrimental impact on regeneration. Increased noise and light pollution. Detrimental impact on soil quality. Could increase flood risk to existing development.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H144: Land South of Lodge Close	Potential for higher levels of renewable energy. Reasonable access to services and facilities. Good access to schools. Reasonable access to employment.	Stream crosses site and has previously flooded. Loss of important open views. Potential adverse impact on biodiversity. Impact on Listed church and loss of sandstone wall. Greenfield site. Likely to detract from regeneration priorities and increase noise and light	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
		pollution. Some significant sewerage issues.		
H145: Land rear of Catchems End Fish Bar, Kidderminster Road	Potential for higher levels of affordable housing and renewable energy than generally required. Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. No AQMA or flooding issues.	Loss of open views and hedgerows. Detrimental impact on biodiversity. Greenfield site. Likely to detract from regeneration priorities and increase noise and light pollution. Significant sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	Potential for higher levels of renewable energy than generally required. Reasonable access to services and facilities. Reasonable access to schools and employment. No AQMA or floodplain issues. Opportunity to improve townscape. Development to meet affordable housing need would not have a serious impact on the regeneration priorities. Would prevent anti-social behaviour currently associated with the site.	Potential negative impact on biodiversity as a result of loss of tree cover and run-off flowing into adjacent Special Wildlife Site. Greenfield site; however there are disused greenhouses and hard standings on the site. Some sewerage issues. Infrastructure upgrade required to prevent increased flood risk to existing development. Some SUDS issues.	3	Allocated to meet local needs.
H117: Land off Orchard Close, Bliss Gate	Would provide 100% affordable housing. No AQMA or flooding issues.	Poorly located for access to services and facilities. Poor access to schools and employment. Increased noise and light pollution. Some SUDS and sewerage issues.	3	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H131: Bine Lane, Bliss Gate	Potential for higher levels of renewable energy. No AQMA or flooding issues.	Poor access to services and facilities. Poor access to schools and employment. Adverse impact on the landscape. Potential adverse impact on biodiversity. Greenfield site. Detrimental impact on regeneration priorities. Increased noise and light pollution. Some sewerage issues and some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H022: Land at Hemming Way, Chaddesley Corbett	Likely to provide 100% affordable housing which would meet local need. Good access to primary schools and reasonable access to secondary	Relatively poor access to services and facilities. Poor access to employment. Site partially in allotment use. Adverse impact on views into the village. Potential	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	school. No AQMA or flooding issues.	adverse impact on biodiversity. Adverse impact on Conservation Area and views into the Conservation Area. Greenfield site. Market housing would have a detrimental impact on regeneration priorities. Significant sewerage issues. Some SUDS issues.		
H067: Adjacent Chaddesley Corbett Surgery, Briar Hill	Potential for higher levels of renewable energy. Good access to primary schools and reasonable access to secondary school. No AQMA or flooding issues.	Relatively poor access to services and facilities. Poor access to employment. Detrimental impact on Conservation Area, biodiversity, and landscape. Detrimental impact on regeneration. Increased noise and light pollution. Significant sewerage issues. Some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H109: Chaddesley Corbett School, The Village	No AQMA or flooding issues. Good access to primary schools and reasonable access to secondary school. Could secure the future of Listed Building. School would be replaced with a new facility nearby.	Conversion of existing building may make renewable energy targets difficult to achieve. Relatively poor access to services and facilities. Poor access to employment. Impact on Listed Buildings and Conservation Area? Partially greenfield. Significant sewerage issues. Some SUDS issues.	3	Not allocated. School building itself could be suitable for conversion however wider site has negative sustainability issues.
H120: Land at Fold Farm, The Village, Chaddesley Corbett	No AQMA or flooding issues. Good access to primary schools and reasonable access to secondary school.	Relatively poor access to services and facilities. Poor access to employment. Negative impact on landscape and Conservation Area. Greenfield site. Detrimental impact on regeneration. Increased noise and light pollution. Significant sewerage issues. Some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H143: Garage Site, The Green, Chaddesley Corbett	Would provide 100% affordable housing and therefore would deliver higher environmental standards than usually required. Good access to primary schools and reasonable access to secondary school. No AQMA or flooding issues. Potential to enhance the	Relatively poor access to services and facilities. Poor access to employment. Significant sewerage issues. Some SUDS issues.	2*	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	streetscene. Brownfield site.			
H163: Land off Briar Hill, Chaddesley Corbett	Potential for higher levels of renewable energy. Good access to primary schools and reasonable access to secondary school. No AQMA or flooding issues.	Relatively poor access to services and facilities. Poor access to employment. Significant sewerage issues. Some SUDS issues. Loss of open aspect, detrimental impact on biodiversity is likely, impact on views into Conservation Area. Detrimental impact on regeneration. Increased noise and light pollution. Greenfield site.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H164: Land off Hemming Way, Chaddesley Corbett	Potential for higher levels of renewable energy. Good access to primary schools and reasonable access to secondary school. No AQMA or flooding issues.	Relatively poor access to services and facilities. Poor access to employment. Significant sewerage issues. Some SUDS issues. Loss of open aspect, detrimental impact on biodiversity is likely, impact on views into Conservation Area. Loss of allotments and community orchard. Detrimental impact on regeneration. Increased noise and light pollution. Greenfield site.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H136: Land opposite East View, Clows Top	Potential for higher levels of affordable housing and renewable energy than generally required. No AQMA or flooding issues.	Very poor access to services and facilities. Loss of undeveloped site at settlement entrance, possible negative impact on biodiversity. Greenfield site. Increased noise and light pollution. Poor access to education and employment. Significant sewerage issues. Some SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H161: The Terrace, Clows Top, Rock	No AQMA or flooding issues. Brownfield site. Potential to improve streetscene. Small scale housing not likely to significantly impact on regeneration priorities.	Very poor access to services and facilities. Poor access to education and employment. Significant sewerage issues. Some SUDS issues. Impact of loss of scrubland and biodiversity Increased noise and light pollution.	3	Allocated as part of expanded site.
H091: Titan Steel Wheels, Bridge Road, Cookley	Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. Not within an	Half the site is within flood zone 2/3. Potential negative impact on SWSs. Impact on locally listed buildings. Loss of employment	3	Not in conformity with development strategy set out within Adopted Core Strategy.



Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	AQMA. Potential to improve the streetscene. Brownfield site. Likely to reduce heavy traffic within the village.	opportunities. Some SUDS issues.		Remaining in industrial use.
H092: Lea Castle Hospital, Park Road, Cookley	No AQMA or flooding issues. No adverse impact on landscape or biodiversity if existing footprint is developed. Reasonable access to employment.	Very poor access to services and facilities. Detrimental impact on regeneration of Kidderminster. Increased noise and light pollution. Poor access to schools. Some sewerage issues.	3	Allocated for a range of uses not including market housing.
H093: Kimberlee Avenue ADR, Cookley	Reasonable access to services and facilities. No AQMA or flooding issues. Reasonable access to schools and employment.	Loss of open views. Negative impact on biodiversity. Negative impact on regeneration priorities. Greenfield site. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H099: Land adjacent 29 Castle Road, Cookley	Reasonable access to services and facilities. No AQMA or flooding issues. Reasonable access to schools and employment.	Green field site. Negative impact on landscape and biodiversity. Negative impact on regeneration priorities. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H121: Land at Lawnswood, Westhead Road, Cookley	Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. No AQMA or flooding issues.	Mix of greenfield and brownfield. Increased noise and light pollution. Loss of biodiversity. Adverse impact on landscape. Negative impact on regeneration priorities.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H104: Sebright Road, Fairfield	Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. Would provide 100% affordable housing and higher environmental standards than generally required. No AQMA or flooding issues.	Greenfield site, loss of pasture land, loss of open views, negative impact on landscape. Increased noise and light pollution.	2*	Allocated. Planning permission for affordable housing.
H105: Fairfield ADR, Lowe Lane, Fairfield	Could provide higher level of renewable energy. Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. No AQMA or flooding issues.	Loss of open land, pasture land and woodland. Impact on biodiversity. Increased noise and light pollution. Detrimental impact on regeneration priorities.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H112: Hayes Road ADR, Hayes Road, Fairfield	No AQMA or flooding issues. Good access to	Relatively poorly located for access to services and facilities. Greenfield site.	4	Not in conformity with development strategy set out

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	schools. Reasonable access to employment.	Detrimental impact on regeneration. Increased noise and light pollution. Loss of undeveloped land, negative impact on biodiversity.		within Adopted Core Strategy. Greenfield site.
H132: Land at Orchard House, Cleobury Road, Far Forest	No AQMA or flooding issues. Good access to primary school.	Relatively poor access to services and facilities. Poor access to secondary school and employment. Loss of orchard - negative impact on landscape and biodiversity. Site is majority brownfield. Detrimental impact on regeneration priorities. Increased noise and light pollution. Some sewerage issues and SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H133: Land at Bellmans Cross, Shatterford	No AQMA or flooding issues.	Relatively poor access to services and facilities. Poor access to schools and employment. Detrimental impact on landscape and biodiversity. Detrimental impact on regeneration priorities. Increased noise and light pollution. Some sewerage issues and SUDS issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H119: Land at Stone Hill, Stone	No AQMA or flooding issues. Good access to primary school.	Poor access to services and facilities. Poor access to secondary school and employment. Adverse impact on open views and on biodiversity. Greenfield site. Detrimental impact on regeneration priorities. Increased noise and light pollution. Major infrastructure upgrades required to prevent increase in flood risk. Some wastewater treatment and sewerage issues.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H122: Land at Brown Westhead Park, Wolverley	Could provide higher level of renewable energy. No AQMA or flooding issues. Good access to schools. Reasonable access to employment.	Relatively poor access to services and facilities. Adverse impact on landscape, and biodiversity. Greenfield site. Detrimental impact on regeneration and increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
H165: Land off Wolverley Road, Wolverley	Could provide higher level of renewable energy. No AQMA or flooding issues.	Relatively poor access to services and facilities. Adverse impact on	4	Not in conformity with development strategy set out

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	Good access to schools. Reasonable access to employment.	landscape, loss of highly visible undeveloped land, and biodiversity. Greenfield site. Detrimental impact on regeneration and increased noise and light pollution. Marginal flood risk. Some sewerage treatment issues.		within Adopted Core Strategy. Greenfield site.
K202: Land at Comberton Lodge, Kidderminster	Reasonable access to services and facilities. Good access to schools. Reasonable access to employment.	Affected by flood zone 3. Loss of mature gardens, impact on character and biodiversity. Special Wildlife Site borders site. Negative impact on streetscene. Majority greenfield site. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
K207: Land West of Southgate Close, Kidderminster	Could provide higher level of renewable energy No AQMA or flooding issues. Good access to services and facilities. No AQMA or flooding issues. Good access to schools. Reasonable access to employment.	Loss of important green wedge between Kidderminster and Bewdley. Detrimental impact on biodiversity, possible impact on neighbouring local geological site. Greenfield and Green Belt. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
K209: Former Sion Hill Middle School, Kidderminster	Reasonable access to services and facilities. No AQMA or flooding issues. Could enhance the townscape.	Green Belt. Loss of site from educational use.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
K210: Former British Sugar Site, Stourport Road, Kidderminster	Could reduce anti-social behaviour. Could provide higher contribution to renewable energy. Reasonable access to services and facilities. Reasonable access to schools. Good access to employment. No flooding issues. Could enhance townscape.	Increased congestion on Stourport Road - could lead to air quality issues. Potential for detrimental impact on biodiversity. Possible impact on Conservation Area. Reduced Employment Land. Some SUDS issues.	2	Allocated for a mix of uses.
K211: Former Sladen School Site, Hurcott Road, Kidderminster	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Opportunity to enhance the streetscene. Would contribute to the regeneration of Kidderminster.	Loss of playing fields in this location, but facilities can be provided off-site.	2	Now within KCAAP area.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
R201: Broad House Farm Nurseries, Cookley	Site could deliver higher levels of renewable energy. Reasonable access to services and facilities including schools and employment. No AQMA or flooding issues.	Detrimental impact on open views into settlement. Possible adverse impact on biodiversity. Potential impact on Listed farmhouse. Greenfield site. Detrimental impact on the regeneration of Kidderminster. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
R205: Land at Gaymore Farm, Cookley	Site could deliver higher levels of renewable energy. Reasonable access to services and facilities including schools and employment. No AQMA or flooding issues.	Detrimental impact on open views into settlement. Possible adverse impact on biodiversity. Greenfield site. Detrimental impact on the regeneration of Kidderminster. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
R206: Land off New Road, Far Forest	Site could deliver higher levels of renewable energy. No AQMA or flooding issues. Good access to primary school.	Relatively poor access to services and facilities. Poor access to secondary school and employment. Detrimental impact on landscape. Possible impact on biodiversity. Greenfield site. Detrimental impact on regeneration priorities. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
S200: Land to the rear of Baldwin Road, Stourport-on-Severn	Good access to services and facilities including schools and employment. No AQMA or flooding issues.	Detrimental impact on openness of Conservation Area. Detrimental impact on Special Wildlife Site. Greenfield site. May prevent other regeneration sites coming forward. Increased noise and light pollution.	4	Allocated as part of a wider mixed-use site.
S203: Land off Wilden Lane/Mill Road, Stourport-on-Severn	Reasonable access to services and facilities. Good access to schools and employment. No AQMA or flooding issues.	Loss of an important green wedge. Detrimental impact on biodiversity. Green field site. May prevent other regeneration priority sites from coming forward. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
S204: Land at Wilden Top, Stourport-on-Severn	Site could deliver higher levels of renewable energy. Good access to schools. Reasonable access to employment. No AQMA or flooding issues.	Loss of open aspect. Detrimental impact on biodiversity. Greenfield and Green Belt. Increased noise and light pollution. Detrimental impact on regeneration.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
S208: Wilden Primary School, Stourport-on-Severn	Reasonable access to services and facilities.	Loss of site from educational use.	2	Site still in education use with

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	Good access to schools. Reasonable access to employment. No AQMA or flooding issues. Saving original building would retain character. Brownfield site. Would not have a detrimental impact on regeneration.			no firm plans to relocate.
S212: Land at Burlish Crossing, Stourport-on-Severn	Site could deliver higher levels of renewable energy. No AQMA or flooding issues. Reasonable access to services and facilities. Reasonable access to schools and employment.	Loss of open views and impact on biodiversity. Greenfield and Green Belt. Detrimental impact on regeneration. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
S213: Land at Ribbesford Road, Areley Kings, Stourport-on-Severn	Site could deliver higher levels of renewable energy. Reasonable access to schools and employment.	Possible flooding issues from Brook. Loss of open land and views. Impact on biodiversity. Greenfield site. Detrimental impact on regeneration. Increased noise and light pollution.	4	Not in conformity with development strategy set out within Adopted Core Strategy. Greenfield site.
Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn	Site is well located for access to services and facilities and provides the opportunity to restore, and secure the future of, a Locally Listed Building. Good access to schools and employment.	No negative effects identified.	1	Allocated
Lax Lane, Bewdley	Site is well located for access to services and facilities. Good access to schools. Reasonable access to employment. Opportunity for a mix of uses to support the local economy. Opportunity to enhance townscape and setting of Listed Buildings.	Site falls within flood zone 3.	2	Allocated for a mix of uses.
Workhouse, 64 High Street, Bewdley	Site is well located for access to services and facilities. Good access to schools. Reasonable access to employment. Provides the opportunity to secure the future of a Listed Building which is currently at risk.	Could be difficult to achieve environmental targets set out within the Adopted Core Strategy.	1	Allocated
Sion Gardens, Stourport-on-Severn	Well located for access to service and facilities. Good access to schools and employment.	No negative effects identified.	1	Allocated



Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reason Dismissed if Applicable
	Opportunity to improve streetscene and setting of Listed Building. Mix of uses would enhance the economy.			
Working Men's Club, Bewdley Road, Stourport-on-Severn	Well located for access to service and facilities. Good access to schools and employment. Opportunity to improve streetscene and setting of Locally Listed Building. Mix of uses would enhance the economy.	No negative effects identified.	1	Allocated

1. 1 - Considered to be suitable for residential allocation.2 - Considered to be suitable for residential allocation subject to identified difficulties being overcome.3 - Could be suitable for residential allocation. However, sites in category 1 and 2 should be allocated first.4 - Not considered suitable for residential development at this stage.

**Table 6.2.2 Site Allocations and Policies Sites: Employment Sites**

Site	Positive Impacts	Negative Impacts	Rank	Reason Dismissed if Applicable
Former British Sugar Site	Well located to provide accessible jobs. Site is not affected by flood risk and provides the opportunity to enhance the townscape of the District. Will help to diversify the District's economy and support the regeneration of Kidderminster and Stourport-on-Severn.	No negative impacts identified.	1	Allocated
Former Romwire Site	Well located to provide accessible jobs. Site is not affected by flood risk and provides the opportunity to enhance the townscape of the District. Will help to diversify the District's economy and support the regeneration of Kidderminster and Stourport-on-Severn.	No negative impacts identified.	1	Allocated
Former Lea Castle Hospital Site	Attractive site which could attract employment opportunities for the district and help with economic diversification and the regeneration of Kidderminster. Opportunities to contribute to the green infrastructure network and to open up access to existing sports facilities.	Loss of a specialist healthcare facility and potential for detrimental impact on townscape. Poor public transport access to the site.	2	Allocated

**Table 6.2.3 Gypsy, Traveller and Travelling Showpeople Sites**

Site	Positive Impacts	Negative Impacts	Rank	Reason dismissed if Applicable
BEW0001: Land north of Habberley Road	Good access to services and facilities. Reasonable access to employment and education. Provides housing for a specific need.	Unlikely to meet renewable energy requirements. Loss of tree cover and possible loss of TPO trees. Detrimental impact on landscape	4	Green Belt and landscape impact.

Site	Positive Impacts	Negative Impacts	Rank	Reason dismissed if Applicable
	Not within an AQMA or flood risk area.	and biodiversity. Green Belt site. Increased noise and light pollution.		
BEW0002: Site at Stourport Road	Reasonable access to services and facilities including education and employment. Provides housing for a specific need. Not within an AQMA.	Poor access to play facilities and formal greenspace. Unlikely to meet renewable energy requirements. Source protection zone and flood risk. Detrimental; impact on landscape. Green Belt. Increased noise and light pollution.	4	Source Protection Zone, landscape impact, flood risk and Green Belt.
BLA00001: Former Blakedown Nurseries	Reasonable access to services and facilities including education and employment. Provides housing for a specific need. Would bring a derelict site back into use. Not within an AQMA.	Unlikely to meet renewable energy targets. Some wastewater treatment issues and possible contribution to flood risk arising from Blakedown Brook. Greenfield and grade 2/3 agricultural land. Increased noise and light pollution.	3	Allocated to meet local housing need.
CLO0001: Yard south of A456	Will provide housing for a specific need. Not within an AQMA. Potential to improve streetscene at crossroads. Brownfield site.	Poor access to services and facilities including education and employment. Unlikely to meet renewable energy requirements. Significant wastewater treatment issues and possibility of increased flood risk to existing development. Loss of scrubland and potential detrimental impact on biodiversity. Increased noise and light pollution.	3	Allocated to meet local housing needs.
COOK0002: Land at Lawnswood	Good access to services and facilities including education. Reasonable access to employment. Will provide housing for an identified need. Not within an AQMA. No flooding issues.	Unlikely to meet renewable energy requirements. Potential for loss of tree cover. Adverse impact on landscape. Loss of biodiversity. Green Belt site. Increased noise and light pollution.	4	Landscape implications and Green Belt.
FAIR0001: Land off Lowe Lane	Reasonable access to services and facilities including employment. Good access to education. No AQMA or flooding issues.	Unlikely to meet renewable energy requirements. Loss of open, undeveloped land. Negative effect on biodiversity. Increased noise and light pollution.	4	Landscape implications.
GJAL: Former Sion Hill Middle School	Good access to services and facilities including education. Reasonable access to employment. Will provide housing for an identified need. No AQMA or flooding issues.	Poor access to open space and play facilities. Unlikely to meet renewable energy requirements.	2	Strong objections received at consultation stage. Site is not available.
KID0011: Lea Castle Hospital site	Will provide housing for a specific need. Reasonable access to employment. Not within an AQMA or floodplain.	Poor access to services and facilities including education. Unlikely to meet renewable energy requirements. Some sewerage issues.	3	Costs of developing the site for this use make it unviable. Strong objections at consultation stage.
STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an	Unlikely to meet renewable energy requirements. Within flood zone 3. Poor access to healthcare facilities.	2	Allocated

Site	Positive Impacts	Negative Impacts	Rank	Reason dismissed if Applicable
	AQMA. No visual impact, caravans already on-site.			
STO0006: Land off Wilden Top Road	Reasonable access to services and facilities including education and employment. Not within AQMA or floodplain. Will provide housing for an identified need.	Poor access to healthcare facilities. Unlikely to meet renewable energy requirements. Some sewerage issues. Loss of trees and detrimental impact on landscape. Loss of Grade 2 agricultural land. Increased noise and light pollution.	4	Landscape impact, loss of agricultural land.
STO0018: Saiwen, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.	2	Allocated. Planning permission granted.
STO0019: The Gables Yard, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.	2	Allocated
STON0001: Former Depot, Stone	Will provide housing for an identified need. Not within AQMA. Brownfield site.	Poor access to services and facilities including education and employment. Unlikely to meet renewable energy requirements. Within an inner source protection zone. Green Belt site. Increased noise and light pollution.	4	Source Protection Zone and Green Belt.
UUBE: Land north of Sutton Park Rise	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within AQMA.	Loss of playing pitch. Unlikely to meet renewable energy requirements. Some sewerage issues. Possible detrimental impact on biodiversity. Increased noise and light pollution.	4	Loss of playing field.
WR104458: Manor Farm, Stourport-on-Severn	Good access to services and facilities including education and employment. Will provide housing for an identified need. Not within AQMA or floodplain.	Unlikely to meet renewable energy requirements. Detrimental impact on landscape and biodiversity. Loss of existing business. Detrimental impact on the historic environment. Increased noise and light pollution.	4	Impact on landscape and biodiversity and loss of existing business. Strong objections received at consultation stage.
Land opposite The Gatehouse, Sandy Lane, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.	2	Allocated
1a Broach Rad, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an	Poor access to healthcare facilities.	2	Allocated

Site	Positive Impacts	Negative Impacts	Rank	Reason dismissed if Applicable
	AQMA or flood risk area. No visual impacts - caravans already on-site.			
28/29 Sandy Lane, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.	2	Allocated. Planning permission granted.

**6.2.2** A number of policy options were considered in response to the issues presented. The following summarises the positive and negative effects of each of the options as identified by the SA framework.

### Gypsy and Traveller Sites

**6.2.3** The options considered in response to the issue of providing Gypsy and Traveller sites are set out at paragraphs 6.11-6.16 of the Issues and Options Paper and 4.42- 4.46 of the Preferred Options Paper. In summary, the options considered were as follows:

- Concentrate provision on two local authority sites
- Smaller, privately run sites
- Extension to existing sites in Lower Heath/Sandy Lane area
- Distribute sites throughout the District
- Resist further sites in the Sandy Lane area once allocated sites have come forward
- Allocate sites to meet short-term need and leave longer-term need to the development control process guided by a sequential test.

**6.2.4** As the options are not location specific it was difficult to determine the effects of them against many of the criteria within the SA framework. However, concentrating pitch provision on two local authority sites would help to meet the housing needs of this particular community group and reduce the risk of illegal encampments. Locating on a larger number of smaller, privately run sites would also help to address the housing need of this particular group and reduce the risk of illegal encampments, however, it may not provide an affordable option for all of the families in need. Extending the current provision within the Sandy Lane area of Stourport-on-Severn would ensure that provision is within a relatively accessible location and would provide housing for this particular identified need. However, this could increase tensions between the settled community and the Gypsy and Traveller community as all of the provision would remain in one part of the District. There are also flood risk issues within the Sandy Lane area. Intensifying this use within this area could also result in damage to the nearby SSSI and could further reduce the number of businesses operating from the Sandy Lane Industrial Estate. Distributing sites throughout the District and resiting further sites within the Sandy Lane area would both help to ensure that the Sandy Lane Industrial Estate does not decline further. However, the other impacts would be dependant on where the sites were located. Only allocating some sites and setting out a sequential approach to providing for longer-term needs through the development control process introduces the risk of not providing enough sites and increasing

the risk of illegal encampments. However, this could be mitigated through monitoring the delivery of sites and bringing forward additional allocations should sites not be delivered through the development control process.

**6.2.5** The policy incorporates two of the options. Resiting further sites in the Sandy Lane area once allocated sites have come forward and allocating sites to meet the short-term need whilst setting out a sequential test to guide the determination of applications to meet longer-term need. These options were taken forward because although traditionally provision for Gypsies and Travellers has been located within the Sandy Lane area it is now felt that in order to balance the needs of the residential and business community in this area further switches from employment to Gypsy and Traveller uses should be resisted. Whilst enough sites have been allocated to address the short-term need within the District, an extensive site search and two rounds of consultation failed to identify sites which were suitable for allocation. The sites considered were assessed against the SA framework and number of them raised significant issues. Additionally, public consultation raised a significant number of issues in relation to four of the sites. Another key factor in determining the policy approach was the District's proven track record for delivering Gypsy and Traveller provision through the development control process.

**6.2.6** The policy has not set out whether provision will be private or local authority. The options did not raise any key sustainability issues and the policy approach does not prevent either local authority or private provision from being delivered. The option to continue to locate sites within the Sandy Lane area was dismissed because of the impact this would have on the supply of employment land and existing businesses within the immediate area. Although the policy does not explicitly seek to distribute sites throughout the District, resisting further sites in the Sandy Lane area once the allocated sites have come forward, together with the sequential test set out should have the effect of ensuring that sites are delivered in other areas of the District.

### **Stourport Road Employment Corridor**

**6.2.7** Information relating to the Stourport Road Employment Corridor is set out at paragraph 7.12 of the Issues and Options Paper and paragraphs 10.4 to 10.8 of the Preferred Options Paper. Two options were considered for the boundary of the Stourport Road Employment Corridor:

- Provisional boundary of SREC as set out in Issues and Options Paper
- Slightly revised boundary of SREC as set out within the Preferred Options Paper.

**6.2.8** Both of these options performed the same against the SA framework as the difference in the boundary is not substantial. The options would both enhance accessibility to employment and encourage economic growth within the District. They would also concentrate any impacts within an existing employment area and reduce pressure on greenfield land.

**6.2.9** The initial SREC boundary included within the Issues and Options Paper was set out to provide a clear policy for promoting economic growth on the key employment sites within this area. The boundary was changed because the site aspirations for Oasis Arts and Crafts and Reilloc Chain changed from an employment use to a mixed use residential led allocation. After



further consideration it was concluded that there were key links between the SREC and the Worcester Road Employment Corridor which led to a comprehensive policy being developed to encompass the whole of this area.

## Renewable Energy

**6.2.10** Information relating to renewable energy options is set out at paragraphs 10.2 to 10.4 of the Issues and Options Paper and paragraphs 6.27-6.31 of the Preferred Options Paper at Two options were considered in response to this issue:

- Same level of renewable energy targets for all new development
- Higher renewable energy targets for some sites

**6.2.11** Both of the options for this issues performed the same against the SA framework apart from against one criteria. Setting the same renewable energy targets for all new development would reduce CO<sub>2</sub> emissions, however, setting higher targets for some developments would further reduce CO<sub>2</sub> emissions.

**6.2.12** The policy approach taken was to retain the same renewable energy target for all developments. Although higher renewable energy targets scored better against the SA framework, the economy has changed significantly since the idea of having higher renewable energy targets on some sites was considered. Additionally, the development strategy set out within the Adopted Core Strategy focuses development on brownfield sites. Given that viability is currently a significant concern in many developments because of the regeneration focus of the strategy, it was not considered appropriate to increase renewable energy targets on any particular site.

## Green Belt

**6.2.13** Information relating to Green Belt options is set out at paragraph 12.10 of the Issues and Options Paper and paragraphs 7.8 to 7.13 of the Preferred Options Paper. Two options were considered in response to the Green Belt issue:

- Safeguarding the current ADRs from development until a future review of the plan
- Allocating Blakedown ADR to meet local need for affordable housing

**6.2.14** Safeguarding the current ADRs from development will help to improve access to services and facilities by focusing development in the existing centres. Additionally, many of the current ADRs have poor access to services and facilities. However, the ADR sites are most likely to be able to meet the 30% affordable housing target set out within the Adopted Core Strategy, some brownfield sites are difficult to develop and the 30% target will need to be reduced in order to make them viable. Preventing the ADRs from coming forward for development will have a positive effect on the landscape and biodiversity, will help to regenerate the town centres and will help to prevent the spread of noise and light pollution.

**6.2.15** The other option is to allocate the Blakedown ADR to meet a locally identified need for affordable housing with some enabling market development. This site has good access to services and facilities and is currently a derelict former nurseries site so re-development would help to prevent the anti-social behaviour which has been associated with the site and would

enhance the appearance of the site within the landscape and townscape. However, it could have a detrimental impact on the neighbouring SSSI and could increase noise and light pollution levels within the village.

**6.2.16** The policy approach taken is to allocate Blakedown ADR for affordable housing to meet local needs. This is because this option performed well against the SA framework and there is an identified need for affordable housing within the village which can not be accommodated on any other site within the village. In order to support the delivery of affordable housing it may be necessary to allow some enabling market housing on this site subject to a detailed viability assessment.

### **Major Developed Sites (MDS) in the Green Belt**

**6.2.17** Information relating to options for Major Developed Sites in the Green Belt is set out paragraphs 12.11 to 12.15 of the Issues and Options Paper and paragraphs 19.1 to 19.13 of the Preferred Options Paper. Three options were considered in response to this issue:

- Continue to include Lea Castle Hospital and Rushock Trading Estate as MDS
- Include West Midlands Safari and Leisure Park as MDS
- Include Cursley Distribution Park as MDS

**6.2.18** Retaining Rushock and Lea Castle as Major Developed Sites (MDS) within the Green Belt will allow opportunities for economic growth. Including the West Midlands Safari Park as an (MDS) could lead to further development at the site which may increase congestion on Kidderminster Ring Road and have a detrimental impact on the landscape and biodiversity. It could also lead to the erosion of the Green Belt between the three towns. However, it would have a positive effect on economic growth. Including Cursley Distribution Park as an MDS would be likely to increase the volume of traffic accessing the site, have a detrimental impact on the landscape and lead to the loss of greenfield land. However, again this option could have positive implications for economic growth.

**6.2.19** Previously, major developed sites in the Green Belt were allocated under the provisions of Annex C of PPG2. However, the NPPF has removed this framework and instead refers to previously developed sites in the Green Belt. Therefore, these sites are now referred to as 'Previously Developed Sites within the Green Belt although the policy position has not changed.

### **Agricultural Land**

**6.2.20** Options in relation to agricultural land are set out at paragraph 12.18 of the Issues and Options Paper and paragraph 7.88 and 7.89 of the Preferred Options Paper. Three options were considered in response to this issue:

- Protect agricultural land from inappropriate development
- Protect the best and most versatile agricultural land from inappropriate development
- Do not safeguard

**6.2.21** Protecting agricultural land from development will help to focus development within the existing urban areas, increasing access to services and facilities and reducing the need to travel. However, agricultural sites are traditionally easier to develop than constrained urban sites and therefore they are more likely to be able to meet the affordable housing target within

the Adopted Core Strategy. Both of the safeguarding options will help to protect soil, as well as the landscape and biodiversity. They would also reduce the spread of noise and light pollution to rural areas.

**6.2.22** Not protecting agricultural land could lead to remote developments with poor access to services and facilities and an increased reliance on the private car. It would not protect soil or the best and most versatile agricultural land and it would have a detrimental impact on the landscape and biodiversity. It would also increase noise and light pollution in the rural areas.

**6.2.23** The policy approach taken forward was to protect the best and most versatile agricultural land from inappropriate development. This approach was chosen because it performed well against the SA framework. The approach of safeguarding all agricultural land from development has not been dismissed entirely as policies safeguarding the Green Belt and the open countryside more generally will go a long way towards safeguarding all agricultural land from inappropriate development. The policy option of not safeguarding any agricultural land was dismissed because it performed poorly against the SA framework and it would be contrary to the development strategy as well as national planning policy.

### **Chalet and Caravan Sites**

**6.2.24** Policy options in relation to chalet and caravan sites are set out at 12.19 to 12.21 of the Issues and Options Paper and paragraphs 7.82 to 7.83 of the Preferred Options Paper. Two options were considered in response to this issue:

- Allow further extensions to caravan and chalet sites
- Do not allow further extensions to caravan and chalet sites

**6.2.25** Allowing further extensions to chalet and caravan sites would reduce access services and facilities as these sites are often in areas where access is poor. Caravans and chalets are also poor in terms of energy efficiency although they can provide an affordable housing solution. A number of existing sites are located in the floodplain and therefore extensions would further increase flood risk. The option would also have a detrimental impact on the landscape. Extensions could however add to economic growth if they are restricted to holiday use.

**6.2.26** Not allowing any new caravan and chalet sites will prevent these development taking place in unsustainable locations and will prevent the detrimental impact that they have on the landscape. However it could increase the need for affordable housing as these sites do provide an affordable housing option.

**6.2.27** The option of not allowing further extensions to caravan and chalet sites was taken forward. This approach performed better against the SA framework and was the approach established through the adopted Core Strategy.

### **Open Space**

**6.2.28** Options relating to open space are set out at paragraphs 13.1 to 13.13 of the Issues and Options Paper and paragraphs 7.14 to 7.25 of the Preferred Options Paper. Two options were considered in response to this issue:

- Protect all open space sites
- Do not protect all open space sites

**6.2.29** Protecting all open space sites will help to ensure that all residents have access to open space and will enable residents to enjoy healthy lifestyles. It will also reduce the need to travel to access open space and will help to safeguard biodiversity as well as making Kidderminster and Stourport-on-Severn more attractive places to live, aiding their regeneration. It could also help to reduce the urban heat island effect.

**6.2.30** Not safeguarding open spaces could result in a loss of open space to development making access more difficult, increasing the need to travel and discouraging healthy lifestyles. It will have a detrimental impact on the landscape and possibly biodiversity and will detract from the regeneration of Kidderminster and Stourport-on-Severn by making them less attractive places to live.

**6.2.31** The option taken forward was to protect all open space from development. This option performed better against the SA framework and it is in accordance with national planning policy and the Adopted Core Strategy.

## Educational Provision

**6.2.32** The options for education are set out at paragraphs 14.2 to 14.6 of the Issues and Options Paper and paragraphs 4.50 to 4.53 of the Preferred Options Paper. Four options were considered under this issue which relate to two slightly different aspects of the issue:

- Safeguard all existing educational facilities from other uses
- Do not safeguard all existing educational facilities from other uses
- Enhance the role of Kidderminster College
- Do not enhance the role of Kidderminster College

**6.2.33** Protecting all education sites from alternative uses would have a positive effect on access to education and educational attainment. Not safeguarding sites could reduce access to education, increasing the need to travel. However, it could also allow redundant education sites which are publicly owned to come forward for the delivery of affordable housing.

**6.2.34** Enhancing the role of Kidderminster College will provide a wider range of education options within the District and thereby reduce the need to travel. It will also aid the regeneration of Kidderminster as more students will choose to study there. It could also support the local economy by providing a skilled workforce. Not enhancing the college's role will restrict access to education within the District and increase the need to travel.

**6.2.35** The policy options taken forward were to safeguard those educational sites which are still in educational use and to enhance the role of Kidderminster college. The educational sites which are no longer in educational use will not be safeguarded as the move from a three-tier education system to a two-tier one has meant that some sites are surplus to requirements. Enhancing the role of Kidderminster College performed well against the SA framework and will ensure that a wide range of post-16 education opportunities are available within the District.

## Community Facilities

**6.2.36** The options for community facilities are set out at paragraphs 14.7 to 14.8 of the Issues and Options Paper and paragraph 4.49 of the Preferred Options Paper. Three options were tested in response to this issue:

- Safeguard existing community facilities from development
- Do not safeguard existing community facilities from development
- Enhance community facilities

**6.2.37** Safeguarding existing community facilities from development will ensure that access is maintained and the need to travel does not increase. Not safeguarding community facilities from redevelopment may increase the need to travel to access such facilities as they decline locally. Enhancing community facilities will reduce the need to travel by improving access to facilities locally.

**6.2.38** The option taken forward was to safeguard existing community facilities from development. This was chosen because it performed well against the SA framework.

### Healthcare Facilities

The options for community facilities are set out at paragraphs 14.9 to 14.13 of the Issues and Options Paper. In summary the options considered are as follows:

- Safeguard Kidderminster Hospital site for healthcare uses
- Do not safeguard Kidderminster Hospital site for healthcare uses
- Improved healthcare provision on existing facilities at Bromsgrove Street, Kidderminster; Load Street, Bewdley; and at Chaddesley Corbett
- No improved healthcare provision

**6.2.39** Safeguarding Kidderminster Hospital will ensure that healthcare provision is available within the District and will reduce the need to travel to Worcester to access such facilities. Not safeguarding the hospital will increase the need to travel to access medical facilities.

**6.2.40** Improving healthcare provision within the District will reduce the need to travel to access medical facilities. Retaining the current level of provision will avoid an increase in the need to travel to access facilities.

**6.2.41** The policy option taken forward is to safeguard Kidderminster Hospital for healthcare uses as it performs well against the SA framework. With regard to improved healthcare on existing facilities, no policies have been set out to specifically promote this although this could occur through the development control process should healthcare providers choose this option.

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

**6.3.1** A large number of potential sites formed the basis of the consultation at issues and options stage. Since this stage of consultation, the District Council has adopted its Core Strategy which sets out the Development Strategy for the District. Therefore, a number of sites were discounted from the preferred options stage as they were not in conformity with the Adopted Core Strategy. Those sites which were in conformity with the Adopted Core Strategy were used



to select the preferred sites for allocation. The selection was based on feedback from the issues and options consultation as well as the results of the Sustainability Appraisal. The evidence base documents also played a significant role in helping to determine which sites should form the preferred sites for allocation.

**6.3.2** The Issues and Options Paper set out a number of questions relating to policy areas. The feedback from the consultation was used to help inform the preferred options for the policies set out within the Preferred Options Paper. These policies have undergone Sustainability Appraisal and the results have been used to refine the policies. Many of the policies are based around principles set out within the Adopted Local Plan. The policies are required to be in accordance with national planning policy and the Adopted Core Strategy, and this has limited the number of options which can be considered for addressing many of the policy areas. The reasons for taking forward certain options and rejecting others are set out within sections 6.2 and 7.2. These reasons draw on the findings of the appraisal as well as other factors such as evidence base and accordance with the Adopted Core Strategy. The sites were ranked according to their sustainability based on the appraisal findings. It was recommended that only sites scoring 1 or 2 were taken forward, however, some sites which scored 3 were taken forward to deliver affordable housing in rural areas.

## **6.4 Other Options Considered and why these were Rejected**

**6.4.1** All of the options considered have been tested against the SA framework and a summary of the results for each site can be found earlier within this section of the report. The main reasons for dismissing sites were that they were not in accordance with the Adopted Core Strategy or that the Sustainability Appraisal had identified a number of negative impacts associated with their development.



## 7 Plan Policies

### 7.1 Introduction

**7.1.1** This chapter presents an overview of the Sustainability Appraisal of the preferred options for both sites and policies. The preferred options have been identified using the Sustainability Appraisal and the feedback from the issues and options consultation.

### 7.2 Significant Social, Environmental and Economic Effects of the Preferred Policies

#### Sites

**7.2.1** The table below sets out the sites which have been taken forward. Many of the sites were ruled out because they did not meet the development strategy within the Adopted Core Strategy. The table sets out the reasons for taking the selected sites forward.

**Table 7.2.1 Site Allocations and Policies Sites - Residential and Mixed-Use Sites**

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
H030: Chester Road South Service Station	Within walking distance of town centre, rail station, open space, play facilities. Reasonable access to schools and employment. Redevelopment could decontaminate the site, improve the streetscene and improve opportunities for biodiversity. Would remediate contaminated land.	Bus services are poor which may result in increased car journeys, however, the rail station and town centre are within walking distance. Some sewerage and SUDS issues.	1	Negative impacts can be overcome with mitigation measures.
H041: Rifle Range Shops	Good access to services and facilities by foot and public transport. Reasonable access to schools and employment. Would provide 100% affordable housing. Redevelopment offers the opportunity to improve the streetscene and improve opportunities for biodiversity.	Some significant sewerage issues and some SUDS issues.	1	Negative impacts can be overcome with mitigation measures.
H043: Broadwaters Community Centre, Upton Road	Good access to services and facilities by foot and public transport. Reasonable access to schools and employment. Would provide 100% affordable housing. Redevelopment offers the opportunity to improve the streetscene.	Potential loss of a community facility. Could have flood risk implications. Some SUDS issues.	2	Community centre no longer in use. Negative impacts can be overcome with mitigation measures.
H068: Queens Road (redevelopment)	Excellent access to services and facilities by foot and public transport. Good access to schools and employment. Would provide 100% affordable housing, not affected by AQMA or flooding issues. Offers the opportunity to	Potential negative impact on biodiversity? Some sewerage and SUDS issues.	1	Negative impacts can be overcome with mitigation measures.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
	improve the townscape. Brownfield site.			
H074: Blakebrook School/County Buildings, Bewdley Road	Good access to services and facilities by foot and public transport. Good access to schools and employment. Not affected by AQMA or flooding issues. Will maintain character by securing the future.	Conversion may make it difficult to provide renewable energy. Potential loss of some open space and mature trees. Impact on biodiversity. Some sewerage and SUDS issues.	2	Negative impacts can be overcome with mitigation measures.
H077: Northumberland Avenue Surgery, Stourport Road	Reasonable access to services and facilities by foot and public transport. Reasonable access to schools and employment. Not affected by AQMA or flooding issues. Opportunity to improve streetscene and biodiversity provision. Brownfield site.	Reduced accessibility to GP services. Some SUDS issues.	2	GP services relocating to a new site. Negative impacts can be overcome with mitigation measures.
H101 (EMP1.8) Oasis Arts and Crafts, Goldthorn Road	Reasonable access to services and facilities. Good access to schools and employment. Not affected by AQMA or flooding issues. Potential to improve the streetscene. Potential to improve biodiversity. Potential to reduce noise in the area.	Loss of employment land; however, allowing a mix of uses on site could limit this. Some sewerage and SUDS issues.	2	Negative impacts can be overcome with mitigation measures.
H102 (EMP1.8): Reilloc Chain, Stourport Road	Reasonable access to services and facilities. Not affected by AQMA or flooding issues. Good access to schools and employment. Potential to improve the streetscene. Potential to improve biodiversity. Potential to reduce noise in the area.	Loss of employment land; however, allowing a mix of uses on site could limit this. Some sewerage and SUDS issues.	2	No longer in employment use. Negative impacts can be overcome with mitigation measures.
H134: Musketeer PH, Avon Road	Good access to services and facilities by foot and public transport. Good access to schools and employment. Would provide 100% affordable housing. Redevelopment offers the opportunity to improve the streetscene and improve opportunities for biodiversity.	Loss of community facility. Some significant issues with sewerage infrastructure.	2	Part of Rifle Range shops site. Negative impacts can be overcome with mitigation measures.
H005: Stourport Primary School, Tan Lane	Good access to services and facilities. Good access to schools and employment. Not affected by AQMA or flooding issues. Opportunity to improve the streetscene. Potential to improve biodiversity. Brownfield site.	Impact on historic environment. Some SUDS issues.	2	Negative impacts can be overcome with mitigation measures.
H006: TP Toys, Cheapside	Good access to services and facilities. Not within AQMA. Good access to schools and employment. Opportunity to improve the streetscene and the river frontage.	Within flood zones 2 and 3. Impact on historic environment? Some SUDS issues.	2	Allocated for mixed use. Proposals will need to be accompanied by a Flood Risk Assessment which

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
	Potential to improve biodiversity and setting of a Listed Building. Brownfield site. Would aid regeneration.			demonstrates that development is safe.
H013: Queens Road, Areley Kings	Good access to services and facilities. Good access to schools and employment. Site would provide 100% affordable housing. Could reduce anti-social behaviour and improve the streetscene. No AQMA or flooding issues. Brownfield site.	Some sewerage and SUDS issues.	1	Negative impacts can be overcome with mitigation measures.
H016: Stourport-on-Severn Civic Centre, New Street	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Brownfield site.	Loss of Civic Hall. Would remove employment site from the town centre. Would prevent site being re-used for traditional town centre uses. Some SUDS issues.	3	Allocated for a mix of uses including community, residential, offices, extra care and hotel.
H020: Carpets of Worth, Severn Road	Good access to services and facilities. Good access to schools and employment. Opportunity to improve townscape and the setting of a Conservation Area. Brownfield site. Would aid regeneration.	Partially in flood zone 3, remainder in flood zone 2. Some SUDS issues.	2	Allocated for mixed use, supermarket development currently taking place on part of site, residential permission in place for remainder.
H021: Bridge Street	Good access to services and facilities. Good access to schools and employment. Opportunity to improve streetscene and enhance the Conservation Area as well as providing better connectivity. Brownfield site. Would aid regeneration.	Partially within flood zone 2. Would impact on existing businesses. Some SUDS issues.	2	Allocated for mixed use. Development partner appointed.
H044: Parsons Chain, Hartlebury Road	Good access to services and facilities. Good access to schools and employment. Opportunity to re-use brownfield site and improve streetscene. Would aid regeneration.	Partially in flood zone 2. Removal of tree belt likely to have a detrimental impact on biodiversity. Loss of employment land. Some SUDS issues.	2	Allocated for mixed use. Negative effects can be overcome by mitigation measures. Tree belt would be lost as apart of proposals to implement the Stourport Relief Road but this route is already established through existing policy.
H045: Riverside Business Centre, Baldwin Road	Good access to services and facilities. Good access to schools and employment. Opportunity to open up river and improve potential for biodiversity. Brownfield site.	Majority of site is within flood zone 3. Some Locally Listed buildings on site. Loss of employment opportunities. Allowing a mix of uses on the site would help to overcome some of these issues. Some SUDS issues.	2	Allocated as part of wider mixed use site. Will retain business use.
H078: Tesco and Bedland Stores, Lombard Street	Good access to services and facilities. Good access to schools and employment. No AQMA.	Could reduce access to services and facilities by removing retail	2	Included with a wider mixed use allocation. Policy allows for



Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
	Potential to improve the streetscene. Brownfield site.	floorspace. Could lead to a reduction in employment opportunities and a decline in the retail offer. Some possibility of canal flooding. Some SUDS issues.		compensatory retail development. Other negative effects could be mitigated against.
H082: County Buildings, Bewdley Road	Could provide higher levels of affordable housing than generally required because of public ownership. Good access to services and facilities. Good access to schools and employment. No AQMA. Potential to create a feature on a gateway site. Brownfield site.	Loss of services and facilities including GP and library. Loss of employment opportunities. Some SUDS issues. Some possible canal flooding.	2	Included with a wider mixed use allocation. Policy specifies that community facilities would need to be relocated. Other negative effects could be mitigated against.
H084: Units 3 and 4, Baldwin Road	Good access to services and facilities. Good access to schools and employment. Potential to improve streetscene. Brownfield site. Mix of uses could help support the economy.	Partially in flood zone 3. Some SUDS issues.	2	Located as part of a wider mixed use site. Policy requires a Flood Risk Assessment.
H086: (EMP8.2) Car Sales, Worcester Road	Reasonable access to services and facilities. Reasonable access to schools. Good access to employment. Potential to improve streetscene.	Flood zone 2 affects most of the site. Loss of employment land and potential loss of jobs/employment opportunities. Some SUDS issues.	2	Allocated for a mix of uses/ Policy requires development to take full account of flood risk.
H088 (EMP11.1) Midland Industrial Plastics, Bewdley Road	Reasonable access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Potential to improve the streetscene. Brownfield site.	Loss of employment land. Some SUDS issues and some significant sewerage issues.	1	Allocated as part of a wider mixed use site. Planning permission granted for residential development on this part of the site. Negative effects can be addressed through mitigation measures.
H107: Depot, Manor Road, Stourport-on-Severn	Good access to services and facilities. Good access to schools and employment. No AQMA or flooding issues. Potential to improve streetscene. Reduction in noise.	Possible loss of small business. Some SUDS issues.	1	Allocated. Business use out of character with residential environment.
H110: Petrol Station, Gilgal	Good access to services and facilities. Good access to schools and employment. Brownfield site.	Partially in flood zone 3. Loss of petrol station. Cumulative impact of loss of small employers. Possible SUDS issues.	3	Allocated as part of a wider mixed use site. Flood Risk Assessment is required. Petrol station could remain if viable as part of the mix of uses.
H001: Load Street Redevelopment Area	Good access to services and facilities which would be improved by mixed use redevelopment. Brownfield site. Good access to schools. Reasonable access to employment.	Flood zone 3 affects approximately 66% of site.	2	Allocated for a mix of uses. Development proposals will need to satisfactorily address flood risk.

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	Potential for higher levels of renewable energy than generally required. Reasonable access to services and facilities. Reasonable access to schools and employment. No AQMA or floodplain issues. Opportunity to improve townscape. Development to meet affordable housing need would not have a serious impact on the regeneration priorities. Would prevent anti-social behaviour currently associated with the site.	Potential negative impact on biodiversity as a result of loss of tree cover and run-off flowing into adjacent Special Wildlife Site. Greenfield site; however there are disused greenhouses and hard standings on the site. Some sewerage issues. Infrastructure upgrade required to prevent increased flood risk to existing development. Some SUDS issues.	3	Allocated to meet local need with some enabling market housing. Development will need to demonstrate no harm in terms of SSSI and flood-risk.
H161: The Terrace, Clows Top, Rock	No AQMA or flooding issues. Brownfield site. Potential to improve streetscene. Small scale housing not likely to significantly impact on regeneration priorities.	Very poor access to services and facilities. Poor access to education and employment. Significant sewerage issues. Some SUDS issues. Impact of loss of scrubland and biodiversity. Increased noise and light pollution.	3	Allocated to meet local housing needs. Sewerage issues will need to be overcome by any development proposals.
H104: Sebright Road, Fairfield	Reasonable access to services and facilities. Good access to schools. Reasonable access to employment. Would provide 100% affordable housing and higher environmental standards than generally required. No AQMA or flooding issues.	Greenfield site, loss of pasture land, loss of open views, negative impact on landscape. Increased noise and light pollution.	2*	Allocated for 100% affordable housing. Current planning permission for this.
K210: Former British Sugar Site, Stourport Road, Kidderminster	Could reduce anti-social behaviour. Could provide higher contribution to renewable energy. Reasonable access to services and facilities. Reasonable access to schools. Good access to employment. No flooding issues. Could enhance townscape.	Increased congestion on Stourport Road - could lead to air quality issues. Potential for detrimental impact on biodiversity. Possible impact on Conservation Area. Reduced Employment Land. Some SUDS issues.	2	Allocated for a mix of uses including residential. Proposals will need to set out how they mitigate against loss of biodiversity, and impact on the historic environment. Proposals will also be required to implement the first phase of the Hoo Brook Link Road to address congestion within the area.
S200: Land to the rear of Baldwin Road, Stourport-on-Severn	Good access to services and facilities including schools and employment. No AQMA or flooding issues.	Detrimental impact on openness of Conservation Area. Detrimental impact on Special Wildlife Site. Greenfield site. May prevent other regeneration sites coming forward. Increased noise and light pollution.	4	Allocated as part of a wider mixed use site in order to open up access to this open space. Policy states that open space must be retained.
Lucy Baldwin Hospital, Olive	Site is well located for access to services and facilities and provides	No negative effects identified.	1	Allocated. Policy requires that locally listed

Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
Grove, Stourport-on-Severn	the opportunity to restore, and secure the future of, a Locally Listed Building. Good access to schools and employment.			buildings are retained and brought back into use.
Lax Lane, Bewdley	Site is well located for access to services and facilities. Good access to schools. Reasonable access to employment. Opportunity for a mix of uses to support the local economy. Opportunity to enhance townscape and setting of Listed Buildings.	Site falls within flood zone 3.	2	Allocated as a mixed use site. Current craft units will be retained. Development will need to demonstrate how it addresses flood risk.
Workhouse, 64 High Street, Bewdley	Site is well located for access to services and facilities. Good access to schools. Reasonable access to employment. Provides the opportunity to secure the future of a Listed Building which is currently at risk.	Could be difficult to achieve environmental targets set out within the Adopted Core Strategy.	1	Allocated in order to encourage the restoration of a Listed Building currently at risk. Development will need to meet renewable energy targets or demonstrate why this is not viable/possible.
Working Men's Club, Bewdley Road, Stourport-on-Severn	Well located for access to service and facilities. Good access to schools and employment. Opportunity to improve streetscene and setting of Locally Listed Building. Mix of uses would enhance the economy.	No negative effects identified.	1	No negative effects identified.

1. 1 - Considered to be suitable for residential allocation. 2 - Considered to be suitable for residential allocation subject to identified difficulties being overcome. 3 - Could be suitable for residential allocation. However, sites in category 1 and 2 should be allocated first. 4 - Not considered suitable for residential development at this stage.

**Table 7.2.2 Site Allocations and Policies Sites: Employment Sites**

Site	Positive Impacts	Negative Impacts	Rank	Reason for allocation
Former British Sugar Site	Well located to provide accessible jobs. Site is not affected by flood risk and provides the opportunity to enhance the townscape of the District. Will help to diversify the District's economy and support the regeneration of Kidderminster and Stourport-on-Severn.	No negative impacts identified.	1	No negative effects identified. Part of mixed use site.
Former Romwire Site	Well located to provide accessible jobs. Site is not affected by flood risk and provides the opportunity to enhance the townscape of the District. Will help to diversify the District's economy and support the regeneration of Kidderminster and Stourport-on-Severn.	No negative impacts identified.	1	No negative effects identified. Planning permission on part of site.
Former Lea Castle Hospital Site	Attractive site which could attract employment opportunities for the district and help with economic diversification and the regeneration of Kidderminster. Opportunities to contribute to the	Potential for detrimental impact on townscape. Poor public transport access to the site.	2	Allocated. Development will need to demonstrate how it addresses the negative effects.

Site	Positive Impacts	Negative Impacts	Rank	Reason for allocation
	green infrastructure network and to open up access to existing sports facilities.			

**Table 7.2.3 Gypsy, Traveller and Travelling Showpeople Sites**

Site	Positive Impacts	Negative Impacts
STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impact, caravans already on-site.	Unlikely to meet renewable energy requirements. Within flood zone 3. Poor access to healthcare facilities.
STO0018: Saiwen, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.
STO0019: The Gables Yard, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.
Land opposite The Gatehouse, Sandy Lane, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.
1a Broach Rad, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA or flood risk area. No visual impacts - caravans already on-site.	Poor access to healthcare facilities.
28/29 Sandy Lane, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.

## Policies

**7.2.2** The Issues and Options and Preferred Options papers set out the policy options in greater detail. The Preferred Options paper also documents the reasons for choosing the policies. The options taken forward from those presented within section 6.2 are as follows:

**7.2.3** The Gypsy and Traveller sites policy within the Preferred Options Paper specifies that sites will be allocated to meet the identified need. However, the sites will be the subject of a separate consultation as otherwise this sensitive issue may overshadow the other policies within the DPDs. The allocation of sites across the District has been chosen as the preferred option because it performed well against the SA framework and will provide the greatest certainty over the delivery of sites.

**7.2.4** The Stourport Road Employment Corridor options both performed the same when tested against the SA framework. The option which covers the largest area has been carried forward because it fits with the Local Development Order being prepared for the area.

**7.2.5** The renewable energy policy has not included higher targets for specific sites. Although this option would have been better in sustainability terms, given that the development strategy set out within the Adopted Core Strategy focusses development in the existing centres and brownfield sites, many of which have significant constraints to overcome it was felt that it would not be possible to deliver higher renewable energy targets on particular sites. It was considered that because of the scale of the Churchfields area it could deliver higher levels of renewable energy. However, during the development of the Site Allocations and policies DPD a planning application was submitted and approved for the first of the Churchfields sites. This application was accompanied by a robust viability assessment which demonstrated that it could not deliver the 10% renewable energy requirement. Additionally, a viability assessment of SHLAA sites undertaken by GVA Grimley concluded that some of the regeneration sites would not be able to deliver all of the requirements in terms of affordable housing, renewable energy etc. Therefore it was considered that it would not be realistic to include higher renewable energy targets on any of the development sites.

**7.2.6** The Green Belt options considered related to the development of ADRs. The Blakedown ADR will be released for development this plan period as it will secure the affordable housing required within the village. There will be a site specific policy for the site requiring it to provide housing to meet local needs with some enabling market development.

**7.2.7** Rushock and Lea Castle will continue to be MDSs as this option performed well against the SA framework and it will help to deliver economic regeneration at the Lea Castle site which is currently vacant. The West Midlands Safari Park will also be designated an MDS but this area will be restricted to a tight boundary around the existing attractions in order to reduce the negative impacts identified by the SA testing. This will mean that the majority of the park's area remains within the Green Belt and does not benefit from MDS status. Cursley has not been designated as an MDS due to concerns raised by the SA testing relating to traffic and landscape impacts.

**7.2.8** The best and most versatile agricultural land will be safeguarded from development as this option performed best against the SA framework.

**7.2.9** The chalet and caravan sites options were set out before the Core Strategy was adopted. It is now not considered necessary to take either of these options forward as the Adopted Core Strategy landscape character policy provides sufficient safeguards to prevent further development of this nature.

**7.2.10** All existing open space sites will be protected from development. This option performed best against the SA framework and it will help to ensure good access to open space and help to support healthy lifestyles.

**7.2.11** The education sites which are currently in use will be safeguarded on the Proposals Map. However, there are a number of redundant educational sites within the District following the change from a three-tier education system to a two-tier system. Sites which are now surplus to requirements as a result of this change will be allowed to come forward for development. This could deliver affordable housing as the sites are in public ownership, however, this is not guaranteed. If sites come forward for housing development then they will be required to provide 30% affordable housing as a minimum unless they can demonstrate that this is not financially viable in accordance with the Adopted Core Strategy.



**7.2.12** The existing community facilities will be safeguarded as this option performed best against the SA framework.

**7.2.13** The Kidderminster hospital site will be safeguarded as this option performed best against the SA framework. Enhancement of the medical provision within Bewdley will be sought although this may not necessarily be at the Load Street site.

**7.2.14** The preferred options policies have identified a number of both positive and negative impacts. A summary of these these are set out below. For the full text of each policy please refer to the Preferred Options Paper.

**Table 7.2.4 Summary of Effects of Preferred Options (Policies)**

Policy	Positive Impacts	Negative Impacts
<b>A Desirable Place to Live</b>		
1 - Sites for Residential Development	Performed well against all relevant SA criteria, specifically access to services and facilities and reducing the need to travel by car, delivering housing choice, regenerating Kidderminster and Stourport-on-Severn and focussing development on brownfield land.	None identified
2 - Rural Housing	Performed well against all relevant SA criteria, specifically access to services and facilities and delivering housing choice.	None identified
3 - Financial Viability	Performed well against the only relevant SA criteria, ensuring that robust mechanisms are in place to deliver a range of housing including affordable housing.	None identified
4 - Flat Conversions	Performed well against a number of SA criteria including access to services and facilities, reducing the need to travel, reducing the need to release greenfield sites and safeguarding the townscape.	Raised a number of concerns including possible difficulties with incorporating 'Secured by Design' principles, difficulties meeting the renewable energy requirements set out within the Adopted Core Strategy, and possible noise issues. However, it is felt that these can be addressed through suitable mitigation measures.
5 - Specialist Housing	Positive impacts include good access to services and facilities, providing a wide housing choice, reducing car dependency, and providing employment opportunities.	None identified
6 - Accommodation for Dependants	Positive impacts include providing wider housing choice, and improving quality of life.	None identified
7 - Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	Positive impacts include reducing the need to travel by focussing on sustainable locations, and providing a wider housing choice,	Some concern relating to the flood risk at existing sites to be safeguarded.
8 - Educational Sites	Positive impact in relation to focussing new development on brownfield land.	Raised uncertainty over the future of education buildings of historic interest, however, these should be retained as part of any redevelopment, also concern over reduced access to education.
<b>A Good Place to do Business</b>		

Policy	Positive Impacts	Negative Impacts
<b>A Desirable Place to Live</b>		
9 - Employment Land Allocations	Will increase access to employment opportunities, reduce the need to travel, provide employment and training opportunities and provide regeneration benefits for Kidderminster nad Stourport-on-Severn. Will be required to meet renewable energy standards in Core Strategy.	Possible increase in noise and light pollution, possible implications for street scene if design is not appropriate. Possible loss of greenfield and Green Belt land at Lea Castle site.
10 - Town Centre Retail	Performed well against all relevant SA criteria including improving access to services and facilities, reducing the need to travel, aiding the regeneration of Kidderminster and Stourport-on-Severn, providing employment opportunities and contributing to the economy.	Possible issues with flood risk as all three towns suffer from flooding.
11 - Protecting and Enhancing Local Retail Services	Positive impacts identified include ensuring residents have access to services and facilities locally which will reduce the need to travel, providing employment and training opportunities, and contributing to the economy.	Only potential negative impact is that small-sale retail is likely to fall below the threshold at which renewable energy is required.
12 - Specialist Retailing	Performed well against all relevant SA criteria. Positive effects include helping to safeguard the landscape and townscape by restricting the level of development. Reducing the need to travel by restricting development in out-of-town locations and helping to maintain a diverse economy.	No negative effects identified.
13 - Supporting Major Tourist Attractions	Positive impacts include increasing the range of facilities within the District, aiding the regeneration of Kidderminster and Stourport-on-Severn and helping to support a diverse economy and providing employment and training opportunities.	Negative impacts include increased traffic congestion as attractions generate more visitors from further afield. Potential negative impact on landscape character and potential for the need to develop greenfield land.
<b>Adapting to and Mitigating Against Climate Change</b>		
14 - Sustainable Transport	Performed well against all relevant SA criteria. Positive impacts include increased health and well-being, increased access to services and facilities, reduced reliance on private car, improvements in air quality, and positive impacts on economic growth.	None identified.
15 - Parking	Positive impacts include reduced anti-social behaviour and positive impact on townscape.	Negative impacts relate to increasing the attractiveness of car travel.
16 - Major Transport Infrastructure (it should be noted that this policy includes two new roads. The policy safeguards the indicative route for the Stourport Relief Road which is a long established line. The policy establishes the principle for the Hoo Brook Link Road, the route for which is currently indicative and will be established by the Highways Authority. Therefore, specific route options for these roads have not been tested.	Positive impacts include increased access to services and facilities, reduced congestion, improved air quality, and reduced congestion making the area more attractive for businesses.	Potential negative impacts include potential increase in traffic levels, increased attractiveness of private car, detrimental impact on the landscape, possible impact on SSSI, and increased noise and light pollution within immediate area of new roads.

Policy	Positive Impacts	Negative Impacts
<b>A Desirable Place to Live</b>		
17 - Freight	Keeping lorries away from residential streets will improve quality of life.	None identified.
18 - Renewable Energy	Positive impacts include reducing the District's contribution to greenhouse gases and increasing the amount of energy generated from renewable sources.	Possible detrimental impact on the landscape.
19 - Implementation of SUDS	Positive impacts include reduced flood risk and increased opportunities for biodiversity.	None identified.
<b>A Unique Place</b>		
20 - Green Belt	Positive impacts include the Green Belt continuing to provide recreational opportunities, meeting housing need where exceptional circumstances are demonstrated, focussing development in the towns which will reduce the need to travel, safeguarding landscape character, biodiversity and geodiversity, focussing development of brownfield sites, and promoting the regeneration of the towns.	None identified.
21 - Areas of Development Restraint	Positive impacts include providing a supply of land to meet future housing needs, as well as focussing development on the towns in the short-term.	None identified.
22 - Providing a Green Infrastructure Network	Positive impacts include increased recreational opportunities, improved health and well-being, improved opportunities for sustainable travel, safeguarding landscape character and greenfield land, and aiding the regeneration of the towns.	None identified.
23 - Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity	Policy will provide opportunities for biodiversity and geodiversity.	None identified.
24 - Heritage Assets	Positive impacts include Safeguarding the historic environment and townscape.	None identified
25 - Design Quality and Local Distinctiveness	Positive impacts include providing high quality living environments, reducing opportunities for crime, minimising energy use, enhancing opportunities for walking and cycling, safeguarding historic character and aiding the regeneration of Kidderminster and Stourport-on-Severn.	None identified.
26 - Landscaping and Boundary Treatment	Positive impacts include reducing crime and anti-social behaviour, enhancing the landscape and townscape and providing opportunities for habitat creation.	None identified.
27 - Re-use and Adaptation on Rural Buildings	Positive effects include providing rural housing, supporting rural services, retaining the landscape and townscape, and securing the future of historic buildings as well as providing economic opportunities.	Possible negative impacts include increased need to travel arising from the conversion of rural buildings and difficulty of incorporating renewable technologies.
28 - Chalets	The only positive impact identified is the provision of lower cost market housing.	Negative impacts include poor access to health care and services and facilities, low environmental performance of buildings and focus on car dependant locations.

Policy	Positive Impacts	Negative Impacts
<b>A Desirable Place to Live</b>		
29 - Equestrian Development (Horsiculture)	Positive impact on the rural economy.	Negative impacts include detrimental impact on landscape character and biodiversity.
30 - Agricultural Land Quality	Policy safeguards the best and most versatile agricultural land and helps to safeguard the traditional rural economy.	None identified.

**7.2.15** The Publication Site Allocations and Policies DPD is relatively unchanged from the Preferred Options Paper. This is because detailed policies were developed at the Preferred Options stage and there were very few objections raised which it was considered appropriate to address by changing policies. Many of the comments received resulted in minor amendments to policy wording which have not substantially changed its meaning. However, where additional policies have been inserted or change has been sufficient to require additional SA work these are set out below and at Appendix E to this report.

### Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

**7.2.16** The Gypsy and Traveller policy has developed significantly between the Preferred Options and the Publication stage. The Baker Report identified 15 potential sites for provision for Gypsies, Travellers and Travelling Showpeople. Cabinet decided to progress 7 of these sites to consultation which took place in late 2011. All of the sites demonstrated some negative effects when tested against the SA framework. Those sites which performed best against the SA framework were located in the Sandy Lane area although there were still some negative issues associated with these, primarily flood risk and over-concentration of sites within one area. The Sandy Lane sites also received the lowest level of objections in response to the public consultation. There was a considerable level of objection raised towards the four sites outside of the Sandy Lane area. Cabinet decided to progress the three sites within the Sandy Lane area and to consult on three further sites within the Sandy Lane area, all of which were suggested in response to the consultation. Some of the sites within the Sandy Lane area have received planning permission during the development of the Publication Site Allocations and Policies DPD, these are Nunn's Corner, Saiwen and 28/29 Sandy Lane. The other sites within the area which are being carried forward already have caravans on them. Land opposite the Gatehouse has a temporary planning permission, 1a Broach Road is an existing tolerated site within the Adopted Local Plan, 28/29 Sandy Lane is being brought forward for additional pitches which will be achieved by re-modelling the existing site and The Gables Yard currently has planning permission for residential caravans (Application number 956/87) but these are not restricted to Gypsy and Traveller use. Therefore, although the allocations are new and meet the requirement they are mainly formalising existing uses. The table below summarises the positive and negative effects of those sites taken forward.

**Table 7.2.5 Gypsy, Traveller and Travelling Showpeople Sites**

Site	Positive Impacts	Negative Impacts
STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impact, caravans already on-site.	Unlikely to meet renewable energy requirements. Within flood zone 3. Poor access to healthcare facilities.

Site	Positive Impacts	Negative Impacts
STO0018: Saiwen, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.
STO0019: The Gables Yard, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.
Land opposite The Gatehouse, Sandy Lane, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.
1a Broach Rad, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA or flood risk area. No visual impacts - caravans already on-site.	Poor access to healthcare facilities.
28/29 Sandy Lane, Stourport-on-Severn	Reasonable access to services and facilities including education and employment. Will provide housing for an identified need. Not within an AQMA. No visual impacts - caravans already on-site.	Poor access to healthcare facilities. Within flood zone 2.

**7.2.17** Given that the consultation did not identify any suitable sites outside of the Sandy Lane area and did not identify any sites for Travelling Showpeople, a sequential approach has been set out to help determine development control applications. There are separate sequential tests for Gypsies and Travellers and for Travelling Showpeople. Although this option was not considered to be the most sustainable because sites may not be delivered and it may lead to illegal encampments, it was considered the most appropriate given the lack of suitable sites identified and the District's history of delivering sites through the development control process.

## Changes between Preferred Options and Publication Documents

**7.2.18** The tables at Appendix E set out the appraisal of the changes made between Preferred Options and Publication. These changes were primarily based on consultation responses. However a number of changes were also made to reflect the changing national planning policy context. Only those changes which are considered to be significant have been appraised. The table below summarises the positive and negative implications of the policies.

**Table 7.2.6**

Policy	Positive Impacts	Negative Impacts
SAL.DPL2 - Rural Housing - now excludes other housing within settlement boundaries and includes replacement dwellings in the open countryside	Will reduce the need to travel, will concentrate development in Kidderminster and Stourport-on-Severn and will aid their regeneration.	None identified.
SAL.DPL5 - Extra Care Provision - covers full range of extra care housing options.	Will help to provide a range of housing options within the District.	None identified.
SAL.DPL6 - Accommodation for Dependants - includes all dependants	Will help to provide a range of housing within the District.	None identified.
SAL.DPL7 - Residential Caravans and Mobile Homes - new policy.	Will help to provide short-term housing for those in a particular need.	Caravans have poor energy efficiency.



Policy	Positive Impacts	Negative Impacts
SAL.DPL8 - Land Allocations for Gypsies, Travellers and Travelling Showpeople - new policy <sup>(1)</sup>	Will address a specific housing need and will help to prevent illegal encampments.	None identified.
SAL.DPL9 - Sites for Travelling Showpeople	Policy criteria and sequential test set out will help to direct sites to areas which have good access to services and facilities, are brownfield and within the urban areas and are not at risk of flooding. Providing a policy to guide locations will help to reduce illegal encampments.	Sites are unlikely to meet renewable energy targets due to the nature of the development.
SAL.DPL10 - Sites for Gypsy and Traveller Use	Policy criteria and sequential test set out will help to direct sites to areas which have good access to services and facilities, are brownfield and within the urban areas and are not at risk of flooding. Providing a policy to guide locations will help to reduce illegal encampments.	Sites are unlikely to meet renewable energy targets due to the nature of the development.
SAL.DPL11 - Community Facilities	Policy seeks to retain community facilities which will retain levels of access to them and prevent an increased need to travel.	None identified.
SAL.GPB1 - Employment Land/Economic Development - includes economic development outside allocated areas and hazardous installations.	Will ensure that hazardous installations are necessary and suitably located, will aid regeneration by attracting employers and will help to focus employment development within the allocated areas.	None identified.
SAL.GPB3 - Protecting and Enhancing Local Retail Centres	Will help to retain local services and therefore reduce the need to travel further to access such facilities.	None identified.
SAL.CC5 - Telecommunications - new policy	Will help reduce the need to travel and improve the attractiveness of the area to businesses.	None identified.
SAL.UP8 - Design of Extensions - new policy.	Will help to ensure that extensions do not have a detrimental impact on the townscape.	None identified.
SAL.UP12 - Equestrian Development - separates commercial and leisure facilities.	Will help to reduce the impact of equestrian development on the landscape.	None identified.
SAL.WK2 - Kidderminster Hospital	Will help to ensure medical services remain within the District thus reducing the need to travel.	None identified.

1. The specific sites have all been tested individually against the SA framework.

### 7.3 Secondary, Cumulative and Synergistic Impacts of the Preferred Policies

**7.3.1** 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.

**Table 7.3.1**

Term	Definition
Secondary Effect	Secondary effects that are no a direct result of the plan, but occur away from the original effect or as a result of a complex pathway.
Cumulative Effect	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 Effect	Synergistic effects interact to produce a total effect greater than the sum of the individual effects.

**7.3.2** 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. Therefore, this section assesses the secondary, cumulative and synergistic effects of the policies and sites which are carried forward to the Preferred Options and Publication versions of the document. The assessment considers any secondary, cumulative and synergistic effects arising from a combination of policies set out within the Site Allocations and Policies DPD and a combination of policies set out within the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs.

**Table 7.3.2**

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.	<p>There will be a cumulative effect from developing sites which are located within the main urban areas. Access to healthcare will be improved by locating new development in areas where health provision is good and this will lead to improved health and wellbeing.</p> <p>The residential location policies and the policy which safeguards Kidderminster Hospital for medical uses will work together to ensure that medical facilities remain accessible and this will improve health and well being within the District.</p> <p>Policies relating to open space and leisure provision will have a positive impact on health as they will provide greater opportunities for healthy lifestyles.</p> <p>The above effects will help to achieve the objectives of the Sustainable Community Strategy and the Regional Health and Wellbeing Strategy.</p>	Long-term significant positive effect.
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	<p>There will be a cumulative effect from developing sites which are located within the main urban areas. Access to services and facilities will be improved by locating new development in areas where access to services and facilities is good. This will create vibrant communities as more people use local facilities and interact.</p> <p>The residential location policies and the policies which safeguard community and education facilities will work together to ensure that local services and facilities remain accessible and this will reduce the need to travel. This will help to meet the objectives of LTP3.</p>	Long-term significant positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
	The above effect will help to achieve the objectives of the Cultural Strategy for Worcestershire.	
3. To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	Allocating specific sites to meet affordable housing need, together with the Core Strategy policy which requires affordable housing on all sites will help to deliver affordable housing. Policies which deliver housing will work together with design policies to create attractive areas to live. Together with transport policies housing locations will reduce the need to travel by private car. Delivery of affordable housing as well as market housing will help to achieve the objectives of the Strategic Housing Market Assessment (SHMA) and the West Midlands Housing Strategy. Delivery of affordable housing will help to meet need identified through the Wyre Forest District Housing Needs Survey. Policies relating to delivery of Gypsy, Traveller and Travelling Showpeople sites will meet need identified in the Gypsy and Traveller Accommodation Assessment.	Long-term significant positive effect.
4. To enhance the quality of life for all residents within the District.	Allocating sites for housing and employment will help to bring development forward and provide housing choice and employment opportunities within the District. Policies on housing locations and design will provide attractive places to live, thereby enhancing quality of life. Policies on green infrastructure, landscape and biodiversity will help to improve quality of life and deliver the objectives of the Sustainable Community Strategy.	Long-term positive effect.
5. To encourage pride and social responsibility in the local community and reduce crime.	The overall heritage, public art and urban design policies (including Secured by Design principles) as well as site specific design criteria will help to create safe environments and environments which enhance civic pride.	None identified.
6. To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.	None identified.	None identified.
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	The cumulative effect of requiring renewable energy on all sites, as well as encouraging free standing renewable energy schemes will increase the amount of energy generated from renewable sources within the District. This will help to deliver targets set out within the Worcestershire Climate Change Strategy and the Energy White Paper and the Regional Renewable Energy Study.	Long-term positive effect.
8. To reduce the need to travel and move towards more sustainable travel modes.	Allocating sites within the DPDs which are within the existing urban areas will encourage development to come forward in accessible locations and reduce the need to travel by car. Creating a green infrastructure network and improving public realm will encourage walking and cycling. The KCAAP DPD will improve public realm and green infrastructure within the Kidderminster area and ensure it is connected to the wider district. These effects will contribute to the delivery of priorities set out within LTP3.	Long-term positive effect.
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	Allocating previously developed land to meet employment and housing development targets will safeguard the best quality soils and prevent air pollution from increasing by focussing development on brownfield land and reducing the need to travel. Site specific policies for the Churchfields area will help to address the Horsefair AQMA and the St. Mary's borderline AQMA. These effects will help to meet the requirements of the European Air Quality Directive and	Long-term positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
	the Wyre Forest District Air Quality Strategy. The Water management policy will help to improve water quality and deliver the objectives of the Water Cycle Strategy.	
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.	A number of the allocated sites raise some concerns in relation to flooding. The cumulative effect of bringing forward all of these sites for development will need to be closely considered through site specific Flood Risk Assessments. Development of these sites should include proposals for betterment and this will address concerns raised in the Strategic Flood Risk Assessment.	Long-term negative effect.
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	The cumulative effect of the design and heritage policies working together will ensure that the townscape and landscape are strengthened. The green infrastructure policy will also work together with these policies to provide an enhanced townscape. These will help to deliver the objectives of the Landscape Character Assessment SG.	Long-term positive effect.
12. To conserve and enhance the District's biodiversity and geodiversity.	The cumulative effect of the green infrastructure and biodiversity policies, as well as allocations which do not have a detrimental impact on biodiversity will enhance the biodiversity of the area. However, some sites have raised concerns relating to biodiversity and the cumulative effect of bringing them forward could have a detrimental impact on the biodiversity of the District. The Green Infrastructure and biodiversity policies will act together to deliver the objectives of the Worcestershire Biodiversity Action Plan, the West Midlands Regional Biodiversity Strategy, the NPPF The NERC Act and The Wildlife and Countryside Act.	Long-term positive effect but also potential for long-term negative effect in some areas.
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	Land allocations, site specific policies and the heritage policies set out within the DPDs will help to safeguard the historic environment. However, a small number of the allocated sites have locally listed buildings which are afforded little statutory protection. Policies safeguarding the historic environment will help to deliver the objectives of the Conservation Area Appraisals and Management Plans, the Regional Historic Environment Strategy, the Heritage Protection White Paper and The Historic Environment: A Force for Our Future.	Long-term positive effect but also potential for a long-term negative effect around the loss of locally listed buildings.
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.	Allocating sites within the urban areas as well as including a policy to safeguard the best and most versatile agricultural land will work with the settlement hierarchy set out within the Adopted Core Strategy to direct development away from greenfield land. This will help to achieve objectives set out within The Barker Review of Land Use Planning, Untapped Potential, Planning for Soils, the NPPF and the ReWyre Strategy.	Long-term positive effect.
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	The allocated sites together with the settlement hierarchy and the other locational policies will direct development toward Kidderminster and Stourport-on-Severn, aiding their regeneration. This will help to deliver the objectives of the ReWyre Strategy.	Long-term significant positive effect.
16. Mitigate against the unavoidable negative impacts of climate change.	Policies relating to green infrastructure, biodiversity, flooding and SUDS will work together to mitigate against negative effects of climate change. This will help to deliver the objectives of the UK Strategy or Sustainable Development, the UK Climate Change Impacts Programme, the Stern Review of the Economics of Climate Change. The County and District Climate Change Strategies and the Planning for Climate Change in Worcestershire Technical Research Paper.	None identified.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
17. Reduce noise and light pollution.	Focusing developments within the urban areas using sites allocations and locational policies as well as the settlement hierarchy within the Adopted Core Strategy will contain noise and light pollution within the urban areas. Site specific and green infrastructure policies include reference to mitigation measures to reduce the impact of noise and light pollution on biodiversity habitats.	Long-term positive effect.
18. To raise the skills levels and qualifications of the workforce.	Safeguarding education sites and locating new development in areas where education is accessible will help to raise the skills and qualifications of the District's workforce. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.
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.	None identified.	None identified.
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	Allocating sites for employment development together with the policies which guide the location of employment development will help to provide certainty to developers and encourage employment development within the District. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	The provision of employment sites, together with the requirement for renewable energy in all new developments could help to stimulate this economic sector. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.

## Cumulative Impact Assessment

### Methodology

**7.3.3** There are two types of situation which could give rise to cumulative impacts:

- the same effect arising from two or more different sources; and
- different effects where there is a relationship between the effects and potentially an interaction.

**7.3.4** Synergistic effects are a type of cumulative impact. These are effects where the cumulative impact may be greater or smaller than the sum of the separate effects.

**7.3.5** Cumulative impacts were considered in the appraisal in two ways:

- the potential for different developments to give rise to the same type of effect; and
- the potential for interaction between different types of effect.



**7.3.6** In order to assess the cumulative impacts arising from all potential developments under the SALP DPD, the appraisal considered the overall effect of the DPD as a whole on each of the SA objectives. The results of this are set out in the SA Report in paragraphs 2.1.20 to 2.1.24.

**7.3.7** An assessment has also been made of the cumulative effects of the site allocations. This was done in two ways.

**7.3.8** First, the sites were considered for their potential to give rise to cumulative effects in combination with other sites. The predicted cumulative effects arising from sites in the SALP DPD in combination with others are set out in detail in Annex B.

**7.3.9** The appraisal then considered the potential for effects arising from other plans and programmes which in combination with effects arising from the SALP DPD may give rise to significant impacts. In undertaking this assessment, a review was made of all relevant current and reasonably foreseeable plans programmes and strategies which could give rise to in-combination effects with developments at the allocated sites. The assessment also considered the potential for cumulative effects arising in combination with the KCAAP DPD. The results of the review of other plans and programmes and their potential to give rise to cumulative effects is set out in detail in Annex A. The findings are summarised below.

## Findings and Conclusions of Cumulative Impact Assessment

**7.3.10** The following table summarises the likely significant effects of other plans and programmes on key receptors of relevance to the SALP DPD in general terms, and also highlights sites likely to be specifically affected. The full review and detailed findings are set out in Annexes A and B. This is followed by an assessment of the key significant cumulative effects.

### 7.3.11 Table 1: Summary of Likely Significant Cumulative Effects of SALP DPD and Other Plans and Programmes on Receptors

**Table 7.3.3 Summary of Likely Significant Cumulative Effects of SALP DPD and Other Plans and Programmes on Receptors**

	Resource use (energy, water, minerals)	Waste generation	Climate change	Road networks	Flooding	Air quality	Water quality	Soil quality	Quality of life	Ecology	Cultural heritage	Sites potentially affected
Site Allocations and Policies DPD, Publication Version	x	x	+/x	+/x	+/x	0	?	0	+	+/x	+/x	
Kidderminster Central Area Action Plan, Publication Version	x	x	+/x	+	+	+	?/+	+	+	+/x	+/x	
Worcestershire Economic Partnership Joint Investment Plan	0	0	0	+	0	+	0	0	+	0	0	
Worcestershire Local Transport Plan 3	0	0	0	0	0	+	0	0	+	0	+	

	Resource use (energy, water, minerals)	Waste generation	Climate change	Road networks	Flood risk	Air quality	Water quality	Soil quality	Quality of life	Ecosystems	Cultural heritage	Sites potentially affected
Worcestershire Waste Core Strategy Submission Document	+	+	+	0	0	0	0	0	0	0	0	
An Economic Strategy for Worcestershire 2010-2020	?	?	?	?	0	?	0	0	+	0	?	
Wyre Forest District Sustainable Community Strategy	0	0	+	0	0	0	0	0	+	0	0	
Wyre Forest District Air Quality Strategy	0	0	+	+	0	+	0	0	0	0	0	
Wyre Forest Core Strategy	x/+	x/+	x/+	x/+	+	x/+	0	0	+	+	?	
Bromsgrove Draft Core Strategy 2	0	0	0	x	0	x	0	0	0	0	0	Blakedown Nurseries
Stourbridge Area Action Plan, Publication Stage	0	0	0	x	0	0	0	0	0	0	0	Lea Castle Hospital
Shropshire Local Development Framework Adopted Core Strategy	0	0	0	+	0	0	0	0	+	0	0	
South Staffordshire Core Strategy Proposed Changes	0	0	0	0	0	0	0	0	0	+	0	

**7.3.12** The following receptors have been identified as the most likely to be subject to cumulative effects. They have been selected on the basis that they are areas where the various plans and strategies in combination with the SALP DPD are likely to have the impacts of greatest significance. The conclusions incorporate the findings of the assessment of cumulative impacts of all development arising from both the SALP DPD and the KCAAP DPD.

**7.3.13** It should be noted that these receptors and their effects are all inter-related, for example effects on transport networks give rise to climate change and air quality effects. Furthermore, it should be recognised that all of the receptors have effects on and consequences for people. The inter-relationship between effects is discussed in the following sections.

## Resource Use

**7.3.14** Several plans and strategies relevant to Wyre Forest, including the Core Strategy and KCAAP and SALP DPDs, place a strong emphasis on economic and housing growth. This is likely to lead to increased resource use including energy, water and minerals, in order to facilitate the growth and development. Consuming these resources will lead to increased greenhouse gas emissions and climate change, with its attendant pressures and risks for both people and biodiversity. However, the Core Strategy and KCAAP and SALP DPDs will also help to reduce the pressure on resource use through likely positive effects on recycling of waste and requiring water and energy efficiency in new developments, although the extent to which this will be able to offset the pressures of growth is not clear. The Waste Core Strategy will also help to promote greater resource efficiency.

## Waste Generation

**7.3.15** As with resource use, the growth and development emphasised in Wyre Forest is highly likely to lead to increased waste generation. Again, the Core Strategy, KCAAP and SALP DPDs and the Waste Core Strategy will help to encourage waste minimisation, although the extent to which this will be able to offset the effects of growth is unclear. Increasing the amount of waste generated will lead to increased need for waste transport and facilities to manage the waste, and additional economic costs to provide these.

## Climate Change

**7.3.16** The strong emphasis on housing and economic growth is likely to lead to increased greenhouse gas emissions. This is likely to have climate change consequences by increasing the risk of climate change occurring and adding to pressures from impacts such as flood risk, increased storminess and higher temperatures. These pressures are felt by both communities and ecosystems. Other policies are in place to promote energy efficiency, renewable energy and sustainable transport and it may be that this will enable greenhouse gas emissions to be reduced, although this is not certain. However, it should mean that any increase in emissions is at least minimised.

## Road Networks

**7.3.17** The planned housing and economic growth in the District are likely to lead to increased demand for transport. This could have adverse impacts on the road network, although a number of measures are planned to address this, including locating most developments in accessible locations, promotion of cycling and walking, and support for rail and bus improvements. This will help to reduce the demand for road space and alleviate congestion, which will have related benefits for air quality, reduce noise and make the urban areas more pleasant and liveable places. However, it is uncertain whether the number of vehicles on the roads will increase significantly despite the mitigating actions, although this is possible. Furthermore, new roads are to be constructed which, while they should alleviate congestion, may encourage more use.

**7.3.18** Developments at Blakedown Nurseries and Lea Castle Hospital could give rise to cumulative effects on the road network in combination with developments at Hagley and Stourbridge (respectively). At these sites, mitigation of cumulative effects is required and development proposals should be required to undertake a Transport Assessment to demonstrate no adverse effects on road networks.

## Flooding

**7.3.19** Wyre Forest is significantly affected by flood risk, and a large number of the proposed sites contain land within flood zones 2 or 3 or both. For many of the development sites these risks are identified in the SALP and KCAAP DPDs and developments are required to address and mitigate flood risk, although this is not the case for all sites. However, the Core Strategy contains policy requiring mitigation for any developments in areas with known flooding issues, and therefore adverse effects are unlikely. Cumulatively, developments within the District could

lead to an improvement in flood risk by carrying out mitigation work. The implementation of sustainable drainage measures (SUDS) will also help to reduce flood risk, although there is a large number of development sites which are constrained in their ability to accommodate SUDS.

**7.3.20** Any reduction in flood risk will have related benefits for water quality. Reduced flood risk will also improve safety for local people, and avoid the economic costs of flood events.

### **Air Quality**

**7.3.21** There are strong inter-relationships between air quality and road use. The main significant effects on air quality in Wyre Forest are likely to arise from any increase in road traffic as a result of economic and housing growth and road improvements, promoted by the LDF and other plans and programmes. However, measures to promote more sustainable transport and reduce the need to travel are likely to offset that increase, and may even lead to no significant increase in road traffic and therefore have no adverse effect on air quality. In any event, air quality in the Horsefair and Welch Gate AQMAs is likely to improve as a result of planned measures in the KCAAP DPD and other plans and programmes.

**7.3.22** Development at Blakedown Nurseries has the potential to give rise to cumulative effects on the Hagley AQMA in combination with development proposed at Hagley. To mitigate potential effects, any development at the site should be required to demonstrate no adverse effects on air quality.

### **Water Quality**

**7.3.23** The level of growth promoted by the SALP and KCAAP DPDs will increase the demand for water supply and wastewater treatment. These demands are related to effects on water quantity and quality, both of which can have significant consequences for biodiversity.

**7.3.24** The Water Cycle Strategy notes that overall water supply is limited within the District, but it is not envisaged by Severn Trent Water Ltd to be a constraint to development, due to the improvement plans highlighted in their Water Resources Management Plan and the ability to transfer water between Water Resource Zones. Consultation with STWL has identified that there is flexibility with the water supply headroom figures which should be sufficient to account for levels of development of up to 4400 new dwellings and 43 hectares of employment land. However, without mitigation, this will be in deficit in a few years. There are also a number of water-dependent SSSIs and abstraction restrictions which must be appreciated and considered when supplying water to a new development. Due to these constraints and the future predictions of population growth and climate change, it is paramount for demand management techniques to be implemented into all new developments, including rainwater harvesting and grey water recycling, as is required by the Core Strategy.

**7.3.25** Due to the predicted increase in development and the drought-related effects of climate change, water resources will become increasingly limited. Limitations in water resources may pose a problem dependent upon the type of development and the density of development. This may result in a delay to the timing in which industry can be developed if mains water cannot be provided or is too expensive.

**7.3.26** The capacity of the main wastewater treatment works within the District have been identified as having the ability to accommodate the predicted increase in effluent, including the Kidderminster Oldington works, which is key to a majority of the development. However, there are a number of pumping stations and rural treatment works that are already operating at capacity and will therefore require upgrade or improvement to accommodate the additional flows. Most notable are the Blakedown, Roundhill, Upper Arley and Chaddeley Corbett works. These results will not prevent development but indicate a potential time or cost implication when developing within these areas.

**7.3.27** It is also necessary to ensure that the environmental constraints are not exceeded as a result of new development, especially as some watercourses (Blakedown Brook) are already failing their river quality objectives and the District as a whole has been identified as suffering from nitrification issues. Policy within the SALP DPD requires development to have no negative effects on water quality, either directly through pollution or by overloading wastewater treatment works.

## Population

**7.3.28** The communities within Wyre Forest District are likely to experience positive cumulative effects arising from the KCAAP and SALP DPDs, in combination with various other plans and programmes. The key benefits will result from the increase in employment opportunities provided, and improved residential environments, leading to economic regeneration of the District's main towns, reduced deprivation and a better quality of life. People living in the new developments will have good access to services and facilities, including healthcare, cultural and educational facilities. The quality of the urban environment more generally will be improved, both in terms of the appearance of the townscape and from greater use of more sustainable modes of accessing services and facilities and therefore improved air quality and reduced noise and congestion. All of these effects will help to enhance people's quality of life.

## Ecosystems

**7.3.29** The Sustainability Appraisal of the Core Strategy suggests that the planned levels of housing development could have a detrimental impact on biodiversity. A small number of sites in the SALP and KCAAP DPDs are adjacent to or contain recognised biodiversity assets, and development at these sites could potentially risk adverse effects on biodiversity, either from physical damage or from the impact of noise and light pollution from human activity. There is a risk that the level of development proposed in the KCAAP and SALP DPDs could adversely affect biodiversity, in two ways. First, the increase in residential areas, particularly in Kidderminster, will increase the demand for open space for recreation which may put excessive pressure on existing green spaces. Secondly, some species and habitats such as those of acidic communities cope poorly with breaks in connectivity, while others such as otter can tolerate small disturbances but not a series of small or larger developments within its range.

**7.3.30** Policy SAL.UP3 in the SALP DPD proposes to create a Country Park to the north of Kidderminster, and therefore the pressure for recreation should be alleviated so that adverse effects on existing sites are unlikely.



**7.3.31** Policy in the Core Strategy and the SALP DPD requires developments to protect and enhance biodiversity within and outside designated sites, and to make enhancements to the green infrastructure network. Policy SAL.UP5 in the SALP DPD should be amended to explicitly require cumulative effects to be addressed in ecological surveys, and the supporting text should note the particular risks regarding connectivity for acidic communities and the cumulative effects of small disturbances on certain species.

## Cultural Heritage

**7.3.32** The Sustainability Appraisal of the Core Strategy suggests that the planned levels of housing development could have potential for impacts on the integrity of the historic environment. The SALP DPD contains policy which requires any development proposal affecting the District's heritage assets or their setting to demonstrate how these assets will be protected, conserved and where appropriate enhanced. Furthermore, the Core Strategy requires that new developments and their layouts should take into account heritage assets and where possible utilise historic streets, buildings, spaces and infrastructure as an integral part of the scheme design. Therefore significant cumulative effects on designated assets are unlikely, and development provides a number of opportunities to protect and enhance designated assets.

**7.3.33** Notwithstanding this, it is possible that the scale of development proposed, particularly in Kidderminster, will permanently change the character of the town by replacing large areas of old, often undesignated, buildings with new. The cumulative effects of this could be significant. There is a recognised relationship between the quality of the historic environment and its contribution to economic vitality, and this is demonstrated in vacancy rates in the different towns and areas within towns in Wyre Forest.

**7.3.34** However, there is policy within the SALP DPD which requires development to build on the quality of the historic environment, maximising opportunities to contribute to local distinctiveness while at the same time having regard to the traditional design of the locality and avoid inappropriate features and detail. It is therefore likely that any adverse cumulative effects arising from developments in Kidderminster will be minimised.

## 7.4 Proposed Mitigation Measures

**7.4.1** Proposed mitigation measures are set out within the tables in appendices C, D and E. The table below summarises the mitigation measures proposed for each of the negative issues raised.

**Table 7.4.1**

Negative Effect Identified	Proposed Mitigation Measures	Recommendation for DPD
Flooding	<ul style="list-style-type: none"> <li>Implement a suitable SUDS scheme to reduce surface water run-off.</li> <li>Locate vulnerable uses at higher levels.</li> <li>Open up existing culverts.</li> <li>Introduce soft landscaping to reduce run-off.</li> </ul>	Ensure that site specific policies for sites at risk of flooding highlight the issue and cross-reference to flood risk policies as a minimum. Where flood risk is a significant issue site specific policies should set out greater detail on the issue.

Negative Effect Identified	Proposed Mitigation Measures	Recommendation for DPD
Transport	<ul style="list-style-type: none"> <li>Improvements to public transport.</li> <li>Introduction of new bus services.</li> <li>Improved walking and cycling routes.</li> </ul>	Site specific policies should set out where the redevelopment of a site will lead to a requirement for new transport infrastructure within or outside of the site.
Green Infrastructure	<ul style="list-style-type: none"> <li>Contribution towards the green infrastructure network, either financial or actual provision.</li> <li>Compensatory playing pitch provision.</li> </ul>	<p>Site specific policies should identify where a specific contribution will be expected to be made to the green infrastructure network.</p> <p>The DPD should set out specific policies on safeguarding green infrastructure.</p>
Design	<ul style="list-style-type: none"> <li>High quality design to ensure that schemes do not have a detrimental impact on their surroundings.</li> </ul>	<p>Site specific policies should identify buildings of historic interest which are to be retained whether they are nationally listed or not. Site specific policies should also set out clear design requirements where opportunities exist to make particular enhancements.</p> <p>The DPD should include a detailed policy on design.</p>
Community Facilities	<ul style="list-style-type: none"> <li>Compensation should be sought for the loss of the existing community facility.</li> </ul>	<p>Any allocated sites which currently have community facilities on them should have policies requiring that facility to be replaced unless it is demonstrated that it is no longer required.</p> <p>The DPD should include a policy to safeguard community facilities.</p>
Noise/Light Pollution	<ul style="list-style-type: none"> <li>Use of low-impact lighting to minimise adverse affects.</li> <li>Sensitive screening, acoustic barriers and siting.</li> <li>Implement improvements to wildlife habitats.</li> </ul>	Site specific policies should set out where noise or light pollution is considered to be a specific issue and require developers to address this.

## 7.5 Uncertainties and Risks

**7.5.1** 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.

**7.5.2** The main uncertainty within this report is the availability of baseline data. This has made it difficult in some cases to identify the current situation and the likely impact future development may have. Uncertainties relating to baseline data will be resolved through monitoring.

**7.5.3** The SA Report assesses sites and policy options against the SA framework and identified which is the most sustainable. There may also be circumstances where unforeseen effects occur and these will not have been included within the assessment. A number of assumptions have been made during the assessment and these are set out within section 5.5. Whilst the policies set out within this DPD are more detailed than those set out within the Core Strategy

for example, and this DPD refers to specific sites there is still a lot of uncertainty regarding the exact nature of the development which will take place on sites. An example of this is where sites are allocated for a mix of uses, the exact mix of uses could have an impact on the sustainability of the site however, at this stage those details are not clear. Where sites are allocated for residential development, it is assumed that they will meet the specific policy requirements set out within the Core Strategy for affordable housing and renewable energy for example, however, there are clauses within the Core Strategy policies to allow for reduced levels of affordable housing or renewable energy where developers can demonstrate that meeting these requirements would render a development unviable. Therefore, there is some uncertainty about whether the assumptions made will be reflected in the actual development delivered on some of the sites.

**7.5.4** The SA framework uses 21 criteria to assess the sites and policy options. The outcome will vary depending on the weight afforded to each of the criteria. Although there is no explicit weighting of the criteria, there will be implicit weighting because the 21 objectives are not equally balanced between the social, economic and environmental areas of sustainability, however, they are all of equal importance.

**7.5.5** An example of how some criteria might carry more weight, though not explicitly, is in relation to flood risk. When ranking the development sites flood risk is identified as a crucial issue and there are negative impacts for some sites. However, flood risk, in this case, can usually be mitigated by good design and this is likely to have a positive impact on the economy and the quality of the local environment, additionally, the sites are in highly accessible town centre locations and this has a positive impact in terms of reducing the need to travel. Therefore, although flood risk can be a significant issue, where it is mitigated correctly it can lead to other positive benefits.

**7.5.6** The consistency in judgements between appraising different policy areas and different site uses is important. Considerable work has been carried out to ensure that the effects have been treated in a comparable fashion. Details of the assumptions applied for each SA objective are set out in section 5.5 of this report. By way of example, there are assumptions made about what a suitable walking distance is and this has been applied to sites when assessing their access to services and facilities, however, the quality of the walking route has not been assessed meaning that although some sites are considered to have good access, the walking route may be unpleasant thus encouraging car use whereas other sites which are more distant from services and facilities may still provide access to them by foot as the route is of a higher quality.

**7.5.7** The degree to which the SA process can assess secondary, cumulative and synergistic effects is limited. As there is uncertainty about assessing the immediate effects, once assumptions start being made about subsequent and cumulative impact the level of uncertainty grows.



## 8 Implementation

### 8.1 Links to Other Tiers of Plans and Programmes and the Project Level

**8.1.1** The Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan DPD both sit within the Local Development Framework. The first LDF document to be produced was the Core Strategy DPD. All subsequent DPDs, including the Site Allocations and Policies and KCAAP DPDs must be in conformity with the Core Strategy. The DPDs must also be in general conformity with national planning policy.

**8.1.2** The Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs provide more detailed policies and allocate sites in order to implement the principles set out within the Core Strategy. The Sustainability Appraisal of these documents has elaborated on the earlier Sustainability Appraisal of the Core Strategy.

### 8.2 Proposals for Monitoring

**8.2.1** The following indicators are proposed for monitoring. These indicators are drawn from those set out within the SA framework. These indicators are also being used to monitor the sustainability impacts of the Core Strategy and as such, information should become available on these indicators as part of that process. However, these indicators may need to be amended to reflect the availability of information.

- 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 CO<sub>2</sub> 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-on-Severn)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions

# Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

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Appendix 4

A

## A Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

INTERNATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Johannesburg Declaration on Sustainable Development (2002)</b>	<ul style="list-style-type: none"> <li>Collective responsibility to advance and strengthen the pillars of sustainable development – economic, social development and environmental protection at local, national, regional and global levels.</li> <li>Responsibility to one another, to the greater community of life and to our children.</li> <li>Increase access to basic requirements - clean water, sanitation, adequate shelter, energy, health care, food security and the protection of biodiversity.</li> <li>Assist access to financial resources, benefit from the opening of markets, and ensure capacity building.</li> </ul>	Pillars of sustainable development are interwoven into the SA Process. The objectives consider social, economic and environmental issues.
<b>Rio Declaration on Environment &amp; Development (1992)</b>	<ul style="list-style-type: none"> <li>Environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it.</li> <li>Decrease the disparities in standards of living.</li> <li>Reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies.</li> <li>Facilitate and encourage public awareness and participation by making information widely available.</li> </ul>	Undertake public consultation on the SA and Site Allocations and Policies DPD development to facilitate awareness and participation.
<b>Aarhus Convention (1998)</b>	<ul style="list-style-type: none"> <li>Sets out the obligation to safeguard the Environment for future generations.</li> <li>Links accountability and environmental protection.</li> <li>Imposes obligations re: access to information and public participation.</li> </ul>	Reflected in the SEA Directive the requirements of which need to be incorporated into the SA Report.
<b>Kyoto Protocol (1997)</b>	<ul style="list-style-type: none"> <li>Established to limit emissions of greenhouse gases.</li> <li>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.</li> </ul>	Include SA Objective on reducing greenhouse gas emissions within the District.
<b>The EU Sustainable Development Strategy (updated 2005)</b>	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.	Include SA objectives that work towards sustainable development and combating climate change.
<b>European Habitats Directive (1992)</b>	Promote the maintenance of biodiversity by requiring measures to maintain or restore natural habitats and wild species at a favourable conservation status. The Habitats Directive contains species conservation policy.	Include SA Objective on maintaining and enhancing biodiversity within the District.

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INTERNATIONAL			SA Implications
Policy/Plan/Programme/Strategy/Initiative	Objectives		
<b>European Birds Directive (1979)</b>	<ul style="list-style-type: none"> <li>● Maintenance of the favourable conservation status of wild bird species.</li> <li>● Identification and classification of Special Protection Areas for rare or vulnerable species.</li> <li>● Establishment of a general scheme of protection for all wild birds.</li> </ul>		Include SA Objective on maintaining and enhancing biodiversity within the District.
<b>European Air Quality Directive (2000)</b>	<ul style="list-style-type: none"> <li>● Introduction of new air quality standards for previously unregulated air pollutants. Including sulphur dioxide, nitrogen dioxide, particulate matter, lead and ozone.</li> <li>● Pollutants governed by already existing ambient air quality objectives and benzene, carbon monoxide, polycyclic aromatic hydrocarbons, cadmium, arsenic, nickel and mercury.</li> <li>● Establishes a community wide procedure for exchange of information and data on ambient air quality in the EC.</li> </ul>		Include SA Objective on promoting opportunities for sustainable travel to reduce transport emissions.
<b>European Water Framework Directive (2000)</b>	<ul style="list-style-type: none"> <li>● Framework for the protection of inland surface waters, transitional waters, coastal waters and groundwater.</li> <li>● 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.</li> </ul>		Include SA Objective on preservation and enhancement of the District's water resources.
<b>European Sixth Environmental Action Plan (2001 – 2010)</b>	<ul style="list-style-type: none"> <li>● High level of protection for the environment and human health, for general improvement in the environment and quality of life.</li> <li>● Identifies areas at risk of flooding and possible future flooding problems.</li> </ul>		Include SA Objective on seeking opportunities to reduce the risk of flooding within the District.
<b>European Landscape Convention (2000)</b>	<p>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</p>		Include an SA objective on protecting and enhancing the landscape of the District.



INTERNATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
	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.	
NATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>The Wildlife and Countryside Act 1981 (as amended)</b>	The Act protects in law wildlife (birds, animals and plants listed in the Annexes), the countryside, National Parks, and the designation of protected areas, and public rights of way.	Include SA objectives on preserving and enhancing the biodiversity of the region.
<b>The NERC (Natural Environment and Rural Communities) Act</b>	Section 40 of the Act places a duty upon all public bodies to have regard to the purpose of conserving biodiversity.	Include SA objectives on preserving and enhancing the biodiversity of the region.
<b>Conserving Biodiversity: The UK Approach DEFRA (2007)</b>	<p>This document sets out an approach to biodiversity conservation that is designed not only to meet the commitment to halt the loss of biodiversity by 2010, but to guide action well into the second decade of the 21st century at a time when the challenges faced by the natural environment are great.</p> <p>It comprises</p> <ul style="list-style-type: none"> <li>• A shared purpose in tackling the loss and restoration of biodiversity</li> <li>• The guiding principles that we will follow to achieve it</li> <li>• Our priorities for action in the UK and internationally</li> <li>• Indicators to monitor the key issues on a UK basis</li> </ul>	Include SA objectives on preserving and enhancing the biodiversity of the region.
<b>The Bern Convention</b>	<p>The Bern Convention is a binding international legal instrument in the field of nature conservation, which covers most of the natural heritage of the European continent and extends to some States of Africa. Its aims are to conserve wild flora and fauna and their natural habitats and to promote European co-operation in that field.</p> <p>The Convention places a particular importance on the need to protect endangered natural habitats and endangered vulnerable species, including migratory species.</p>	Include SA objectives on preserving and enhancing the biodiversity of the region.

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NATIONAL	
	<p>All countries that have signed the Bern Convention must take action to:</p> <ul style="list-style-type: none"> <li>● promote national policies for the conservation of wild flora and fauna, and their natural habitats;</li> <li>● have regard to the conservation of wild flora and fauna in their planning and development policies, and in their measures against pollution;</li> <li>● promote education and disseminate general information on the need to conserve species of wild flora and fauna and their habitats;</li> <li>● encourage and co-ordinate research related to the purposes of this Convention.</li> </ul> <p>and also co-operate to enhance the effectiveness of these measures through:</p> <ul style="list-style-type: none"> <li>● co-ordination of efforts to protect migratory species;</li> <li>● and the exchange of information and the sharing of experience and expertise.</li> </ul>
<b>Making Space for Water</b>	<p>This is a cross-government programme taking forward the developing strategy for flood and coastal erosion risk management in England.</p> <ul style="list-style-type: none"> <li>● Aims to protect and enhance biodiversity by embedding it into all types of public policy.</li> <li>● Sets out different actions to be taken in different areas, including urban areas, agriculture, water and woodland.</li> </ul> <p>Include an SA objective on flood risk.</p>
<b>Working with the Grain of Nature – A Biodiversity Strategy for England (DEFRA, 2002)</b>	<ul style="list-style-type: none"> <li>● Tackling Waste is essential to securing sustainable development.</li> <li>● Sets targets to reduce the amount of waste going to landfill, landfill tax escalator will help to achieve this.</li> <li>● Key target: - recycle or compost 30% of household waste by 2010.</li> </ul> <p>Include SA objectives on preserving and enhancing the biodiversity of the region.</p>
<b>UK Waste Strategy (DEFRA, 2000)</b>	<p>Promotes a move towards 'One Planet Living'. Reducing waste is an important contributor to this goal.</p> <p>Need to break the link between economic growth and waste growth, and use fewer natural resources. Most products should be re-used or their materials recycled. Energy should be recovered from other wastes where possible. For a small amount of residual material, landfill will be necessary.</p> <p><b>VISION:</b> 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"> <li>● 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.</li> </ul> <p>Include SA objectives on reducing consumption and increasing recycling.</p>
<b>Waste Strategy for England 2007 (DEFRA)</b>	<p>Include an SA objective on reducing waste, increasing recycling and promoting the waste hierarchy.</p>

NATIONAL	
	<ul style="list-style-type: none"> <li>● Retailers will have to reduce packaging, source and market products that are less wasteful, and help their consumers to be less wasteful.</li> <li>● 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.</li> <li>● 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.</li> <li>● 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.</li> <li>● The Government's key objectives are to:</li> <li>● decouple waste growth (in all sectors) from economic growth and put more emphasis on waste prevention and re-use;</li> <li>● meet and exceed the Landfill Directive diversion targets for biodegradable municipal waste in 2010, 2013 and 2020;</li> <li>● increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste;</li> <li>● secure the investment in infrastructure needed to divert waste from landfill and for the management of hazardous waste; and</li> <li>● 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.</li> </ul>
<b>The Eddington Transport Study (2006)</b>	<ul style="list-style-type: none"> <li>● Sets out the importance of a good transport system to maintaining a strong economy, and the importance of reducing congestion in urban areas.</li> <li>● 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.</li> </ul>
<b>Barker Review of Land Use Planning (DCLG, 2006)</b>	<ul style="list-style-type: none"> <li>● Increase flexibility and responsiveness of the planning system through the quicker delivery of development plan documents and a more positive attitude to development.</li> <li>● 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.</li> <li>● 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.</li> </ul>
	<p>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.</p> <p>Develop SA objective on the efficient use of land, prioritising the use of PDL and protecting urban green space.</p>

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<b>Strong and Prosperous Communities – the Local Government White Paper (October 2006)</b>	<ul style="list-style-type: none"> <li>Overall vision of revitalised local authorities working with their partners to reshape public services around the citizens and communities that use them.</li> <li>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.</li> </ul>	The Local Development Framework should be the spatial expression of the Community Strategy. Engage the LSP in a visioning exercise and all consultation stages.
<b>UK Strategy for Sustainable Development (2005)</b>	<ul style="list-style-type: none"> <li>Living within environmental limits.</li> <li>Ensuring a strong, healthy and just society.</li> <li>Achieving a sustainable economy.</li> <li>Promoting good governance and using sound science responsibly.</li> <li>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.</li> <li>For each of these areas, the Strategy identifies indicators through which to review progress.</li> <li>Includes 20 UK Framework Indicators intended to cover key impacts and outcomes that reflect the priority areas across the UK.</li> </ul>	Pillars of sustainable development are interwoven into the SA Process. The objectives consider social, economic and environmental issues.
<b>Urban White Paper (2000)</b>	<ul style="list-style-type: none"> <li>People shaping the future of their community</li> <li>People living in attractive well-kept towns and cities which use space and buildings well.</li> <li>Good design and planning which makes it practical to live in a more environmentally sustainable way with less noise, pollution and traffic congestion.</li> <li>Towns and cities able to create and share prosperity investing to help all their citizens reach their full potential.</li> <li>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.</li> </ul>	Develop SA Objective on encouraging urban regeneration.
<b>Rural White Paper (2000)</b>	<ul style="list-style-type: none"> <li>Support vital village services</li> <li>Modernise rural services</li> <li>Provide affordable homes</li> <li>Deliver local transport solutions</li> <li>Rejuvenate market towns and a thriving local economy</li> <li>Set a new direction for framing.</li> <li>Preserve what makes rural England special</li> <li>Ensure everyone can enjoy an accessible countryside</li> <li>Give local power to country towns and villages</li> <li>Establishes a rural proofing mechanism to ensure that all major policies are assessed for their rural impact.</li> </ul>	Develop SA Objective on promoting rural regeneration through improving housing choice and localised services in appropriate areas.

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<b>Sustainable Communities Plan (2003)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Addressing low demand and abandonment</li> <li>Decent homes</li> <li>Liveability – improving local environments</li> <li>Protecting the countryside.</li> </ul>	Develop SA Objective to promote opportunities to improve housing choice and provide affordable housing opportunities.
<b>Transport 10 Year Plan (2000)</b>	<ul style="list-style-type: none"> <li>Ten-year strategy for investment in the future to create prosperity and a better environment. Approach based on integrated transport, public &amp; private partnership and new projects to deliver a broad package of improvement by 2010.</li> <li>50% increase in rail use</li> <li>80% increase in rail freight</li> <li>Traffic congestion reduced below current levels particularly in large urban areas</li> <li>10% increase in bus passenger journeys</li> <li>Safer cycling and walking routes, more 20mph areas and Home Zones for safer roads.</li> </ul>	Develop SA Objective to improve transport choice for local residents and to reduce the dependency on the private car as a mode of transport.
<b>UK Climate Change Programme (1994)</b>	<ul style="list-style-type: none"> <li>Improve business use of energy, stimulate investment and cut costs.</li> <li>Energy labels, standards, integrated pollution prevention and control, stimulate new more efficient sources of power generation,</li> <li>Cut emissions from the transport sector, promote better energy efficiency in the domestic sector, improve energy efficiency requirements of the building regulations, Protecting and enhancing forests,</li> <li>New targets for improving energy management of public buildings, energy efficiency targets for local authorities, schools and hospitals, developing green travel plans.</li> </ul>	Develop SA Objectives relating to increasing the amount of energy which comes from renewable sources, reducing transport emissions and increasing the energy efficiency of buildings.
<b>Stern Review of the Economics of Climate Change (November 2006)</b>	<ul style="list-style-type: none"> <li>The Planning System's chief role will be encouraging buildings and infrastructure to take account of climate change, particularly by limiting development in floodplains.</li> <li>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.</li> </ul>	Develop SA Objective to take account of the effects of climate change and the location of new development in the District.
<b>Energy White Paper (2007)</b>	<ul style="list-style-type: none"> <li>Cut the UK's Carbon Dioxide emissions by some 60% by 2050 with real progress by 2020.</li> <li>To maintain the reliability of energy supplies.</li> <li>To promote competitive markets in the UK and beyond helping to raise the rate of sustainable economic growth and improve productivity.</li> <li>To ensure that every home is adequately and affordably heated.</li> <li>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.</li> </ul>	Develop SA Objective to promote opportunities for renewable energy facilities in appropriate circumstances and to improve the energy efficiency of new buildings.



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<b>The Countryside and Rights of Way Act (CROW) (2000)</b>	<ul style="list-style-type: none"> <li>Extends the public's ability to enjoy the Countryside whilst also providing safeguards for landowners and occupiers.</li> <li>Creates a new statutory right of access to open country and registered common land.</li> <li>Modernise the Rights of Way system</li> <li>Give greater protection to SSSIs.</li> <li>Provide better management arrangements for AONBs</li> <li>Strengthen Wildlife Enforcement Legislation.</li> </ul>	Develop SA Objective to promote opportunities to access and enjoy the District's countryside in a sustainable manner.
<b>Diversity and Equality in Planning (2005)</b>	<ul style="list-style-type: none"> <li>Early and effective engagement between LPAs and the communities they serve.</li> <li>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.</li> </ul>	Develop SA Objective to promote opportunities to engage with local communities and address diverse local needs.
<b>Untapped Potential – Identifying and Delivering Residential Development on Previously Developed Land (CPRE, 2007)</b>	<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"> <li>Capacity assessments are underestimating actual PDL potential.</li> <li>The contribution of small sites is underestimated.</li> <li>Strong density policy helps increase development on PDL.</li> <li>Rigorous monitoring is key to accurate assessment of supply.</li> <li>Proactive development of PDL stimulates sustainable urban renaissance.</li> </ul>	Develop an SA objective to promote the re-use of previously developed land.
<b>Waterways for Tomorrow (DEFRA, 2000)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>The report also encourages the use of waterways for recreation, education, regeneration, and both passenger and freight transport.</li> </ul>	Develop and SA objective which ensures that the District's inland waterways are protected and enhanced and that sustainable transport options are considered.

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<b>Planning a Future for the Inland Waterways (IWAAC, 2001)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	<p>Develop and SA objective which ensures that the District's inland waterways are protected and enhanced and that sustainable transport options are considered.</p>
<b>The Historic Environment: A Force for Our Future (DCMS, 2001)</b>	<p>The report aims to:</p> <ul style="list-style-type: none"> <li>Ensure that the full potential of the historic environment as a learning resource is realised;</li> <li>Ensure that the historic environment is accessible to everybody and is seen as something with which the whole of society can identify and engage;</li> <li>Ensure that the historic environment is protected and sustained for the benefit of our own and future generations;</li> <li>Ensure that the historic environment's importance as an economic asset is skilfully harnessed.</li> </ul>	<p>Develop an SA objective to protect the historic environment.</p>
<b>Heritage Protection White Paper (DCMS, March 2007)</b>	<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"> <li>World Heritage Site protection will be strengthened by the introduction of greater notification of major developments and strengthened protection against minor works.</li> </ul>	<p>Develop an SA objective that protects all aspects of the historic environment.</p>

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	<ul style="list-style-type: none"> <li>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.</li> <li>Designation will now include complex sites of early human activity that do not have structures.</li> <li>Subject to consultation; locally designated buildings could be protected from demolition and greater controls restored over Conservation Areas.</li> </ul>	Develop an SA objective which protects the historic environment.
<b>Planning (Listed Buildings and Conservation Areas Act) 1990</b>	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 special architectural or historical interest, the character or appearance of which should be preserved.	Include an SA objective which protects the historic environment of the District.
<b>Ancient Monuments and Archaeological Areas Act 1979</b>	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.	The SA process will ensure that sustainability is the central consideration in the Site Allocations and Policies DPD.
<b>Code for Sustainable Homes – A step change in sustainable home building practice (DCLG, 2006)</b>	<ul style="list-style-type: none"> <li>The Code has been developed to drive the construction of sustainable homes.</li> <li>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.</li> <li>A star system indicates the overall sustainability performance of a home.</li> <li>The Code promotes reduced greenhouse gas emissions, better adaptation to climate change and a reduced impact on the environment overall.</li> </ul>	Develop SA objectives to promote the development of sustainable homes.
<b>Green Infrastructure Guidance, Natural England (2009)</b>	<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"> <li>facilitate a co-ordinated and consistent approach to green infrastructure strategies</li> <li>support colleagues and guide external partners in the effective delivery of sustainable green infrastructure</li> <li>promote the contribution of green infrastructure to 'place-making', in addition to other</li> </ul>	Develop SA objectives relating to health and well-being, access to greenspace and safeguarding biodiversity.

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	<ul style="list-style-type: none"> <li>government agendas and links to spatial planning</li> <li>inspire through best practice examples and case studies of green infrastructure planning and delivery</li> <li>inspire through best practice examples and case studies of green infrastructure planning and delivery</li> <li>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</li> </ul>	
<b>Living, Working Countryside (Mathew Taylor MP) (2008)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>	The SA process will ensure that the Site Allocations and Policies DPD addresses the needs of both urban and rural communities. Ensure that the SA framework takes account of the needs of the rural communities within the District as well as the urban areas.
<b>National Planning Policy Framework (DCLG, March 2012)</b>	<ul style="list-style-type: none"> <li>The National Planning Policy Framework is a radical streamlining of existing Planning Policy Statements, Planning Policy Guidance Notes and some circulars to form a single consolidated document.</li> <li>The framework sets out the Government's key economic, social and environmental objectives and the planning policies to deliver them.</li> <li>The Framework has at its heart a 'presumption in favour of sustainable development'.</li> </ul>	Ensure that the SA Framework considers economic, social and environmental sustainability.
<b>Planning for Traveller Sites (DCLG, March 2011)</b>	<ul style="list-style-type: none"> <li>Seeks to consolidate and stream-line planning policy for sites for Gypsies, Travellers and Travelling Showpeople</li> <li>Seeks to bring the development of such sites within the Green Belt into line with the policy for residential development in the Green Belt.</li> <li>Enables Local Planning Authorities to derive local targets for Gypsy and Traveller pitch provision.</li> </ul>	<p>Ensure that the LDF incorporates adequate site allocations and criteria based policies for delivering the required level of Gypsy, Traveller and Travelling Showpeople sites.</p> <p>Ensure that the content of the consultation documents is considered when assumptions are made during the SA assessment of possible Gypsy, Traveller and Travelling Showpeople sites.</p>
<b>PPS1 – Delivering Sustainable Development (2005)</b>	<ul style="list-style-type: none"> <li>Contributing to sustainable economic development. Protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities.</li> </ul>	The SA process will ensure that sustainability is the central consideration in the Site Allocations and Policies DPD.

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	<ul style="list-style-type: none"> <li>Ensuring high quality development through good and inclusive design and efficient use of resources.</li> <li>Community involvement to present a shared vision and strategy of how the area should develop to achieve more sustainable patterns of development.</li> <li>High quality inclusive design in the layout of new developments and individual buildings in terms of function and impact.</li> <li>Consider people's diverse needs and aim to break down unnecessary barriers and exclusions to benefit the whole community.</li> <li>Policies should take account of environmental issues such as:               <ul style="list-style-type: none"> <li>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.</li> <li>Protection of the wider countryside and impact of development on landscape quality, conservation and enhancement of wildlife species and habitats. The promotion of biodiversity.</li> <li>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.</li> </ul> </li> </ul>	<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> <p>Develop SA Objective to safeguard the greenbelt and open countryside and maximise use of previously developed land.</p>
<b>PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)</b>	<ul style="list-style-type: none"> <li>Sets out the role of planning in addressing climate change.</li> <li>Planning Authorities should provide a framework that promotes and encourages renewable and low carbon energy generation.</li> <li>When allocating land for development, sustainability criteria set out within the document should be considered.</li> </ul>	
<b>PPG2 – Green Belts (1995)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>When considering Green Belt boundaries and/or reviewing them Authorities must consider carefully whether the land should be better reserved for future development</li> </ul>	



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	<ul style="list-style-type: none"> <li>and thus ease the pressure on other land that should have the long-term protection of the Green Belt.</li> <li>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.</li> </ul>	
<b>PPS3 – Housing (DCLG, 2010)</b>	<ul style="list-style-type: none"> <li>Ensure wide choice of housing types available (both affordable and market).</li> <li>Deliver better balance between demand and supply and improve affordability.</li> <li>Create sustainable, inclusive and mixed communities in all areas.</li> <li>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.</li> <li>Housing land assessments and housing market assessments to be carried out by LPAs to inform LDFs and RSS.</li> <li>High quality housing that is designed and built to a high standard.</li> <li>A sufficient quantity of housing taking into account need and demand and seeking to improve choice.</li> <li>Removed garden land from the definition of 'brownfield'.</li> <li>Removes the minimum density requirement.</li> </ul>	<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> <p>Ensure that sites are assessed as greenfield where appropriate.</p>
<b>PPS4 - Planning for Sustainable Economic Growth (2009)</b>	<ul style="list-style-type: none"> <li>Sets out the national planning policy for economic development.</li> <li>The document defines economic development and sets out objectives for economies.</li> <li>Sets out policies for achieving the economic objectives.</li> </ul>	Ensure that economic growth is fully considered within the Sustainability Appraisal framework.
<b>PPS5 - Planning for the Historic Environment (2010)</b>	<ul style="list-style-type: none"> <li>Replaced PPG15 and PPG16 once finalised.</li> <li>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.</li> <li>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.</li> <li>A number of objectives and policies are set out for achieving the for vision.</li> </ul>	Ensure that the historic environment is adequately covered within the Sustainability Appraisal framework.
<b>PPS7 – Sustainable Development in Rural Areas (2004)</b>	<ul style="list-style-type: none"> <li>Be aware of the circumstances, needs and priorities of the rural communities and businesses in their area and of the interdependence between urban and rural areas.</li> <li>Planning authorities should focus most new development in or near to local service centres where employment, housing and services can be provided close together.</li> </ul>	Ensure the rural communities needs are considered through the SA framework.

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<ul style="list-style-type: none"> <li>● Policies for allowing some limited development in or next to rural settlements not designated as local service centres in order to maintain the vitality of these communities.</li> <li>● Should support a wide range of economic activity in rural areas.</li> <li>● Plan for accessible new services and facilities. Support mixed and multi-purpose uses that maintain community vitality.</li> <li>● Positive approach to planning proposals designed to improve the viability, accessibility or community value of existing services and facilities.</li> <li>● It is essential that LPA's plan to meet housing requirements in rural areas based on an up to date assessment of local need.</li> <li>● Ensure that the quality and character of the wider countryside is protected and where possible enhanced.</li> <li>● Support development that delivers diverse and sustainable farming enterprises and countryside based enterprises which contribute to rural economies and promote recreation in and the enjoyment of the countryside,</li> <li>● Conserve specified features and sites of landscape, wildlife and historic or architectural value in accordance with statutory designations.</li> <li>● Re-use of appropriately located and suitable constructed existing buildings in the countryside where this would meet sustainable development objectives.</li> <li>● Presence of best and most versatile agricultural land should be taken into account alongside other sustainability considerations when determining planning applications.</li> <li>● Supportive approach to farm diversification should not result in excessive expansion and encroachment of building and development into the countryside.</li> <li>● Policies for supporting equine enterprises that maintain environmental quality and countryside character.</li> <li>● LPAs should have regard to the Regional Forestry Framework and forest areas of regional or sub-regional significance when preparing LDDs and deciding planning applications.</li> <li>● LDDs should support sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors, which utilise and enrich but do not harm the character of the countryside.</li> </ul>	<p>Include SA objectives to protect the countryside and rural areas and to protect public health.</p>
<p><b>PPG8 – Telecommunications (1991)</b></p> <ul style="list-style-type: none"> <li>● Facilitate the growth of new and existing telecommunications systems whilst keeping the environmental impact to a minimum.</li> <li>● Protect public health.</li> <li>● Protect the countryside and urban areas – especially national parks, areas of outstanding natural beauty, SSSI's, Green Belts, and areas and buildings of architectural or historic importance.</li> <li>● Authorities should seek not to prevent competition between operators and should not question the need for the proposed development.</li> </ul>	

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	<ul style="list-style-type: none"> <li>The sharing of masts and sites is strongly encouraged where that represents the optimum environmental solution in a particular case.</li> <li>Encourage roll out to rural areas whilst managing potentially undesirable impacts upon the environment.</li> </ul>	
<b>PPS9 – Biodiversity &amp; Geological Conservation (2005)</b>	<ul style="list-style-type: none"> <li>Policies should seek to maintain, or enhance, or add to biodiversity and geological conservation interests</li> <li>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</li> <li>Development policies should promote opportunities for the incorporation of beneficial biodiversity and geological features within the design of development.</li> <li>Policies should aim to maintain, enhance, or add to, biodiversity and geological conservation interests, including incorporating features into development</li> </ul>	Include a sustainability objective to maintain/enhance biodiversity and geological conservation within the District.
<b>PPS10 – Planning for Sustainable Waste Management (2005)</b>	<ul style="list-style-type: none"> <li>Protect human health and the environment by producing less waste and by using it as a resource wherever possible.</li> <li>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.</li> <li>Waste management should be considered alongside other spatial planning concerns, such as transport, housing, economic growth, natural resources and regeneration.</li> <li>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.</li> <li>The Waste Hierarchy: Reduction, Re-use, Recycling and Composting, Energy Recovery, Disposal.</li> </ul>	Include SA Objective to plan for sustainable waste management.
<b>PPS12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)</b>	<p>Sets out a number of objectives for Local Spatial Planning:</p> <ul style="list-style-type: none"> <li>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;</li> <li>translate this vision into a set of priorities, programmes, policies, and land allocations together with the public sector resources to deliver them;</li> <li>create a framework for private investment and regeneration that promotes economic, environmental and social well being for the area;</li> <li>coordinate and deliver the public sector components of this vision with other agencies and processes [eg LAAs];</li> <li>create a positive framework for action on climate change; and contribute to the achievement of Sustainable Development.</li> </ul>	Ensure that these objectives are fully considered in the Site Allocations and Policies DPD.

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<b>PPG13 – Transport (2001)</b>	<ul style="list-style-type: none"> <li>Promote development within urban areas at locations highly accessible by means other than the private car.</li> <li>Locate major generators of travel demand in existing centres, which are highly accessible by means other than the private car.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	Develop SA Objective to promote opportunities for sustainable modes of transport including walking, cycling and public transport.
<b>PPG14 – Development on Unstable Land (1990)</b>	<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"> <li>To minimise the risks and effects of land instability on property, infrastructure and the public.</li> <li>To help ensure that various types of development should not be placed in unstable locations without appropriate precautions.</li> <li>To bring unstable land, where possible, back into productive use.</li> <li>Any necessary protection or remedial works will not lead to significant adverse environmental effects at the site or elsewhere.</li> <li>Built development may not be appropriate unless adequate and environmentally acceptable slope stabilisation measures are included.</li> <li>Ensure that new development is suitable for the ground conditions at its location and will not be threatened by subsidence in the near future.</li> </ul>	Develop an SA Objective which takes account of the effects of climate change and the location of new development in the District.
<b>PPG17 – Planning for Open Space, Sport &amp; Recreation (2002)</b>	<ul style="list-style-type: none"> <li>To maintain an adequate supply of open space and sports and recreational facilities.</li> <li>High quality/value open spaces should be recognised and protected through appropriate policies.</li> <li>Local authorities should; avoid any erosion of recreational function and maintain or enhance the character of open space.</li> </ul>	Develop SA Objective which relates to open space provision and access to open space within the District.

NATIONAL			
	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>		
<b>PPG19 – Outdoor Advertisement Control</b>	To help everyone involved in the display of adverts to contribute positively to the appearance of an attractive and cared-for environment.		Include an SA objective relating to landscape and townscape.
<b>PPS22 – Renewable Energy (2004)</b>	<ul style="list-style-type: none"> <li>Should contain policies designed to promote and encourage rather than restrict the development of renewable energy resources.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>		Develop SA Objective to promote opportunities for renewable energy facilities within the District in appropriate circumstances.
<b>PPS23 – Planning and Pollution Control (2004)</b>	<ul style="list-style-type: none"> <li>Aim to keep apart housing and other developments sensitive to pollution from polluting or potentially polluting uses, where such uses cannot reasonably coexist.</li> <li>Policies for development on and remediation of existing contaminated and derelict land.</li> <li>Control and minimise pollution</li> <li>In terms of contaminated land, identify and remove unacceptable risks to human health and the environment</li> <li>The principles of sustainable development and the precautionary principle should be taken into account</li> </ul>		Develop SA Objectives to safeguard water, air and soil quality and seek to identify and remediate contaminated land.
<b>PPG24 – Planning &amp; Noise (2001)</b>	<ul style="list-style-type: none"> <li>Noise-sensitive developments should be located away from existing sources of significant noise.</li> <li>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.</li> <li>The character of the noise (and frequency) should be taken into account, as well as its level.</li> <li>Consideration should be given to whether proposals for new noise sensitive development would be incompatible with existing facilities.</li> </ul>		Develop an SA indicator relating to quality of life.



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NATIONAL		
	<ul style="list-style-type: none"> <li>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.</li> <li>Measures to control the source of, or limit exposure to, noise include; engineering, layout and restricting operation times/activities permitted on a site.</li> </ul>	
<b>PPS25 - Development and Flood Risk (2006)</b>	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.	Develop SA objective to reduce and manage the risk of flooding in the District.
<b>Good Practice Guide on Planning for Tourism (DCLG, 2006)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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 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.</li> <li>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.</li> </ul>	Ensure that the SA takes into account the role of the planning system in developing opportunities for sustainable tourism.
<b>Physical Activity and the Environment (National Institute for Health and Clinical Excellence) (January 2008)</b>	<ul style="list-style-type: none"> <li>The guide presents the recommendations on 'Promoting and creating built or natural environments that encourage and support physical activity'.</li> <li>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.</li> <li>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.</li> <li>2) Ensure pedestrians and cyclists are given the highest level of priority when designing new developments</li> <li>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.</li> </ul>	Ensure the SA contains an objective to increase walking and cycling and reduce the need to travel by the private car.

NATIONAL		
	<ul style="list-style-type: none"> <li>4) Ensure public open spaces can be reached on foot or by bicycle and by public transport.</li> <li>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.</li> </ul>	
<b>Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society (DCLG, 2008)</b>	<ul style="list-style-type: none"> <li>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. 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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	Ensure the SA includes an objective on provision of homes to meet the needs of all people.
<b>The Climate of the UK and Recent Trends (2009) Hadley Centre</b>	<ul style="list-style-type: none"> <li>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.</li> <li>It is very likely that man-made greenhouse gas emissions caused most of the observed temperature rise since the mid 20th century.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	The SA should include an indicator on climate change and emissions.

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	<ul style="list-style-type: none"><li>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.</li><li>There has been considerable variability in the North Atlantic Oscillation, but with no significant trend over the past few decades.</li><li>Severe windstorms around the UK have become more frequent in the past few decades, though not above that seen in the 1920s.</li><li>Sea-surface temperatures around the UK coast have risen over the past three decades by about 0.7 °C.</li><li>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.</li></ul>	Need to balance economic and environmental sustainability issues, whilst free parking may stimulate the economy by increasing retail spend in town centres it could be detrimental to environmental sustainability if it encourages people to drive.  Ensure that the SA framework directs retail development to town centre locations.
The Portas Review - An independent review into the future of our high streets (Mary Portas, December 2011)	<ul style="list-style-type: none"><li>Provides a number of recommendations for improving high streets and town centres.</li><li>Relevant recommendations include:<ul style="list-style-type: none"><li>Implement free controlled parking within town centres and have a parking league table.</li><li>Addressing the use class system to make it easier to change uses on the High Street.</li><li>Putting betting shops into their own use class.</li><li>Make explicit a presumption in favour of town centre development in the wording of the National Planning Policy Framework.</li><li>Introduce Secretary of State “exceptional sign off” for all new out-of-town developments and require all large new developments to have an “affordable shops” quota.</li><li>Run a high profile campaign to get people involved in Neighbourhood Plans.</li><li>Promote the inclusion of the High Street in Neighbourhood Plans.</li><li>Developers should make a financial contribution to ensure that the local community has a strong voice in the planning system.</li></ul></li></ul>	
REGIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
Regional Sustainable Development Framework – Refreshed Version (2008)	<ul style="list-style-type: none"><li>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.</li></ul>	Ensure that the RSDF Objectives are reflected within the SA objectives.

REGIONAL	
<ul style="list-style-type: none"> <li>• 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 dependence on fossil fuels, and encourage social and environmental responsibility amongst businesses and individuals.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>	<p>Ensure that consideration of the historic environment is fully incorporated within the SA process.</p>
<p><b>Regional Historic Environment Strategy - Putting the Historic Environment to Work A Strategy for the West Midlands 2010-12015</b></p> <p>Our heritage encompasses all that we wish to look after and pass on to future generations. The strategy focuses on one element – the historic environment – which includes historic buildings and structures, historic and designed landscapes, townscapes and archaeological sites and monuments. These assets have evolved over many centuries and make the West Midlands unique.</p> <p>This document sets out:</p> <ul style="list-style-type: none"> <li>• A brief description of the places and special qualities that make up the historic environment of the region.</li> <li>• Some of the successes and achievements of the many people and organisations who champion and care for historic places.</li> <li>• The strategy – People, Places and Policies – for making the most of the positive contribution of the historic environment.</li> <li>• An action plan (an annex to this document) – so that our vision can be realised over the coming years.</li> </ul>	<p>Develop SA Objective relating to the provision of housing for all people.</p>
<p><b>West Midlands Housing Strategy 2006 – 2021</b></p> <ul style="list-style-type: none"> <li>• Create mixed, balanced and inclusive communities.</li> <li>• Assist in the delivery of urban and rural renaissance as per RSS.</li> <li>• Influence future development of new housing provision to facilitate and enhance economic development.</li> <li>• Address variety of different housing needs.</li> </ul>	

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	<ul style="list-style-type: none"> <li>See that Decent Homes standards are met.</li> <li>Achieve social and other affordable housing.</li> <li>Achieve sustainable access to minimise environmental resource consumption and traffic and improve the quality of the environment.</li> </ul>	
<b>West Midlands Visitor Economy Strategy (2008)</b>	<ul style="list-style-type: none"> <li>Need to create successful sustainable destinations.</li> <li>Need to focus on key destinations and gateways.</li> <li>Encourages the development of , and investment in, the destinations of the future.</li> <li>Developing sustainable tourism and transport initiatives.</li> <li>Focus public and private sector investment on the sustainable (re)development of key visitor destinations.</li> <li>Focus on 'sense of place', 'liveability' and authentic local products.</li> <li>Link destinations using information, signage and integrated public transport.</li> </ul> <p>Develop sustainable projects:</p> <ul style="list-style-type: none"> <li>To meet market needs.</li> <li>To fit with established themes.</li> <li>With professional business planning.</li> <li>Through partnership working.</li> </ul>	Develop an SA Objective to promote the use of public transport in linking destinations.
<b>West Midlands Energy Strategy (2004)</b>	<ul style="list-style-type: none"> <li>Sets out how the region can contribute towards the development of renewable energy and greater take up of energy efficiency.</li> <li>2020 vision: Delivered the West Midlands commitment to the climate change challenge.</li> <li>Ensured a sustainable, secure and affordable supply of energy for everyone.</li> <li>Strengthened the Region's economic capability</li> <li>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.</li> <li>To provide focused and practical delivery.</li> </ul>	Include an SA Objective to incorporate opportunities for renewable energy generation within the District's new developments.
<b>West Midlands Regional Forestry Framework (2004)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Aim to increase significantly woodland cover, linked to the Regional Spatial Strategy and local plans.</li> <li>To promote the role of woodland and forestry in the effective delivery of public benefits.</li> <li>Support the development of wood energy through the evolving renewable energy resource, through improved awareness and support.</li> <li>Increase the diversity, quality and accessibility of woodland recreation, for long-term public access.</li> </ul>	Ensure that the SA framework recognises the importance of access to greenspace.



REGIONAL		
	<ul style="list-style-type: none"> <li>• Social Inclusion. Enhancing opportunities for everyone to experience and enjoy trees and woodlands.</li> <li>• Protecting and enhancing the biodiversity and ecological value of our woodlands.</li> <li>• Improve the contribution that trees and woodlands provide for our natural, built and historic environment.</li> <li>• 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.</li> </ul>	
<b>West Midlands Regional Biodiversity Strategy (2005)</b>	<ul style="list-style-type: none"> <li>• Maintain and improve the condition of habitats, species and ecosystems.</li> <li>• Develop an area based approach to restoring wildlife.</li> <li>• Monitor the condition of habitats, species and ecosystems.</li> <li>• Reconnect and integrate action for biodiversity with other environmental, social and economic activity.</li> <li>• Cope with the impact of climate change.</li> </ul>	Develop an SA objective to protect and enhance the biodiversity of the District.
<b>Severn Trent Water Resources Plan 2005-2010</b>	<ul style="list-style-type: none"> <li>• Demand for water is projected to stay essentially flat, and is therefore not a driver.</li> <li>• Abstraction reductions may be required to achieve environmental objectives such as reducing nitrate levels.</li> <li>• 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.</li> <li>• There are many assumptions and uncertainties in the calculations of available water supply and demand.</li> </ul>	Include an SA objectives relating to flooding and natural resources.
<b>Choosing Health: Regional Health and Well-Being Strategy (WMRA, 2008)</b>	<ul style="list-style-type: none"> <li>• 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"</li> <li>• Key aims include reducing health inequalities; eliminating child poverty; ensuring health issues are promoted in other strategies; partnership working; and promoting health and well-being and sustainable development as an integrated agenda.</li> <li>• Planning can assist in delivering the vision by; creating sustainable communities; identifying sites for health and education facilities; and maximising investment through planning agreements.</li> </ul>	Include an SA objective on improved health and well-being.
<b>Fluvial Severn Flood Risk Management Strategy (2006)</b>	<ul style="list-style-type: none"> <li>• 50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management.</li> <li>• Identify and assess potential solutions: economically, technically and environmentally.</li> <li>• Identify preferred flood risk management options and any environmental enhancements.</li> <li>• 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.</li> <li>• A long term vision for development can deliver reduced flood risk.</li> </ul>	Include an SA Objective to identify flood risk management options and any environmental enhancements.

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REGIONAL		Include an indicator on affordable housing.
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>	Include an indicator on affordable housing.
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>	Include an indicator on housing for all members of the community.
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"> <li> <b>2020s:</b> <ul style="list-style-type: none"> <li>Mean Winter temperature rise of between 0.5°C and 2.1°C</li> <li>Mean Summer temperature rise of between 0.7°C and 2.5°C</li> <li>Changes in annual mean precipitation of between -4% and +6%</li> <li>Changes in winter mean precipitation of between -1% and +15%</li> <li>Changes in mean summer precipitation of between -22% and +15%</li> </ul> </li> <li> <b>2050s:</b> <ul style="list-style-type: none"> <li>Mean Winter temperature rise of between 0.9°C and 3.5°C</li> <li>Mean Summer temperature rise of between 1°C and 4.8°C</li> <li>Changes in annual mean precipitation of between -5% and +6%</li> <li>Changes in winter mean precipitation of between 1% and 31%</li> <li>Changes in mean summer precipitation of between -38% and +13%</li> </ul> </li> <li> <b>2080s:</b> <ul style="list-style-type: none"> <li>Mean Winter temperature rise of between 1.4°C and 5.2°C</li> <li>Mean Summer temperature rise of between 1.3°C and 11.3°C</li> <li>Changes in annual mean precipitation of between -6% and +9%</li> <li>Changes in winter mean precipitation of between 3% and 51%</li> <li>Changes in mean summer precipitation of between -51% and +11%</li> </ul> </li> </ul>	<p>The SA will need to include an objective on climate change and seek to reduce the impact that new development has on emission levels.</p>

REGIONAL		
<b>Regional Renewable Energy Study (2011)</b>	<p>The document assesses the capacity for renewable energy within the West Midlands region until 2030. The study uses the DECC methodology. The study has produced a comprehensive assessment of the available renewable energy resource by District. The key findings for Wyre Forest District are:</p> <ul style="list-style-type: none"> <li>• The District has a potential capacity of 800MW of renewable energy, representing around 2% of the total capacity of the West Midlands region.</li> <li>• 69% of the total identified capacity is from wind resources and 30% is from micro-generation.</li> <li>• 3MW of potential hydropower has been identified within the District.</li> <li>• Energy from waste offers the most significant resource for the District to capitalise upon.</li> <li>• Around 5% of the region's capacity for hydropower lies within the District.</li> <li>• Micro-generation offers significant opportunities within the District.</li> </ul>	Ensure that the SA framework includes an indicator relating to renewable energy.
COUNTY		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Worcestershire Local Area Agreement (2006)</b>	<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"> <li>A. Communities that are safe and feel safe</li> <li>B. A better environment for today and tomorrow</li> <li>C. Economic success that is shared by all</li> <li>D. Improving health and well being</li> <li>E. Meeting the needs of children and young people</li> <li>F. Stronger communities</li> </ul> <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>	Ensure that the LAA Objectives are reflected within the SA Framework.
<b>Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013</b>	<p>The Sustainable Community Strategy addresses six themes:</p> <ul style="list-style-type: none"> <li>• Communities that are safe and feel safe</li> <li>• A better environment for today and tomorrow</li> <li>• Economic success that is shared by all</li> <li>• Improving health and well being</li> <li>• Meeting the needs of children and young people</li> </ul>	Ensure that the vision and key priorities are reflected in the SA Framework.

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	<ul style="list-style-type: none"> <li>Stronger communities - covering a range of issues including housing, culture and volunteering.</li> <li>The thirty priorities to be tackled are set out under the six themes.</li> </ul> <p>Vision – “A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment”</p>	
<b>Worcestershire County Structure Plan (1996 – 2011)</b>	<ul style="list-style-type: none"> <li>Long term planning document covering the period 1996-2011.</li> <li>Encourage and promote land use activities that will lead to improvement in the quality of air, water and land.</li> <li>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.</li> <li>Protect from damaging development and land use activity, and enhance, biodiversity and diverse and important environmental. Landscape townscape and historic features and characteristics.</li> <li>Ensure the integration of development within the landscape in order to protect and enhance essential landscape characteristics and features.</li> <li>Protect and expand amenity areas and open spaces, and access to them, in both town and country.</li> <li>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.</li> <li>Work towards a better balance between housing, employment, social and community facilities within settlements</li> <li>Encourage development that will help retain and enhance the identity, character and vitality of settlements.</li> <li>Promote energy efficient construction, design and development patterns.</li> <li>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)</li> <li>Guide new development to locations that can be served by a choice of transport modes for both the movements of people and freight.</li> <li>Support and facilitate the development of alternative modes of travel to the car.</li> <li>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.</li> <li>Encourage urban and rural regeneration</li> <li>Support the enhancement, development and integration of, and access to, a range of recreation facilities both within and around settlements.</li> </ul>	Ensure that the Structure Plan objectives are reflected into the SA Framework.

COUNTY	
	<ul style="list-style-type: none"> <li>● 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.</li> <li>● Prudent use of natural resources in order to minimise their use and to conserve them for future generations.</li> <li>● There is a primary need to reduce energy use wherever possible at all stages of the development process.</li> <li>● The loss of or detrimental impact to the County's environmental assets or landscape character should be avoided.</li> <li>● Encourage development on previously developed land</li> <li>● Deliver sustainable patterns of development, which allow accessibility to jobs, education, health, shopping, leisure and other local services.</li> <li>● A key element of sustainability is to ensure that town centres within the County are not undermined by development proposals elsewhere.</li> <li>● Skylines and hill features and prominent views of such features contribute to local landscape character and as such should be protected from development.</li> <li>● 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.</li> <li>● Development will be expected to incorporate measures to prevent the pollution of watercourses and aquifers.</li> <li>● Support for proposals that incorporate renewable energy/energy efficiency measures.</li> </ul>
<b>Worcestershire Local Transport Plan 3 (2011)</b>	<p>The Transport Strategy for Wyre Forest has been reflected in the Adopted Core Strategy. The site specific DPDs will provide greater detail on these schemes. The SA Framework reflects the principles of sustainable transport.</p> <ul style="list-style-type: none"> <li>● Sets out the transport strategy for Worcestershire and identifies a number of schemes for Wyre Forest District including:             <ul style="list-style-type: none"> <li>● The Hoobrook Link Road.</li> <li>● Kidderminster Ring Road junction and public realm improvement scheme.</li> <li>● Kidderminster Station improvement scheme.</li> <li>● Kidderminster town centre public realm improvement scheme.</li> <li>● Kidderminster traffic and parking management study.</li> <li>● Kidderminster minor traffic improvement schemes.</li> <li>● Kidderminster secure cycle parking scheme.</li> <li>● Stourport A451 Minster Road/Worcester Street junction improvements.</li> <li>● Stourport Relief Road.</li> <li>● Stourport-on-Severn town centre public realm enhancements.</li> <li>● Stourport-on-Severn traffic and parking management study.</li> <li>● Stourport-on-Severn minor transport improvement schemes.</li> <li>● Stourport-on-Severn (Sevenside to Areley Kings) walk/cycle bridge scheme.</li> </ul> </li> </ul>



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	<ul style="list-style-type: none"> <li>● Bewdley (Welch Gate) AQMA remediation scheme.</li> <li>● Bewdley town centre public realm enhancement scheme.</li> <li>● Bewdley traffic and parking management study.</li> <li>● Bewdley minor traffic improvement schemes.</li> <li>● Bewdley walk/cycle bridge scheme.</li> <li>● A456 Kidderminster - M5 - Junctions 3 and 4 - Inter-urban corridor maintenance and improvement.</li> <li>● A448 - Kidderminster to Bromsgrove - Inter-urban corridor maintenance and improvement.</li> <li>● A449 - Kidderminster-Worcester - Inter-urban corridor maintenance and improvement.</li> <li>● Blakedown - Station Enhancement Scheme.</li> <li>● Stourbridge rail line enhancement scheme.</li> </ul>		
<b>Worcestershire Waste Core Strategy Submission Document (June 2011)</b>	<ul style="list-style-type: none"> <li>● 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.</li> <li>● 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.</li> <li>● It sets out the spatial strategy for the location of new waste facilities.</li> <li>● Safeguards existing waste facilities from non-waste related uses.</li> <li>● Requires new developments to provide space for separating and storing waste for recycling.</li> <li>● Identifies a number of areas of search for new facilities within the Kidderminster and Stourport-on-Severn areas.</li> </ul>		Ensure that the SA Framework includes on objective on sustainable waste management.
<b>Worcestershire Biodiversity Action Plan (2008)</b>	<ul style="list-style-type: none"> <li>● Takes objectives/targets of UK BAP and translates them into a Worcestershire context</li> <li>● Contains Habitat Action Plans for 19 key wildlife habitats and Species Action Plans for 20 key species</li> <li>● Habitat Action Plans aim to preserve habitats and their associated species by protecting existing sites, restoring degraded sites and where appropriate creating new sites.</li> <li>● Species Action Plans aim to protect viable populations through protecting and enhancing them.</li> </ul>		Develop an SA objective to safeguard and enhance biodiversity and promote creation of appropriate new habitats.
<b>A Cultural Strategy for Worcestershire (2009-2013)</b>	<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> <ul style="list-style-type: none"> <li>● better understanding of the needs of environmental issues (through a crosscutting and integrated approach)</li> </ul>		Include SA Objective to improve community consultation.

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	<ul style="list-style-type: none"> <li>managing tourism and balancing the needs of local people with promoting sustainable growth (through awareness and a wider educational context)</li> <li>direct and real improvements to natural assets</li> <li>strengthening support for community-based projects</li> <li>getting residents actively involved in environmental improvements</li> </ul>	
<b>Worcestershire Minerals Local Plan (1997)</b>	<ul style="list-style-type: none"> <li>Identifies preferred areas for the working of sand and gravel in the County and sets out detailed policies.</li> <li>Proposals in the Green Belt must contribute to Green Belt purposes by maintaining openness and visual amenity and must be environmentally and ecologically acceptable.</li> <li>All proposals must be accompanied by detailed proposals for the reclamation of the site to an agreed after use.</li> </ul>	Note the principles set out in the Minerals Local Plan and ensure the openness of the green belt is maintained.
<b>Worcestershire Countryside Access and Recreation Strategy. (2003 – 2013)</b>	<ul style="list-style-type: none"> <li>Provides the Strategic Management Framework for issues relating to countryside access and recreation within Worcestershire.</li> <li>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.</li> <li>Ensuring opportunity is available to all sections of the community to enjoy the countryside.</li> <li>Securing and promoting opportunities for countryside access.</li> <li>Encouraging and enabling local communities to become involved in and take action to share and increase the local benefits of countryside recreation opportunities.</li> <li>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.</li> <li>Making use of recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside.</li> <li>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.</li> <li>Contributing to and promoting the associated health and well being qualities associated with countryside recreation activities.</li> <li>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.</li> <li>Encourage and promote the use of a greater variety of transport modes to access the countryside and in particular alternatives to the car.</li> </ul>	Include SA Objective to promote recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside.
<b>Fluvial Severn Flood Risk Management Strategy (2006)</b>	<ul style="list-style-type: none"> <li>50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management.</li> <li>Identify and assess potential solutions: economically, technically and environmentally.</li> </ul>	Include an SA Objective to identify flood risk management options and any environmental enhancements.

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	<ul style="list-style-type: none"> <li>Identify preferred flood risk management options and any environmental enhancements.</li> <li>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.</li> <li>A long term vision for development can deliver reduced flood risk.</li> </ul>	
<b>Worcestershire Climate Change Strategy (2005)</b>	<ul style="list-style-type: none"> <li>Raise awareness of the issue of Climate Change &amp; its impact on the County.</li> <li>Reduce Climate Change causing gas emissions across the County by a minimum of 10% from 2005 levels by 2011 and 20% by 2020</li> <li>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 &amp; Public Service, Industry, New Developments, Public Transport and Waste.</li> </ul>	Include an SA Objective on promoting opportunities for sustainable travel to reduce transport emissions.
<b>Planning for Water in Worcestershire – Technical Research Paper (2008)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>	Ensure that the SA reflects the key water related challenges and that these are addressed within the DPD where relevant.
<b>Planning for Renewable Energy in Worcestershire – Technical Research Paper (2008)</b>	<ul style="list-style-type: none"> <li>Identifies that there is potential to generate a greater level of renewable energy within Worcestershire than is presently achieved;</li> <li>Rivers, streams and watercourses within the County could be exploited to provide hydro-electric power;</li> <li>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;</li> <li>Biomass energy has significant potential in Worcestershire, with substantial existing woodland and high potential yields for energy crops;</li> <li>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;</li> <li>Worcestershire falls within an area that is capable of utilising the heat of the ground, air and water to contribute towards heating energy needs.</li> <li>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.</li> </ul>	Incorporate an indicator relating to the generation of renewable energy within the District.

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<b>Planning for Climate Change in Worcestershire (Technical Research Paper) 2008</b>	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.	The SA should include an objective relating to climate change. Policies should consider fully the impacts of climate change both now and into the future.
<b>Planning for Soils in Worcestershire (Technical Research Paper) 2010</b>	The paper identifies the importance of soils which are a finite resource. The paper seeks to safeguard the best and most versatile agricultural land and direct developments to areas of lower soil quality which are less productive. Considers the importance of soils for biodiversity, geodiversity and green infrastructure.	The SA framework should include an objective relating to agricultural land classification in order to safeguard the best and most versatile agricultural land within the District.
<b>Worcestershire Local Investment Plan (March 2011)</b>	<p>The Worcestershire Local Investment Plan sets out 12 strategic priorities for the County:</p> <ul style="list-style-type: none"> <li>Developing high growth employment sites.</li> <li>Creating and sustaining employment in Worcestershire's main centres.</li> <li>Supporting the economic stability of Worcestershire's towns.</li> <li>Developing housing to support high growth employment sites and main employment centres.</li> <li>Supporting housing markets in Worcestershire's towns.</li> <li>Delivering sustainable rural housing.</li> <li>Meeting special needs.</li> <li>Improving existing housing stock.</li> <li>Strengthening the highways infrastructure.</li> <li>Improving public transport.</li> <li>Developing social, community and green infrastructure.</li> <li>Managing Worcestershire's resources.</li> </ul>	Ensure that the SA objectives recognise the need to provide employment opportunities and a range of housing as well as the importance on town centres.

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Wyre Forest District Sustainable Community Strategy (2008)	<ul style="list-style-type: none"> <li>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.</li> <li>The Sustainable Community Strategy is presented in inter-related blocks, each with its own priorities, these are set out below:</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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</li> </ul>	Imperative that the central themes of the Community Strategy are reflected in the SA Framework.



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	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 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.	Ensure that the SA framework recognises the policies within the Core Strategy.
<b>Wyre Forest District Adopted Core Strategy (2010)</b>	The Wyre Forest District Core Strategy was adopted in December 2010 and set out the vision for the District up until 2026. The Core Strategy provides the overall Development Strategy for the District and sets out a number of policies to deliver the vision. The Core Strategy focuses new residential and employment development on brownfield sites in and around Kidderminster and Stourport-on-Severn.	The SA Framework should reflect the aims of the development strategy.
<b>Wyre Forest District Adopted Local Plan (2004)</b>	<ul style="list-style-type: none"> <li>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."</li> <li>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.</li> <li>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.</li> <li>Concentrate retail, commercial, leisure and office uses in Kidderminster Town Centre and to a lesser extent Stourport-on-Severn town centre.</li> <li>Enable the diversification of the rural economy whilst generally limiting rural housing provision to local needs.</li> <li>Conserve and enhance the District's environmental assets including the countryside, natural and built heritage.</li> <li>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.</li> <li>Maintain the existing adopted Green Belt boundaries unless exceptional circumstances require otherwise.</li> </ul>	
<b>Wyre Forest District Housing Strategy (2004)</b>	<p>Four key priorities:</p> <ul style="list-style-type: none"> <li>meeting affordable housing needs</li> <li>tackling homelessness and providing housing options</li> <li>maintaining independence of older and vulnerable people through housing and support</li> <li>improving conditions within private sector housing</li> </ul>	Develop an SA objective centred around providing housing for all.

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<b>Wyre Forest District Cycle Strategy (2002)</b>  <b>Wyre Forest District Design Supplementary Planning Guidance (2004)</b>	<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"> <li>● To create safe cycle routes for local people to utilise.</li> <li>● To ensure that cyclists' needs are catered for in new developments within the District.</li> <li>● To improve the provision of facilities for cyclists at transport interchanges and to promote links between cycling and public transport.</li> <li>● To support the creation of safer routes to schools in conjunction with Worcestershire County Council.</li> <li>● To implement the Sustrans Route 45 Network within the District in partnership with Sustrans and Worcestershire County Council.</li> <li>● To increase cycle parking provision within the town centres of Kidderminster, Stourport-on-Severn and Bewdley.</li> <li>● To promote cycle routes for leisure and sustainable tourism purposes within the District.</li> <li>● To promote the environmental and health benefits of cycling as a form of transport through partnership working.</li> <li>● To provide quality and usable cycle infrastructure through regular consultation with local cyclists.</li> <li>● 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.</li> </ul>	<p>Develop an SA Objective to promote opportunities to increase cycling levels within the District.</p>
	<ul style="list-style-type: none"> <li>● Everyone deserves access to places, which are safe, welcoming, attractive and healthy.</li> <li>● Good design adds value to development schemes in terms of environmental performance, community and social well being and commercial viability</li> <li>● New development should remove real and perceived barriers to access and use</li> <li>● Every opportunity should be taken to improve the environmental performance of development, at scheme and detailed level</li> <li>● Sustainability relates to design, construction and operating costs of new development</li> <li>● Development which scores 'Good' (or better) on the BREEAM rating system is encouraged</li> <li>● Larger scale developments may need to demonstrate a commitment to sustainable design</li> <li>● 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</li> <li>● Design new development to contribute to vitality by mixing uses and increasing densities and the intensity of uses within buildings</li> </ul>	<p>Develop an SA objective to ensure good, sustainable design in any (re)development.</p>

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	<ul style="list-style-type: none"> <li>Design for walking and forms of movement other than the car – which should not dominate</li> <li>Residential development should support more sustainable lifestyles</li> </ul>	
<b>Wyre Forest District Community Safety Strategy</b>	<ul style="list-style-type: none"> <li>To reduce crime by 18% in the District by 2007/08</li> <li>To reassure the public, reducing the fear of crime and antisocial behaviour.</li> <li>To reduce the harm caused by illegal drugs.</li> <li>To increase voluntary and community engagement especially amongst those at risk of social exclusion.</li> </ul>	Develop an SA Objective to contribute to the reduction of crime levels within the District.
<b>Wyre Forest District Air Quality Strategy (2005)</b>	<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"> <li>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.</li> <li>Implement procedures to liaise with neighbouring local authorities where developments within the District could adversely effect air quality within their area.</li> <li>Require air quality monitoring and modelling from developers for proposed development where appropriate.</li> <li>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,</li> <li>Provide energy efficiency and green energy initiatives to residents and businesses within the District.</li> </ul>	Develop an SA Objective to reduce the adverse effects on air quality within the District.
<b>Wyre Forest District Housing Needs Survey</b>	<ul style="list-style-type: none"> <li>To reanalyse the change in the housing market locally in order to reassess income thresholds for access to market housing.</li> <li>To reanalyse housing survey database.</li> <li>To reanalyse population forecasts.</li> <li>To provide an affordable need forecast to 2006.</li> <li>To inform the Housing Strategy and support Local Plan policies for affordable housing.</li> </ul>	Develop an SA objective to ensure that there is an adequate range of affordable and social housing to meet the District's needs.
<b>Wyre Forest District Housing Stock Condition Survey (2007)</b>	<ul style="list-style-type: none"> <li>The most recent housing stock condition survey was conducted in early 2007. 1,139 homes private rented and owner occupied homes were survey 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</li> </ul>	Develop an SA objective regarding the provision of decent, affordable housing.

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	<p>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).</p> <ul style="list-style-type: none"> <li>The report estimates that 9,770 homes within the District fail to meet the decent homes standard.</li> </ul>	
<b>Wyre Forest District Contaminated Land Inspection Strategy (2001)</b>	<p>The principle aims of the strategy are:</p> <ul style="list-style-type: none"> <li>To comply with statute law on contaminated land.</li> <li>To remove any threat to human health.</li> <li>To remove any threat to controlled waters.</li> <li>To remove any threat to flora and fauna.</li> <li>To aid effective re-development of land within the Wyre Forest District.</li> <li>To protect historic sites and the historic environment.</li> <li>The Strategy sets out the Council's priorities for dealing with contaminated land. These are:</li> <li>To protect human health.</li> <li>To protect controlled waters.</li> <li>To protect designated ecosystems.</li> <li>To prevent damage to property.</li> <li>To prevent any further contamination of land.</li> <li>To encourage voluntary remediation of land.</li> <li>To ensure compliance with Statute Law.</li> <li>To aid effective re-development of land within the Wyre Forest District.</li> <li>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.</li> <li>To enable the Council to address liability issues associated with Council owned land.</li> <li>To encourage the remediation/redevelopment of brown field sites within the District.</li> <li>To have a comprehensive Strategy in place before the inspection of the District takes place.</li> <li>To focus its strategy on areas of the District where statutorily contaminated land is more likely to exist and on industries specific to the region.</li> </ul>	Ensure that any contaminated land identified is recorded in the SA baseline.
<b>Kidderminster Regeneration Prospectus (2009)</b>	<p>The Kidderminster Regeneration Prospectus aims to highlight the town's challenges and opportunities to a wide audience both inside and outside of the area in order to attract support and investment in order to transform the fortunes of the town to deliver a renaissance.</p> <p>Consultants estimate that the redevelopment of key sites could bring in more than £300million of private sector investment in addition to public sector funding including the £130million Building Schools for the Future programme, new medical centres and public transport interchange facilities.</p> <p>In short, Kidderminster could get significant investment and the Prospectus aims to highlight this and provide a pump priming framework to make sure that this major injection can be successfully realised in an integrated way. The ultimate goal is to maximise the vitality and viability of Kidderminster as a place to live and a driver for the economy west of the main Birmingham and Black Country conurbation.</p>	Ensure that the SA framework recognises the importance of regeneration in Kidderminster.

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	It is about recognising the town's position outside but serving the Rural Regeneration Zone which includes the western parts of Wyre Forest District. It is about maximising the overall sense of community well being in the town and achieving a sustainable and thriving community.
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Upper Arley Parish Plan (2004)	<ul style="list-style-type: none"> <li>Includes the following policy statements set out by the Parish Council:</li> <li>Protection of woodland areas within the Parish</li> <li>Seek to ensure that there is adequate and suitable housing in the Parish.</li> <li>Support existing and the provision of new, educational opportunities for all age groups in the Parish.</li> <li>Aims to achieve transport solutions that best serve the Parish.</li> <li>Assist in the provision of high quality and suitable amenities for residents and visitors.</li> <li>Support proposals for provision of further sports and leisure opportunities in the Parish.</li> </ul>
Rock Parish Plan (2005)	<ul style="list-style-type: none"> <li>Support provision of a full facility Sports hall.</li> <li>Consider how to proceed with some form of affordable housing scheme for the Parish</li> <li>Ensure that long term public transport needs are met.</li> <li>Investigate and improve the traffic situation at the Lea Memorial School.</li> </ul>
Chaddesley Corbett Parish Plan (2006)	<ul style="list-style-type: none"> <li>Sets out a vision of what is important to residents of the Parish and will influence the policies, decisions and actions of other bodies.</li> <li>A Parish where there is a diversity of housing, respecting the historical heritage of the area and complementing the rural environment. New housing should be limited unless there are exceptional circumstances.</li> <li>A Parish with clean, well-maintained and safe roads, adequate parking and rural public transport.</li> <li>A Parish where ancient woodland is valued, managed and protected.</li> <li>A Parish where footpaths and bridleways are well maintained, well respected and used.</li> <li>Welcomes visitors and provides appropriate facilities for a rural Parish.</li> <li>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.</li> </ul>
A Design Statement for the Parish of Chaddesley Corbett	<ul style="list-style-type: none"> <li>The design Statement provides a history of the parish and details of the special features which give it its local distinctiveness.</li> <li>The Statement sets out design principles for new development within the parish.</li> </ul>
Chaddesley Corbett parish Council (2008)	
	<p>SA Implications</p> <p>Include SA Objectives that relate to the provision of affordable housing in the rural areas and improved local services and amenities.</p> <p>Include SA Objectives that relate to the provision of affordable housing in the rural areas and improved local services and amenities.</p> <p>Include SA Objectives that relate to the provision of affordable housing in the rural areas and improved local services and amenities.</p> <p>Ensure that the SA and the Core Strategy strive to achieve the highest design quality standards.</p>



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PARISH		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Bewdley Conservation Area Character Appraisal (2002)</b>	This character appraisal relates to Bewdley Conservation Area which was designated in 1968 and reviewed in 1978 and is approximately 42 ha. It comprises the town centre, the adjoining residential streets, part of the River Severn, adjoining river frontages and other landscape features, and part of the old settlement of Wribbenhall. The surviving built component of the Conservation Area dates primarily from the 15th to the 19th centuries although settlement in the area predates this period.	Ensure that the SA Framework includes n objective on the historic environment.
<b>Church Street (Kidderminster) Conservation Area Character Appraisal (2009)</b>	Church Street Conservation Area was designated by Wyre Forest District Council in 1993. It is 1.6 hectares in extent and is located within Kidderminster Town Centre. The Conservation Area encompasses a group of eighteenth and nineteenth century buildings. These buildings may have been constructed as a mixture of houses and businesses but are now in business or commercial use. The character appraisal aims to set out the special architectural and historic characteristics of the Conservation Area.	Ensure that the SA Framework includes n objective on the historic environment.
<b>Gilgal (Stourport-on-Severn) Conservation Area Character Appraisal (2001)</b>	This character appraisal relates to Gilgal Conservation Area in the town of Stourport-on-Severn, Worcestershire. The Conservation Area is 2.6 hectares in extent and comprises a group of buildings and associated environments that date from the seventeenth to nineteenth centuries, and form the oldest part of the Town.	Ensure that the SA Framework includes n objective on the historic environment.
<b>Green Street (Kidderminster) Conservation Area Character Appraisal and Management Plan (2011)</b>	<p>Wyre Forest District Council has designated the Green Street area of Kidderminster as a Conservation Area. The Green Street area covers flat, low-lying land in the plain of the River Stour. The whole area, covering approximately 9 hectares, is within a 1 kilometre walk of Kidderminster town centre. It contains one of the most important and ancient buildings in Wyre Forest, but it is predominantly an area of former carpet manufacturing premises erected between 1850 and 1925. This group of industrial buildings, including one of the most intact factory complexes in the town, is of great significance.</p> <p>The Management Plan provides guidance on the following:</p> <ul style="list-style-type: none"> <li>• Proposed additions to the local list</li> <li>• education and information;</li> <li>• Local Development Framework policies;</li> <li>• guidance;</li> <li>• regeneration strategy;</li> <li>• enhancement schemes;</li> <li>• open spaces and green infrastructure;</li> <li>• enforcement and remediation.</li> </ul>	Ensure that the SA Framework includes n objective on the historic environment.

PARISH		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Stourport-on-Severn No.1 Conservation Area Character Appraisal (2001)</b>	The character appraisal relates to Conservation Area No. 1 in the town of Stourport-on-Severn, Worcestershire. The Conservation Area is 16.9 hectares in extent and comprises a group of canal basins, and associated environments and buildings that date primarily from the late eighteenth and nineteenth centuries, and together form the southern part of the historic core of the Town.	Ensure that the SA Framework includes n objective on the historic environment.
<b>Stourport-on-Severn No.2 Conservation Area Character Appraisal (2001)</b>	The character appraisal relates to Conservation Area No. 2 in the town of Stourport-on-Severn, Worcestershire. The Conservation Area is 6.6 hectares in extent and comprises buildings, streets, a length of canal and associated environments, that date primarily from the late eighteenth and nineteenth centuries, and form the central part of the historic core of the Town.	Ensure that the SA Framework includes n objective on the historic environment.
<b>Vicar Street Conservation Area Character Appraisal (2003)</b>	Vicar Street and Exchange Street Conservation Area was designated by Wyre Forest District Council on 16th. July 2003. It is 1.46 hectares (3.61 acres) in extent and is located within Kidderminster Town Centre.  The Conservation Area encompasses civic, business and other buildings that date from the nineteenth and twentieth centuries; parts of an older street pattern; and a short length of the embankment to the River Stour. The purpose of the document is to describe the special architectural and historic interest of the Area, in order to assist all concerned with the use and development of land and buildings within and adjoining it to preserve and enhance its character.	Ensure that the SA Framework includes n objective on the historic environment.
<b>Broome Conservation Area Character Appraisal (2008)</b>	Broome Conservation Area (the Area) was designated by Wyre Forest District Council in 1991. It is situated about four miles north east of Kidderminster.  The Conservation Area encompasses a small rural hamlet containing buildings that mainly date from the eighteenth and nineteenth centuries, together with adjoining landscape features.  The document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it, to preserve and enhance the village character.	Ensure that the SA Framework includes n objective on the historic environment.

# Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

Agenda Item No. 4  
Appendix 4

A

PARISH		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Chaddesley Corbett Conservation Area Character Appraisal (2005)</b>	<p>Chaddesley Corbett Conservation Area (the Area) was designated by Wyre Forest District Council in 1967, and was the subject of a boundary review in 1991. It is situated off the A448 (the Bromsgrove Road), 4.5 miles Southeast of Kidderminster. The Conservation Area is predominantly undeveloped encompassing a small rural village, including a local school and church, and covers 7.17 hectares (19.1 acres).</p> <p>The document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it, to preserve and enhance the village character.</p>	Ensure that the SA Framework includes an objective on the historic environment.
<b>Churchill Conservation Area Character Appraisal (2008)</b>	<p>Churchill Conservation Area (the Area) was designated by Wyre Forest District Council in 1991. It is situated about five miles east of Kidderminster. The Conservation Area encompasses a small rural hamlet containing buildings that mainly date from the eighteenth and nineteenth centuries, which are strung out along a narrow winding lane, together with adjoining landscape features.</p> <p>The document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it, to preserve and enhance the village character.</p>	Ensure that the SA Framework includes an objective on the historic environment.
<b>Harvington Conservation Area Character Appraisal (2008)</b>	<p>Harvington Conservation Area (the Area) was designated by Wyre Forest District Council in 1991. It is situated about three miles south east of Kidderminster. The Conservation Area encompasses a small agricultural hamlet focused upon the medieval Harvington Hall, together with its setting.</p> <p>The document aims to set out the special characteristics of the Conservation Area which are desirable to preserve and enhance. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it.</p>	Ensure that the SA Framework includes an objective on the historic environment.
<b>Ribbesford Conservation Area Character Appraisal (2010)</b>	<p>The Ribbesford Conservation Area (the Area) was designated by Wyre Forest District Council in 1991. It is situated about 1 mile (1.4 km) to the south of Bewdley. It comprises a small rural hamlet with buildings dating primarily from the sixteenth to nineteenth centuries, set in the valley of the River Severn against a steep wooded hill-side.</p>	Ensure that the SA Framework includes an objective on the historic environment.

PARISH		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
	The document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it, to preserve and enhance the Area's character.	
<b>Upper Arley Conservation Area Character Appraisal (2007)</b>	<p>Upper Arley Conservation Area (the Area) was designated by Wyre Forest District Council in 1991. It is situated about 5 miles north of Bewdley and 6 miles north-west of Kidderminster. The Conservation Area encompasses a small rural hamlet set on the sides of the valley of the River Severn, together with outlying buildings and landscape features.</p> <p>This document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it, to preserve and enhance the village character.</p>	Ensure that the SA Framework includes n objective on the historic environment.
<b>Wolverley Conservation Area Character Appraisal and Management Plan(2007)</b>	<p>Wolverley Conservation Area (the Area) was designated by Wyre Forest District Council in 1972. It is situated off the B4189 (Wolverley Road), 2.8 miles north west of Kidderminster, in the County of Worcestershire.</p> <p>The Conservation Area encompasses a small rural village, including a local high school and church, and covers 30.5 hectares.</p> <p>This document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest and use to those involved with development and use of the area, and that adjoining it, to preserve and enhance the village character.</p> <p>The Conservation Area Character Appraisal provides an evaluation of the Area's qualities and significances. The purpose of the Management Plan is to present proposals that, in addition to managing change, will also preserve and enhance the Area.</p>	Ensure that the SA Framework includes n objective on the historic environment.
<b>The Staffordshire and Worcestershire Canal Conservation Area Character Appraisal and Management Plan (2007)</b>	The Staffordshire and Worcestershire Canal Conservation Area was designated by Wyre Forest District Council in 1978 and the boundary was reviewed and amended in 2007. Being a linear Conservation Area, it stretches from just north of the Basins area in Stourport-on-Severn meandering through to the edge of the District north of Causall, for over 14km, approximately following the path of the River Stour. The canal goes on north	Ensure that the SA Framework includes n objective on the historic environment.

# Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

Agenda Item No. 4  
Appendix 4

A

PARISH		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
	<p>out of the District through South Staffordshire, eventually linking into the Trent and Mersey Canal at Great Hayward, South Staffordshire and is designated a Conservation Area from the Wyre Forest District Boundary Line, north to the junction of the Trent and Mersey Canal.</p> <p>Associated with the canal are several bridges, locks, tunnels, cottages, walls and the towpath which help to form part of its special interest. There are also many trees and shrubs along the canal side that add to the character of the area. The document aims to set out the special architectural and historic characteristics of the Conservation Area.</p>	





## B Baseline Data and Trends

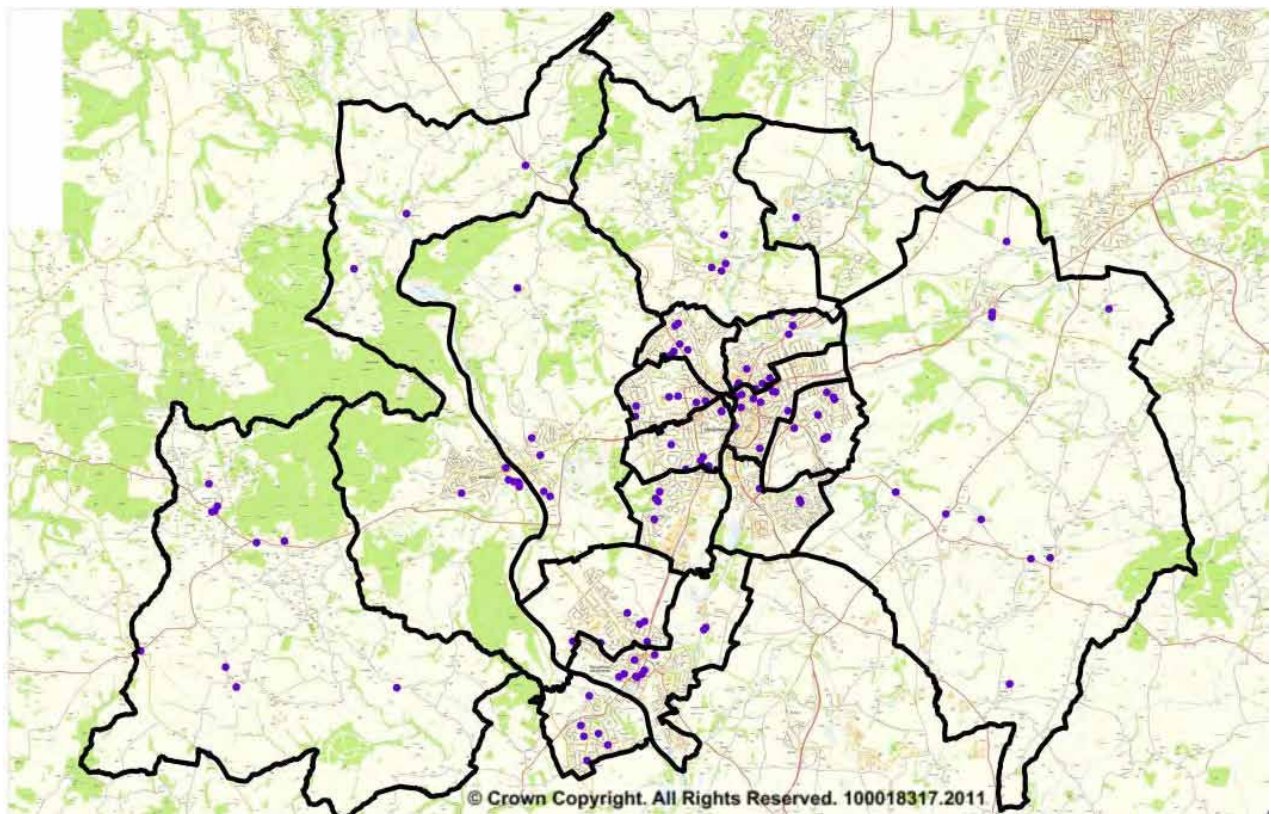
### B.1 Baseline Data for Key Sustainability Issues

#### Social

##### Community Facilities Audit

**B.1** 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

**B.2** 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.

## Rural Services

Settlement	Facility									
	GP	Post Office	Pub	Dentist	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

### Local Centres

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
<b>KIDDERMINSTER</b>					
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	Braodwaters 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				

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
<b>KIDDERMINSTER</b>					
	Fish and Chip Shop				
	Convenience Store with Integral Post office				
Sutton Farm	Chinese Takeaway	None	On street parking nearby. No designated areas for cars parking to use the local centre.	Costcutter	√



Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
KIDDERMINSTER					
	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				

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
KIDDERMINSTER					
	Convenience Store				

## Play Facilities

### 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

### Provision of Facilities for Young People (PPG17 Audit, October 2008)

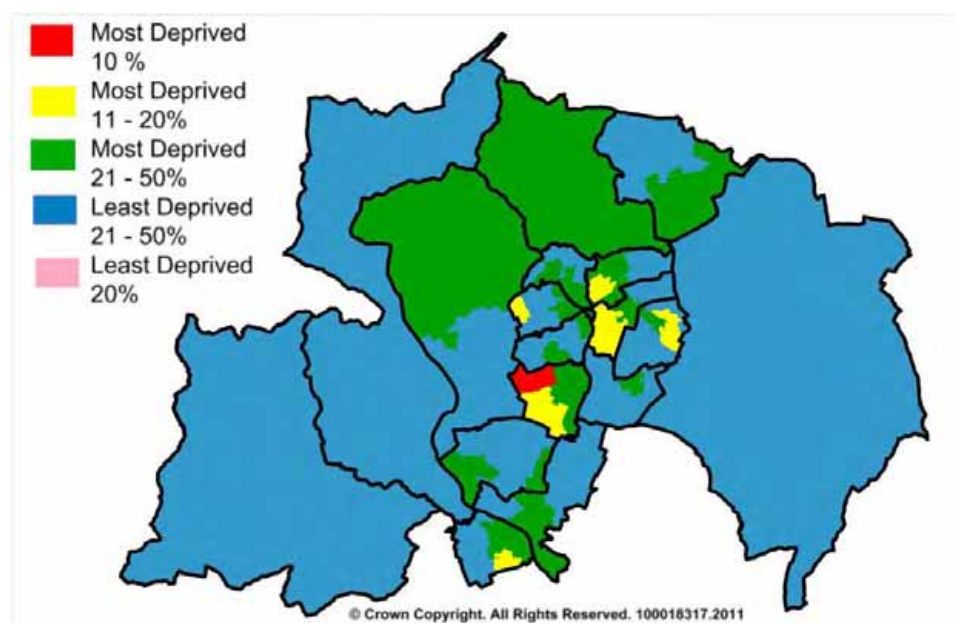
Ward	Population	Provision for Young People (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Aggborough and Spennells	7,225	0.05	0.03	0.0069204	0.21675	-0.16675
Areley Kings	6,041	0.02	0.03	0.0033107	0.18123	-0.16123
Bewdley and Arley	6,295	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

Ward	Population	Provision for Young People (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Franche	7,071	0	0.03	0	0.21213	-0.21213
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

## Active People Survey

**B.3** The Sport England Active People Survey 5 (Oct 2010-Oct 2011) shows that 15.5% of the District's population take part in 30 minutes of moderate intensity sport 3 times per week. There is no significant change since Active People Survey 2 (Oct 2007-Oct 2008).

### Index of Multiple Deprivation (2007) - Health



## Empty Homes

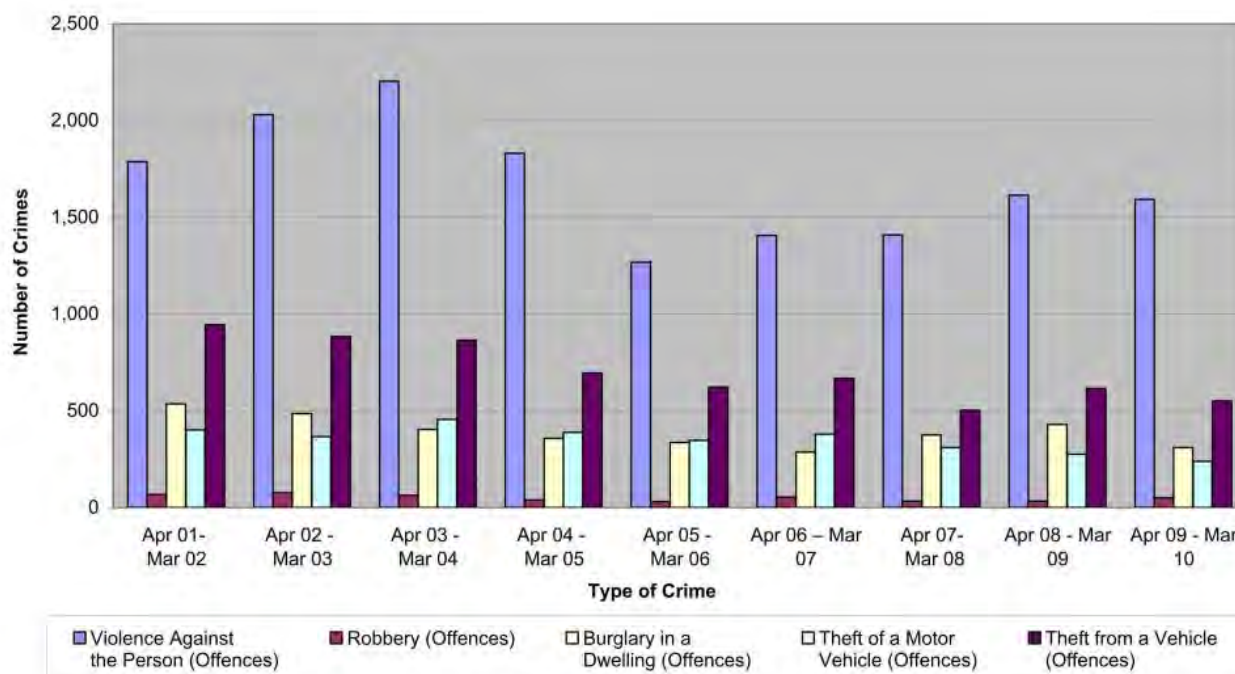
### Empty Homes Trend Data

Year	Total Number of Empty Homes	% of Empty Homes
2005	1,800	3.94
2006	1,974	4.52
2008	2,057	4.65
2009	2,095	4.73



## Crime

### Crime in Wyre Forest District April 01 - March 10



## Drug and Alcohol Misuse <sup>(1)</sup>

### Drugs:

- Wyre Forest had the second highest number of drug offences (413) in Worcestershire for 2002-2003. 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.

1 data taken from Wyre Forest Community Safety Partnership Strategy 2004-2008

## Town Centre Car Parks

### District Council Pay and Display Car Parks (2009/10)

Car Park	Duration	No of Spaces
<b>Kidderminster</b>		
Comberton Place	Short/Medium/Long	81
Market Street	Short Stay	82
Bateman Yard	Short/Medium/Long	57
Horsefair	Short/Medium/Long	33
Bromsgrove Street	Short/Medium/Long	301
Pike Mills	Short/Medium/Long	164
Aldi Store	Short/Medium/Long	72
Castle Road	Short/Medium/Long	38
St. Mary's Church	Short/Medium/Long	32
Youth Centre	Short/Medium/Long	60
Stadium Close	Short/Medium/Long	153
<b>Private</b> Carpark: Weavers Wharf	Short/Medium/Long	394
<b>Stourport-on-Severn</b>		
Raven Street	Short Stay	28
Vale Road	Short/Medium/Long	75
Severn Meadows No1	Short/Medium/Long	111
Stourport Sports Centre 1	Short/Medium/Long	67
Stourport Sports Centre 2	Short/Medium/Long	46
Stourport Sports Centre 3	Short/Medium/Long	17
Severn Meadows No2	Short/Medium/Long	112
Severn meadows No3	Short/Medium/Long	117
Riverside Meadows	Long /Medium	600 (Seasonal)
<b>Bewdley</b>		
Load Street	Short Stay	39
Dog Lane	Short/Medium/Long	198
Gardeners Meadow	Medium/Long	119
Westbourne Street	Short/Medium/Long	16

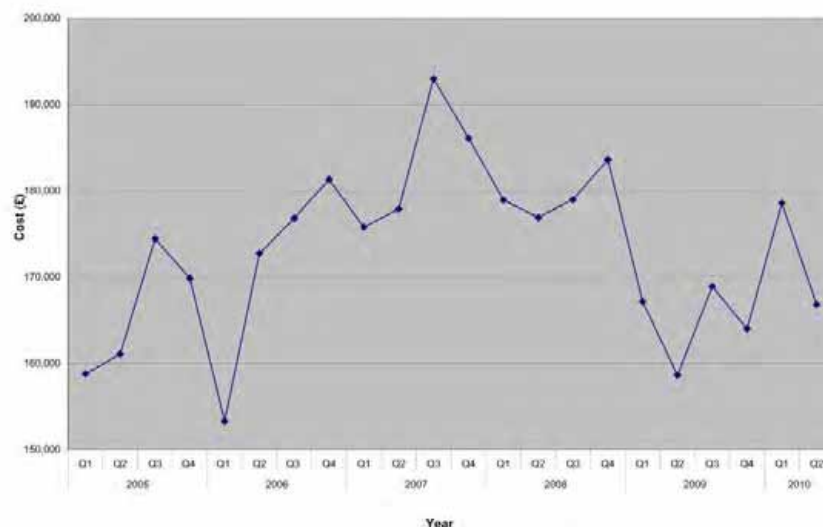
## Economic

### Fuel Poverty

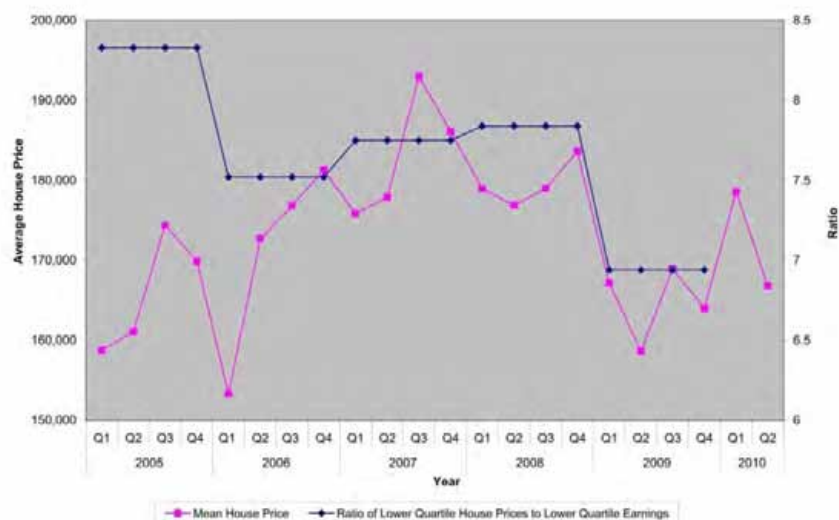
**B.4** 'Affordable Warmth for Worcestershire' defines fuel poverty as the inability to heat your home adequately for comfort and health without getting into debt as a result. It estimates the percentage of households in fuel poverty in each of the County's Districts. In Wyre Forest District, it is estimated 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**

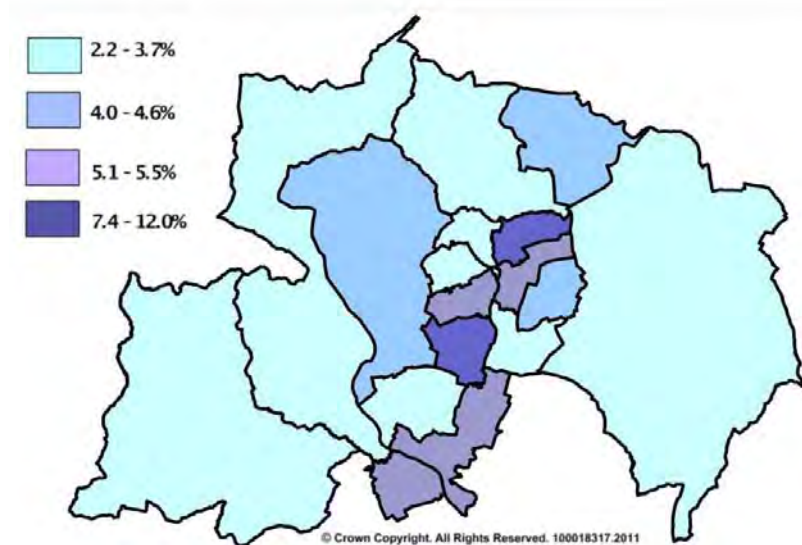


**House Price Trend Data - Wyre Forest District**



## Unemployment

### Claimant Count Unemployment by Ward (Jan 2011)



The adjacent map indicates the claimant count unemployment level in the Wyre Forest by ward. The majority of wards have less than 5% of the resident population unemployed. There are pockets of higher unemployment, noticeably in the wards of Broadwaters and Oldington and Foley Park where the unemployment figures are 7.4% and 12.0% respectively.

The Wyre Forest District unemployment rate is 4.8% which, although slightly above the Worcestershire County rate of

4.0%, still compares favourably with the West Midlands rate of 6.5% and the England and Wales rate 5.2%.

Source: Worcestershire County Council Economic Summary (February 2011)

### Unemployment Trend within the District

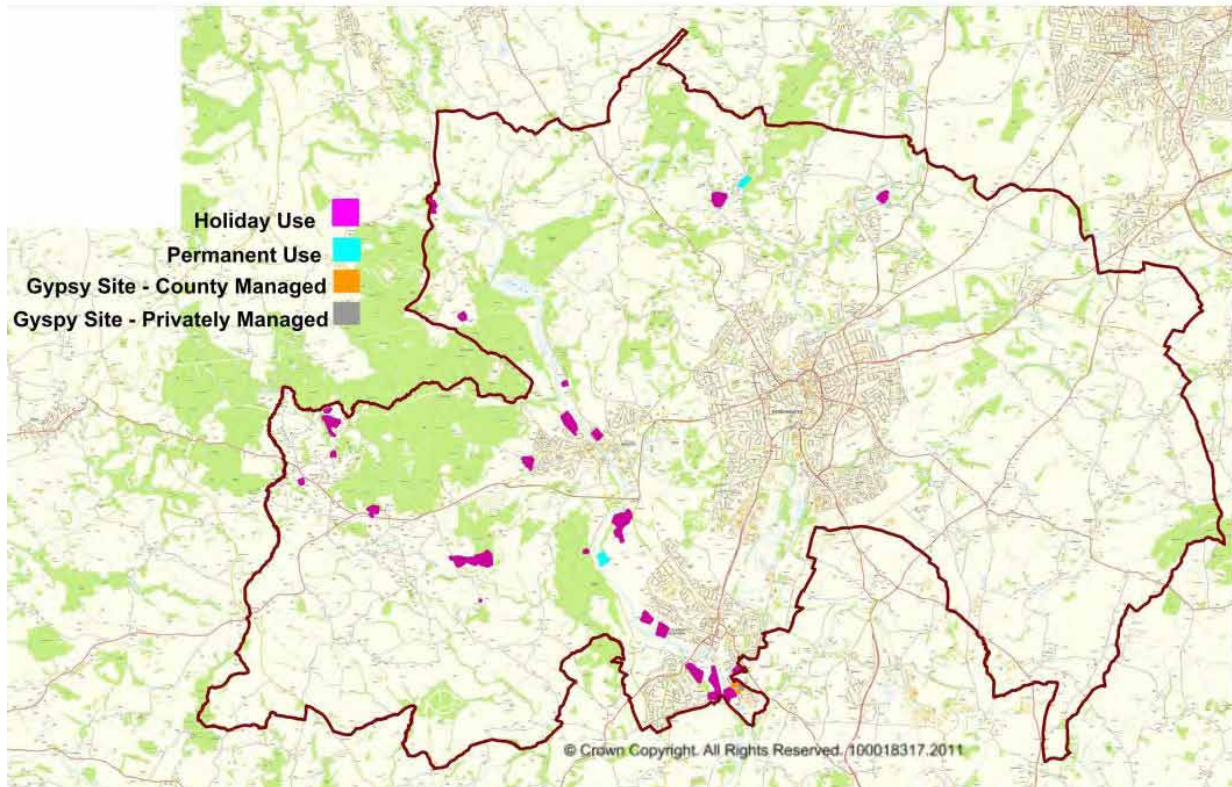
Date	Unemployment Percentage
January 2000	2.4
January 2001	2.1
January 2002	1.9
January 2003	1.9
January 2004	1.9
January 2005	1.6
January 2006	2.1
January 2007	2.1
January 2008	1.8
January 2009	3.7
January 2010	4.5
January 2011	3.8

**B.5** The above figures give the claimant count rate based on the population aged 16-64 .  
Source: [www.nomisweb.co.uk](http://www.nomisweb.co.uk)



## Environmental

### Caravan Sites



**B.6** The District currently has 180 caravans that are licensed for use 12 months residential use. 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 (60). There are a further 28 caravan sites across the District that are licenced for holiday use. Approximately 2780 caravans are located on these sites. The permitted occupation on these holiday sites ranges from 8 months to 50 weeks.

### Chalets

**B.7** 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.

**B.8** 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.

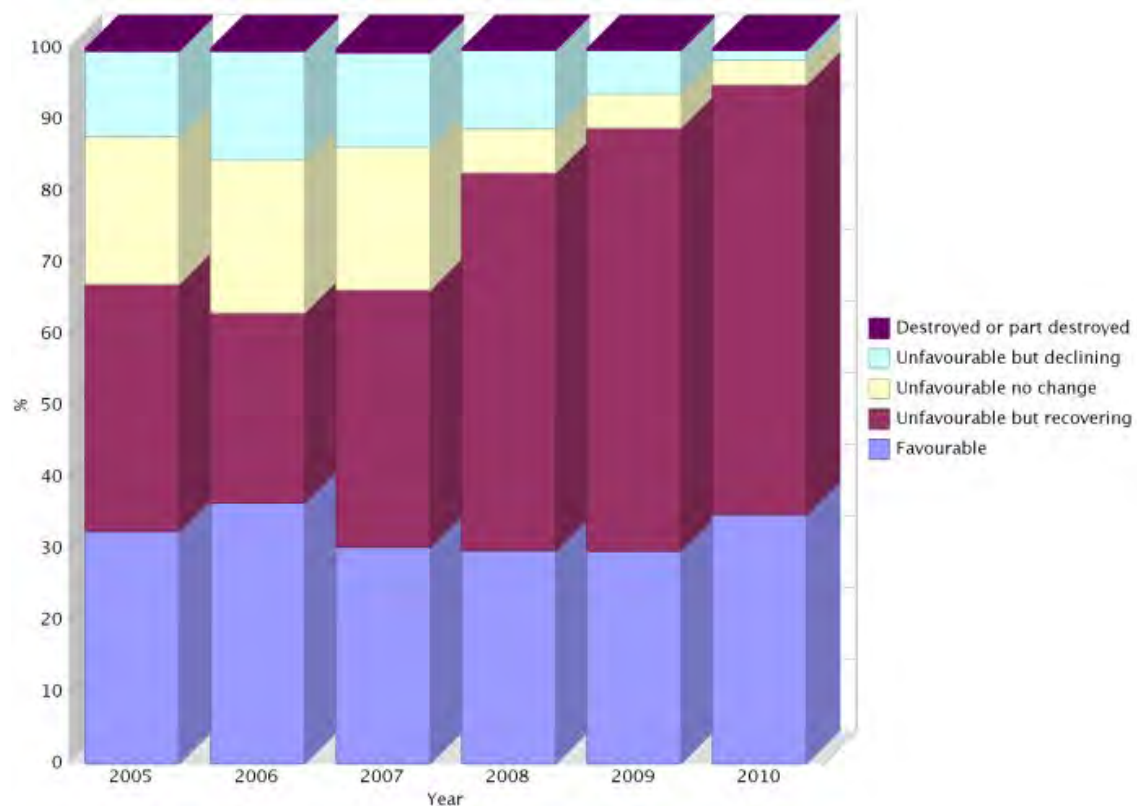
## Noise Complaints

## Noise Pollution Complaints 2005-2010

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	Year to 31/03/2010
Pubs - Loud music	14	37	39	29	40	57
Commercial	35	56	15	22	25	18
Bird Scarers	2	2	0	4	1	6
Industrial	12	12	10	7	8	2
Commercial Alarm	7	2	6	6	6	3
Industrial Alarm	2	0	3	0	0	0
Sports	9	20	13	7	2	6
Commercial - other	32	23	9	15	14	13
Domestic - Music	89	100	123	87	103	116
Domestic - TV	5	8	5	3	2	1
Domestic - Dog	88	100	86	63	102	90
Domestic - DIY	8	8	12	9	6	5
Domestic - Car repairs	9	6	6	2	3	8
Domestic - Banging	4	3	6	3	14	8
Domestic - Alarm	12	8	10	5	6	0
Domestic - Shouting	16	12	20	22	19	24
Domestic - Other	38	49	32	26	41	35
Domestic - Children	2	7	4	3	7	5
Rail	0	0	1	0	0	0
Traffic	2	2	0	0	0	0
Air	0	0	1	0	0	1
Construction/Demolition	0	0	5	11	8	4
Equipment in Street	0	0	2	0	1	2
Vehicle in street	4	4	9	3	12	6
Vehicle Alarm	0	0	2	5	1	1
Vehicle stereo	2	1	3	0	1	1
Refridgeration Vehicle	0	0	1	0	1	0
Agricultural	0	0	1	0	1	7
Fireworks	0	0	0	3	0	0
<b>TOTAL</b>	<b>392</b>	<b>460</b>	<b>424</b>	<b>335</b>	<b>425</b>	<b>419</b>

## SSSI Condition Survey

### Conditions of SSSIs in Wyre Forest District



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

### 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, Hurcott 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

<b>Habitat</b>	<b>Location (Examples, not exhaustive)</b>
Rivers and Streams	River Stour, River Severn

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

### 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

**B.9** 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 (November 2010) Flood Zones 2, 1:100 and 3, 1:1000



**B.10** 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 has been produced. This study has considered in more detail a number of issues including overtopping and breaching of flood defences in Kidderminster and Bewdley as well as providing information on appropriate Sustainable Drainage techniques for the District and giving guidance on appropriate

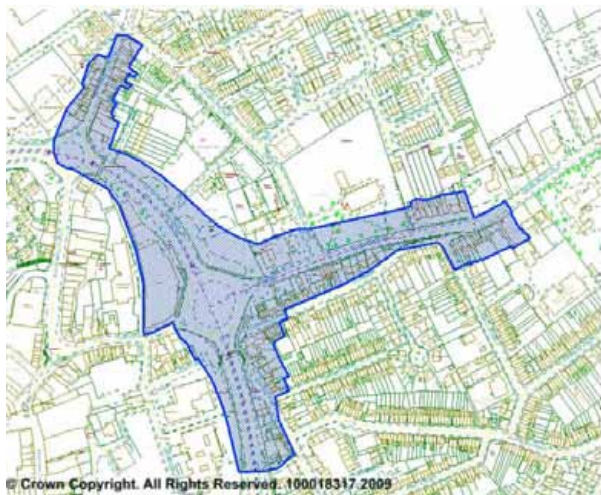
policies to deal with flood risk. In addition, a Water Cycle Strategy has also been undertaken for the District. This study has interrogated all aspects of the water cycle within the District, considering; water supply and water resources; water supply networks; waste water treatment; environmental considerations; non-residential water use and planning considerations.

## Air Quality:

### Welch Gate, Bewdley



### Kidderminster Ring Road



## Historic Environment

**B.11** The historic environment elements which have significance because of their interest (historic, architectural or otherwise), are referred to as Heritage Assets. Many of these are protected through Statutory designations including Listed Buildings and Conservation Areas, whilst others are identified at local level, including Locally Listed Buildings. Both Statutory and non-Statutory designations are recognised for their contribution to creating a sense of place and local identity, and for their heritage interest.

### **B.12** *Listed Buildings and Conservation Areas:*

At April 2010 there were 6 Grade I, 29 Grade II\* and 853 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:



## Conservation Areas

Areas in bold have a Character Appraisal Areas in <i>italic</i> have management plans			
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	<i>Staffs &amp; Worcs canal</i>	14	Stourport-on-Severn No.2

Areas in bold have a Character Appraisal <i>Areas in italic have management plans</i>			
7	<b>Church Street</b>	15	<b>Stourport-on-Severn No.1</b>
8	<b>Vicar &amp; Exchange St.</b>	16	Areley Kings (CA Appraisal in progress Summer 2012)
		17	<b><i>Green Street</i></b>

### B.13 Locally Listed Buildings:

Wyre Forest District Council has developed Local Lists for Kidderminster, Bewdley, Stourport-on-Severn and 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.

### B.14 Heritage at Risk:

The term 'Heritage at Risk' is the new approach to identifying the extent to which the variety of statutory heritage assets, registered as protected, are 'at risk'. It includes conservation areas at risk as well as Grade I and II\* listed buildings, scheduled monuments, registered parks and gardens, registered battlefields and protected wreck sites. The District does not have any conservation areas, Scheduled Ancient Monuments, Registered Battlefields, or Registered parks and Gardens identified as being at risk.

### B.15 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 2010 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.

**B.16** 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:

### B.17

#### 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:

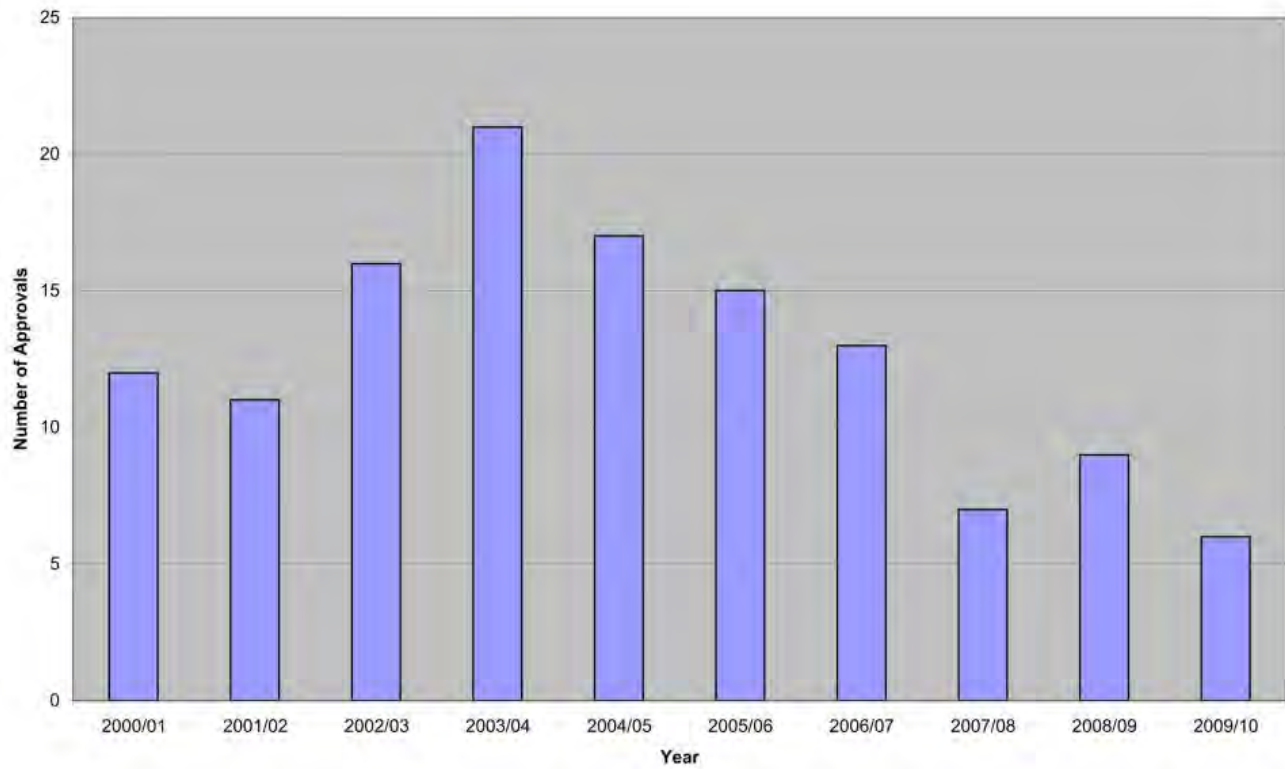
### Historic Environment Record Data

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

### Horsiculture Approvals



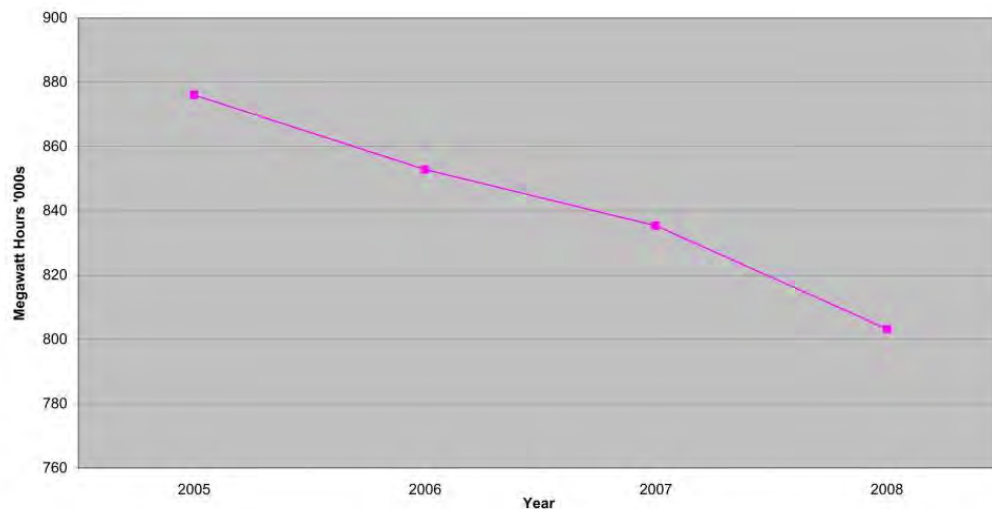


## Energy

### Energy Consumption:

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

#### Total Consumption of Domestic Electricity and Gas



### Renewable Energy:

During 2008/09 and 2009/10 the District Council approved grants for, 1 ground source heat pump, 2 solar photovoltaic systems and 10 solar hot water systems.

### B.18 CO<sub>2</sub> Emissions:

The table below shows the end user local and regional estimates of CO<sub>2</sub> emissions for 2005 to 2008.

#### CO2 Emissions

Year	Domestic	Industrial and Commercial	Road Transport	Land-use Change	Total	Per Capita CO <sub>2</sub> Tonnes
2005	247	219	160	7	633	6.5
2006	249	220	156	6	631	6.5
2007	242	216	157	6	621	6.3
2008	243	195	152	7	596	6.1

### B.19 Energy Efficiency:

#### SAP Rating for Private Sector (non RSL) Dwellings

Year	Average SAP rating	% of dwellings with SAP below 35
2009/10	54	9
2008/09	51.5	12
2007/08	52	12

<b>Year</b>	<b>Average SAP rating</b>	<b>% of dwellings with SAP below 35</b>
2006/07	53	11
2005/06	51.1	~

## Climate Change:

### B.20

#### 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%
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

#### Household Waste

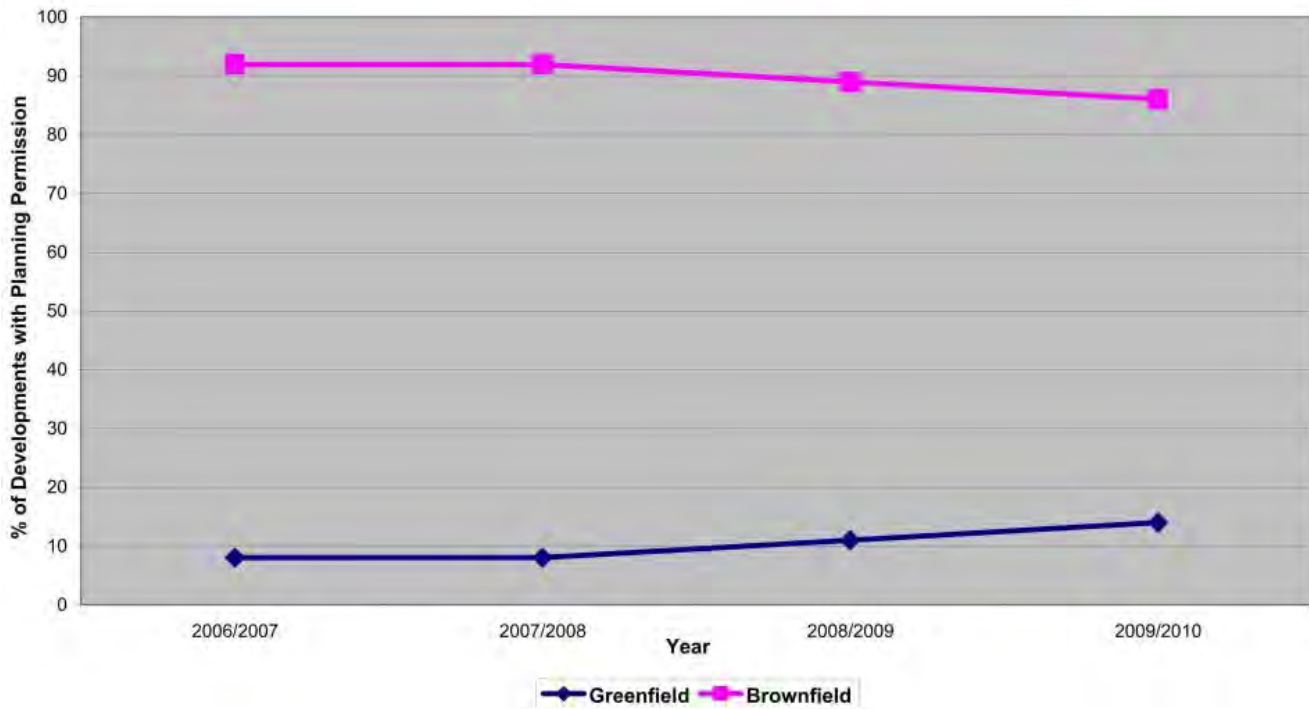
Year	Domestic Waste (Tonnes)
2009/10	28,309.97
2008/09	28,199.53
2007/08	28,925.75
2006/07	29,286.56
2005/06	30,442.97
2004/05	30,642.36

#### Domestic Waste Recycled

Year	% of waste Recycled
2009/10	26.66%
2008/09	28.47%
2007/08	28.45%
2006/07	27.9%
2005/06	25%
2004/05	24.5%

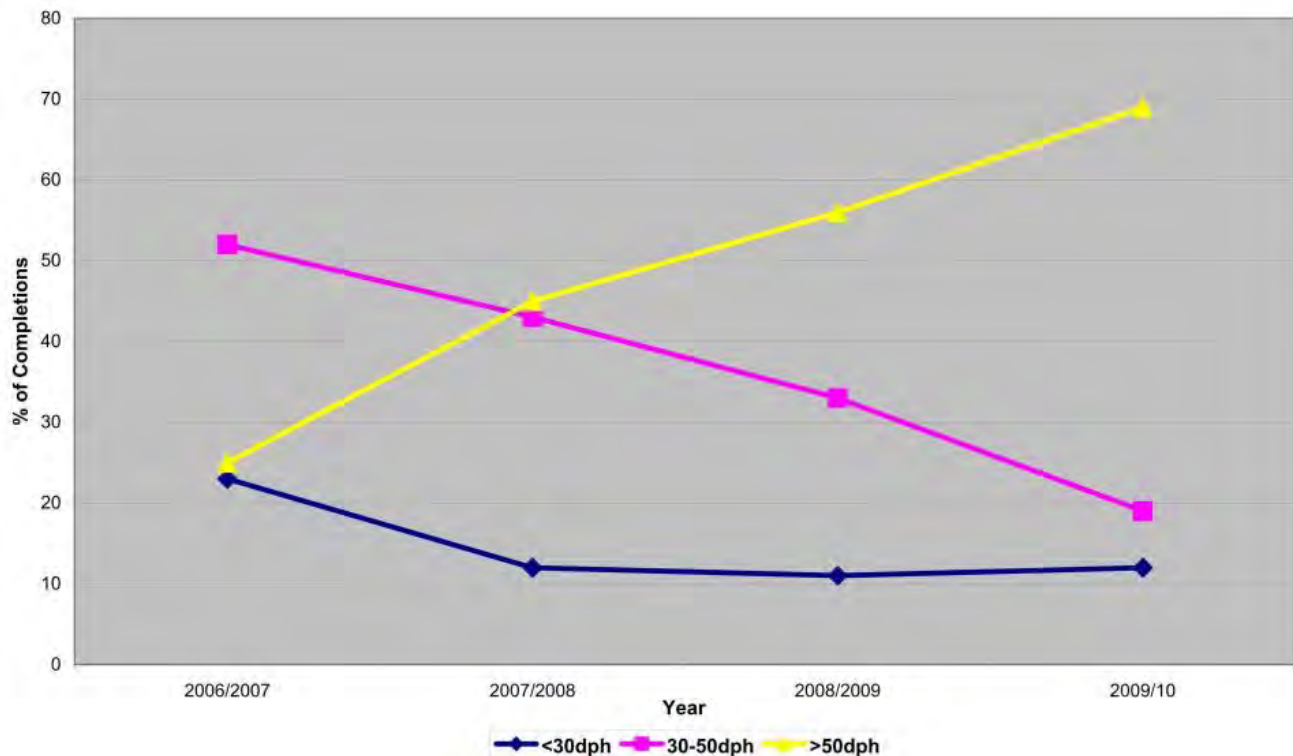
**Residential Planning Permission on Greenfield and Brownfield Sites:**

**Residential Planning permissions on Greenfield and Brownfield Sites**



**Density of Housing Completions:**

**Density of Housing Completions**



Insert info on school travel times increasing

## Rail Station Usage:

### Rail Station Usage

Station	1994	2007	2008	2009	2010	% Change 1994-2010	% Change 2009-2010
Kidderminster	645,517	866,145	963,041	1,227,492	1,324,100	105%	7.8%
Blakedown	23,894	53,365	61,109	70,870	85,166	256%	20.2%

## Cycling

**B.21** Cycling data is collected by Worcestershire County Council from two sites within the District. Figures show that usage of the Canal Towpath has increased over the period 2003/04 to 2009/10.

### Cycling in Wyre Forest District

Cycle Monitoring Station	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Minster Road Cycle Lane	66	58	67	63	71	68	66	61
Towpath, Gilgal, Stourport	N/A	49	61	59	65	64	60	67

## Bus Usage

**B.22** 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.



## B.2 Baseline Data for Objectives and 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	<b>2006-2008</b> Male: 78.18 Female: 82.47 (Neighbourhood statistics 2010)	<b>2005-2007</b> Male: 77.9 Female: 82.00 <b>2004-2006</b> Male: 77.7 Female: 81.6 <b>2001-2003</b> Male: 76 Female: 81	Life expectancy has improved for both males and females within the District.	Neighbourhood Statistics
% of new residential development within 30 minutes public transport travel time of key facilities.	<b>2009/10</b> GP: 96% Hospital: 94% Employment: 96% Primary School: 97% Secondary School: 97% Retail Centre: 96%	<b>2008/09</b> GP: 98% Hospital: 91% Employment: 92% Primary School: 98% Secondary School: 96% Retail Centre: 93% <b>2007/08</b> GP: 99% Hospital: 75% Employment: 96% Primary School: 99% Secondary School: 99% Retail Centre: 99%	Indicator is relatively static, no overall trend identifiable.	In-house monitoring (AMR)
% of villages with key facilities, i.e., primary school, post office, GP, Pub, convenience store, village hall	2009/10: 22% (2 of the District's 9) villages have the full range of facilities.	208/09: 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

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of affordable housing completions (net of demolitions)	2009/10: 51	2008/09: 93 2007/08: 40	The number of affordable housing completions has fallen, however, overall residential completions have fallen.	In-house monitoring - Housing Land Availability Report
% of housing completions which are affordable (net of demolitions).	2009/10: 27%	2008/09: 39% 2007/08: 21% 2006/07: 3% 2005/06: 11%	Despite a fall in the percentage of housing completions which were affordable during 2009/10, the overall trend is an increasing number.	In-house monitoring - Housing Land Availability Report
% of housing completions by size (gross).	<b>2009/10</b> 1 bed flat: 26% 2 bed flat: 40% 1 bed house: 1% 2 bed house: 16% 3 bed house: 7% 4 bed house: 10%	<b>2008/09</b> 1 bed flat: 13% 2 bed flat: 37% 1 bed house: 1% 2 bed house: 17% 3 bed house: 21% 4 bed house: 11% <b>2007/08</b> 1 bed flat: 17% 2 bed flat: 31% 1 bed house: 1% 2 bed house: 22% 3 bed house: 18% 4 bed house: 11%	The number of residential completions which are flats has increased. There has been a slight decrease the number of two and three bed houses.	In-house Monitoring - Annual Monitoring Report
% of housing completions by tenure (net of demolitions).	<b>2009/10</b> Private Ownership: 83% Social Rented: 24% Shared Ownership: 3%	<b>2008/09</b> Private Ownership: 61% Social Rented: 19% Shared Ownership: 20% <b>2007/08</b> Private Ownership: 79% Social Rented: 16% Shared Ownership: 5%	A larger proportion of completions were for private ownership in 2009/10 with an increase in social rented and a significant decrease in shared ownership.	In-house monitoring - Housing Land Availability Report
Number of additional gypsy/traveller pitches granted permission.	2009/10: 7	No information available		Database to be established to monitor applications as they are determined.
Number of extra care units completed.	2009/10: 0	2008/09: 24 2007/08: 0	No extra care units were provided during 2009/10.	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)	2009/10: 55	2008/09: 27 2007/08: 30	More 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

### B.23

Indicator	Baseline Position	Identified Trend	Analysis	Source
NI3: Those who have participated in a local area	<p>2009 Place Survey: Number of people who in the last 12 months have:</p> <ul style="list-style-type: none"> <li>• Been a local councillor - 1%</li> <li>• Been a member of a group making decisions on local health or education services - 3%</li> <li>• Been a member of a decision-making group set up to regenerate the local area - 2%</li> <li>• Been a member of a local decision-making group set up to tackle crime problems - 2%</li> <li>• Been a member of a Tenant's Group decision-making committee - 2%</li> <li>• Been a member of a group making decisions on local services for young people - 3%</li> <li>• Been a member of another group making decisions on services in the local community - 5%</li> </ul>	<p>2008 Place Survey: Number of people who in the last 12 months have:</p> <ul style="list-style-type: none"> <li>• Been a local councillor - 1%</li> <li>• Been a member of a group making decisions on local health or education services - 3%</li> <li>• Been a member of a decision-making group set up to regenerate the local area - 2%</li> <li>• Been a member of a local decision-making group set up to tackle crime problems - 2%</li> <li>• Been a member of a Tenant's Group decision-making committee - 2%</li> <li>• Been a member of a group making decisions on local services for young people - 3%</li> <li>• Been a member of another group making decisions on services in the local community - 5%</li> </ul>	Indicator has remained constant.	Place Survey available via Covalent
Average number of Neighbour and Statutory consultation letters sent per planning application	<p><b>2009/10:</b> No. applications: 829 No. notification letters: 7098 Average per application: 9</p>	<p><b>2008/09:</b> No. applications: 882 No. notification letters: 9434 Average per application: 11</p> <p><b>2007/08:</b> No. applications: 1124 No. notification letters: 12209 Average per application: 11</p>	Number of applications per annum has fallen. There has been a slight reduction in number of notification letters per application.	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>Applications cited 'Secured by Design' in their reasons for approval: 2009/10: 9</p> <p>Applications cited 'Secured by Design' in their reasons for refusal: 2009/10: 1</p>	<p>Applications cited 'Secured by Design' in their reasons for approval: 2008/09: 10 2007/08: 20</p> <p>Applications cited 'Secured by Design' in their reasons for refusal: 2008/09: 1 2007/08: 2</p>	No significant change from 2008/09	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)	2009/10: 26.65%	2008/09: 28.48% 2007/08: 28.45% 2006/07: 27.9% 2005/06: 25% 2004/05: 24.5%	Slight decrease for 2009/10, however, 100% of population is now served by recycling as opposed to 98.6% for 2008/09	National Indicator - available via Covalent
Household Waste Collected (excluding recycling) (tonnes)	2009/10: 28,309.97	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	The volume of waste collected from residential properties throughout the District has decreased.	In-house monitoring - Resources Directorate
District per capita CO <sub>2</sub> emissions	tonnes per capita: 2008: 6.1	tonnes per capita 2007: 6.3 2006: 6.5 2005: 6.5	Decrease in CO <sub>2</sub> emissions across the District from 2005-2008	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.	<b>2009/10</b> Kidderminster 63% Stourport 23% Bewdley 4%	<b>2008/09</b> Kidderminster 66% Stourport 22% Bewdley 2% <b>2007/08</b> Kidderminster 59% Stourport 25% Bewdley 4%	A greater % of development was located within the three main towns in 2009/10 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.	January 2011: The District has 2 AQMAs (Horsefair, Radford Avenue & Coventry Street, Kidderminster and Welch Gate,	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

Indicator	Baseline Position	Identified Trend	Analysis	Source
	Bewdley) and 1 borderline AQMA (High Street, Stourport-on-Severn).			
% of new developments incorporating SuDS (permissions granted)	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 (permissions granted).	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	2009/10: 3 (7%)	2008/09: 4 (10%) 2007/08: 13 (18%)	Fewer permissions for new residential development in Flood Zone 2 or 3 were granted in 2009/10.	Database to be established to monitor applications as they are determined.
Number of planning permissions granted contrary to EA advice.	2009/10: 0	2008/09: 1 2007/08: 1	No applications were refused contrary to EA advice compared to 1 per annum for the previous 2 years.	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 / Total no. apps determined using CA policies	2009/10: 7 (9%)	2008/09: 9 (9%) 2007/08: 22 (20%)	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
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	2009/10: 75 (91%)	2008/09: 93 (91%) 2007/08: 90 (80%)	Indicator has remained constant.	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	2009/10: 51(98%)	2008/09: 61 (94%) 2007/08: 75 (90%)	A higher % of Listed Building consents were granted during 2009/10.	In-house monitoring
Number of new records added to the HER.	2009/10: 150	2008/09: 271 2007/08: 227	New records continue to be added to the HER	Data to be obtained from County Council Historic Environment Team annually.
Number of applications approved contrary to Natural England recommendation.	2009/10:0	2008/09:0 2007/08:0	Indicator has remained constant.	Database to be established to monitor applications



Indicator	Baseline Position	Identified Trend	Analysis	Source
				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>2010:</u> Favourable - 34.8% Unfavourable but Recovering - 60.2% Unfavourable no Change - 3.4% Unfavourable but Declining - 1.4% Destroyed or Part Destroyed - 0.2%	<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	2009/10: 0	2008/09: 0 2007/08: 1 new Local Nature Reserve established.	No changes have occurred to areas of biodiversity importance this 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.
Number of demolition consents (Listed Buildings)	2009/10: 2	2008/09:0 2007/08:0	Two consents granted 2009/10 for partial demolition and rebuild.	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	2009/10: 3	2008/09: 4 2007/08: 6	Fewer demolition consents were granted in Conservation Areas during 2009/10 than during 2008/09.	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.	2009/10: 56.25%	2008/09: 50%	The % of Conservation Area Character Appraisals	In-house monitoring

Indicator	Baseline Position	Identified Trend	Analysis	Source
			updated in the last 5 years has increased.	
% of Conservation Areas with Management Plans completed/updated within the last 5 years.	2009/10: 6.25%	2008/09: 6.25% 2007/08: 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 built 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	2009/10: 131 (90%)	2008/09:137 (84%) 2007/08:140 (75%)	The % of applications in the Green Belt that have been approved has increased.	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.	2009/10: 86%	2008/09: 88% 2007/08: 84%	Although there has been a drop in % of residential completions located in Kidderminster and Stourport-on-Severn the % remains high.	In-house monitoring - Residential Land Availability Report
% of new residential completions in Kidderminster and Stourport-on-Severn located on brown-field land.	<b>2009/10</b> Kidderminster 91% Stourport-on-Severn 100%	<b>2008/09</b> Kidderminster 100% Stourport-on-Severn 100% <b>2007/08</b> Kidderminster 99% Stourport-on-Severn 100%	Slight decrease in the % of completions in Kidderminster located on brownfield land.	In-house monitoring - Residential Land Availability Report
Number of noise pollution complaints.	YE 31/03/2010 - 419	YE 31/03/2009 - 425 YE 31/03/2008 - 335	Noise pollution complaints have dropped slightly.	In-house monitoring - Pollution Control Team
Number of light pollution complaints received.	2009/10: 10	2008/09: 6 2007/08:14 2006/07: 7	Light pollution complaints were highest in 2007/08 and having fallen during 2008/09 they have risen again 2009/10.	In-house monitoring - Pollution Control team

**B.24** Information on water quality within the District can be found at sections 2.6 and 7.4 of the Water Cycle Strategy (March 2010).

## Greater Learning and Prosperity

### B.25

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of school leavers with 5 A*-C grades.	2008/09 - 61.8%	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.	2009 - 22.2%	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.	2009/10: 100%	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>2009/10:</u> ● Core Strategy- Publication: 29	<u>2008/09:</u> ● 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> ● Core Strategy Issues and Options Paper: 106 ● Core Strategy Revised Issues and Options Paper: 35	A greater number of representations were received in response to the Core Strategy Publication than at previous stages of consultation.	In-house monitoring

## Shared Prosperity

### B.26

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 businesses has fallen slightly since 2005.	Neighbourhood Statistics
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	2008: 3200 9.7 % of workforce	2007: 3600 10.5% of workforce 2006: 3400 9.7% of workforce	The number of tourism related jobs has fallen.	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).	2009/10: 407 Sqm	2008/09: 9290Sqm 2007/08: 0 Sqm	Less retail development was completed within or adjacent to the primary shopping area, although retail completions overall were lower.	In - house monitoring (Indicator BD4-AMR)
% of employment land developed on brownfield land.	2009/10: 100%	2008/09: 7% 2007/08: 1% 2006/07: 100%	The % of employment land developed on brownfield sites increased significantly to return to 2006/07 levels.	In - house monitoring - Annual Monitoring Report
Number of B1 completions.	2009/10: 0.6 ha	2008/09: 3.27ha 2007/08: 0.011ha	B1 completions were significantly lower than in 2008/09.	In - house Monitoring - AMR





## C Site Testing Tables

Table C.0.1

Sustainability Appraisal Objective		Sustainability Appraisal Objective																			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
1. To improve the health and well-being of the population and reduce inequalities in health.	+	++	++	+	0	0	++	++	+	0	0	0	0	+	+	+	+	+	+	0	
2. To improve the quality of, and accessibility to, cultural services and local services and facilities.	+		0	++	+	0	++	0	0	0	0	0	0	0	0	0	0	0	0	0	
3. To provide decent, affordable housing for all of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	++	0		++	0	+	+	0	0	0	0	0	0	++	+	x (1)	0	0	0	0	
4. To enhance the quality of life for all residents within the District.	++	++	++		0	++	+	++	++	+	0	0	+	++	++	+	++	++	+	+	
5. To encourage pride and social responsibility in the community and reduce crime.	+	+	+	++		0	0	0	0	0	0	0	0	++	0	0	++	++	0	0	
6. To manage waste in accordance with the waste hierarchy: reduce, re-use, recycling and composting, disposal.	0	0	0	0	0	++	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	0	0	+	++	0	++		++	0	0	++	0	+	+	0	0	0	0	0	++	
8. To reduce the need to travel and move towards more sustainable travel modes.	++	++	+	+	0	++		++	0	0	0	0	++	++	0	0	0	0	++	0	
9. Protect the use of water, soil and air whilst maintaining or improving their quality.	++	0	0	++	0	+	++		++	0	+	0	++	0	0	0	0	0	0	0	
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.	+	0	0	++	0	0	0	++		0	0	0	0	x (2)	++	0	0	0	0	0	
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	0	0	0	+	0	0	0	0	0		0	++	0	0	0	0	0	0	0	0	
12. To conserve and enhance the District's biodiversity and geodiversity.	0	0	0	0	0	0	++	+	0	0		0	+	0	0	0	0	0	0	0	

Sustainability Appraisal Objective		Sustainability Appraisal Objective																				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	0	0	0	0	0	0	0	0	0	0	++	0		0	0	0	0	0	0	0	0	0
	0	0	0	+	0	0	+	++	++	0	0	+			++	0	+	0	0	0	0	0
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.																						
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	+	0	++	++	++	0	+	++	0	X (3)	0	0	0	++		0	++	0	0	++	0	0
16. Mitigate against the unavoidable negative impacts of climate change.	+	0	+	++	0		0	0	0	++	0	0	0	0		0		0	0	0	0	0
17. Reduce noise and light pollution.	+	0	x (4)	+	0	0	0	0	0	0	0	0	0	+		++	0		0	0	0	0
18. To raise the skills levels and qualifications of the workforce.	+	0	0	++	++	0	0	0	0	0	0	0	0	0	0	0	0	0		++	++	++
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.	+	0	0			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20. Create and maintain a diverse, knowledge driven economy, ensuring all have the benefits, urban and rural.	+	0	0	+	0	0	0	+	0	0	0	0	0	0		++	0	++	0		++	++
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	0	0	0	+	0	0	++	0	0	0	0	0	0	0	0	0	0	0	++	0	++	

1. Housing growth may generate noise and light pollution.
2. Some town centre sites have flood risk issues.
3. Some town centre sites have flood risk issues.
4. Housing growth may generate noise and light pollution.

Issues and Options Sites - Table 1

SA Objective	H030: Chester Road South Service Station	H041: Rifle Range Shops, Avon Road	H042: Hurcott Maisonettes, Hurcott/Stourbridge Road	H043: Broadwaters Community Centre, Upton Road	H049: 207 Birmingham Road
1	<p><b>X</b></p> <p>GP surgery approximately 15 minutes walk away. Poor public transport connections to GP and hospital. Could be mitigated through improved public transport. Effect could be short-term if public transport provision was improved, otherwise, it would be long-term.</p>	<p><b>++</b></p> <p>Direct bus to hospital within 5 minutes walk. GP within 10 minutes walking distance. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>Within 15 minutes walk of town centre which has a range of facilities including GP, opticians and dentists. Hospital facilities are within 25 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>Approx 20 minutes walk to GP. Hospital accessible via bus. Long-term positive effect which could be reversed through relocation of medical facilities or changes to bus services.</p>	<p><b>++</b></p> <p>Good access to health facilities, within 15 minutes walk of town centre offering a range of health facilities. GP within 5 minutes walk. Hospital accessible by bus from the town centre. Long-term positive effect which could be reversed through relocation of medical facilities or changes to bus services.</p>
2	<p><b>+</b></p> <p>Approx 20 minutes walk into town centre, and 30 minute walk to Rose Theatre. Poor public transport connections to town centre. Approx 10 minutes walk to rail station with frequent trains to both Worcester and Birmingham allows easy public transport access to higher order cultural facilities. Long-term positive effect which could be reversed through changes to public transport.</p>	<p><b>+</b></p> <p>High frequency bus route within 5 minutes walk, gives access to Kidderminster. Bus service to Stourport-on-Severn within 10 minutes walk. Retail facilities would be incorporated into redevelopment. Long-term positive effect which could be affected by changes to bus services.</p>	<p><b>++</b></p> <p>Within 5 minutes walk of Horsefair local centre. Within 15 minutes walk of the town centre offering a range of facilities. Within 15 minutes walk of the Rose theatre. Bus services are available from the town centre to Birmingham and Worcester, also rail station is within 20 minutes walk giving access to higher order facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+/X</b></p> <p>Potential loss of community centre - appropriate mitigation measures will be required e.g. replacement community facility. Site is on a bus route to Kidderminster town centre and rail station giving access to a range of services and facilities. Local store within 5 minutes walk. Possible long-term significant adverse effect if community centre is lost.</p>	<p><b>++</b></p> <p>Town centre is within 15 minutes walk offering a range of services and facilities; general store is within 10 minutes walk. On bus route to Birmingham and within walking distance of the rail station providing connections to Birmingham and Worcester. Rose Theatre is within 15 minutes walk. Long-term positive effect which could be reversed through changes in service or public transport provision.</p>
3	<p><b>+</b></p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Should this site come forward for redevelopment it would be 100% affordable housing scheme. Long-term positive effect.</p>	<p><b>++</b></p> <p>Should this site come forward for redevelopment it would be 100% affordable housing scheme. Long-term positive effect.</p>	<p><b>++</b></p> <p>Should this site come forward for redevelopment it would be 100% affordable housing scheme. Long-term positive effect.</p>	<p><b>X</b></p> <p>The site may fall below the threshold for providing an on-site contribution to affordable housing. Long-term positive effect.</p>

SA Objective	H030: Chester Road South Service Station	H041: Rifle Range Shops, Avon Road	H042: Hurcott Maisonettes, Hurcott/Stourbridge Road	H043: Broadwaters Community Centre, Upton Road	H049: 207 Birmingham Road
4	<p>+</p> <p>Play area within 5 minutes walk. Within 15 minutes walk of a primary school and 5 minutes walk of a secondary school. Within 20 minutes walk of employment sites. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Play area and large nature reserve within 5 minutes walk. Within 10 minutes walk of primary school and 35 minutes walk of secondary school. Within 10-20 minutes walk of employment opportunities. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Play area within 5 minutes walk and park within 10 minutes walk. Within 10 minutes walk of a primary school and 20 minutes walk of a secondary school. Within 10 minutes walk of town centre employment opportunities. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Open space and children's play facilities within 5 minutes walk. Within 15 minutes walk of a primary school and 25 minutes walk to a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Baxter Gardens is within 5 minutes walk of the site. Within 10 minutes walk of primary and secondary schools. Within 15 minutes walk of town centre employment opportunities. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible. Long-term positive effect.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Any development of the site will be 100% affordable housing and will therefore need to meet Code for Sustainable Homes level 4 as well as taking into account the requirements of the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Any development of the site will be 100% affordable housing and will therefore need to meet Code for Sustainable Homes level 4 as well as taking into account the requirements of the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Any development of the site will be 100% affordable housing and will therefore need to meet Code for Sustainable Homes level 4 as well as taking into account the requirements of the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.</p>

SA Objective	H030: Chester Road South Service Station	H041: Rifle Range Shops, Avon Road	H042: Hurcott Maisonettes, Hurcott/Stourbridge Road	H043: Broadwaters Community Centre, Upton Road	H049: 207 Birmingham Road
8	<p>+</p> <p>Good access to rail services although bus services from the site to the town centre are limited. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>The site is reasonably well served by buses. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Within walking distance of the town centre, rail services and bus services. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>On a bus route which offers direct access to both Kidderminster town centre and the rail station. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Good access to facilities on foot and good access to public transport network. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>The site is not within an AQMA. It is likely that the site is contaminated and this would be remediated as part of any redevelopment of the site. Some sewerage infrastructure issues identified through Water Cycle Strategy, development will need to demonstrate how this has been overcome. Long-term positive effect of remediating contaminated land. Long-term positive effect.</p>	<p>++/XX</p> <p>The site is not within an AQMA. Water efficiency measures should be incorporated into new development. Significant sewerage infrastructure identified through Water Cycle Strategy, development would need to demonstrate how this has been overcome. Long-term positive effect but could have long-term negative effect if sewerage difficulties are not overcome.</p>	<p>+/X</p> <p>The site is not within an AQMA. Water efficiency measures should be incorporated into new development. Water Cycle Strategy identified some issues relating to sewerage which would need to be overcome. Long-term positive or negative effect depending on resolution of sewerage issues.</p>	<p>+</p> <p>The site is not within an AQMA. Water efficiency measures should be incorporated into new development. Long-term positive effect.</p>	<p>+</p> <p>The site is not within an AQMA. It is likely that the site is contaminated and this would be remediated as part of any redevelopment of the site. Long-term positive effect of remediating contaminated land.</p>
10	<p>++</p> <p>The site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>The site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>The site is not within the floodplain. Long-term positive effect.</p>	<p>X?</p> <p>The site is not within the floodplain however it could have an impact on Blakedown Brook and has some risk of sewer flooding, both are highlighted in the Water Cycle Strategy. Possible long-term negative effect.</p>	<p>++</p> <p>The site is not within the floodplain. Long-term positive effect.</p>
11	<p>++</p> <p>Redevelopment of the site will remove an incongruous feature from the streetscene. Long-term positive effect.</p>	<p>++</p> <p>Redevelopment offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Long-term significant benefit.</p>	<p>++</p> <p>Redevelopment offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Long-term significant benefit.</p>	<p>++</p> <p>Redevelopment offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Long-term significant benefit.</p>	<p>X?</p> <p>Replacement of one large house with several smaller houses could be considered to</p>



SA Objective	H030: Chester Road South Service Station	H041: Rifle Range Shops, Avon Road	H042: Hurcott Maisonettes, Hurcott/Stourbridge Road	H043: Broadwaters Community Centre, Upton Road	H049: 207 Birmingham Road
12	<p>+</p> <p>Potential to improve the biodiversity value of the site by including private gardens or shared amenity space within any redevelopment. Long-term positive effect.</p>	<p>+</p> <p>Creating communal gardens or private gardens in the development could increase biodiversity opportunities within the site. Long-term positive effect.</p>	<p>X</p> <p>Redevelopment would result in the loss of mature trees and potentially a reduction in greenspace within the site. Long-term negative effect which is irreversible.</p>	<p>0</p> <p>No detrimental impact on biodiversity or geodiversity.</p>	<p>be out of character within the street scene. Long-term negative impact.</p> <p>X</p> <p>Loss of garden land as overall footprint of buildings within the site increases. Long-term negative effect which is irreversible.</p>
13	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>
14	<p>++</p> <p>The site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>The site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>The site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>
15	<p>++</p> <p>The site is within Kidderminster and redevelopment will aid the regeneration of Kidderminster. Long-term positive effect.</p>	<p>++</p> <p>Offers the opportunity to improve the quality of housing within the existing urban area. Long-term positive effect.</p>	<p>++</p> <p>Offers the opportunity to improve the quality of housing within the existing urban area. Long-term positive effect.</p>	<p>+</p> <p>Offers the opportunity to remove a redundant building. Long-term positive effect.</p>	<p>+</p> <p>Would help to promote the regeneration of Kidderminster. Long-term positive effect.</p>
16	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term positive effect.</p>	<p>++?</p> <p>Development will be required to meet the standards set out within the Core Strategy as well as the standards required for social housing. Water Cycle Strategy identifies some potential issues regarding suitability of site for SUDS, these would need to be overcome. Possible long-term positive effect.</p>	<p>++?</p> <p>Development will be required to meet the standards set out within the Core Strategy as well as the standards required for social housing. Water Cycle Strategy identifies some potential issues regarding suitability of site for SUDS, these would need to be overcome. Possible long-term positive effect.</p>	<p>++?</p> <p>Development will be required to meet the standards set out within the Core Strategy as well as the standards required for social housing. Water Cycle Strategy identifies some potential issues regarding suitability of site for SUDS, these would need to be overcome. Possible long-term positive effect.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term positive effect.</p>

SA Objective	H030: Chester Road South Service Station	H041: Rifle Range Shops, Avon Road	H042: Hurcott Maisonnets, Hurcott/Stourbridge Road	H043: Broadwaters Community Centre, Upton Road	H049: 207 Birmingham Road
17	0 No effect likely.	0 No effect likely.	0 No effect likely.	0 No effect likely.	X? Redevelopment could increase lighting required on the site and increase noise pollution as a larger number of people live on the site. Could be mitigated to some extent through high quality design. Not considered to be a significant effect but would have a long-term impact.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 2

SA Objective	H050: Chester Road Bowling Club, Chester Road North	H056: Land rear of 32-51 Franche Road	H057: Land off Broomfield Close	H058: Playing field adjacent St. Mary's School, Stourvale Drive
1	++ GP within 5 minutes walk of site. Kidderminster town centre is within 20 minutes walk of the site offering a range of healthcare facilities. Hospital within 30 minutes walk of site, or accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities or changes to bus services.	++ GP within 5 minutes walk. Hospital within 20 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	++ GP within 5 minutes walk. Hospital within 20 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	++ GP within 15 minutes walk and hospital within 20 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.

SA Objective	H050: Chester Road Bowling Club, Chester Road North	H056: Land rear of 32-51 Franche Road	H057: Land off Broomfield Close	H058: Playing field adjacent St. Mary's School, Stourvale Drive
2	<p>++</p> <p>Town centre is within 20 minute walk offering a range of services and facilities. Convenience store within 10 minutes walk. On bus route to Kidderminster and Birmingham, also direct bus to rail station. Rose theatre is within 25 minutes walk. Rail station is within 20 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Supermarket is within 5 minutes walk. Town centre within 30 minutes walk. Half hourly bus service to town centre. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>X</p> <p>No local shop within walking distance. Town centre within 30 minutes walk. Half hourly bus service to town centre. Long-term negative effect which could be reversed through changes to public transport or service provision.</p>	<p>++</p> <p>Horsefair local centre within 5 minutes walk. Town centre within 15 minutes walk, supermarket and retail park within 10 minutes walk. Bus stop approx 5 minutes walk, half hourly bus service to town centre. Rose Theatre is within 20 minutes walking distance, bus and rail services provide access to higher order facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>
4	<p>+/X</p> <p>Redevelopment of the site would result in the loss of a sports facility, mitigation would be sought in the form of compensatory provision. Baxter Gardens is within 15 minutes walk of the site.</p> <p>Within 10 minutes walk of a primary and secondary school. Within 20 minutes walk of town centre employment opportunities.</p> <p>Long-term positive effect which could be altered by changes in play and education provision. Possible long-term negative effect from loss of open space.</p>	<p>+</p> <p>Site backs onto White Wickets which has sports facilities, open space and a play area.</p> <p>Within 5 minutes walk of Primary school and within 15 minutes walk of a secondary school.</p> <p>Town centre employment opportunities within 30 minutes walk or accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Adjacent to Blake Marsh Nature Reserve and White Wickets.</p> <p>Within 10 minutes walk of a primary school and 5 minutes walk of a secondary school. Town centre employment opportunities within 30 minutes walk or accessible by bus.</p> <p>Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>XX/++</p> <p>Development of this site would result in the loss of playing pitch facilities and could have a detrimental impact on the adjacent cycle path and woodland.</p> <p>Primary school within 5 minutes walk, secondary school within 30 minutes walk of a secondary school.</p> <p>Range of employment opportunities within 15 minutes walk. Long-term positive effect which could be altered by changes in play and education provision. Long-term negative effect which is irreversible resulting from loss of playing fields.</p>
5	N/A	N/A	N/A	N/A

SA Objective	H050: Chester Road Bowling Club, Chester Road North	H056: Land rear of 32-51 Franche Road	H057: Land off Broomfield Close	H058: Playing field adjacent St. Mary's School, Stourvale Drive
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>The site is greenfield and would therefore have no demolition or contamination issues, as such a higher environmental standard should be expected if the site was to come forward for development. Long-term positive effect.</p>	<p><b>++</b></p> <p>The site is greenfield and would therefore have no demolition or contamination issues, as such a higher environmental standard should be expected if the site was to come forward for development. Long-term positive effect.</p>	<p><b>++</b></p> <p>The site is greenfield and would therefore have no demolition or contamination issues, as such a higher environmental standard should be expected if the site was to come forward for development. Long-term positive effect.</p>
8	<p><b>++</b></p> <p>Good access to facilities on foot and good access to public transport network. Long-term positive effect.</p>	<p><b>++</b></p> <p>Good access to services and facilities on foot and by public transport. Long-term positive effect.</p>	<p><b>X</b></p> <p>Poor access to facilities on foot, half hourly bus service to town centre. Could be mitigated through improvements to public transport. Long-term negative effect which could be reversed through improvements to service provision and changes to public transport.</p>	<p><b>++</b></p> <p>Good pedestrian access to a range of services and facilities. Long-term positive effect.</p>
9	<p><b>+?</b></p> <p>The site is not within an AQMA. The Water Cycle Strategy has identified some issues with sewerage, development would need to demonstrate how these have been overcome. Long-term positive effect if sewerage issues are overcome.</p>	<p><b>+</b></p> <p>The site is not within an AQMA. Long-term positive effect.</p>	<p><b>+?</b></p> <p>The site is not within an AQMA. The Water Cycle Strategy has identified some issues with sewerage, development would need to demonstrate how these have been overcome. Long-term positive effect if sewerage issues are overcome.</p>	<p><b>+?</b></p> <p>The site is not within an AQMA. The Water Cycle Strategy identifies some significant issues with sewerage treatment which would need to be overcome. Long-term positive effect if sewerage issues are overcome.</p>
10	<p><b>++</b></p> <p>The site is not within the floodplain. Long-term positive effect.</p>	<p><b>?</b></p> <p>The site is not within a floodplain however, development of greenfield land could increase water run-off</p>	<p><b>X</b></p> <p>The site is not within a floodplain, however, development could increase run-off rate and there is a culverted stream on-site. Mitigation would be required in the form of an appropriate</p>	<p><b>X</b></p> <p>The site is not within the floodplain although the Water Cycle Strategy identifies a low risk of flooding from the River Stour and the Staffordshire and Worcestershire Canal. Long-term negative effect.</p>

SA Objective	H050: Chester Road Bowling Club, Chester Road North	H056: Land rear of 32-51 Franche Road	H057: Land off Broomfield Close	H058: Playing field adjacent St. Mary's School, Stourvale Drive
		rates and lead to surface water flooding. Mitigation would be required in the form of a suitable SUDS scheme. Long-term positive effect if flooding issues are overcome.	SUDS scheme and opening up of the culvert. Long-term negative effect which would be irreversible.	
11	+	No adverse impact on the character on the area. Long-term positive effect.	<b>X</b> Loss of open space would have a detrimental impact on the character of the area. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Loss of open space will have a detrimental impact on the character of the area. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.
12	<b>X</b>	Negative impact on biodiversity as a result of loss of greenspace. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Loss of urban open space and some tree coverage is likely to have a detrimental impact on biodiversity. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Loss of urban open space and some tree coverage is likely to have a detrimental impact on biodiversity. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.
13	N/A	N/A	N/A	<b>XX</b> Loss of open space adjacent to the Staffordshire & Worcestershire Canal Conservation Area is likely to have a detrimental impact. Long-term, significant effect which is irreversible.
14	<b>X</b>	Site is partially urban greenfield. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Site is greenfield. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Site is greenfield. Long-term, significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.



SA Objective	H050: Chester Road Bowling Club, Chester Road North	H056: Land rear of 32-51 Franche Road	H057: Land off Broomfield Close	H058: Playing field adjacent St. Mary's School, Stourvale Drive
15	<p><b>+</b></p> <p>Would potentially increase the numbers of people supporting the facilities within Kidderminster, thus making them more viable. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Would detract from the reuse of brown field land within Kidderminster. Likely to be a medium-term significant effect.</p>	<p><b>XX</b></p> <p>Would detract from the reuse of brown field land within Kidderminster. Likely to be a medium-term significant effect.</p>	<p><b>XX</b></p> <p>Development of this site would have a detrimental impact on the regeneration of Kidderminster by reducing access to open space and detracting from the re-use of derelict brownfield sites. Likely to be a medium-term significant effect.</p>
16	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum and could potentially deliver higher standards as the site is greenfield and therefore has no demolition or de-contamination costs. Possible long-term positive effect.</p>	<p><b>++?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum and could potentially deliver higher standards as the site is greenfield and therefore has no demolition or de-contamination costs. The Water Cycle Strategy identifies some issues associated with the delivery of SUDS on-site and development would need to demonstrate how these have been overcome. Possible long-term positive effect.</p>	<p><b>++?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum and could potentially deliver higher standards as the site is greenfield and therefore has no demolition or de-contamination costs. Possible long-term positive effect.</p>
17	<p><b>X?</b></p> <p>Redevelopment could increase light pollution. Long-term irreversible effect.</p>	<p><b>XX</b></p> <p>Development would increase both noise and light levels. Long-term irreversible effect.</p>	<p><b>XX</b></p> <p>Development would increase both noise and light levels. Long-term irreversible effect.</p>	<p><b>XX</b></p> <p>Development would increase both noise and light levels. Long-term irreversible effect.</p>
18	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 3

SA Objective	H059: Yew Tree Pub, Chester Road North	H060: Rear of the Parade, Stourbridge Road	H062: Land South of Bernie Crossland Walk, Chester Road South	H064: Playing Field off Sutton Park Rise
1	<p>+</p> <p>GP within 10 minutes walk, hospital within 30 minutes walk. Hospital and town centre health care facilities are accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>GP within 10 minutes walk, hospital within 30 minutes walk. Hospital and town centre health care facilities are accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>X</p> <p>GP and hospital not within walking distance, town centre health care facilities are accessible by bus. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>GP within 15 minutes walking distance, hospital is approx 30 minutes walk. Bus stop within 5 minutes walk serves town centre and hospital. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p>++</p> <p>Convenience store within 5 minutes walk. Rose theatre opposite the site, Horsefair local centre is within 15 minutes walk and town centre is within 20 minutes walk. Served by an hourly and half hourly bus service to Kidderminster and a twice daily bus service to Kinver. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++</p> <p>Convenience store within 5 minutes walk. Rose theatre within 5 minutes walk, Horsefair local centre is within 15 minutes walk and town centre is within 20 minutes walk. Served by an hourly and half hourly bus service to Kidderminster and a twice daily bus service to Kinver. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Convenience store within 10 minutes walk, bus stop within 5 minutes walk giving access to town centre. Rail station is within 20 minutes walk or accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Local shops within 5 minutes walk, rail station accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.</p>
4	<p>++</p> <p>Broadwaters Park is within 5 minutes walk of the site and Springfield Park is within 10 minutes walk. Within 10 minutes walk of a primary school and 20 minutes walk of a secondary school. Within 20 minutes walk of a range of employment opportunities. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Broadwaters Park is within 5 minutes walk of the site and Springfield Park is within 10 minutes walk. Within 10 minutes walk of a primary school and 25 minutes walk of a secondary school. Within 20 minutes walk of a range of employment opportunities. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Open space at Spennells Valley is within 10 minutes walk, play area is within 15 minutes walk. Within 30 minutes walk of a primary school and 15 minutes walk of a secondary school. Range of employment facilities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+X</p> <p>Large nature reserve within 5 minutes walk, open space and play area within 15 minutes walk. Development of site would however result in the loss of a playing pitch, mitigation would be sought in the form of compensatory provision. Primary school within 15 minutes walk, secondary school within 25 minutes walking distance.</p>

SA Objective	H059: Yew Tree Pub, Chester Road North	H060: Rear of the Parade, Stourbridge Road	H062: Land South of Bernie Crossland Walk, Chester Road South	H064: Playing Field off Sutton Park Rise
				Stourport Road Employment Corridor is within 15-20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.
5	N/A	N/A	N/A	N/A
6	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be reused on-site wherever possible. Long-term positive effect.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.
7	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term positive effect.
8	Good pedestrian and bus access to a range of services and facilities. Rail station is accessible by bus. Long-term positive effect which could be reversed through changes to public transport provision.	Good pedestrian and bus access to a range of services and facilities. Rail station is accessible by bus. Long-term positive effect which could be reversed through changes to public transport provision.	Reasonable access to services and facilities by foot and bus. Long-term positive effect which could be reversed through changes to public transport provision.	Reasonable access to services and facilities by foot and bus. Long-term positive effect which could be reversed through changes to public transport provision.
9	The site is not within an AQMA. However, redevelopment of the site would require the loss of some woodland which may lead to a decline in air quality within the area. Potential long-term negative effect. The Water Cycle Strategy identified some potential issues with sewerage infrastructure and development would	The site is not within an AQMA. However, redevelopment of the site would require the loss of some scrubland which may lead to a decline in air quality within the area. Potential long-term negative effect.	The site is not within an AQMA. The Water Cycle Strategy identifies some issues with sewerage infrastructure and development would need to demonstrate that these have been overcome. Long-term positive effect if issues are overcome.	The site is not within an AQMA. The Water Cycle Strategy has identified some sewerage constraints which will need to be overcome. Long-term positive effect if issues are overcome.

SA Objective	H059: Yew Tree Pub, Chester Road North	H060: Rear of the Parade, Stourbridge Road	H062: Land South of Bernie Crossland Walk, Chester Road South	H064: Playing Field off Sutton Park Rise
	need to demonstrate that these have been overcome. Long-term positive effect if issues are overcome.			
10	<p><b>X</b></p> <p>The site is not within the floodplain although the Water Cycle Strategy identifies some possible issues, development would need to demonstrate that these have been overcome. Potential long-term negative effect.</p>	<p><b>X</b></p> <p>Flood zones 2 and 3 affect part of the site and there are possible flooding issues associated with Broadwaters Brook. Long-term negative effect.</p>	<p><b>+?</b></p> <p>The site is not within the floodplain but run-off could contribute to flooding associated with Hoo Brook. Long-term negative effect.</p>	<p><b>++</b></p> <p>The site is not within the floodplain. Long-term positive effect.</p>
11	<p><b>XX</b></p> <p>Loss of woodland would have a detrimental impact on the character of the area. Long-term significant effect which is irreversible.</p>	<p><b>X</b></p> <p>Scrubland provides a green backdrop to the area and the loss of this could be detrimental to the character of the area. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>XX</b></p> <p>Loss of substantial rear gardens and tree cover, including several TPOs. This would have a detrimental impact on the character of the area. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>XX</b></p> <p>Loss of a playing field would have a detrimental impact on the openness of the area. Long-term negative effect which is irreversible.</p>
12	<p><b>XX</b></p> <p>Loss of woodland would have a detrimental impact on biodiversity in the area. Long-term significant effect which is irreversible.</p>	<p><b>X</b></p> <p>Loss of scrubland is likely to have a detrimental impact on biodiversity. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>XX</b></p> <p>Loss of substantial rear gardens and tree cover, including several TPOs. This would have a detrimental impact on biodiversity in the area. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>X?</b></p> <p>Loss of a playing field could have a detrimental impact on the biodiversity of the area. Long-term negative effect which is irreversible.</p>
13	N/A	N/A	N/A	N/A

SA Objective	H059: Yew Tree Pub, Chester Road North	H060: Rear of the Parade, Stourbridge Road	H062: Land South of Bernie Crossland Walk, Chester Road South	H064: Playing Field off Sutton Park Rise
14	<p><b>X</b></p> <p>Site is partially greenfield. Long-term significant effect which is irreversible.</p>	<p><b>X</b></p> <p>Site is brownfield but a large element of it is scrubland and zoned as urban open space. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>X</b></p> <p>Site has the characteristics of a greenfield site and a number of trees, including TPOs would be lost if the site was to be developed. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>XX</b></p> <p>Site is greenfield and is currently used as a playing pitch. Long-term significant impact which is irreversible. Mitigation would be required in the form of compensatory provision.</p>
15	<p><b>X</b></p> <p>Development of this site would remove an operational public house and would detract from the redevelopment of derelict sites. Long-term impact, could be reversed by new provision at a later date.</p>	<p><b>X</b></p> <p>Loss of urban open space could have a detrimental impact on regeneration. Long-term significant impact which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>X</b></p> <p>Releasing this site for development now would detract from the redevelopment of derelict sites within Kidderminster. Long-term significant impact.</p>	<p><b>X</b></p> <p>Releasing this site for development now would detract from the redevelopment of derelict sites within Kidderminster and result in the loss of a playing field which has not been identified as surplus. Long-term significant impact which is irreversible. Mitigation would be required in the form of compensatory provision.</p>
16	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.</p>
17	<p><b>0</b></p> <p>No likely effect.</p>	<p><b>X</b></p> <p>Development is likely to increase light and noise pollution within the site. Long-term significant impact which is irreversible.</p>	<p><b>X</b></p> <p>Development is likely to increase light and noise pollution within the site. Long-term significant impact which is irreversible.</p>	<p><b>X</b></p> <p>Development is likely to increase light and noise pollution within the site. Long-term significant impact which is irreversible.</p>
18	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A



Issues and Options Sites - Table 4

SA Objective	H068: Queen Street (redevelopment), Kidderminster	H071: 273/274 Hoo Road (Adjacent St. Andrew's Green)	H072: North of Bernie Crossland Walk, Chester Road South	H074: Blakebrook School/County Buildings, Bewdley Road	H076: Aylmer Lodge Surgery, Stourport Road
1	<p><b>++</b></p> <p>GP within 10 minutes walk and hospital within 20 minutes walk. Town centre health facilities are within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>++</b></p> <p>GP within 10 minutes walk and hospital within 25 minutes walk. Hospital also accessible by bus. Town centre health facilities are within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>X</b></p> <p>GP and hospital not within walking distance, town centre health care facilities are accessible by bus. Long-term negative effect which could be reversed through relocation of medical facilities or improvements to public transport.</p>	<p><b>++</b></p> <p>GP within 10 minutes walk, hospital within 5 minutes walk. Town centre health facilities are within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+X</b></p> <p>Currently a GP surgery, relocation could reduce access to GP for surrounding residents, however, town centre GPs and hospital are within 10 minutes walking distance. Town centre health facilities are within 10 minutes walk. Demonstration that there are no negative impacts should be required. Long-term positive effect which could be reversed through relocation of medical facilities. Possible long-term negative effect of practice relocating.</p>
2	<p><b>++</b></p> <p>Horsefair local centre within 5 minutes walk. Town centre is within 10 minutes walk, supermarket and retail park within 10 minutes walk. Bus stop approx 5 minutes walk, half hourly bus service to town centre. Rose Theatre is within 20 minutes walking distance, bus and rail services provide access to higher order facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Local shop within 5 minutes walk. Town centre is within 15 minutes walk, supermarket within 10 minutes walk. Bus stop within 5 minutes walk and rail station within 10 minutes walk giving access to higher order services. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Convenience store within 10 minutes walk, bus stop within 5 minutes walk giving access to town centre. Rail station is within 20 minutes walk or accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Town centre within 10 minutes walk, Rail station is within 20 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Town centre services and facilities are within 10 minutes walk, rail station is within 20 minutes walk or accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>

SA Objective	H068: Queen Street (redevelopment), Kidderminster	H071: 273/274 Hoo Road (Adjacent St. Andrew's Green)	H072: North of Bernie Crossland Walk, Chester Road South	H074: Blakebrook School/County Buildings, Bewdley Road	H076: Aylmer Lodge Surgery, Stourport Road
3	<b>++</b> Site is currently affordable housing and would be redeveloped as such should it come forward. Long-term positive effect.	<b>+</b> Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.	<b>-?</b> Site is likely to fall below the threshold where affordable housing is required. Short-term negative effect.
4	<b>++</b> Play area opposite site, St. George's Park and Puxton nature reserve are both within 5 minutes walk. Primary school is within 10 minutes walk and secondary school is within 25 minutes walk. Range of employment opportunities within walking distance. Long-term positive effect which could be altered by changes in play and education provision.	<b>++</b> Open space within 10 minutes walk, play area within 5 minutes walk. Within 20 minutes walk of a primary school and within 15 minutes walk of a secondary school. Range of employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.	<b>++</b> Open space at Spennells Valley is within 10 minutes walk, play area is within 15 minutes walk. Within 30 minutes walk of a primary school and 15 minutes walk of a secondary school. Range of employment facilities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	<b>++</b> Open space within 10 minutes walk. Both primary and secondary schools are within 10 minutes walk. Employment opportunities are within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.	<b>++</b> Open space and play facilities are within 10 minutes walk. Primary and secondary schools are both within 10 minutes walk. Town centre employment opportunities are within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.
5	N/A	N/A	N/A	N/A	N/A
6	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled as far as possible. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled as far as possible. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Buildings should be re-used where appropriate and any demolition waste should be recycled where appropriate. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. The existing building should be re-used where appropriate and any demolition waste should be recycled where appropriate. Long-term positive effect.
7	<b>++</b> New build housing would be of a much higher environmental standard than existing. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	<b>+</b> Any development of the site will need to implement the 'Delivering Sustainable	<b>++?</b> Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy, however, conversion of	<b>++?</b> Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.

SA Objective	H068: Queen Street (redevelopment), Kidderminster	H071: 273/274 Hoo Road (Adjacent St. Andrew's Green)	H072: North of Bernie Crossland Walk, Chester Road South	H074: Blakebrook School/County Buildings, Bewdley Road	H076: Aylmer Lodge Surgery, Stourport Road
			Development' core policy set out within the Core Strategy. Long-term positive effect.	existing buildings may be restrictive in terms of renewable energy provision. Potential long-term positive effect.	however, conversion of existing building may be restrictive. Potential long-term positive effect.
8	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision..	+ Reasonable access to services and facilities by foot and bus. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.
9	+? Site is not within an AQMA. The Water Cycle Strategy has identified some sewerage issues which would need to be overcome. Long-term positive effect if issues can be overcome.	+ Site is not within an AQMA. Long-term positive effect.	+? The site is not within an AQMA. The Water Cycle Strategy identifies some issues with sewerage infrastructure and development would need to demonstrate that these have been overcome. Long-term positive effect if issues can be overcome.	+? The site is not within an AQMA. The Water Cycle Strategy identifies some issues relating to sewerage which would need to be overcome. Long-term positive effect if issues can be overcome.	+ The site is not within an AQMA. Long-term positive effect.
10	++ Site is not within the floodplain. Long-term positive effect.	++ Site is not within the floodplain. Long-term positive effect.	+? The site is not within the floodplain but run-off could contribute to flooding associated with Hoo Brook. Long-term positive effect if issues can be overcome.	++ The site is not within the floodplain. Long-term positive effect.	++ The site is not within the floodplain. Long-term positive effect.

SA Objective	H068: Queen Street (redevelopment), Kidderminster	H071: 273/274 Hoo Road (Adjacent St. Andrew's Green)	H072: North of Bernie Crossland Walk, Chester Road South	H074: Blakebrook School/County Buildings, Bewdley Road	H076: Aylmer Lodge Surgery, Stourport Road
11	<p>+</p> <p>Offers the opportunity to improve the townscape. Mitigation will be required to secure this benefit.</p>	<p>X?</p> <p>Could be considered to be over-development of the site which would have a detrimental impact on townscape.</p> <p>Potential long-term negative impact which would be difficult to reverse.</p>	<p>XX</p> <p>Loss of substantial rear gardens and tree cover, including several TPOs. This would have a detrimental impact on the character of the area. Long-term negative effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>X?</p> <p>Loss of some open space and mature trees may have a detrimental impact on character, however, trees could potentially be retained.</p> <p>Long-term negative effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>X?</p> <p>Potential loss of some mature trees and intensification of development on the site could have a detrimental impact on character. However, some trees on the site have TPOs. Potential long-term significant effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>
12	<p>X</p> <p>Loss of established gardens could have a detrimental impact on biodiversity. Long-term negative effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>X?</p> <p>Loss of an established garden could have a detrimental impact on biodiversity.</p> <p>Potential long-term negative impact which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>XX</p> <p>Loss of substantial rear gardens and tree cover, including several TPOs. This would have a detrimental impact on biodiversity in the area. Long-term negative effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>X?</p> <p>Loss of open space and trees could have a detrimental impact on biodiversity, however, trees could potentially be retained.</p> <p>Long-term negative effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>X?</p> <p>Potential loss of mature trees could have a detrimental impact on biodiversity, however, some trees on the site have TPOs. Potential long-term significant effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>
13	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>?</p> <p>Site has Listed Buildings, potential for development to have a detrimental impact on character. However, good design provides an opportunity to enhance their setting. Mitigation would be sought to secure this benefit. Potential long-term positive or negative effect.</p>	<p>?</p> <p>Existing building is of historic interest, potential to restore and convert it, however, it could be lost. Mitigation would be required to secure its future. Potential long-term positive or negative effect.</p>
14	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>	<p>X</p> <p>Site is partially greenfield. Long-term negative impact which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>X</p> <p>Site has the characteristics of a greenfield site and a number of trees, including TPOs would be lost if the site was to be developed. Long-term negative effect which would require</p>	<p>+X</p> <p>Brownfield site but incorporates some greenspace. Long-term effect which would require mitigation in the form of a contribution to the green infrastructure network.</p>	<p>++</p> <p>Brownfield site. Long-term positive effect.</p>



SA Objective	H068: Queen Street (redevelopment), Kidderminster	H071: 273/274 Hoo Road (Adjacent St. Andrew's Green)	H072: North of Bernie Crossland Walk, Chester Road South	H074: Blakebrook School/County Buildings, Bewdley Road	H076: Aylmer Lodge Surgery, Stourport Road
			mitigation in the form of a contribution to the green infrastructure network.		
15	<b>+</b> Would help regenerate Kidderminster. Long-term positive effect.	<b>+?</b> Could aid the regeneration of Kidderminster. Possible long-term positive effect.	<b>X</b> Releasing this site for development now would detract from the redevelopment of derelict sites within Kidderminster. Medium-term negative impact.	<b>+</b> Could aid the regeneration of Kidderminster. Long-term positive effect.	<b>+</b> Could aid the regeneration of Kidderminster. Long-term positive effect.
16	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy. However the Water Cycle Strategy has identified some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy although the Water Cycle Strategy has identified some issues with the implementation of SUDS which will need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Water Cycle Strategy has identified some issues with the implementation of SUDS which will need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum, however, site measures that can be incorporated. Water Cycle Strategy has identified some issues with the implementation of SUDS which will need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum, however, site constraints may mean restrict the measures that can be incorporated. Water Cycle Strategy has identified some issues with the implementation of SUDS which will need to be overcome. Long-term positive effect if issues can be overcome.
17	<b>0</b> No effect likely.	<b>X?</b> Could increase light pollution. Potential long-term negative effect.	<b>X</b> Development is likely to increase light and noise pollution within the site. Long-term negative effect.	<b>0</b> No effect likely.	<b>0</b> No effect likely.
18	N/A	N/A	N/A	<b>0</b> Currently in educational use as a special school but due to be replaced by a new facility on another site. No effect likely.	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A



SA Objective	H068: Queen Street (redevelopment), Kidderminster	H071: 273/274 Hoo Road (Adjacent St. Andrew's Green)	H072: North of Bernie Crossland Walk, Chester Road South	H074: Blakebrook School/County Buildings, Bewdley Road	H076: Aylmer Lodge Surgery, Stourport Road
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 5

SA Objective	H077: Northumberland Avenue Surgery, Stourport Road	H089: King Charles I School, Comberton Road	H094: Hurcott ADR, Stourbridge Road	H096 (L0'13): Allotments off Chester Road North	H100 (ELA55): R&D Aggregates, Lisle Avenue
1	<b>+/X</b> Development should be required to demonstrate that there is no negative impact. Possible long-term negative effect from relocation of surgery which may make medical facilities less accessible.	<b>+</b> GP within 10 minutes walk, town centre medical facilities within 15 minutes walk, hospital within 25 minutes walk or accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>XX</b> No medical facilities within reasonable walking distance. Bus connections are poor. Could be overcome by introducing a new bus service. Potential long-term significant negative effect.	<b>+</b> GP within 5 minutes walk, town centre within 15 minutes walking distance, hospital within 25 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> GP within 10 minutes walk, hospital and town centre health facilities accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.
2	<b>+</b> Both Kidderminster and Stourport-on-Severn and rail station are accessible by bus. Local shops opposite. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>+</b> Kidderminster town centre is within 15 minutes walk. Rail station is within 10 minutes walk. Local shops within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>X</b> Site not within walking distance of the town centre. Local shop within 10 minutes walk and Rose theatre within 20 minutes walk. Seek improvements by incorporating a local shop into the development. Potential long-term significant negative effect.	<b>++</b> Within 15 minutes walk of town centre, 10 minutes walk of local shop and rail station. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>+</b> Bus service to both Kidderminster and Stourport-on-Severn, rail station accessible by bus. Town centre within 20 minutes walk via Staffs & Worcs Canal. Local shop within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.
3	<b>+</b> Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.

SA Objective	H077: Northumberland Avenue Surgery, Stourport Road	H089: King Charles I School, Comberton Road	H094: Hurcott ADR, Stourbridge Road	H096 (L013): Allotments off Chester Road North	H100 (ELA55): R&D Aggregates, Lisle Avenue
4	<p><b>++</b></p> <p>Site is within 10 minutes walk of Brinton Park.</p> <p>Primary school within 5 minutes walk, secondary school within 25 minutes walk.</p> <p>Range of employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Borrington Park is within 10 minutes walk.</p> <p>Primary school within 10 minutes walk and secondary school within 15 minutes walk.</p> <p>Range of employment opportunities within 15 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>X</b></p> <p>Hurcott Pool and Woods is adjacent to the site. Braodwaters Park is within 15 minutes walk. No play facilities within comfortable walking distance. Primary school within 20 minutes walk, secondary school accessible by bus.</p> <p>Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p><b>X/+</b></p> <p>Within 10 minutes walk of Borrington Park, however, development of the site would result in a loss of allotments, mitigation would be sought.</p> <p>Primary and secondary schools within 5 minutes walk. Employment opportunities within 15 minutes walk.</p> <p>Long-term positive effect which could be altered by changes in play and education provision. Possible long-term negative effect arising from loss of allotments.</p>	<p><b>++</b></p> <p>Site is within 10 minutes walk of Brinton Park.</p> <p>Primary school within 5 minutes walk. Secondary school within 30 minutes walk.</p> <p>Range of employment opportunities within 10-20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	<p><b>+</b></p> <p>Community would be consulted on any planning application for the site. Any development should be designed to minimise opportunities for crime.</p> <p>Currently issues with fly-tipping and anti-social behaviour on the site. Long-term positive effect.</p>	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled as far as possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled as far as possible. Listed and Locally Listed elements of the sites should be retained and reused. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>

SA Objective	H077: Northumberland Avenue Surgery, Stourport Road	H089: King Charles I School, Comberton Road	H094: Hurcott ADR, Stourbridge Road	H096 (L013): Allotments off Chester Road North	H100 (ELA55): R&D Aggregates, Lisle Avenue
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Large site could provide increased levels of renewable energy, however, retention of historic buildings may prevent this. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Large greenfield site could provide increased levels of renewable energy due to economies of scale. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Poorly located for access to services and facilities by foot, cycle or public transport. Long-term significant negative effect unless additional bus services could be secured.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>++</p> <p>The site is not within an AQMA. The Water Cycle Strategy identifies some issues with sewerage infrastructure and development would need to demonstrate that these have been overcome. Long-term positive effect if issues can be overcome.</p>	<p>XX</p> <p>Site is grade 2 and 3 agricultural land. Site is not within an AQMA. Water Cycle Strategy identifies some issues relating to sewerage which would need to be addressed. Long-term significant negative effect which is irreversible.</p>	<p>++</p> <p>Site is not within an AQMA. Water Cycle Strategy identifies some issues with sewerage infrastructure which will need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain however Water Cycle Strategy identifies some potential impact on Blakedown Brook. Possible long-term negative effect if issues can not be overcome.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain however the Water Cycle Strategy identifies some possible flood risk from the River Stour and the Staffs &amp; Worcs Canal. Long-term positive effect if issues can be overcome.</p>

SA Objective	H077: Northumberland Avenue Surgery, Stourport Road	H089: King Charles I School, Comberton Road	H094: Hurcott ADR, Stourbridge Road	H096 (L013): Allotments off Chester Road North	H100 (ELA55): R&D Aggregates, Lisle Avenue
11	<p><b>+</b></p> <p>Offers the opportunity to introduce a focal point at the junction of Northumberland Avenue and Stourport Road. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p><b>?</b></p> <p>Listed and Locally Listed buildings on site. Potential long-term positive or negative effect depending on whether building is retained.</p>	<p><b>XX</b></p> <p>Impact on view into town and on setting of Hurcott Village. Long-term significant negative effect which is irreversible.</p>	<p><b>+</b></p> <p>Offers the opportunity to improve the appearance of the site, not all allotments currently in use and site is partially derelict. Long-term positive effect.</p>	<p><b>X</b></p> <p>Neighbouring uses not compatible with residential. Significant long-term negative effect on new residents could be reversed through change of use of adjacent land.</p>
12	<p><b>+?</b></p> <p>Potential to improve biodiversity by providing garden space/greenspace as part of redevelopment.</p>	<p><b>X?</b></p> <p>Potential adverse impact, all trees have TPOs and it is expected that these will be retained. Potential loss of playing fields, compensatory provision would be required. Potential long-term negative impact</p>	<p><b>XX</b></p> <p>Large greenfield site, adjacent to SSSI, currently farmland, potential for substantial negative impact on biodiversity. Mitigation measures will be required in the form of a contribution to the green infrastructure network. Long-term significant negative effect.</p>	<p><b>X</b></p> <p>Site currently allotments, redevelopment would have a detrimental impact on the green infrastructure network. Long-term negative effect which is irreversible.</p>	<p><b>0</b></p> <p>No effect likely.</p>
13	<p>N/A</p>	<p><b>?</b></p> <p>Potential adverse impact on the setting of listed and locally listed buildings. Mitigation would be required to secure this. Potential for long-term positive or negative effect.</p>	<p><b>X</b></p> <p>Potential negative impact on the setting of Hurcott Village. Long-term significant negative effect which is irreversible.</p>	<p>N/A</p>	<p><b>?</b></p> <p>Need to consider the impact of any development on the Staffordshire and Worcestershire Canal, potential to improve area. Mitigation would be required to secure this. Potential for long-term positive or negative effect.</p>
14	<p><b>++</b></p> <p>Site is brownfield. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site is partially brownfield. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Site is greenfield and in the Green Belt. Long-term significant negative effect which is irreversible.</p>	<p><b>XX</b></p> <p>Site is greenfield. Long-term negative effect which is irreversible.</p>	<p><b>++</b></p> <p>Site is brownfield. Long-term positive effect.</p>

SA Objective	H077: Northumberland Avenue Surgery, Stourport Road	H089: King Charles I School, Comberton Road	H094: Hurcott ADR, Stourbridge Road	H096 (L013): Allotments off Chester Road North	H100 (ELA55): R&D Aggregates, Lisle Avenue
15	<p><b>+?</b></p> <p>Could help to promote the regeneration of Kidderminster. Long-term positive effect.</p>	<p><b>+</b></p> <p>Would help to regenerate Kidderminster by developing new homes within walking distance of the town centre. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Is likely to have a detrimental impact on regeneration by reducing the likelihood that brownfield sites will be developed. Long-term significant negative effect which is irreversible.</p>	<p><b>+?</b></p> <p>Could help to promote the regeneration of Kidderminster. Long-term positive effect.</p>	<p><b>+?</b></p> <p>Could help to promote the regeneration of Kidderminster. Long-term positive effect.</p>
16	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Opportunity to reduce surface water food risk by introducing soft landscaping to a site which is currently hard-surfaced. Mitigation will be required to secure this benefit. Water Cycle Strategy has identified some issues with the implementation of SUDS which will need to be overcome. Potential for long-term positive impact.</p>	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Potential for economies of scale to deliver a higher environmental standard. Water Cycle Strategy has identified some issues with the implementation of SUDS which will need to be overcome. Potential for long-term positive impact.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Potential for economies of scale to deliver a higher environmental standard. Long-term positive impact.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. However Water Cycle Strategy identifies significant constraints to implementing SUDS on the site. Long-term positive effect if issues can be overcome.</p>
17	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>XX</b></p> <p>Would result in increased noise and light pollution within the area. Long-term significant negative effect which is irreversible.</p>	<p><b>XX</b></p> <p>Would result in increased noise and light pollution within the area. Long-term negative effect.</p>	<p><b>0</b></p> <p>No effect likely.</p>
18	N/A	School currently operates over 2 sites and would be fully relocated to the other site if site redeveloped, therefore no adverse impact is likely.	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A



SA Objective	H077: Northumberland Avenue Surgery, Stourport Road	H089: King Charles I School, Comberton Road	H094: Hurcott ADR, Stourbridge Road	H096 (L013): Allotments off Chester Road North	H100 (ELA55): R&D Aggregates, Lisle Avenue
20	N/A	N/A	N/A	N/A	<b>X</b> Loss of employment land could have a detrimental impact on the economy. Potential long-term negative effect. Significant long-term negative effect which would be irreversible.
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 6

SA Objective	H101 (EMP1.8): Oasis Arts and Crafts, Goldthorn Road	H102 (EMP1.8): Reilloc Chain, Stourport Road	H118: Land South of Spennells, Kidderminster	H123: Land at Wolverley traffic lights, Wolverhampton Road	H124: Rear of 41 Clarence Street, Kidderminster
1	<b>+</b> Within 10 minutes walk of a doctors surgery. Hospital is accessible by bus. Stourport-on-Severn and Kidderminster town centre health facilities accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> Within 10 minutes walk of a doctors surgery. Hospital is accessible by bus. Stourport-on-Severn and Kidderminster town centre health facilities accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>X</b> No existing health facilities within walking distance, bus service to town centre within walking distance. GP surgery should be provided within the development. Long-term negative effect which could be reversed through relocation of healthcare facilities or changes to public transport.	<b>X</b> No health facilities within walking distance. Bus route within 5 minute walk, services to town centre. Long-term negative effect which could be reversed through relocation of healthcare facilities or changes to public transport.	<b>++</b> Town centre medical facilities including GP within 10 minutes walk. Hospital within 20 minutes walk. Long-term negative effect which could be reversed through relocation of healthcare facilities or changes to public transport.
2	<b>+</b> Kidderminster and Stourport-on-Severn accessible by bus, rail station accessible by bus. Local shop within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>+</b> Kidderminster and Stourport-on-Severn accessible by bus, rail station accessible by bus. Local shop within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>X</b> Most of site is within 15 minutes walking distance of local shop, bus service to town centre within walking distance. Would need to be improved as part of development.	<b>X</b> Local shop within 10-15 minutes walk of site, bus stop within 5 minutes walk. Town centre and rail station not within walking distance. Improvement should be sought as part of any development.	<b>++</b> Town centre within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.

SA Objective	H101 (EMP1.8): Oasis Arts and Crafts, Goldthorn Road	H102 (EMP1.8): Reilloc Chain, Stourport Road	H118: Land South of Spennells, Kidderminster	H123: Land at Wolverley traffic lights, Wolverhampton Road	H124: Rear of 41 Clarence Street, Kidderminster
3	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Site would fall below the threshold where affordable housing is required. Short-term negative effect.</p>
4	<p><b>+</b></p> <p>Site is within 10 minutes walk of open space and 15 minutes walk of two play areas. Primary school within 10 minutes walk and secondary school within 25 minutes walk. Range of employment opportunities within upto 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Site is within 10 minutes walk of open space and 15 minutes walk of two play areas. Primary school within 10 minutes walk and secondary school within 25 minutes walk. Range of employment opportunities within upto 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>X</b></p> <p>Site would be within 5-15 minutes walk of open space, new development would be required to provide open space and play facilities. Most of site within 15-20 minutes walk of primary school. No secondary school within 30 minutes walk of site. Limited employment within walking distance however there are bus services within walking distance. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p><b>X</b></p> <p>Broadwaters Park and Hurcott Pool and Woods within 10 minutes walk and Springfield Park within 15-20 minutes walk. Within 10-20 minutes walk of primary school. Secondary school accessible by bus. Bus services to town centre employment opportunities. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>St. George's Park is within 10 minutes walk. Primary school within 5 minutes walk. Secondary school within 15 minutes walk. Range of employment opportunities within 15 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled as far as possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled as far as possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>

SA Objective	H101 (EMP1.8): Oasis Arts and Crafts, Goldthorn Road	H102 (EMP1.8): Reilloc Chain, Stourport Road	H118: Land South of Spennells, Kidderminster	H123: Land at Wolverley traffic lights, Wolverhampton Road	H124: Rear of 41 Clarence Street, Kidderminster
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. potential for economies of scale to deliver a higher proportion of renewable energy. Potential for long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. potential for economies of scale to deliver a higher proportion of renewable energy. Potential for long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Poorly located for access to services and facilities by foot or public transport, new development would need to incorporate sustainable access to the town centre. Long-term negative effect. Mitigation would be sought in the form of additional bus services.</p>	<p>X</p> <p>Poorly located for access to services and facilities by foot or public transport, new development would need to incorporate sustainable access to the town centre. Long-term negative effect. Mitigation would be sought in the form of additional bus services.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy has identified some issues relating to sewerage infrastructure which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy has identified some issues relating to sewerage infrastructure which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+?</p> <p>Site is not within an AQMA. Water Cycle Strategy has identified some issues with sewerage infrastructure which will need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>X</p> <p>Site is not within a floodplain, however, development of a large greenfield site such as this could increase surface water run-off. Mitigation would be required. Long-term negative effect which could be irreversible.</p>	<p>X</p> <p>Site is not within a floodplain, however, development of a large greenfield site such as this could increase surface water run-off. Mitigation would be required. Water Cycle Strategy identifies some issues relating to increasing flood risk of existing properties. Significant long-term effect which could be irreversible.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>

SA Objective	H101 (EMP1.8): Oasis Arts and Crafts, Goldthorn Road	H102 (EMP1.8): Reilloc Chain, Stourport Road	H118: Land South of Spennells, Kidderminster	H123: Land at Wolverley traffic lights, Wolverhampton Road	H124: Rear of 41 Clarence Street, Kidderminster
11	<p><b>+</b></p> <p>If redeveloped with adjacent site offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Potential long-term positive effect.</p>	<p><b>+</b></p> <p>If redeveloped with adjacent site offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Potential long-term positive effect.</p>	<p><b>XX</b></p> <p>Would have a detrimental impact on the landscape in a highly visible Green Belt location along a major road and rail corridor. Long-term significant negative effect which is irreversible.</p>	<p><b>XX</b></p> <p>Highly visible Green Belt site, development here would have an impact on views into Kidderminster. Significant long-term effect which would be irreversible.</p>	<p><b>X?</b></p> <p>Potential adverse impact on the character of the area due to constrained location of site. Could be mitigated through high quality design. Potential long-term negative effect.</p>
12	<p><b>+?</b></p> <p>Potential to improve biodiversity by providing garden space/greenspace as part of redevelopment. Potential long-term positive effect.</p>	<p><b>+?</b></p> <p>Potential to improve biodiversity by providing garden space/greenspace as part of redevelopment. Potential long-term positive effect.</p>	<p><b>XX</b></p> <p>Would have a detrimental impact on the biodiversity of the site. Long-term significant negative effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>XX</b></p> <p>Would have a detrimental impact on the biodiversity of the site. Significant long-term effect which would be irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>0</b></p> <p>Unlikely to have an impact on biodiversity.</p>
13	N/A	N/A	N/A	N/A	N/A
14	<p><b>++</b></p> <p>Site is brownfield. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is brownfield. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Site is grade two agricultural land and Green Belt. Long-term significant effect which is irreversible.</p>	<p><b>XX</b></p> <p>Site is grade two/three agricultural land and is in the Green Belt. Significant long-term effect which would be irreversible.</p>	<p><b>++</b></p> <p>Site is brownfield. Long-term positive effect.</p>
15	<p><b>+?</b></p> <p>Could help to promote the regeneration of Kidderminster by improving the attractiveness of this area to residents, however, it could have a detrimental impact on employment provision. Potential long-term positive or negative effect.</p>	<p><b>+?</b></p> <p>Could help to promote the regeneration of Kidderminster by improving the attractiveness of this area to residents, however, it could have a detrimental impact on employment provision. Potential long-term positive effect.</p>	<p><b>XX</b></p> <p>Would have a detrimental impact on the regeneration of Kidderminster by reducing the likelihood of urban brownfield sites being redeveloped. Long-term significant effect which is irreversible.</p>	<p><b>XX</b></p> <p>Would have a detrimental impact on the regeneration of Kidderminster by reducing the likelihood of urban brownfield sites being redeveloped. Significant long-term effect which would be irreversible.</p>	<p><b>0</b></p>
16	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy.</p>	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy.</p>	<p><b>++?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy but within the Core Strategy but</p>	<p><b>++?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy but within the Core Strategy but</p>	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy but within the Core Strategy but</p>

SA Objective	H101 (EMP1.8): Oasis Arts and Crafts, Goldthorn Road	H102 (EMP1.8): Reilloc Chain, Stourport Road	H118: Land South of Spennells, Kidderminster	H123: Land at Wolverley traffic lights, Wolverhampton Road	H124: Rear of 41 Clarence Street, Kidderminster
	<p>Opportunity to reduce surface water flood risk by introducing soft landscaping to a site which is currently hard-surfaced. Mitigation will be required to secure this benefit. Water Cycle Strategy has identified some issues relating to SUDS which would need to be overcome.</p>	<p>Opportunity to reduce surface water flood risk by introducing soft landscaping to a site which is currently hard-surfaced. Mitigation will be required to secure this benefit. Water Cycle Strategy has identified some issues relating to SUDS which would need to be overcome.</p>	<p>could potentially deliver higher environmental standards through economies of scale. Potential for long-term positive effect.</p>	<p>could potentially deliver higher environmental standards through economies of scale.</p>	<p>the Core Strategy. Water Cycle Strategy has identified some issues relating to SUDS which would need to be overcome.</p>
17	<p>+</p> <p>Move from industrial use to residential use could reduce noise pollution. Long-term positive effect.</p>	<p>+</p> <p>Move from industrial use to residential use could reduce noise pollution. Long-term positive effect.</p>	<p>XX</p> <p>Would increase noise and light pollution within the area. Long-term significant effect which is irreversible.</p>	<p>XX</p> <p>Would increase noise and light pollution within the area. Significant long-term effect which would be irreversible.</p>	<p>0</p> <p>No effect likely.</p>
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	<p>-?</p> <p>Potential negative impact by removing an operational business, however, it could be re-located within the District. Could allow a mix of uses on-site. Potential long-term negative effect which is irreversible.</p>	<p>-?</p> <p>Potential negative impact by removing an operational business, however, it could be re-located within the District. Could allow a mix of uses on-site. Potential long-term negative effect which is irreversible.</p>	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A



Issues and Options Sites - Table 7

SA Objective	H125: Land at The Lea	H134: Musketeer PH, Avon Road	H139: Low Habberley Farm	H150: British Sugar Settling Ponds, Wilden Lane	H152: 164-166 Sutton Park Road
1	<p>+</p> <p>Within 20 minutes walk of GP and hospital, also accessible by bus. Town centre health facilities accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>++</p> <p>Direct bus to hospital within 5 minutes walk. GP within 10 minutes walking distance. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>X</p> <p>No facilities within walking distance, Kidderminster Hospital and town centre health facilities accessible by bus within 5 minutes walk of eastern edge of site. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p>X</p> <p>No health facilities within walking distance. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>Within 15 minutes walk of GP, hospital and town centre health facilities accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p>+</p> <p>Kidderminster and Bewdley accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>High frequency bus route within 5 minutes walk, gives access to Kidderminster. Bus service to Stourport-on-Severn is within 10 minutes walk. Retail facilities would be incorporated into redevelopment. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>X</p> <p>Kidderminster is accessible by bus, 5 minutes walk from eastern edge of site. The site would need to provide adequate bus infrastructure. Improvement should be sought as part of any redevelopment. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Half of site within 10 minutes walk of a local shop, site within 10 minutes walk of two bus routes but service only hourly or two hourly. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Within 10 minutes walk of local shop, within 5 minutes walk of high frequency bus route. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>

SA Objective	H125: Land at The Lea	H134: Musketeer PH, Avon Road	H139: Low Habberley Farm	H150: British Sugar Settling Ponds, Wilden Lane	H152: 164-166 Sutton Park Road
4	<p><b>+</b></p> <p>Within 10 minutes walk of open space and a play area. Primary and secondary school within 20 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Play area and large nature reserve within 5 minutes walk. Within 5 minutes walk of a primary school and 25 minutes walk of a secondary school. Range of employment opportunities within upto 20 minutes walking distance. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>X</b></p> <p>Part of site is within 10 minutes walk of open space and a play area, development would need to provide open space and play facilities. Part of site is within a 10 minute walk of both a primary and secondary school. Part of site is within 5 minutes walk of bus services to town centre. Long-negative effect which could be altered by changes in play and education provision.</p>	<p><b>+/X</b></p> <p>Site is within 10 minutes walk of open space but not a play area. Primary school within 25 minutes walk. Secondary school accessible by bus. Range of employment opportunities within 15-20 minutes walk. Long-term positive and negative effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Within 10 minutes walk of open space and play area. Primary school within 5 minutes walk, secondary school within 20 minutes walk. Range of employment opportunities accessible by high frequency bus. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where possible. Long-term positive effect.</p>
7	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy, potential for economies of scale to deliver a higher proportion of renewable energy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Any development of the site will be 100% affordable housing and will therefore need to meet Code for Sustainable Homes level 4 as well as taking into account the requirements of the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy, potential for economies of scale to deliver a higher proportion of renewable energy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy, potential for economies of scale to deliver a higher proportion of renewable energy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>

SA Objective	H125: Land at The Lea	H134: Musketeer PH, Avon Road	H139: Low Habberley Farm	H150: British Sugar Settling Ponds, Wilden Lane	H152: 164-166 Sutton Park Road
8	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p><b>+</b></p> <p>The site is reasonably well served by buses. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p><b>X</b></p> <p>Poorly located for access to services and facilities by public transport and foot. Significant long-term effect on congestion. Reversible. Mitigation would be sought in the form of improvements to public transport. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>X</b></p> <p>Poorly located for access to services and facilities by public transport and foot. Significant long-term effect on congestion. Reversible. Mitigation would be sought in the form of improvements to public transport. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p><b>+?</b></p> <p>Site is not within an AQMA. The Water Cycle Strategy has identified some issues with sewerage infrastructure which would need to be overcome. Long-term positive effect if issues are overcome.</p>	<p><b>X</b></p> <p>The site is not within an AQMA. Water efficiency measures should be incorporated into new development. Water Cycle Strategy has identified some significant issues with sewerage infrastructure which would need to be overcome. Long-term positive effect if issues are overcome.</p>	<p><b>+?</b></p> <p>Site is not within an AQMA. Water Cycle Strategy has identified some issues with sewerage infrastructure which would need to be overcome. Long-term positive effect if issues are overcome.</p>	<p><b>+?</b></p> <p>Site is not within an AQMA. Water Cycle Strategy has identified some issues with sewerage infrastructure which would need to be overcome. Long-term positive effect if issues are overcome.</p>	<p><b>+?</b></p> <p>Site is not within an AQMA. Water Cycle Strategy has identified some issues with sewerage infrastructure which would need to be overcome. Long-term positive effect if issues are overcome.</p>
10	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>X</b></p> <p>Part of the site is within the floodplain, would also need to consider the implications of development on run-off levels. Mitigation would be required. Long-term negative effect which could be reversed through mitigation.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>

SA Objective	H125: Land at The Lea	H134: Musketeer PH, Avon Road	H139: Low Habberley Farm	H150: British Sugar Settling Ponds, Wilden Lane	H152: 164-166 Sutton Park Road
11	<b>XX</b> Would have a detrimental impact on views towards Habberley and Bewdley and would erode an important green wedge. Significant long-term effect which is irreversible.	<b>++</b> Redevelopment offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.	<b>XX</b> Site is considered to have medium landscape sensitivity, would have a detrimental impact on the openness of the area and on views into and out of Kidderminster. Significant long-term effect which would be irreversible.	<b>X</b> Development would result in a loss of open aspect. Significant long-term impact which would be irreversible.	<b>X?</b> Garden development could erode the character of the area. Long-term negative effect which is irreversible.
12	<b>X</b> Likely to have a detrimental impact on biodiversity. Significant long-term effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>+</b> Creating communal gardens or private gardens in the development could increase biodiversity opportunities within the site. Long-term positive effect.	<b>X?</b> May have a detrimental impact on the neighbouring Special Wildlife Site. Mitigation measures would be required. Significant long-term effect which would be irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>X?</b> May have a detrimental impact on the neighbouring Special Wildlife Site. Mitigation measures will be required. Significant long-term impact which would be irreversible.	<b>X?</b> Loss of garden land may have a detrimental impact. Long-term significant effect which is irreversible.
13	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>X?</b> Loss of character in an established suburb. Long-term negative effect which is irreversible.
14	<b>XX</b> Site is greenfield. Significant long-term negative impact which is irreversible.	<b>++</b> Site is brownfield.	<b>XX</b> Large greenfield site. Mix of grade 2 and 3 agricultural land. Significant long-term effect which is irreversible.	<b>XX</b> Large greenfield site in the Green Belt. Significant long-term impact which would be irreversible.	<b>X</b> Site is partially greenfield. Long-term negative effect which is irreversible.
15	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster by reducing the likelihood of urban brownfield sites being redeveloped. Significant long-term negative impact which is irreversible.	<b>++</b> Offers the opportunity to improve the quality of housing within the existing urban area. Medium-term positive effect.	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster by reducing the likelihood of urban brownfield sites being redeveloped. Significant long-term effect which is irreversible.	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster by reducing the likelihood of urban brownfield sites being redeveloped. Significant long-term effect which would be irreversible.	<b>+</b> Could help to regenerate the town centre by expanding housing choice in the area. Long-term positive effect.

SA Objective	H125: Land at The Lea	H134: Musketeer PH, Avon Road	H139: Low Habberley Farm	H150: British Sugar Settling Ponds, Wilden Lane	H152: 164-166 Sutton Park Road
16	<b>++?</b> Development would be required to meet the standards set out within the Core Strategy but could potentially deliver higher environmental standards through economies of scale. Long-term positive effect.	<b>++</b> Development will be required to meet the standards set out within the Core Strategy as well as the standards required for social housing. Long-term positive effect.	<b>++?</b> Development would be required to meet the standards set out within the Core Strategy but could potentially deliver higher environmental standards through economies of scale. Water Cycle Strategy identifies some issues relating to the suitability of the site for SUDS which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>?</b> Development would be required to meet the standards set out within the Core Strategy but could potentially deliver higher environmental standards through economies of scale. Would need to consider the impact of developing the site on flooding in the surrounding area. Long-term positive effect if issues can be overcome.	<b>++?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Water Cycle Strategy identifies some issues relating to the suitability of the site for SUDS which would need to be overcome. Long-term positive effect if issues can be overcome.
17	<b>XX</b> Would increase noise and light pollution within the area. Significant long-term effect which would be irreversible.	<b>0</b> Unlikely to have an impact on noise or light pollution in the area.	<b>XX</b> Would increase noise and light pollution within the area. Significant long-term effect which would be irreversible.	<b>XX</b> Would increase noise and light pollution within the area. Significant long-term effect which would be irreversible.	<b>X</b> Likely to increase noise and light pollution within the area. Significant long-term effect which would be irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 8

SA Objective	H166: Land off Wolverley Road, Franche	H004: Chichester Caravans/Rogers Rescue, Vale Road	H005: Stourport Primary School, Tan Lane	H006: TP Toys, Cheapside	H009: A-Z Wedding Services, Minster Road
1	<b>+</b> GP within 10 minutes walk of site, hospital and town centre health facilities are accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 5 minutes walk of GP and town centre medical facilities. Hospital is accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 5 minutes walk of GP and town centre medical facilities. Hospital is accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 5 minutes walk of GP and town centre medical facilities. Hospital is accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 10 minutes walk of GP and town centre medical facilities. Hospital is accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.



SA Objective	H166: Land off Wolverley Road, Franche	H004: Chichester Caravans/Rogers Rescue, Vale Road	H005: Stourport Primary School, Tan Lane	H006: TP Toys, Cheapside	H009: A-Z Wedding Services, Minster Road
2	<p>Local shop within 5 minutes walk, frequent bus service to town centre within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++ Town centre within 5 minutes walk offering a range of services and facilities. Kidderminster rail station is accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++ Town centre within 5 minutes walk offering a range of services and facilities. Kidderminster rail station is accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++ Town centre within 5 minutes walk offering a range of services and facilities. Kidderminster rail station is accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++ Town centre within 10 minutes walk offering a range of services and facilities. Kidderminster rail station is accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy. Long-term positive effect.</p>
4	<p>+</p> <p>Within 10 minutes walk of open space and a play area. Primary school and secondary school within 10 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Within 10 minutes walk of Riverside Meadows and Canal Basins offering open space and play facilities. Primary school and secondary school within 10 minutes walk. Town centre employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Within 10 minutes walk of Riverside Meadows and Canal Basins offering open space and play facilities. Primary school within 5 minutes walk and secondary school within 15 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Within 5 minutes walk of Riverside Meadows and Canal Basins offering open space and play facilities. Primary school and secondary school within 10 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Within 10 minutes walk of Riverside Meadows and Canal Basins offering open space and play facilities. Primary school and secondary school within 10 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core</p>

SA Objective	H166: Land off Wolverley Road, Franche	H004: Chichester Caravans/Rogers Rescue, Vale Road	H005: Stourport Primary School, Tan Lane	H006: TP Toys, Cheapside	H009: A-Z Wedding Services, Minster Road
	accordance with the Core Strategy. Long-term positive effect.	accordance with the Core Strategy. Long-term positive effect.	Strategy. Demolition waste should be recycled where appropriate, also scope of the buildings on site. Long-term positive effect.	Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.	Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.
7	++ Development would be required to meet the standards set out within the Core Strategy, potential for economies of scale to deliver a higher proportion of renewable energy. Potential long-term positive effect.	+ Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	+ Development would be required to meet the standards set out within the Core Strategy. Conversion of existing building may make this more difficult. Long-term positive effect if standards can be met.	+ Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	+ Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.
8	+ Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.
9	+ Site is not within an AQMA. Long-term positive effect.	X Within a borderline AQMA, additional traffic could exacerbate this. Possible long-term significant effect. Mitigation would be required to off-set impact of additional traffic.	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.

SA Objective	H166: Land off Wolverley Road, Franche	H004: Chichester Caravans/Rogers Rescue, Vale Road	H005: Stourport Primary School, Tan Lane	H006: TP Toys, Cheapside	H009: A-Z Wedding Services, Minster Road
10	<b>++</b> Site is not within the floodplain. Long-term positive effect.	<b>X</b> Site is not within the floodplain however the Water Cycle Strategy identifies some possibility of canal flooding. Potential long-term negative effect.	<b>++</b> Site is not within the floodplain. Long-term positive effect.	<b>XX</b> Site is within zone 2 and 3. Long-term negative effect. Mitigation would be required to address risk ad secure betterment.	<b>++</b> Site is not within the floodplain. Long-term positive effect.
11	<b>XX</b> Loss of an important green wedge separating Kidderminster and Fairfield. Long-term significant negative effect which is irreversible.	<b>+</b> Opportunity to create a feature on this town centre gateway site. Mitigation will be required to secure this benefit. Long-term positive impact.	<b>+</b> Offers the opportunity to improve the streetscene if redeveloped sympathetically and historic buildings are retained. Mitigation will be required to secure this benefit. Long-term positive effect.	<b>+</b> Offers the opportunity to improve the streetscene, river frontage and setting of adjacent listed building. Mitigation will be required to secure this benefit. Long-term positive effect.	<b>+</b> Offers the opportunity to improve the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.
12	<b>X</b> Likely to have a detrimental impact on biodiversity. Long-term significant negative effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>0</b> No effect likely.	<b>++</b> Potential to improve biodiversity by providing garden space/greenspace as part of redevelopment. Potential long-term positive effect.	<b>++</b> Potential to improve biodiversity by providing garden space/greenspace as part of redevelopment. Long-term positive effect.	<b>++</b> Potential to improve biodiversity by providing garden space/greenspace as part of redevelopment. Long-term positive effect.
13	<b>0</b>	<b>?</b> Need to consider impact on Staffordshire and Worcestershire Canal Conservation Area which is in close proximity to the site. Mitigation will be required to ensure no detrimental impact. Potential for long-term impact which is either positive or negative.	<b>+</b> Opportunity to bring a locally listed building back into use. Mitigation will be required to secure this benefit. Potential long-term positive effect.	<b>+</b> Opportunity to improve the setting of a listed building. Mitigation will be required to secure this benefit. Long-term positive effect.	<b>0</b>
14	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant negative effect which is irreversible.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.

SA Objective	H166: Land off Wolverley Road, Franche	H004: Chichester Caravans/Rogers Rescue, Vale Road	H005: Stourport Primary School, Tan Lane	H006: TP Toys, Cheapside	H009: A-Z Wedding Services, Minster Road
15	<p><b>XX</b></p> <p>Would have a detrimental impact on the regeneration of Kidderminster by reducing the likelihood of urban brownfield sites being redeveloped. Medium-term significant negative effect which is irreversible.</p>	<p><b>++</b></p> <p>Would aid the regeneration of Stourport-on-Severn by enhancing the town centre gateway. Long-term positive effect.</p>	<p><b>++</b></p> <p>Would aid the regeneration of Stourport-on-Severn by bringing a disused site back into use. Long-term positive effect.</p>	<p><b>++</b></p> <p>Would aid the regeneration of Stourport-on-Severn. Long-term positive effect.</p>	<p><b>?</b></p> <p>Existing business would need to be relocated to avoid job losses. Possible short-term negative effect.</p>
16	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy but could potentially deliver higher environmental standards through economies of scale.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy has identifies some constraints relating to the suitability of site for SUDS which would need to be overcome.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy has identifies some constraints relating to the suitability of site for SUDS which would need to be overcome.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy has identifies some constraints relating to the suitability of site for SUDS which would need to be overcome.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy has identifies some constraints relating to the suitability of site for SUDS which would need to be overcome.</p>
17	<p><b>XX</b></p> <p>Would increase noise and light pollution within the area. Long-term significant negative effect which is irreversible.</p>	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>0</b></p> <p>No effect likely.</p>
18	N/A	N/A	<p><b>0</b></p> <p>Redundant school site, school already relocated. No effect likely.</p>	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	<p><b>X?</b></p> <p>Potential loss of existing business unless suitable relocation could be found. Long-term negative effect which could be reversed if suitable relocation option was found.</p>	N/A	<p><b>+</b></p> <p>Allowing a mix of uses on-site would help with economic diversification. Long-term positive effect.</p>	N/A

SA Objective	H166: Land off Wolverley Road, Franche	H004: Chichester Caravans/Rogers Rescue, Vale Road	H005: Stourport Primary School, Tan Lane	H006: TP Toys, Cheapside	H009: A-Z Wedding Services, Minster Road
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 9

SA Objective	H013: Queens Road, Areley Kings	H016: Stourport-on-Severn Civic Centre, New Street	H020: Carpets of Worth, Severn Road	H021: Bridge Street	H035: Walshes Community centre, Linden Avenue, Areley Kings
1	<p><b>+</b></p> <p>Approximately 20 minutes walk to GP surgery and hospital services are accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>++</b></p> <p>GP and town centre medical services within 5 minutes walk. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>++</b></p> <p>GP and town centre medical services within 5 minutes walk. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>++</b></p> <p>GP and town centre medical services within 5 minutes walk. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>Approximately 20 minutes walk to GP surgery and hospital services are accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p><b>++</b></p> <p>Redevelopment of site would include a local shop. Stourport-on-Severn town centre is within 20 minutes walk. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+X</b></p> <p>Town centre is within 5 minutes walk. However, compensation should be sought for the loss of the Civic facility. Long-term negative effect if civic facility is lost.</p>	<p><b>+</b></p> <p>Town centre is within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Town centre is within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+X</b></p> <p>Compensation should be sought for the loss of the existing community facility. Stourport-on-Severn town centre is within 20 minutes walk. Bus stop within 5 minutes walk. Long-term negative effect if existing community facility is lost.</p>
3	<p><b>++</b></p> <p>Site would be developed for 100% affordable housing. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site would be developed for 100% affordable housing. Long-term positive effect.</p>



SA Objective	H013: Queens Road, Areley Kings	H016: Stourport-on-Severn Civic Centre, New Street	H020: Carpets of Worth, Severn Road	H021: Bridge Street	H035: Walshes Community centre, Linden Avenue, Areley Kings
4	<p><b>++</b></p> <p>Play area, amenity green space and natural open space within 5 minutes walk.</p> <p>Primary school within 10 minutes walk, secondary school accessible by bus. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Play area and open space within 5 minutes walk. Primary school and secondary school within 10 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Play area and open space within 5 minutes walk. Primary school and secondary school within 10 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Play area and open space within 5 minutes walk. Primary school and secondary school within 10 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Small area of the site is open space which would be lost, however, there is very good access to open space and play facilities within 5 minutes walk of site.</p> <p>Primary school within 10 minutes walk, secondary school accessible by bus. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	<p><b>+</b></p> <p>Would remove garage block, some garages are not in use and there have been problems of anti-social behaviour associated with the site.</p> <p>Long-term positive effect.</p>	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>
7	<p><b>++</b></p> <p>Development would be affordable housing and would therefore be required to meet high environmental standards. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Development would be affordable housing and would therefore be required to meet high environmental standards. Long-term positive effect.</p>

SA Objective	H013: Queens Road, Areley Kings	H016: Stourport-on-Severn Civic Centre, New Street	H020: Carpets of Worth, Severn Road	H021: Bridge Street	H035: Walshes Community centre, Linden Avenue, Areley Kings
8	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy has identified some issues relating to sewerage infrastructure which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>X</p> <p>Site is not within the flood plain. However the Water Cycle Strategy identifies some issues relating to sewer flooding which would need to be overcome. Long-term negative effect. Mitigation would be required to provide betterment.</p>	<p>++</p> <p>Site is not within the flood plain. Long-term positive effect.</p>	<p>X</p> <p>Site is within flood zone 2. 10% of the site is within zone 3. Long-term negative effect. Mitigation would be required to provide betterment.</p>	<p>X</p> <p>Site is partially within flood zone 2. Long-term negative effect. Mitigation would be required to provide betterment.</p>	<p>X?</p> <p>Site is not within the flood plain however the Water Cycle Strategy identifies some possible risk of flooding from sewers. Possible long-term negative effect. Mitigation would be required to overcome issue.</p>
11	<p>++</p> <p>Offers the opportunity to improve the townscape and the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>N/A</p>	<p>++</p> <p>Offers the opportunity to bring a derelict site back into use and improve the townscape and the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>++</p> <p>Offers the opportunity to improve the streetscene and open up access to the canal basins. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>0</p>
12	<p>+</p> <p>No negative effect likely on biodiversity or geodiversity.</p>	<p>+</p> <p>No negative effect likely on biodiversity or geodiversity.</p>	<p>+</p> <p>No negative effect likely on biodiversity or geodiversity.</p>	<p>+</p> <p>No negative effect likely on biodiversity or geodiversity. Long-term positive effect.</p>	<p>XX</p> <p>Loss of Local Nature Reserve open space is likely to have an impact on biodiversity. Long-term negative effect which is irreversible.</p>

SA Objective	H013: Queens Road, Areley Kings	H016: Stourport-on-Severn Civic Centre, New Street	H020: Carpets of Worth, Severn Road	H021: Bridge Street	H035: Walshes Community centre, Linden Avenue, Areley Kings
13	N/A	N/A	<p>+</p> <p>Offers the opportunity to improve the setting of a Conservation Area. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>++</p> <p>Offers the opportunity to enhance the conservation area. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	N/A
14	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>	<p>++</p> <p>Site is brownfield. Long-term positive effect.</p>	<p>+</p> <p>Majority of site is brownfield. Long-term positive effect.</p>
15	<p>+</p> <p>Would aid the regeneration of Stourport-on-Severn. Long-term positive effect.</p>	N/A	<p>++</p> <p>Would aid the regeneration of Stourport-on-Severn by bringing a derelict site back into use. Long-term positive effect.</p>	<p>++</p> <p>Would aid the regeneration of Stourport-on-Severn by opening up the canal basins. Long-term significant positive effect.</p>	<p>+</p> <p>Would aid the regeneration of Stourport-on-Severn. Long-term positive effect.</p>
16	<p>++?</p> <p>Development would be affordable housing and would therefore be required to meet high environmental standards. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>++?</p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>++?</p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>++?</p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>++?</p> <p>Development would be affordable housing and would therefore be required to meet high environmental standards. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.</p>
17	<p>0</p> <p>No effect likely.</p>	<p>0</p> <p>No effect likely.</p>	<p>0</p> <p>No effect likely.</p>	<p>0</p> <p>No effect likely.</p>	<p>0</p> <p>No effect likely.</p>
18	N/A	N/A	N/A	<p>X?</p> <p>Would impact on existing businesses. Short-term negative effect.</p>	N/A

SA Objective	H013: Queens Road, Areley Kings	H016: Stourport-on-Severn Civic Centre, New Street	H020: Carpets of Worth, Severn Road	H021: Bridge Street	H035: Walshes Community centre, Linden Avenue, Areley Kings
19	N/A	N/A	N/A	N/A	N/A
20	N/A	X? Would remove jobs from the town centre and would prevent the site being re-used for traditional town centre uses. Long-term negative effect.	+ A mix of uses on the site will add to the economic diversification of the District. Long-term positive effect.	X? Would impact on existing businesses. Short-term negative effect.	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 10

SA Objective	H044: Parsons Chain, Hartlebury Road	H045: Riverside Business Centre, Baldwin Road	H069: Garage Block, Adjacent Areley Common School, Abberley Avenue, Areley Kings	H078: Tesco and Bedland Stores, Lombard Street	H079: 20 Lorne Street
1	++ Site is within 10 minutes walk of GP and other town centre healthcare facilities. Hospital is accessible by bus. Bus stop is within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Site is within 10 minutes walk of GP and other town centre healthcare facilities. Hospital is accessible by bus. Bus stop is within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	+ GP and town centre healthcare facilities are within 20 minutes walk, also town centre and hospital accessible by high frequency bus. Long-term positive effect which could be reversed through relocation of medical facilities.	++ GP and town centre healthcare facilities within 5 minutes walk. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	++ GP and town centre medical facilities within 15 minutes walking distance. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.
2	++ Town centre is within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Town centre is within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Village shops and services are within 5 minutes walk, town centre is within 20 minutes walk. Town centre is also accessible via a high frequency bus service. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Town centre is within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Town centre is within 15 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.

SA Objective	H044: Parsons Chain, Hartlebury Road	H045: Riverside Business Centre, Baldwin Road	H069: Garage Block, Adjacent Areley Common School, Abberley Avenue, Areley Kings	H078: Tesco and Bedland Stores, Lombard Street	H079: 20 Lorne Street
3	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>++</p> <p>Site would be developed for 100% affordable housing. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>++</p> <p>Site would be developed for 100% affordable housing. Long-term positive effect.</p>
4	<p>++</p> <p>Open space and play facilities within 10 minutes walk. Primary and secondary schools both within 20 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Open space and play facilities within 10 minutes walk. Primary and secondary schools both within 20 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Range of open space and play facilities within 5 minutes walk. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Range of open space and play facilities within 5 minutes walk. Primary school within 5 minutes walk and secondary school within 15 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Open space and play facilities within 15 minutes walk. Primary and secondary schools within 5 minutes walk. Employment opportunities within 15 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Would remove garage block. There are often problems of anti-social behaviour associated with such sites. Long-term positive effect.</p>	<p>N/A</p>	<p>+</p> <p>Would remove garage block, there are often problems of anti-social behaviour associated with such site. Long-term positive effect.</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>



SA Objective	H044: Parsons Chain, Hartlebury Road	H045: Riverside Business Centre, Baldwin Road	H069: Garage Block, Adjacent Areley Common School, Abberley Avenue, Areley Kings	H078: Tesco and Bedland Stores, Lombard Street	H079: 20 Lorne Street
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Development would be affordable housing and would therefore be required to meet high environmental standards. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Development would be affordable housing and would therefore be required to meet high environmental standards. Long-term positive effect.</p>
8	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Opportunity to secure part of Stourport Relief Road which will reduce congestion in the area. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>X</p> <p>Site partially within flood zone 2. Long-term negative effect. Mitigation would be required to deliver betterment.</p>	<p>XX</p> <p>Almost all of site is within flood zone 3. Mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>+</p> <p>Site is not within the floodplain although the Water Cycle Strategy identifies some possibility of canal flooding.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>
11	<p>++</p> <p>Offers the opportunity to bring a derelict site back into use and to improve the townscape and the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>X?</p> <p>Some buildings are locally listed. Loss of buildings would be a long-term negative impact which was irreversible.</p>	<p>+?</p> <p>Opportunity to improve the setting of neighbouring locally listed buildings. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>+</p> <p>Potential to improve the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>+</p> <p>Potential to improve the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>

SA Objective	H044: Parsons Chain, Hartlebury Road	H045: Riverside Business Centre, Baldwin Road	H069: Garage Block, Adjacent Areley Common School, Abberley Avenue, Areley Kings	H078: Tesco and Bedland Stores, Lombard Street	H079: 20 Lorne Street
12	<b>X</b> Tree belt covers part of site and removing this is likely to have a detrimental impact on biodiversity. Long-term negative effect, mitigation will be required in the form of a contribution to the green infrastructure network.	<b>++?</b> Redevelopment offers the opportunity to open up the river and to improve opportunities for biodiversity. Mitigation measures will be sought to secure this benefit. Potential long-term positive effect.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.
13	N/A	<b>X</b> Some buildings are locally listed and are likely to be lost if the site is redeveloped. Potential long-term negative effect.	<b>++?</b> Opportunity to improve the setting of neighbouring locally listed buildings. Mitigation measures will be required to secure this benefit. Long-term positive effect.	N/A	N/A
14	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.
15	<b>++</b> Will aid the regeneration of Stourport-on-Severn. Long-term positive effect.	<b>X?</b> Potential long-term negative impact related to loss of employment opportunities.	N/A	<b>X?</b> May have a detrimental impact as removal of retail floorspace may encourage people to shop elsewhere. Potential long-term negative effect.	<b>++</b> Will aid the regeneration of Stourport-on-Severn. Long-term positive effect.
16	<b>++?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Water Cycle Strategy has identified some issues relating to the implementation of SUDS on the site which will need to be overcome. Long-term positive effect if issues can be overcome.	<b>++?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Water Cycle Strategy has identified some issues relating to the implementation of SUDS on the site which will need to be overcome. Long-term positive effect if issues can be overcome.	<b>++?</b> Development would be affordable housing and would therefore be required to meet high environmental standards. Water Cycle Strategy has identified some issues relating to the implementation of SUDS on the site which will need to be overcome.	<b>++?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Water Cycle Strategy has identified some issues relating to the implementation of SUDS on the site which will need to be overcome.	<b>++?</b> Development would be affordable housing and would therefore be required to meet high environmental standards. Water Cycle Strategy has identified some issues relating to the implementation of SUDS on the site which will need to be overcome.

SA Objective	H044: Parsons Chain, Hartlebury Road	H045: Riverside Business Centre, Baldwin Road	H069: Garage Block, Adjacent Areley Common School, Aberley Avenue, Areley Kings	H078: Tesco and Bedland Stores, Lombard Street	H079: 20 Lorne Street
			overcome. Long-term positive effect if issues can be overcome.	need to be overcome. Long-term positive effect if issues can be overcome.	overcome. Long-term positive effect if issues can be overcome.
17	0 No effect likely.	+? Residential development may be quieter than existing industrial uses. Long-term positive effect.	0 No effect likely.	0 No effect likely.	0 No effect likely.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	X? Would result in the loss of an employment site to housing potentially reducing employment opportunities within the District. Potential long-term negative effect.	+ A mix of uses on the site would support the economy. Long-term positive effect.	N/A	+ A mix of uses on the site would support the economy. Long-term positive effect.	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 11

SA Objective	H080: Merrihill, Mitton Gardens	H082: County Buildings, Bewdley Road	H084: Units 3 and 4, Baldwin Road	H086 (EMP8.2): Car Sales, Worcester Road	H088 (EMP11.1): Midland Industrial Plastics, Bewdley Road
1	++ Site is within 5 minutes walk of GP and other town centre healthcare facilities. Hospital is accessible by bus. Bus stop is within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	X Site would result in the loss of GP surgery, relocation may have a detrimental impact on accessibility. Long-term negative effect which could be reversed through relocation of medical facilities.	+ GP and town centre healthcare facilities are within 10 minutes walk. Hospital is accessible by bus. Bus stop is within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	+ Within 15 minutes walk of GP and town centre medical facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	+ Within 20 minutes walk of GP and town centre medical facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.

SA Objective	H080: Merrihill, Mitton Gardens	H082: County Buildings, Bewdley Road	H084: Units 3 and 4, Baldwin Road	H086 (EMP8.2): Car Sales, Worcester Road	H088 (EMP11.1): Midland Industrial Plastics, Bewdley Road
2	<p><b>++</b></p> <p>Town centre is within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>X</b></p> <p>Site houses library and other services which would be lost, relocation may have a detrimental impact on accessibility. Long-term negative effect if facilities are lost or re-located to a less accessible location.</p>	<p><b>++</b></p> <p>Town centre is within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Town centre is within 15 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Town centre is within 20 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>
4	<p><b>++</b></p> <p>Open space and play facilities within 10 minutes walk. Primary school and secondary school within 10 minutes walk. Town centre employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>X/++</b></p> <p>Loss of facilities and services likely to have a detrimental impact on quality of life, mitigation will be sought. Open space and play facilities within 10 minutes walk. Primary and secondary school within 15 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Open space and play facilities within 10 minutes walk. Primary school and secondary school within 10 minutes walk. Town centre employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Open space and play facilities within 15 minutes walk. Primary and secondary schools both within 25 minutes walk. Employment opportunities within 15 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Open space and play facilities within 5 minutes walk. Primary and secondary school within 10 minutes walk. Town centre employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled wherever possible. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>



SA Objective	H080: Merrihill, Mitton Gardens	H082: County Buildings, Bewdley Road	H084: Units 3 and 4, Baldwin Road	H086 (EMP8.2): Car Sales, Worcester Road	H088 (EMP11.1): Midland Industrial Plastics, Bewdley Road
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>
10	<p>X</p> <p>Site is not within the floodplain however the Water Cycle Strategy addresses some possible flood risk from canal flooding. Long-term negative effect.</p>	<p>X</p> <p>Site is not within the floodplain however the Water Cycle Strategy addresses some possible flood risk from canal flooding. Long-term negative effect.</p>	<p>X</p> <p>Frontage of site is within flood zone 3. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>X</p> <p>Flood zone 2 affects most of the site. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>
11	<p>+</p> <p>Potential to improve the streetscene if developed in tandem with neighbouring site. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>++</p> <p>Potential to improve the streetscene and design a flagship building for a gateway site. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>+</p> <p>Potential to improve the streetscene. Mitigation will be required to secure this benefit.</p>	<p>+</p> <p>Potential to improve the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>+</p> <p>Potential to improve the streetscene. Mitigation will be required to secure this benefit. Long-term significant effect.</p>



SA Objective	H080: Merrihill, Mitton Gardens	H082: County Buildings, Bewdley Road	H084: Units 3 and 4, Baldwin Road	H086 (EMP8.2): Car Sales, Worcester Road	H088 (EMP11.1): Midland Industrial Plastics, Bewdley Road
12	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.
13	N/A	N/A	N/A	N/A	N/A
14	<b>XX</b> Site is majority greenfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.
15	N/A	<b>?</b> Opportunity to create a gateway feature but could result in loss of services and facilities. Possible long-term negative effect.	<b>+</b> Development would bring a cleared site back into use improving the appearance of the area. Long-term positive impact.	<b>X</b> Would result in the loss of an employment site. Long-term negative effect.	<b>X</b> Would result in the loss of an employment site. Long-term effect which is irreversible.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.
17	<b>X</b> Replacement of single house with multiple homes is likely to increase noise and light pollution. Long-term negative effect which would be irreversible.	<b>0</b> No impact likely	<b>0</b> No impact likely	<b>0</b> No impact likely	<b>0</b> No impact likely

SA Objective	H080: Merrihill, Mitton Gardens	H082: County Buildings, Bewdley Road	H084: Units 3 and 4, Baldwin Road	H086 (EMP8.2): Car Sales, Worcester Road	H088 (EMP11.1): Midland Industrial Plastics, Bewdley Road
18	N/A	X? Loss of library could have a detrimental impact on educational achievement. Long-term negative effect if library is not relocated within the town.	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	X? Could result in a loss of employment opportunities if services are not relocated within the town. Long-term negative effect if library is not relocated within the town.	++ A mix of uses on the site would support the economy. Long-term positive effect.	X Would result in a loss of employment opportunities. Long-term negative effect.	X Would result in a loss of employment land. Long-term negative effect.
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 12

SA Objective	H107: Depot, Manor Road, Stourport-on-Severn	H108: Four Acres Caravan Site, ADR, Worcester Road	H110: Petrol Station, Gilgal	H111: Wilden Top ADR, Wilden Top Road	H129: Bournewood Nurseries, Lickhill Road North
1	++ Within 15 minutes walk of GP and town centre medical facilities. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 20 minutes walk of GP and town centre medical facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 5 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	X No health services accessible by foot, hourly bus service within 5 minutes walk giving access to Stourport-on-Severn. Long-term negative effect which could be reversed through relocation of medical facilities.	++ GP and town centre medical facilities within 25 minutes walk. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.

SA Objective	H107: Depot, Manor Road, Stourport-on-Severn	H108: Four Acres Caravan Site, ADR, Worcester Road	H110: Petrol Station, Gilgal	H111: Wilden Top ADR, Wilden Top Road	H129: Bournewood Nurseries, Lickhill Road North
2	++ Town centre is within 15 minutes walk. Bus stop on high frequency route within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	+ Town centre is within 15 minutes walk. Bus stop on low frequency route within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Town centre is within 10 minutes walk. Bus stop on high frequency route within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	+	+
3	+	+	+	+	+
4	++ Open space and play facilities within 5 minutes walk. Primary and secondary school within 5 minutes walk. Town centre employment opportunities within 15 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.	+	+	+	+
5	N/A	N/A	N/A	N/A	N/A
6	+	+	+	+	+

SA Objective	H107: Depot, Manor Road, Stourport-on-Severn	H108: Four Acres Caravan Site, ADR, Worcester Road	H110: Petrol Station, Gilgal	H111: Wilden Top ADR, Wilden Top Road	H129: Bournewood Nurseries, Lickhill Road North
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>++?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identified some constraints relating to sewerage infrastructure which would need to be overcome. Long-term positive effect if issues can be overcome.</p>	<p>++?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identified some constraints relating to sewerage infrastructure which would need to be overcome. Long-term positive effect if issues can be overcome.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>X</p> <p>Flood zone 2 affects most of the site. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>X</p> <p>Flood zone 3 affects 1/5th of the site. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>
11	<p>+</p> <p>Potential to improve the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>X</p> <p>Potential for negative impact on landscape. Long-term negative effect.</p>	<p>++</p> <p>Opportunity to improve the townscape and create a focal point on this prominent corner site. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>X</p> <p>Potential adverse impact on the landscape through loss of trees. Long-term negative effect which is irreversible.</p>	<p>X</p> <p>Potential adverse impact, loss of open views. Significant long-term effect which is irreversible.</p>

SA Objective	H107: Depot, Manor Road, Stourport-on-Severn	H108: Four Acres Caravan Site, ADR, Worcester Road	H110: Petrol Station, Gilgal	H111: Wilden Top ADR, Wilden Top Road	H129: Bournewood Nurseries, Lickhill Road North
12	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>0</b> No negative effect likely on biodiversity or geodiversity.	<b>X</b> Potential negative impact on biodiversity as site is greenfield. Long-term negative effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>X</b> Potential negative impact on biodiversity as site is greenfield. Long-term negative effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.
13	N/A	N/A	<b>+</b> Potential to improve the setting of Listed Buildings in close proximity to the site. Mitigation will be required to secure this benefit. Long-term positive effect.	<b>X</b> Potential adverse impact on adjacent Listed Buildings. Long-term negative effect which is irreversible.	N/A
14	<b>++</b> Site is brownfield. Long-term positive effect.	<b>+/X</b> Site is brownfield but is in the Green Belt.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>XX</b> Large greenfield site and is grade 2 agricultural land and is in the Green Belt. Long-term negative effect which is irreversible.	<b>XX</b> Large greenfield site and part of site is grade 2 agricultural land and is in the Green Belt. Long-term negative effect which is irreversible.
15	<b>?</b> Existing business would need to be relocated. Short-term negative effect.	<b>X?</b> Potential negative impact on tourism by removing accommodation. Long-term negative effect.	<b>X</b> Loss of a business and an important community facility could have a detrimental impact on regeneration. Short-term negative effect.	<b>X</b> Developing here could detract from the regeneration of brownfield sites within Kidderminster and Stourport-on-Severn. Long-term negative effect which is irreversible.	<b>X</b> Developing here could detract from the regeneration of brownfield sites within Kidderminster and Stourport-on-Severn. Long-term negative effect which is irreversible.
16	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. There could be some difficulty implementing SUDS given the current use of the site and likely contamination. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the



SA Objective	H107: Depot, Manor Road, Stourport-on-Severn	H108: Four Acres Caravan Site, ADR, Worcester Road	H110: Petrol Station, Gilgal	H111: Wilden Top ADR, Wilden Top Road	H129: Bournewood Nurseries, Lickhill Road North
	be overcome. Long-term positive effect if issues can be overcome.				site which would need to be overcome. Long-term positive effect if issues can be overcome.
17	Chane of use from small lorry depot to residential may reduce noise. Long-term positive effect.	0 No impact likely	0 No impact likely	X Would increase noise and light pollution within the area. Long-term negative effect which is irreversible.	X Would increase noise and light pollution within the area. Long-term negative effect which is irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	X? Could result in the loss of a small business.	X? Could result in a decline in overnight visitors which would be detrimental to the economy. Long-term negative effect.	X? Loss of a petrol station, cumulative impact of loss of multiple small employers could have a detrimental impact on economy. Short-term negative effect.	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 13

SA Objective	H130: Land at Moorhall Lane	H142: Land rear of 92 Wilden Lane, Wilden	H001: Load Street Redevelopment Area	H003: Texaco Garage, Kidderminster Road	H048: Land at 71-73 Kidderminster Road, Bewdley
1	++ GP and town centre medical facilities are within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	X No health services accessible by foot, hourly bus service within 5 minutes walk giving access to Stourport-on-Severn. Long-term negative effect which could be reversed through relocation of medical facilities.	++ Redevelopment would provide an enhanced medical centre improving access for all local residents. Hospital is accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 5 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 15 minutes walk of town centre healthcare facilities. Hospital is accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.

SA Objective	H130: Land at Moorhall Lane	H142: Land rear of 92 Wilden Lane, Wilden	H001: Load Street Redevelopment Area	H003: Texaco Garage, Kidderminster Road	H048: Land at 71-73 Kidderminster Road, Bewdley
2	<p><b>++</b></p> <p>Town centre is within 5 minutes walk. Bus stop on high frequency route within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Village store within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Town centre location. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+X</b></p> <p>Within 5 minutes walk of town centre. However, redevelopment of the site would result in the loss of a key community facility. Compensation would be required. Long-term positive effect if petrol station is replaced elsewhere.</p>	<p><b>++</b></p> <p>Within 15 minutes walk of town centre, local shops within 5 minutes walk. High frequency bus route within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>
4	<p><b>++</b></p> <p>Open space and play facilities within 5 minutes walk. Primary school within 10 minutes walk, secondary school within 20 minutes walk. Employment opportunities within 5 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Play area and amenity greenspace within 5 minutes walk. Primary school within 5 minutes walk, secondary school within 15 minutes walk. Employment opportunities within 25 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Play area and amenity greenspace within 10 minutes walk. Primary and secondary schools within 10 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Play area and amenity greenspace within 10 minutes walk. Primary and secondary school within 10 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Play area and amenity greenspace within 10 minutes walk. Primary and secondary schools within 15 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>

SA Objective	H130: Land at Moorhall Lane	H142: Land rear of 92 Wilden Lane, Wilden	H001: Load Street Redevelopment Area	H003: Texaco Garage, Kidderminster Road	H048: Land at 71-73 Kidderminster Road, Bewdley
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	
8	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>++?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>++?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>
10	<p>XX</p> <p>Flood zone 3 affects 60% of the site, remainder of site is in flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>XX</p> <p>Flood zone 3 affects approx 66% of site. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>X</p> <p>Entirely within flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>
11	<p>XX</p> <p>Adverse impact from loss of tree cover, TPO on site. Significant long-term effect which is irreversible.</p>	<p>X</p> <p>Potential adverse impact on the landscape through loss of trees. Significant long-term effect which is irreversible.</p>	<p>+</p> <p>Potential to remove non-characteristic buildings from Conservation Area. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>+</p> <p>Potential to improve townscape. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p>X</p> <p>Tandem development - negative impact on streetscene and overlooking issues. Long-term effect which is irreversible.</p>

SA Objective	H130: Land at Moorhall Lane	H142: Land rear of 92 Wilden Lane, Wilden	H001: Load Street Redevelopment Area	H003: Texaco Garage, Kidderminster Road	H048: Land at 71-73 Kidderminster Road, Bewdley
12	<b>X</b> Adverse impact, greenfield site with mature trees adjacent to wetland nature reserve. Significant long-term effect which is irreversible.	<b>X</b> Adverse impact - loss of habitat. Significant long-term effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>0</b> No effect likely	<b>0</b> No effect likely	<b>X</b> Loss of mature gardens, negative impact on biodiversity likely. Long-term significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.
13	N/A	N/A	<b>+</b> Potential to remove non-characteristic buildings from the conservation area and enhance the setting of listed buildings. Mitigation will be required to secure this benefit. Long-term positive effect.	<b>+</b> Potential to remove non-characteristic buildings from the conservation area and enhance the setting of listed buildings. Mitigation will be required to secure this benefit. Long-term positive effect.	N/A
14	<b>XX</b> Relatively large greenfield site and is in the Green Belt. Significant long-term effect which is irreversible.	<b>XX</b> Relatively large greenfield site and is in the Green Belt. Significant long-term effect which is irreversible.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>+X</b> Partially brownfield and partially greenfield. Long-term negative effect resulting from loss of garden land.
15	<b>X</b> Development of this site is likely to detract from the redevelopment of brownfield sites. Significant long-term effect which is irreversible.	<b>X</b> Development of this site is likely to detract from the redevelopment of brownfield sites. Significant long-term effect which is irreversible.	<b>+</b> Would provide improved community facilities. Long-term positive effect.	<b>?</b> Would result in the loss of a petrol station - reducing services available. Short-term negative effect.	N/A
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.

SA Objective	H130: Land at Moorhall Lane	H142: Land rear of 92 Wilden Lane, Wilden	H001: Load Street Redevelopment Area	H003: Texaco Garage, Kidderminster Road	H048: Land at 71-73 Kidderminster Road, Bewdley
17	<b>X</b> Would increase noise and light pollution within the area. Significant long-term effect which is irreversible.	<b>X</b> Would increase noise and light pollution within the area. Significant long-term effect which is irreversible.	<b>0</b> No effect likely	<b>0</b> No effect likely	<b>X</b> Likely to increase noise and light levels within the area. Long-term negative effect which is irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 14

SA Objective	H063: Butts Town Meadow Caravan Park, Northwood Lane	H126: Land at Wyre Hill	H127: Land off Stourport Road	H140: Allotments at Grey Green Farm, Grey Green Lane	H141: The Front Meadows, Grey Green Farm, Grey Green Lane
1	<b>++</b> Within 10 minutes walk of GP and town centre medical facilities. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 10 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> Within 20 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 15 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 15 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.
2	<b>++</b> Within 10 minutes walk of town centre, local shops within 5 minutes walk. High frequency bus route within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>++</b> Within 10 minutes walk of town centre, local shops within 5 minutes walk. High frequency bus route within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> Within 20 minutes walk of town centre, local shops within 10 minutes walk. Bus stop adjacent to site. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> Within 15 minutes walk of town centre, local shops within 10 minutes walk. Bus stop within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> Within 15 minutes walk of town centre, local shops within 10 minutes walk. Bus stop within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.



SA Objective	H063: Butts Town Meadow Caravan Park, Northwood Lane	H126: Land at Wyre Hill	H127: Land off Stourport Road	H140: Allotments at Grey Green Farm, Grey Green Lane	H141: The Front Meadows, Grey Green Farm, Grey Green Lane
	could be reversed through changes to service provision and public transport.	which could be reversed through changes to service provision and public transport.	which could be reversed through changes to service provision and public transport.	reversed through changes to service provision and public transport.	reversed through changes to service provision and public transport.
3	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>
4	<p>+</p> <p>Open space and play facilities within 5 minutes walk. Primary and secondary schools within 10 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Open space and play facilities within 15 minutes walk. Primary school within 5 minutes walk, secondary school within 15 minutes walk. Employment facilities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Open space and play facilities within 20 minutes walk. Primary school and secondary school within 5 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Open space and play facilities within 10 minutes walk. Primary and secondary schools within 15 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Open space and play facilities within 5 minutes walk. Primary and secondary schools within 15 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is</p>

SA Objective	H063: Butts Town Meadow Caravan Park, Northwood Lane	H126: Land at Wyre Hill	H127: Land off Stourport Road	H140: Allotments at Grey Green Farm, Grey Green Lane	H141: The Front Meadows, Grey Green Farm, Grey Green Lane
8	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.
9	+? Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.	+? Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.	++ Site is not within an AQMA. Long-term positive effect.	++ Site is not within an AQMA. Loss of allotments will have a detrimental impact on soil quality. Long-term negative effect which is irreversible arising from loss of allotments.	++ Site is not within an AQMA. Loss of meadows will have a detrimental impact on soil quality. Long-term negative effect which is irreversible.
10	X Mostly within flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.	++ Site is not within the floodplain. Long-term positive effect.	X Entirely within flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.	X Site is not within the floodplain however Water Cycle Strategy identifies that increase in run-off could pose a threat to existing development. Mitigation would be required. Long-term negative effect.	X Stream crosses site and has previously flooded. Water Cycle Strategy identifies that increase in run-off could pose a threat to existing development. Mitigation would be required. Long-term negative effect.
11	0 No effect likely.	X Potential adverse impact on Conservation Area. Long-term negative effect which is irreversible.	X Potential adverse impact on views into Bewdley.	X Impacts on open views from housing estate. Loss of tree screening to SVR would have a detrimental impact. Significant long-term effect which would be irreversible.	X Loss of open views. Significant long-term effect which would be irreversible.

SA Objective	H063: Butts Town Meadow Caravan Park, Northwood Lane	H126: Land at Wyre Hill	H127: Land off Stourport Road	H140: Allotments at Grey Green Farm, Grey Green Lane	H141: The Front Meadows, Grey Green Farm, Grey Green Lane
12	<b>X?</b> Possible negative impact as a result of loss of mature vegetation on site. Long-term negative effect which is irreversible.	<b>X</b> Loss of mature vegetation would have a detrimental impact. Long-term negative effect which is irreversible.	<b>X</b> Loss of green wedge between bypass and built-up area. Long-term significant effect which is irreversible.	<b>XX</b> Loss of farmland and tree belt would have a detrimental impact on biodiversity. Long-term significant effect which is irreversible.	<b>X</b> Loss of farmland would have a detrimental impact on biodiversity. Significant long-term effect which would be irreversible.
13	<b>?</b> Listed Buildings adjacent to site. Possible long-term positive or negative effect depending upon design.	<b>X</b> Negative impact on listed cottages adjacent to site. Long-term negative effect which is irreversible.	N/A	N/A	N/A
14	<b>++</b> Site is brownfield. Long-term positive effect.	<b>XX</b> Site is mostly greenfield. Long-term negative effect which is irreversible.	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant effect which is irreversible.	<b>XX</b> Site is greenfield and is Grade 3 agricultural land and in the Green Belt. Long-term significant effect which is irreversible.	<b>XX</b> Site is greenfield and is Grade 3 agricultural land and is in the Green Belt. Significant long-term effect which would be irreversible.
15	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect.	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect.	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn.	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which is irreversible.	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn. Significant long-term effect which would be irreversible.
16	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.

SA Objective	H063: Butts Town Meadow Caravan Park, Northwood Lane	H126: Land at Wyre Hill	H127: Land off Stourport Road	H140: Allotments at Grey Green Farm, Grey Green Lane	H141: The Front Meadows, Grey Green Farm, Grey Green Lane
17	0 No effect likely	X Would increase noise and light levels in the area. Long-term negative effect which is irreversible.	X Would increase noise and light levels in the area. Long-term negative effect which is irreversible.	X Would increase noise and light levels in the area. Long-term significant effect which is irreversible.	X Would increase noise and light levels in the area. Significant long-term effect which would be irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	XX Detrimental impact on tourism economy as a result of loss of overnight accommodation. Long-term negative effect, could be reversed through new provision.	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 15

SA Objective	H144: Land South of Lodge Close	H145: Land rear of Catchems End Fish Bar, Kidderminster Road	H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	H117: Land off Orchard Close, Bliss Gate	H131: Bine Lane, Bliss Gate
1	++ Within 15 minutes walk of GP and town centre healthcare facilities. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.	+ Within 20 minutes walk of GP and town centre healthcare facilities. Long-term positive effect which could be reversed through relocation of medical facilities.	+ No GP/healthcare facilities within walking distance. Facilities within Kidderminster can be accessed by bus or train both within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	XX Poor access to healthcare on foot and by public transport. Long-term negative effect which could be reversed through relocation of medical facilities.	XX Poor access to healthcare on foot and by public transport. Long-term negative effect which could be reversed through relocation of medical facilities.



SA Objective		H144: Land South of Lodge Close	H145: Land rear of Catchems End Fish Bar, Kidderminster Road	H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	H117: Land off Orchard Close, Bliss Gate	H131: Bine Lane, Bliss Gate
2	+	Within 15 minutes walk of town centre, local shops within 5 minutes walk. Bus stop within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	++	Within 20 minutes walk of town centre, local shops within 10 minutes walk. Bus stop adjacent to site. Long-term positive effect which could be reversed through changes to service provision and public transport.	+	Local shop within 5 minutes walk. Bus and rail services to Kidderminster within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.
3	+	Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+	Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+	Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.
4	++	Open space and play facilities within 10 minutes walk. Primary and secondary schools within 15 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	+	Open space and play facilities within 20 minutes walk. Primary and secondary schools within 20 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	++	Open space and play facilities within 10 minutes walk. Primary school within 10 minutes walk. Secondary school accessible by bus. Employment opportunities accessible by train or bus. Long-term positive effect which could be altered by changes in play and education provision.
5	N/A	N/A	N/A	N/A	+	Would prevent anti-social behaviour currently associated with the site. Long-term positive effect.
6	+	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	+	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	+	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.



SA Objective	H144: Land South of Lodge Close	H145: Land rear of Catchems End Fish Bar, Kidderminster Road	H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	H117: Land off Orchard Close, Bliss Gate	H131: Bine Lane, Bliss Gate
7	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site could allow economies of scale to be achieved. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site could allow economies of scale to be achieved. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site could allow economies of scale to be achieved. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site could allow economies of scale to be achieved. Long-term positive effect.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site could allow economies of scale to be achieved. Long-term positive effect.</p>
8	<p>++</p> <p>Well located for access to services and facilities by public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>XX</p> <p>Poorly located for accessing services on foot or by public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>XX</p> <p>Poorly located for accessing services on foot or by public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.</p>
9	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>+?</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>
10	<p>X</p> <p>Stream crosses site and has previously flooded. Water Cycle Strategy identifies risk of run-off increasing flood risk to existing development. Long-term negative effect.</p>	<p>X</p> <p>Site is not within the floodplain. Water Cycle Strategy identifies risk of run-off increasing flood risk to existing development. Long-term negative effect.</p>	<p>?</p> <p>Site is not within the floodplain. The Water Cycle Strategy identifies that some infrastructure upgrading would be required. Possible long-term positive effect if issues can be overcome.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>

SA Objective	H144: Land South of Lodge Close	H145: Land rear of Catchems End Fish Bar, Kidderminster Road	H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	H117: Land off Orchard Close, Bliss Gate	H131: Bine Lane, Bliss Gate
11	<p><b>XX</b></p> <p>Loss of important open views. Long-term significant effect which is irreversible.</p>	<p><b>XX</b></p> <p>Loss of open views and loss of hedgerows. Long-term significant effect which is irreversible.</p>	<p><b>+</b></p> <p>Would bring an overgrown derelict site back into use, opportunity to improve the townscape. Mitigation will be required to secure this benefit. Long-term positive effect.</p>	<p><b>+</b></p> <p>Would bring a disused garage site back into use. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Adverse impact on the landscape. Long-term significant effect which is irreversible.</p>
12	<p><b>X?</b></p> <p>Potential for adverse impact on biodiversity. Long-term significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>X</b></p> <p>Loss of hedgerows would have a detrimental impact on biodiversity. Long-term significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>X</b></p> <p>Potential negative impacts from loss of tree cover and run-off flowing into adjacent streams and pools which form part of a Special Wildlife Site. Long-term significant effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.</p>	<p><b>X?</b></p> <p>Part of site in allotment use. Long-term negative effect, compensatory provision would be sought.</p>	<p><b>X?</b></p> <p>Potential for adverse impact on biodiversity. Long-term significant effect which is irreversible. Mitigation would be sought in the form of a contribution to the green infrastructure network.</p>
13	<p><b>XX</b></p> <p>Impact on listed church adjacent to the site and loss of sandstone wall to the front of the site. Long-term significant effect which is irreversible.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>
14	<p><b>XX</b></p> <p>Site is greenfield and in the Green Belt Long-term significant effect which is irreversible.</p>	<p><b>XX</b></p> <p>Site is greenfield and is in the Green Belt. Long-term significant effect which is irreversible.</p>	<p><b>X</b></p> <p>Site is greenfield and grade 2-3 agricultural land although the site currently has a large area of hard standing and a number of derelict greenhouses. Site is in the Green Belt Long-term significant effect which is irreversible.</p>	<p><b>+/X</b></p> <p>Site is brownfield although part of site is being used for allotments. Long-term negative effect if allotments are lost.</p>	<p><b>XX</b></p> <p>Site is greenfield. Long-term significant effect which is irreversible.</p>

SA Objective	H144: Land South of Lodge Close	H145: Land rear of Catchems End Fish Bar, Kidderminster Road	H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown	H117: Land off Orchard Close, Bliss Gate	H131: Bine Lane, Bliss Gate
15	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which is irreversible.	<b>X</b> Development here is likely to detract from the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which is irreversible.	<b>0</b> Development which includes a high proportion of affordable housing to meet locally identified needs supported by some market housing would not have a serious detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn.	<b>0</b> Development which meet locally identified needs for affordable housing would not have a detrimental impact.	<b>XX</b> Large scale housing development here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which is irreversible.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues are overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues are overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues are overcome.
17	<b>X</b> Would increase noise and light levels in the area. Long-term significant effect which is irreversible.	<b>X</b> Would increase noise and light levels in the area. Long-term significant effect which is irreversible.	<b>X</b> Would increase noise and light levels in the area. Long-term significant effect which is irreversible.	<b>X</b> Would increase noise and light levels in the area. Long-term significant effect which is irreversible.	<b>X</b> Would increase noise and light levels in the area. Long-term significant effect which is irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 16

SA Objective	H022: Land at Hemming Way, Chaddesley Corbett	H067: Adjacent Chaddesley Corbett Surgery, Briar Hill	H109: Chaddesley Corbett School, The Village	H120: Land at Fold Farm, The Village, Chaddesley Corbett	H143: Garage Site, The Green, Chaddesley Corbett
1	GP within 5 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk.	GP within 5 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk.	GP within 5 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove within 5 minutes walk.	GP within 5 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove within 5 minutes walk.	GP within 10 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk.
2	Village shops within 5 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk.	Village shops within 5 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk.	Village shops within 5 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 5 minutes walk.	Village shops within 5 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 5 minutes walk.	Village shops within 10 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk.
3	Scheme is likely to be for 100% affordable housing.	Site would be required to provide affordable housing in accordance with the Core Strategy policy.	Site would be required to provide affordable housing in accordance with the Core Strategy policy.	Site would be required to provide affordable housing in accordance with the Core Strategy policy.	Site would provide 100% affordable housing as it is in the ownership on community housing.
4	Part of the site is currently allotments, mitigation would be sought for the loss. Poor access to formal open space and no play facilities within walking distance. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities accessible by bus.	Poor access to formal open space and no play facilities within walking distance. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities accessible by bus.	Poor access to formal open space and no play facilities within walking distance. Existing primary school to be replaced within 10 minutes walk. Secondary school accessible by bus. Employment opportunities accessible by bus.	Poor access to formal open space and no play facilities within walking distance. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities accessible by bus.	Poor access to formal open space and no play facilities within walking distance. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities accessible by bus.
5	N/A	N/A	N/A	N/A	N/A
6	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.



SA Objective	H022: Land at Hemming Way, Chaddesley Corbett	H067: Adjacent Chaddesley Corbett Surgery, Briar Hill	H109: Chaddesley Corbett School, The Village	H120: Land at Fold Farm, The Village, Chaddesley Corbett	H143: Garage Site, The Green, Chaddesley Corbett
7	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site and possibly a 100% affordable housing site.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Could reach higher standards as it is a large greenfield site.</p>	<p>++</p> <p>Development would be required to meet the standards set out within the Core Strategy. Conversion of existing buildings may make this more difficult.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy.</p>	<p>++</p> <p>Development would be required to achieve higher standards that set out within the Core Strategy as it would be affordable housing.</p>
8	<p>X</p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>
9	<p>++</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues are overcome.</p>	<p>++</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues are overcome.</p>	<p>++</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues are overcome.</p>	<p>++</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues are overcome.</p>	<p>++</p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues are overcome.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>



SA Objective	H022: Land at Hemming Way, Chaddesley Corbett	H067: Adjacent Chaddesley Corbett Surgery, Briar Hill	H109: Chaddesley Corbett School, The Village	H120: Land at Fold Farm, The Village, Chaddesley Corbett	H143: Garage Site, The Green, Chaddesley Corbett
11	<b>X</b> Adverse impact on views into village. Long-term negative effect which is irreversible.	<b>XX</b> Detrimental impact on the Conservation Area. Long-term negative effect which is irreversible.	<b>?</b> Site is within a Conservation Area, retention of existing buildings would reduce the impact on character. Need to consider impact on adjacent Listed Buildings. Affect will be long-term and irreversible.	<b>X?</b> Potential for negative impact on existing converted properties at the site. Long-term impact which is irreversible.	<b>+</b> Potential to enhance the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.
12	<b>X?</b> Potential for adverse impact on biodiversity. Long-term significant effect which will be irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Adverse impact on streams and pools system. Long-term significant adverse effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>0</b> No adverse impact likely if existing buildings are converted.	<b>X?</b> Potential negative impact resulting from loss of pastureland. Long-term significant adverse effect which is irreversible.	<b>0</b> No effect likely.
13	<b>X</b> Adverse impact on the Conservation Area and on views into the the Conservation Area. Long-term significant adverse effect which is irreversible.	<b>XX</b> Adverse impact on Conservation Area and setting of adjacent Listed Building. Long-term significant adverse effect which is irreversible.	<b>?</b> Site is within a Conservation Area, retention of existing buildings would reduce the impact on character. Need to consider impact on adjacent Listed Buildings. Affect will be long-term and irreversible.	<b>X</b> Negative impact on Conservation Area as a result of loss of pastureland. Long-term significant adverse effect which is irreversible.	N/A
14	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant adverse effect which is irreversible.	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant adverse effect which is irreversible.	<b>+X</b> Site is brownfield. However, playing fields are greenfield and site is in the Green Belt. Possible long-term negative effect if playing fields are lost.	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant adverse effect which is irreversible.	<b>+X</b> Site is brownfield but is in the Green Belt. Long-term significant adverse effect which is irreversible.
15	<b>0</b> Development which meet locally identified needs for affordable housing would not have a detrimental impact.	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant adverse effect which is irreversible.	<b>0</b> Small-scale development would help to provide affordable housing and would not have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn.	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant adverse effect which is irreversible.	<b>0</b> Affordable housing here would not have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn.

SA Objective	H022: Land at Hemming Way, Chaddesley Corbett	H067: Adjacent Chaddesley Corbett Surgery, Briar Hill	H109: Chaddesley Corbett School, The Village	H120: Land at Fold Farm, The Village, Chaddesley Corbett	H143: Garage Site, The Green, Chaddesley Corbett
16	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Conversion may make this more difficult. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.
17	<b>X</b> Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.	<b>X</b> Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.	<b>0</b> No effect likely.	<b>X</b> Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.	<b>0</b> No effect likely.
18	N/A	N/A	<b>+</b> School would be replaced on a nearby site with updated facilities. Long-term positive effect.	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 17

SA Objective	H163: Land off Briar Hill, Chaddesley Corbett	H164: Land off Hemming Way, Chaddesley Corbett	H136: Land opposite East View, Clows Top	H161: The Terrace, Clows Top, Rock	H091: Titan Steel Wheels, Bridge Road, Cookley
1	<b>+</b> GP within 5 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove	<b>+</b> GP within 5 minutes walk of site. Hourly bus service to Kidderminster and Bromsgrove	<b>XX</b> No healthcare facilities within walking distance. Bus stop within 5 minute walk but service	<b>XX</b> No healthcare facilities within walking distance. Bus stop within 5 minute walk but	<b>+</b> GP within 5 minutes walk. Half-hourly bus service to Kidderminster. Long-term

SA Objective	H163: Land off Briar Hill, Chaddesley Corbett	H164: Land off Hemming Way, Chaddesley Corbett	H136: Land opposite East View, Clows Top	H161: The Terrace, Clows Top, Rock	H091: Titan Steel Wheels, Bridge Road, Cookley
	within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	is only 2 hourly. Long-term negative effect which could be reversed through relocation of medical facilities.	service is only 2 hourly. Long-term negative effect which could be reversed through relocation of medical facilities.	positive effect which could be reversed through relocation of medical facilities.
2	<p>+</p> <p>Village shops within 5 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Village shops within 5 minutes walk. Hourly bus service to Kidderminster and Bromsgrove within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>X</p> <p>Village shop within 5 minutes walk. Poor public transport access to higher order services. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>	<p>X</p> <p>Village shop within 5 minutes walk. Poor public transport access to higher order services. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Village shops within 5 minutes walk. Half hourly bus service to Kidderminster. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>
4	<p>X</p> <p>Poor access to formal open space and no play facilities within walking distance. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>X</p> <p>Poor access to formal open space and no play facilities within walking distance. Site is currently in use as allotments and part planted as a community orchard, mitigation would be sought. Primary school within 5 minutes walk, secondary school accessible by bus. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>XX</p> <p>No formal open space or play area within walking distance. No school in walking distance, school bus service from the village. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>XX</p> <p>No formal open space or play area within walking distance. No school in walking distance, school bus service from the village. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Large range of open space, play area and sports facilities within 5 minutes walk. Primary school within 5 minutes walk, secondary school within 20 minutes walk. Limited employment opportunities within the village, wider range of employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A

SA Objective	H163: Land off Briar Hill, Chaddesley Corbett	H164: Land off Hemming Way, Chaddesley Corbett	H136: Land opposite East View, Clows Top	H161: The Terrace, Clows Top, Rock	H091: Titan Steel Wheels, Bridge Road, Cookley
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p><b>X</b></p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>X</b></p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>X</b></p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>X</b></p> <p>Relatively poorly located for accessing services on foot or by public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p><b>+?</b></p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p><b>+?</b></p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p><b>+?</b></p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p><b>?</b></p> <p>Site is not within an AQMA. The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p><b>+</b></p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>+?</b></p> <p>Site is not within the floodplain. However the Water Cycle Strategy identifies that additional run-off into Dick Brook could pose a risk to</p>	<p><b>+?</b></p> <p>Site is not within the floodplain. However the Water Cycle Strategy identifies that additional run-off into Dick Brook could</p>	<p><b>X</b></p> <p>Half the sit is within flood zone 3/2. Long-term negative effect. Mitigation would be required to demonstrate betterment.</p>



SA Objective	H163: Land off Briar Hill, Chaddesley Corbett	H164: Land off Hemming Way, Chaddesley Corbett	H136: Land opposite East View, Clows Top	H161: The Terrace, Clows Top, Rock	H091: Titan Steel Wheels, Bridge Road, Cookley
11	<b>X</b> Loss of open aspect. Long-term significant adverse effect which is irreversible.	<b>X</b> Loss of open aspect. Long-term significant adverse effect which is irreversible.	<b>XX</b> Loss of important undeveloped site at the entrance to the settlement. Long-term significant adverse effect which is irreversible.	<b>+</b> Potential to improve street scene at crossroads. Mitigation will be required to secure this benefit. Long-term benefit.	<b>+</b> Potential to improve street scene. Mitigation will be required to secure this benefit. Long-term benefit.
12	<b>X</b> Loss of undeveloped site is likely to have a detrimental impact on biodiversity. Long-term significant effect which will be irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>XX</b> Loss of allotments and community orchard would have a detrimental impact on biodiversity. Long-term significant effect which will be irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>X?</b> Loss of paddock may have a detrimental impact on biodiversity. Long-term significant adverse effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>X</b> Potential adverse impact as a result of loss of scrubland. Long-term significant adverse effect which is irreversible. Mitigation would be required in the form of a contribution to the green infrastructure network.	<b>X?</b> Potential impact on Special Wildlife Sites alongside River Stour and Staffordshire & Worcestershire Canal. Mitigation measures will be sought. Long-term significant effect which will be irreversible.
13	<b>X</b> Impact on views into Conservation Areas. Long-term significant adverse effect which is irreversible.	<b>X</b> Loss of open space adjacent to a Conservation Area. Long-term significant adverse effect which is irreversible.	N/A	N/A	<b>X?</b> Two locally listed buildings on-site and adjacent to Staffordshire and Worcestershire Canal Conservation Area. Long-term significant effect which will be irreversible.
14	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant adverse effect which is irreversible.	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant adverse effect which is irreversible.	<b>XX</b> Site is greenfield. Long-term significant adverse effect which is irreversible.	<b>++</b> Site is brownfield.	<b>+IX</b> Site is brownfield but is in the green Belt. Long-term significant effect which will be irreversible.



SA Objective	H163: Land off Briar Hill, Chaddesley Corbett	H164: Land off Hemming Way, Chaddesley Corbett	H136: Land opposite East View, Clows Top	H161: The Terrace, Clows Top, Rock	H091: Titan Steel Wheels, Bridge Road, Cookley
15	<p><b>XX</b></p> <p>Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant adverse effect which is irreversible.</p>	<p><b>XX</b></p> <p>Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant adverse effect which is irreversible.</p>	<p><b>XX</b></p> <p>Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant adverse effect which is irreversible.</p>	<p><b>0</b></p> <p>Small-scale housing would not have a major detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn.</p>	<p><b>+X</b></p> <p>Large-scale market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. However, keeping a large business within the District would ensure that jobs are not lost.</p>
16	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome.</p>	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome.</p>	<p><b>+?</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome.</p>	<p><b>+</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome.</p>
17	<p><b>X</b></p> <p>Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.</p>	<p><b>X</b></p> <p>Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.</p>	<p><b>X</b></p> <p>Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.</p>	<p><b>X</b></p> <p>Would increase noise and light levels in the area. Long-term significant adverse effect which is irreversible.</p>	<p><b>+</b></p> <p>Redevelopment is likely to reduce traffic noise within the village.</p>
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	<p><b>?</b></p> <p>Could lead to the relocation of the company within the District which may improve opportunities, however, it could lead to the relocation of the company outside of the District.</p>
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 18

SA Objective	H092: Lea Castle Hospital, Park Road, Cookley	H093: Kimberlee Avenue ADR, Cookley	H099: Land adjacent 29 Castle Road, Cookley	H121: Land at Lawnswood, Westhead Road, Cookley	H104: Sebright Road, Fairfield
1	<p><b>X</b></p> <p>GP within 20 minutes walk of part of site. Services in Kidderminster accessible by bus. Bus stop approx 15 minutes walk, half hourly service.</p> <p>It should be noted that the loss of existing facilities at the site has not been considered because the site has already ceased operating. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>GP within 15 minutes walk. Kidderminster town centre health facilities accessible by bus, half hourly service, bus passes site. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>GP within 10 minutes walk. Bus stop within 5 minutes walk, half hourly service to Kidderminster. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>GP within 10 minutes walk, potential to reduce this by including a direct footpath as part of development. Half hourly bus service to Kidderminster. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>GP within 15 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p><b>XX</b></p> <p>Remote from facilities, Cookley village facilities within 20 minutes walk of part of site, poor public transport connections. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Village shops within 15 minutes walk. Bus service to Kidderminster. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Local shops within 10 minutes walk. Kidderminster accessible by bus. Long-term positive effect which changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Local shops within 10 minutes walk, potential to reduce this by including a direct footpath as part of development. Kidderminster accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Local shops within 5 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site would be developed for 100% affordable housing. Long-term positive effect.</p>

SA Objective	H092: Lea Castle Hospital, Park Road, Cookley	H093: Kimberlee Avenue ADR, Cookley	H099: Land adjacent 29 Castle Road, Cookley	H121: Land at Lawnswood, Westhead Road, Cookley	H104: Sebright Road, Fairfield
4	<b>X</b> Nearest facilities are at Cookley which is within 20 minutes walk of part of site. Primary school 25 minutes walk. Secondary school 45 minutes walk or accessible by bus. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.	<b>+</b> Range of open space and play facilities within Cookley village. Within 15 minutes walk of primary school and 30 minutes walk of secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	<b>+</b> Range of open space and play facilities within Cookley village. Primary school within 10 minutes walk; secondary school within 25 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	<b>+</b> Range of open space and play facilities within Cookley village. Primary school within 5 minutes walk; secondary school within 20 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	<b>+</b> Play area and open space within 10 minutes walk of site. Primary school within 15 minutes walk; secondary school within 20 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.
5	N/A	N/A	N/A	N/A	N/A
6	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	<b>+</b> Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.
7	<b>+</b> Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	<b>++</b> Development would be for affordable housing and would exceed standards set within Core Strategy. Long-term positive effect.
8	<b>XX</b> Poorly located for access to services and facilities by public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.

SA Objective	H092: Lea Castle Hospital, Park Road, Cookley	H093: Kimberlee Avenue ADR, Cookley	H099: Land adjacent 29 Castle Road, Cookley	H121: Land at Lawnswood, Westhead Road, Cookley	H104: Sebright Road, Fairfield
9	<b>+?</b> Site is not within an AQMA. The Water Cycle Strategy identified some issues relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.	<b>+</b> Site is not within an AQMA. Long-term positive effect.	<b>+</b> Site is not within an AQMA. Long-term positive effect.	<b>+</b> Site is not within an AQMA. Long-term positive effect.	<b>+</b> Site is not within an AQMA. Long-term positive effect.
10	<b>++</b> Site is not within the floodplain. Long-term positive effect.	<b>++</b> Site is not within the floodplain. Long-term positive effect.	<b>++</b> Site is not within the floodplain. Long-term positive effect.	<b>++</b> Site is not within the floodplain. Long-term positive effect.	<b>++</b> Site is not within the floodplain. Long-term positive effect.
11	<b>?</b> No adverse impact if only existing footprint is developed.	<b>X</b> Loss of open views from existing housing. Long-term significant effect which would be irreversible.	<b>XX</b> Loss of small wooded area at the entrance to the village. Long-term significant effect which would be irreversible.	<b>X</b> Adverse impact on landscape although the site is well screened. Long-term significant effect which would be irreversible.	<b>X</b> Loss of open views. Long-term significant effect which would be irreversible.
12	<b>?</b> No adverse impact if only existing footprint is redeveloped.	<b>X</b> Loss of pastureland is likely to have a negative impact on biodiversity. Long-term significant effect which would be irreversible.	<b>XX</b> Loss of woodland would have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible. Long-term significant effect which would be irreversible.	<b>XX</b> Loss of biodiversity as a result of loss of established vegetation. Long-term significant effect which would be irreversible.	<b>X</b> Loss of pastureland is likely to have a negative impact on biodiversity. Long-term significant effect which would be irreversible.
13	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
14	<b>+?/X</b> Site is brownfield assuming that only footprint of existing buildings is redeveloped. Site is in the Green Belt	<b>XX</b> Site is greenfield and is in the green Belt. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant effect which would be irreversible.	<b>+/X</b> Site is mixed greenfield and brownfield and is in the Green Belt. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield. Long-term significant effect which would be irreversible.



SA Objective	H092: Lea Castle Hospital, Park Road, Cookley	H093: Kimberlee Avenue ADR, Cookley	H099: Land adjacent 29 Castle Road, Cookley	H121: Land at Lawnswood, Westhead Road, Cookley	H104: Sebright Road, Fairfield
15	<b>X</b> Residential development here would have a negative impact on regenerating Kidderminster. Long-term significant effect which could be irreversible.	<b>X</b> Residential development here would have a negative impact on regenerating Kidderminster. Long-term significant effect which could be irreversible.	<b>X</b> Residential development here would have a negative impact on regenerating Kidderminster. Long-term significant effect which could be irreversible.	<b>X</b> Residential development here would have a negative impact on regenerating Kidderminster. Long-term significant effect which could be irreversible.	<b>+</b> Market residential development here would have a negative impact on regenerating Kidderminster. However affordable housing to meet local needs would not.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.
17	<b>X</b> Is likely to increase noise within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 19

SA Objective	H105: Fairfield ADR, Lowe Lane, Fairfield	H112: Hayes Road ADR, Hayes Road, Fairfield	H132: Land at Orchard House, Cleobury Road, Far Forest	H133: Land at Bellmans Cross, Shatterford	H119: Land at Stone Hill, Stone
1	<b>+</b> GP within 15 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> GP within 15 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>X</b> No medical facilities within walking distance. Bewdley and Kidderminster accessible by bus - 2 hourly service. Long-term negative effect which could be reversed through relocation of medical facilities.	<b>X</b> No medical facilities within walking distance. Bewdley and Kidderminster accessible by bus - 2 hourly service. Long-term negative effect which could be reversed through relocation of medical facilities.	<b>X</b> No medical facilities within walking distance. Kidderminster accessible by bus - hourly service within 10 minute walk. Long-term negative effect which could be reversed through relocation of medical facilities.



SA Objective	H105: Fairfield ADR, Lowe Lane, Fairfield	H112: Hayes Road ADR, Hayes Road, Fairfield	H132: Land at Orchard House, Cleobury Road, Far Forest	H133: Land at Bellmans Cross, Shatterford	H119: Land at Stone Hill, Stone
2	<p><b>+</b></p> <p>Local shops within 5 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Local shops within 5 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>School and shop adjacent to the site. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>X</b></p> <p>Pub and village hall adjacent. No shop within walking distance. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>	<p><b>X</b></p> <p>No facilities within walking distance, hourly bus service to Kidderminster within 10 minute walk. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>
3	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site could potentially provide much higher levels of affordable housing than Core Strategy requires as it has been suggested as an affordable housing site. Long-term positive effect.</p>
4	<p><b>+</b></p> <p>Play area and open space within 10 minutes walk of site. Primary school within 15 minutes walk, secondary school within 20 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Play area and open space within 10 minutes walk of site. Primary school within 10 minutes walk, secondary school within 15 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>X</b></p> <p>Play area within 10 minutes walk. No formal open space. Adjacent to primary school. Secondary school accessible by bus. Employment opportunities are car dependant. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p><b>XX</b></p> <p>No formal open space or play facilities within walking distance. No schools within walking distance. Poor bus service for accessing employment opportunities. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p><b>XX</b></p> <p>No formal open space or play facilities within walking distance. Primary school within 5 minutes walk, secondary school accessible by bus. Bus services to access employment opportunities are limited. Long-term negative effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>

SA Objective	H105: Fairfield ADR, Lowe Lane, Fairfield	H112: Hayes Road ADR, Hayes Road, Fairfield	H132: Land at Orchard House, Cleobury Road, Far Forest	H133: Land at Bellmans Cross, Shatterford	H119: Land at Stone Hill, Stone
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for access to services and facilities by foot and public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for access to services and facilities by foot and public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>XX</p> <p>Poor access to services and facilities by foot and public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>++</p> <p>Site is not within an AQMA. The Water Cycle Strategy has identified some issues with sewerage treatment which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>++</p> <p>Site is not within an AQMA. However the Water Cycle Strategy has identified some significant issues with wastewater management which will need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p>?</p> <p>Site is not within an AQMA. The Water Cycle Strategy has identified some issues with wastewater treatment and sewerage which would need to be overcome. Long-term positive effect if issues can be overcome.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>?</p> <p>Site is not within the floodplain. However the Water Cycle Strategy identifies that major upgrades to the existing drainage system are required to prevent increased flood risk from Hoo Brook. Possible long-term irreversible negative effect.</p>

SA Objective	H105: Fairfield ADR, Lowe Lane, Fairfield	H112: Hayes Road ADR, Hayes Road, Fairfield	H132: Land at Orchard House, Cleobury Road, Far Forest	H133: Land at Bellmans Cross, Shatterford	H119: Land at Stone Hill, Stone
11	<b>X</b> Loss of open undeveloped land. Long-term significant effect which would be irreversible.	<b>X</b> Loss of open undeveloped land. Long-term significant effect which would be irreversible.	<b>X?</b> Loss of orchard could have a negative impact on the landscape. Long-term significant effect which would be irreversible.	<b>X</b> Loss of undeveloped land, tree cover and hedgerows however, site is well-screened from road. Long-term significant effect which would be irreversible.	<b>X</b> Adverse impact on open views. Long-term significant effect which would be irreversible.
12	<b>X</b> Loss of pastureland and woodland is likely to have a negative impact on biodiversity. Long-term significant effect which would be irreversible.	<b>X</b> Loss of pastureland is likely to have a negative impact on biodiversity. Long-term significant effect which would be irreversible.	<b>X</b> Loss of orchard would be detrimental to biodiversity. Long-term significant effect which would be irreversible.	<b>X</b> Loss of tree cover and hedgerows would have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible.	<b>X</b> Potential adverse impact on biodiversity resulting from loss of agricultural land. Long-term significant effect which would be irreversible.
13	N/A	N/A	N/A	N/A	N/A
14	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant effect which would be irreversible.	<b>XX</b> Site is majority greenfield. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant effect which would be irreversible.
15	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.	<b>XX</b> Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy has identified some significant issues with implementing SUDS at this site which would need to be addressed. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy has identified some significant issues with implementing SUDS at this site which would need to be addressed. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.

SA Objective	H105: Fairfield ADR, Lowe Lane, Fairfield	H112: Hayes Road ADR, Hayes Road, Fairfield	H132: Land at Orchard House, Cleobury Road, Far Forest	H133: Land at Bellmans Cross, Shatterford	H119: Land at Stone Hill, Stone
			addressed. Long-term positive effect if issues can be overcome.		
17	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Issues and Options Sites - Table 20

SA Objective	H122: Land at Brown Westhead Park, Wolverley	H165: Land off Wolverley Road, Wolverley
1	<b>+</b> GP within 15 minutes walk. Half hourly bus service to Kidderminster within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>X</b> No healthcare facilities within walking distance. Kidderminster accessible by bus, bus stop within 5 minutes walk on half hourly route. Long-term negative effect which could be reversed through relocation of medical facilities.
2	<b>+</b> Within 10 minutes walk of local shop. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>X</b> Only part of site within 10 minutes walk of local shop. Long-term negative effect which could be reversed through changes to service provision and public transport.
3	<b>+</b> Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.	<b>+</b> Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term positive effect.
4	<b>+</b> Open space and play area 15 minutes walk. Within 10 minutes walk of a primary and 20 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.	<b>+X</b> Broadwaters Park within 10 minutes walk. No play facilities within reasonable walking distance. Within 5 minutes walk of primary and secondary school. Employment opportunities accessible by bus. Long-term positive and negative effect which could be altered by changes in play and education provision.

SA Objective		H122: Land at Brown Westhead Park, Wolverley	H165: Land off Wolverley Road, Wolverley
5		N/A	N/A
6		Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.
7		Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.	Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.
8		Relatively poorly located for access to services and facilities by foot and public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.	Relatively poorly located for access to services and facilities by foot and public transport. Mitigation would be sought. Long-term negative effect which could be reversed through changes to public transport provision.
9		Site is not within an AQMA. Long-term positive effect.	Site is not within an AQMA. The Water Cycle Strategy identifies some issues with sewerage treatment which would need to be overcome.
10		Site is not within the floodplain.	Site is not within the floodplain. However the Water Cycle Strategy identifies a marginal risk of flooding from Drakelow Brook. Potential long-term negative effect which is irreversible.
11		Loss of open undeveloped land. Long-term significant effect which would be irreversible.	Loss of highly visible undeveloped land. Negative impact on views into Kidderminster. Long-term significant effect which would be irreversible.
12		Loss of scrubland is likely to have a negative impact on biodiversity. Long-term significant effect which would be irreversible.	Loss of farmland is likely to have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible.
13		N/A	N/A
14		Site is greenfield and in the Green Belt. Long-term significant effect which would be irreversible.	Site is greenfield and in the Green Belt. Long-term significant effect which would be irreversible.
15		Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.	Market housing here would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which would be irreversible.



SA Objective	H122: Land at Brown Westhead Park, Wolverley	H165: Land off Wolverley Road, Wolverley
16	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.</p>
17	<p>XX</p> <p>Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.</p>	<p>XX</p> <p>Will increase noise and light pollution within the area. Long-term significant effect which would be irreversible.</p>
18	N/A	N/A
19	N/A	N/A
20	N/A	N/A
21	N/A	N/A

Sites Suggested Since the Issues and Options Paper - Table 1

SA Objective	K202: Land at Comberton Lodge, Kidderminster	K207: Land West of Southgate Close, Kidderminster	K209: Former Sion Hill Middle School, Kidderminster	K210: Former British Sugar Site, Stourport Road, Kidderminster	K211: Former Sladen School Site, Hurcott Road, Kidderminster
1	<p>X</p> <p>No health care facilities within walking distance but GP and hospital accessible by half hourly bus service within 5 minutes walk. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p>++</p> <p>GP and hospital within 15 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>GP within 20 minutes walk. Hospital accessible by hourly bus within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>GP is within 10 minutes walk. Hospital accessible by bus. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>++</p> <p>Within 10 minutes walk of a GP and 20 minutes walk of a hospital. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p>+</p> <p>Local shop within 15 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++</p> <p>Local shop within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++</p> <p>Local shop within 5 minutes walk. Kidderminster accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++</p> <p>Local shop within 10 minutes walk. Kidderminster accessible by high frequency bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>++</p> <p>Within 5 minutes walk of the Horsefair local centre and 10 minutes walk of Kidderminster town centre. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>

SA Objective	K202: Land at Comberton Lodge, Kidderminster	K207: Land West of Southgate Close, Kidderminster	K209: Former Sion Hill Middle School, Kidderminster	K210: Former British Sugar Site, Stourport Road, Kidderminster	K211: Former Sladen School Site, Hurcott Road, Kidderminster
3	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p>+</p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>
4	<p>+</p> <p>Open space within 5 minutes walk, play area within 10 minutes walk. Within 5 minutes walk of a primary school and 15 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Open space within 10 minutes walk. Play area within 20 minutes walk. Within 20 minutes walk of both a primary and secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>X/+</p> <p>Play area and open space 20 minutes walk. Within 5 minutes walk of a primary school and 25 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>X/+</p> <p>No play facilities within walking distance. Site would need to provide play facilities and open space. Within 5-15 minutes walk of a primary school. Secondary school accessible by bus. Range of employment opportunities within walking distance. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Park with play area within 10 minutes walk. Within 5 minutes walk of a primary school and 25 minutes walk of a secondary school. Range of employment opportunities within walking distance. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	<p>++?</p> <p>Could reduce anti-social behaviour by redeveloping a derelict site. Long-term significant effect.</p>	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>++?</p> <p>It is considered that the British Sugar site could provide a higher proportion of renewable energy than required by policy CP01 and potentially a district heating system due to its scale, however, the economic viability of this</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>

SA Objective	K202: Land at Comberton Lodge, Kidderminster	K207: Land West of Southgate Close, Kidderminster	K209: Former Sion Hill Middle School, Kidderminster	K210: Former British Sugar Site, Stourport Road, Kidderminster	K211: Former Sladen School Site, Hurcott Road, Kidderminster
				would need to be tested. Suggest requiring higher level of renewable energy subject to economic viability. Long-term positive effect.	
8	Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	+ Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	+ Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.
9	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.	X/+? The Stourport Road is already an extremely congested route, significant development here would increase vehicle movements and this have a detrimental impact on air quality. Long-term effect, although the implementation of the Hoo Brook Link Road could improve congestion in the area.	+ Site is not within an AQMA. Long-term positive effect.
10	XX Flood zone 3 affects approximately half of the site. Long-term negative effect, mitigation would be required to deliver betterment.	++ Site is not within the floodplain. Long-term positive effect.	++ Site is not within the floodplain. Long-term positive effect.	++ The British Sugar site lies outside the flood risk area. Long-term positive effect.	++ Site is not within the floodplain. Long-term positive effect.
11	X Loss of mature gardens. Long-term effect which would be irreversible.	XX Loss of a large area of undeveloped land which forms an important green wedge between Kidderminster and Bewdley. Long-term significant effect which would be irreversible.	+ Frontage trees should be retained and development should only take place on the existing building footprint. Mitigation will be required to secure this.	++ The redevelopment of the British Sugar site could enhance the townscape of the area by redeveloping a derelict site.	+ Opportunity to bring a cleared site back into use and enhance the streetscene. Mitigation will be required to secure this benefit. Long-term significant effect.

SA Objective	K202: Land at Comberton Lodge, Kidderminster	K207: Land West of Southgate Close, Kidderminster	K209: Former Sion Hill Middle School, Kidderminster	K210: Former British Sugar Site, Stourport Road, Kidderminster	K211: Former Sladen School Site, Hurcott Road, Kidderminster
12	<b>XX</b> Loss of mature gardens likely to have a detrimental impact on biodiversity. Special Wildlife Site borders site on two sides. Long-term significant effect which would be irreversible.	<b>X</b> Loss of greenfield land is likely to have a detrimental impact on biodiversity. Site is adjacent to a local geological site. Long-term significant effect which would be irreversible.	<b>0</b> No impact likely if building is restricted to existing footprint.	<b>X?</b> Although the District's brownfield sites have not raised any concerns regarding on-site biodiversity, the Stour Valley SSSI and Staffordshire & Worcestershire Canal SWS are adjacent to the site and development could have a detrimental impact on these sites. Mitigation measures would need to be put in place.	<b>0</b> No impact likely if building is restricted to existing footprint.
13	<b>X</b> Loss of large single house and replacement with smaller dwellings will alter the street scene. Long-term effect which would be irreversible.	<b>N/A</b>	<b>N/A</b>	<b>?</b> The site will need to be sensitively designed to ensure that redevelopment does not have a detrimental impact on the setting of the Staffordshire and Worcestershire Canal Conservation Area.	<b>N/A</b>
14	<b>X</b> Site is partially greenfield. Long-term effect which would be irreversible.	<b>XX</b> Site is greenfield and Green Belt. Long-term significant effect which would be irreversible.	<b>+?</b> Site is within the Green Belt but is brownfield if restricted to footprint of existing buildings.	<b>++</b> Locating development in existing settlements will reduce pressure on greenfield land. The British Sugar site is a significant brownfield site.	<b>+?</b> Site is brownfield if restricted to existing developed area.
15	<b>X</b> Likely to have a detrimental impact on the regeneration of Kidderminster town centre. Long-term effect which would be irreversible.	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster town centre. Long-term significant effect which would be irreversible.	<b>+</b> Small number of low density units could aid the regeneration of Kidderminster.	<b>++</b> Locating new development in accordance with the settlement hierarchy will reduce pressure on greenfield land.	<b>++</b> Would contribute to the regeneration of Kidderminster. Long-term significant effect.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+?</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy identifies some significant issues regarding the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.

SA Objective	K202: Land at Comberton Lodge, Kidderminster	K207: Land West of Southgate Close, Kidderminster	K209: Former Sion Hill Middle School, Kidderminster	K210: Former British Sugar Site, Stourport Road, Kidderminster	K211: Former Sladen School Site, Hurcott Road, Kidderminster
17	<b>X</b> Would increase noise and light pollution. Long-term effect which would be irreversible.	<b>X</b> Would increase noise and light pollution. Long-term significant effect which would be irreversible.	<b>0</b> No effect likely	<b>?</b> Locating development in the wider Kidderminster area will reduce the spread of noise and light pollution however, it may be exacerbated within existing settlements. Also need to consider the compatibility of housing with neighbouring employment uses.	<b>0</b> No effect likely
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	<b>?</b> Significant residential development on the British Sugar site will reduce the availability of employment land within the Stourport Road Employment Corridor, however if residential development is used to enable the development of part of the site for employment uses then it could have a positive impact.	N/A
21	N/A	N/A	N/A	N/A	N/A

Sites Suggested since the Publication of the Issues and Options Paper - Table 2

SA Objective	R201: Broad House Farm Nurseries, Cookley	R205: Land at Gaymore Farm, Cookley	R206: Land off New Road, Far Forest	S200: Land to the Rear of Baldwin Road, Stourport	S203: Land off Wilden Lane/Mill Road, Stourport
1	<b>+</b> GP within 10 minutes walk. Hospital accessible by bus, half hourly service within 30 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> GP within 10 minutes walk. Hospital accessible by bus, half hourly service within 30 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>XX</b> No health care facilities within walking distance, 2 hourly bus service to Bewdley and Kidderminster. Long-term negative effect which could be reversed through relocation of medical facilities.	<b>++</b> GP and town centre healthcare facilities within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>+</b> GP within 20 minutes walk. Hourly bus service. Long-term positive effect which could be reversed through relocation of medical facilities.



SA Objective	R201: Broad House Farm Nurseries, Cookley	R205: Land at Gaymore Farm, Cookley	R206: Land off New Road, Far Forest	S200: Land to the Rear of Baldwin Road, Stourport	S203: Land off Wilden Lane/Mill Road, Stourport
2	<p><b>++</b></p> <p>Local shops and school within 10 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Local shops and school within 10 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Primary school and local shops within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Town centre within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Town centre within 20 minutes walk or accessible by hourly bus service. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.</p>
4	<p><b>+</b></p> <p>Range of open space and play facilities within 15 minutes walk. Within 10 minutes walk of a primary school and 30 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Range of open space and play facilities within 15 minutes walk. Within 10 minutes walk of a primary school and 30 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+</b></p> <p>Play area within 5 minutes walk but no formal open space within walking distance. Within 5 minutes walk of primary school. Secondary school accessible by bus. Poor bus services for access to employment opportunities. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>+/X</b></p> <p>Park with play area within 10 minutes walk. However, site is currently urban open space. Within 10 minutes walk of a primary school and 15 minutes walk of a secondary school. Range of employment opportunities within walking distance. Loss of urban open space would be long-term irreversible negative effect.</p>	<p><b>+</b></p> <p>Country Park within 10 minutes walk. Play area and open space within 25 minutes walk. Primary school within 10 minutes walk, secondary school within 25 minutes walk. Employment opportunities within walking distance. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>

SA Objective	R201: Broad House Farm Nurseries, Cookley	R205: Land at Gaymore Farm, Cookley	R206: Land off New Road, Far Forest	S200: Land to the Rear of Baldwin Road, Stourport	S203: Land off Wilden Lane/Mill Road, Stourport
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long term positive effect.</p>
8	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>X</p> <p>Relatively poorly located for access to services and facilities by foot and public transport. Mitigation would be sought in the form of improved bus services. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p>++</p> <p>Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>
11	<p>X</p> <p>Development would impact on open views into settlement. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Development would impact on open views into settlement. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Development would have a detrimental impact on the openness of the landscape. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Development would have a detrimental impact on the openness of the canal conservation area. Long-term significant effect which would be irreversible.</p>	<p>XX</p> <p>Development would result in the loss of an important green wedge. Long-term significant effect which would be irreversible.</p>
12	<p>X</p> <p>Loss of agricultural land will have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Loss of agricultural land will have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Loss of agricultural land will have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Site is adjacent to the Canal Special Wildlife Site. Long-term significant effect which would be irreversible.</p>	<p>X</p> <p>Development of undeveloped site with tree cover is likely to have a detrimental impact on biodiversity. Long-term significant effect which would be irreversible.</p>

SA Objective	R201: Broad House Farm Nurseries, Cookley	R205: Land at Gaymore Farm, Cookley	R206: Land off New Road, Far Forest	S200: Land to the Rear of Baldwin Road, Stourport	S203: Land off Wilden Lane/Mill Road, Stourport
13	<b>X?</b> Potential adverse impact on listed farmhouse opposite. Long-term significant effect which would be irreversible.	N/A	N/A	<b>X</b> Negative impact on views from and towards the canal conservation area. Long-term significant effect which would be irreversible.	N/A
14	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield and is in the Green Belt. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield. Long-term significant effect which would be irreversible.	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant effect which would be irreversible.
15	<b>XX</b> Large scale housing here would have a detrimental impact on the regeneration of Kidderminster. Long-term significant effect which would be irreversible.	<b>XX</b> Large scale housing here would have a detrimental impact on the regeneration of Kidderminster.	<b>XX</b> Large scale housing here would have a detrimental impact on the regeneration of Kidderminster. Long-term significant effect which would be irreversible.	<b>X</b> Development here may prevent other regeneration sites within the town coming forward. Long-term significant effect which would be irreversible.	<b>X</b> Development here may prevent other regeneration sites within the town coming forward. Long-term significant effect which would be irreversible.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.
17	<b>X</b> Would increase noise and light pollution. Long-term significant effect which would be irreversible.	<b>X</b> Would increase noise and light pollution. Long-term significant effect which would be irreversible.	<b>X</b> Would increase noise and light pollution. Long-term significant effect which would be irreversible.	<b>X</b> Would increase noise and light pollution. Long-term significant effect which would be irreversible.	<b>X</b> Would increase noise and light pollution. Long-term significant effect which would be irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

Sites Suggested since the Publication of the Issues and Options Paper - Table 3

SA Objective	S204: Land at Wilden Top, Stourport-on-Severn	S208: Wilden Primary School, Stourport-on-Severn	S212: Land at Burlish Crossing, Stourport-on-Severn	S213: Land at Ribbesford Road, Areley Kings, Stourport-on-Severn
1	X No healthcare services accessible by foot, hourly bus service to Stourport-on-Severn within 5 minutes walk. Long-term negative effect which could be reversed through relocation of medical facilities.	X No healthcare services accessible by foot, hourly bus service to Stourport-on-Severn within 5 minutes walk. Long-term negative effect which could be reversed through relocation of medical facilities.	+	+
2	+	+	+	+
3	+	+	+	+
4	+	++	++	+
5	N/A	N/A	N/A	N/A



SA Objective	S204: Land at Wilden Top, Stourport-on-Severn	S208: Wilden Primary School, Stourport-on-Severn	S212: Land at Burlish Crossing, Stourport-on-Severn	S213: Land at Ribbesford Road, Areley Kings, Stourport-on-Severn
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>
8	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>X</p> <p>Burnthorpe Brook crosses the site and this may have implications for flooding. Long-term significant effect which will be irreversible.</p>
11	<p>X</p> <p>Loss of open aspect from Wilden Top. Long-term significant effect which will be irreversible.</p>	<p>+</p> <p>Original school building should be retained to retain character of the village. Mitigation will be required to secure this benefit.</p>	<p>X</p> <p>Loss of open views. Long-term significant effect which will be irreversible.</p>	<p>XX</p> <p>Loss of a very large area of open land. Development here would restrict views towards Areley Wood. Long-term significant effect which will be irreversible.</p>
12	<p>X</p> <p>Loss of large undeveloped site is likely to have a detrimental impact on biodiversity. Long-term significant effect which will be irreversible.</p>	<p>N/A</p>	<p>X</p> <p>Loss of large undeveloped site is likely to have a detrimental impact on biodiversity. Long-term significant effect which will be irreversible.</p>	<p>X</p> <p>Loss of large undeveloped site is likely to have a detrimental impact on biodiversity. Long-term significant effect which will be irreversible.</p>



SA Objective	S204: Land at Wilden Top, Stourport-on-Severn	S208: Wilden Primary School, Stourport-on-Severn	S212: Land at Burlish Crossing, Stourport-on-Severn	S213: Land at Ribbesford Road, Areley Kings, Stourport-on-Severn
13	N/A	<b>+</b> ? Sensitive design could provide an infill scheme which converts original school building and continues the street frontage. Mitigation will be required to secure this benefit.	N/A	N/A
14	<b>XX</b> Site is greenfield and Green Belt. Long-term significant effect which will be irreversible.	<b>+IX</b> Site is brownfield but is in the Green Belt.	<b>XX</b> Site is greenfield and Green Belt. Long-term significant effect which will be irreversible.	<b>XX</b> Site is greenfield. Long-term significant effect which will be irreversible.
15	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which will be irreversible.	<b>0</b> Would not be detrimental to the regeneration of Kidderminster and Stourport-on-Severn.	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which will be irreversible.	<b>XX</b> Would have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn. Long-term significant effect which will be irreversible.
16	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	<b>+</b> Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.
17	<b>XX</b> Would significantly increase noise and light pollution. Long-term significant effect which will be irreversible.	<b>0</b> No effect likely	<b>XX</b> Would significantly increase noise and light pollution. Long-term significant effect which will be irreversible.	<b>XX</b> Would significantly increase noise and light pollution. Long-term significant effect which will be irreversible.
18	N/A	<b>X?</b> Mitigation would be required to ensure that school was relocated within the area.	N/A	N/A
19	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A

Sites Suggested Since the Issues and Options Paper - Table 4

SA Objective	Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn	Lax Lane, Bewdley	Workhouse, 64 High Street, Bewdley	Sion Gardens, Stourport-on-Severn	Working Men's Club, Bewdley Road, Stourport-on-Severn	Civic Centre (mixed-use)
1	++ Within 10 minutes walk of medical facilities in Stourport-on-Severn town centre. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 5 minutes walk of Bewdley town centre medical facilities. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 5 minutes walk of Bewdley town centre medical facilities. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 5 minutes walk of Stourport-on-Severn town centre medical facilities. Long-term positive effect which could be reversed through relocation of medical facilities.	++ Within 5 minutes walk of Stourport-on-Severn town centre medical facilities. Long-term positive effect which could be reversed through relocation of medical facilities.	++ GP and town centre medical services within 5 minutes walk. Hospital accessible by bus. Bus stop within 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.
2	++ Within 10 minutes walk of Stourport-on-Severn town centre. Access to Kidderminster by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Within 5 minutes walk of Bewdley town centre facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Within 5 minutes walk of Bewdley town centre facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Within 5 minutes walk of Stourport-on-Severn town centre facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.	++ Within 5 minutes walk of Stourport-on-Severn town centre facilities. Long-term positive effect which could be reversed through changes to service provision and public transport.	+ Town centre is within 5 minutes walk.
3	+ Site will be expected to deliver affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+ Site will be expected to deliver affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+ Site will be expected to deliver affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+ Site will be expected to deliver affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+ Site will be expected to deliver affordable housing in accordance with the Core Strategy policy. Long-term positive effect.	+ Site would be required to provide affordable housing in accordance with the Core Strategy policy. Long-term positive effect.

SA Objective	Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn	Lax Lane, Bewdley	Workhouse, 64 High Street, Bewdley	Sion Gardens, Stourport-on-Severn	Working Men's Club, Bewdley Road, Stourport-on-Severn	Civic Centre (mixed-use)
4	<p>++</p> <p>Play area and open space within 5 minutes walk. Primary school within 10 minutes walk, secondary school within 20 minutes walk.</p> <p>Employment opportunities within 20-30 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Play area and open space within 5 minutes walk. Primary and secondary schools within 15 minutes walk.</p> <p>Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Play area and open space within 5 minutes walk. Primary and secondary schools within 15 minutes walk.</p> <p>Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Play area and open space within 5 minutes walk. Within 20 minutes walk of a primary and secondary school.</p> <p>Employment opportunities within 5 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Play area and open space within 5 minutes walk. Within 20 minutes walk of a primary and secondary school.</p> <p>Employment opportunities within 5 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Play area and open space within 5 minutes walk. Primary school and secondary school within 10 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	<p>+</p> <p>Will bring a derelict site back into use reducing opportunities for crime. Long-term positive effect.</p>	N/A	N/A	N/A	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be recycled where appropriate. Long-term positive effect.</p>
7	<p>+</p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Development would be required to meet the standards set out within the Core Strategy. Long-term positive effect.</p>

SA Objective	Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn	Lax Lane, Bewdley	Workhouse, 64 High Street, Bewdley	Sion Gardens, Stourport-on-Severn	Working Men's Club, Bewdley Road, Stourport-on-Severn	Civic Centre (mixed-use)
8	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	++ Well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.
9	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.	? May increase pressure on Welch Gate AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.	+ Site is not within an AQMA. Long-term positive effect.
10	++ Site is not within the flood plain. Long-term positive effect.	X Entire site falls within flood zone 3. Long-term negative effect, mitigation would be required to deliver betterment.	++ Site lies outside the floodplain. Long-term positive effect.	++ Site lies outside the floodplain. Long-term positive effect.	++ Site lies outside the floodplain. Long-term positive effect.	++ Site is not within the flood plain. Long-term positive effect.
11	++ Offers the opportunity to improve the townscape and the streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.	+ Opportunity to improve streetscene. Mitigation will be required to secure this benefit. Long-term positive effect.	+ Opportunity to retain traditional streetscene by securing the future of a Listed Building. Long-term positive effect.	++ Opportunity to improve the streetscene and improve the setting of a Listed Building. Mitigation will be required to secure this benefit. Long-term positive effect.	++ Opportunity to improve the streetscene and improve the setting of a Locally Listed Building. Mitigation will be required to secure this benefit. Long-term positive effect.	N/A
12	0 No negative effect likely on biodiversity or geodiversity.	0 No negative effect likely on biodiversity or geodiversity.	0 No negative effect likely on biodiversity or geodiversity.	0 No negative effect likely on biodiversity or geodiversity.	0 No negative effect likely on biodiversity or geodiversity.	+ No negative effect likely on biodiversity or geodiversity.

SA Objective	Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn	Lax Lane, Bewdley	Workhouse, 64 High Street, Bewdley	Sion Gardens, Stourport-on-Severn	Working Men's Club, Bewdley Road, Stourport-on-Severn	Civic Centre (mixed-use)
13	<p><b>++</b></p> <p>Opportunity to restore a Locally Listed Building and secure its future. Mitigation will be required to secure this benefit.</p> <p>Long-term positive effect if secured, long-term negative effect if lost.</p>	<p><b>++</b></p> <p>Opportunity to enhance setting of Listed Buildings. Mitigation will be required to secure this benefit.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Opportunity to restore a building at risk and secure its future. Mitigation will be required to secure this benefit.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Opportunity too improve the setting of a Listed Building. Mitigation will be required to secure this benefit.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Opportunity too improve the setting of a Locally Listed Building. Mitigation will be required to secure this benefit.</p> <p>Long-term positive effect.</p>	N/A
14	<p><b>++</b></p> <p>Redeveloping existing sites will reduce the need for greenfield land release. Long-term positive effect.</p>	<p><b>++</b></p> <p>Allocating brownfield sites will reduce the need to release greenfield land for development.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Allocating brownfield sites will reduce the need to release greenfield land for development.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Allocating brownfield sites will reduce the need to release greenfield land for development.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Allocating brownfield sites will reduce the need to release greenfield land for development.</p> <p>Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is brownfield. Long-term positive effect.</p>
15	<p><b>+</b></p> <p>Will help to regenerate Stourport-on-Severn. Long-term positive effect.</p>	N/A	N/A	<p><b>+</b></p> <p>Will help to regenerate Stourport-on-Severn. Long-term positive effect.</p>	<p><b>+</b></p> <p>Will help to regenerate Stourport-on-Severn. Long-term positive effect.</p>	N/A
16	<p><b>+</b></p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. However, this could be difficult to achieve when converting a Listed Building.</p>	<p><b>+</b></p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Development would be required to meet the environmental standards set out within the Core Strategy. Long-term positive effect.</p>	<p><b>++</b></p> <p>Development would be required to meet the standards set out within the Core Strategy as a minimum. However the Water Cycle Strategy identifies some issues relating to the implementation of SUDS on the site which would need to be overcome. Long-term positive effect if issues can be overcome.</p>
17	<p><b>0</b></p> <p>No adverse impact likely.</p>	<p><b>0</b></p> <p>No adverse impact likely.</p>	<p><b>0</b></p> <p>No adverse impact likely.</p>	<p><b>0</b></p> <p>No adverse impact likely.</p>	<p><b>0</b></p> <p>No adverse impact likely.</p>	<p><b>0</b></p> <p>No effect likely.</p>
18	N/A	N/A	N/A	N/A	N/A	N/A



SA Objective	Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn	Lax Lane, Bewdley	Workhouse, 64 High Street, Bewdley	Sion Gardens, Stourport-on-Severn	Working Men's Club, Bewdley Road, Stourport-on-Severn	Civic Centre (mixed-use)
19	N/A	N/A	N/A	N/A	N/A	N/A
20	N/A	++ Retaining a mix of uses on this site will help to diversify the economy. Long-term positive effect.	N/A	++ Retaining a mix of uses on this site will help to diversify the economy. Long-term positive effect.	++ Retaining a mix of uses on this site will help to diversify the economy. Long-term positive effect.	+ Would retain a civic facility in the town centre. Long-term positive effect.
21	N/A	N/A	N/A	N/A	N/A	N/A

Table C.0.2 Employment Sites

SA Objective	Former British Sugar Site	Former Romwire Site	Former Lea Castle Hospital Site
1	N/A	N/A	N/A
2	N/A	N/A	N/A
3	N/A	N/A	N/A
4	++ Will increase access to employment opportunities within the District. Long-term positive effect.	++ Will increase access to employment opportunities within the District. Long-term positive effect.	++ Will increase access to employment opportunities within the District. Long-term positive effect.
5	N/A	N/A	N/A
6	N/A	N/A	N/A
7	+ New commercial developments over 10,000 m <sup>2</sup> will be required to incorporate on-site renewable energy generation. Long-term positive effect.	+ New commercial developments over 10,000 m <sup>2</sup> will be required to incorporate on-site renewable energy generation. Long-term positive effect.	+ New commercial developments over 10,000 m <sup>2</sup> will be required to incorporate on-site renewable energy generation. Long-term positive effect.
8	++ Providing jobs within this highly accessible areas of the District will reduce the need to travel. Long-term positive effect.	++ Providing jobs within this highly accessible areas of the District will reduce the need to travel. Long-term positive effect.	X Poor public transport access to the site. Site is not within easy walking distance of Kidderminster. Mitigation would be sought in the form of improved bus services. Long-term negative effect.

SA Objective	Former British Sugar Site	Former Romwire Site	Former Lea Castle Hospital Site
9	N/A	N/A	? The Water Cycle Strategy has identified some issues relating to sewerage infrastructure which would need to be overcome.
10	++ Site is not affected by flood risk. Long-term positive effect.	++ Site is not affected by flood risk. Long-term positive effect.	++ Site is not affected by flood risk. Long-term positive effect.
11	+ Opportunity for this site to enhance the townscape of the District. Mitigation will be required to secure this benefit. Long-term positive effect.	+ Opportunity for this site to enhance the townscape of the District. Mitigation will be required to secure this benefit. Long-term positive effect.	X? Significant development here could have a detrimental impact on the landscape. Long-term negative effect.
12	X/+ Could have a detrimental impact on the Wilden Marsh and Meadows SSSI. Opportunity for the site to contribute to the green infrastructure network. Long-term positive effect.	N/A	+ Opportunity for the site to contribute to the green infrastructure network and to open up access to existing parkland and sports pitches. Long-term positive benefit.
13	+? Opportunity to enhance the site's relationship with the Staffordshire and Worcestershire Canal Conservation Area. Mitigation will be required to secure this benefit. Long-term positive effect.	N/A	N/A
14	++ Re-developing this large brownfield site will reduce the need to release greenfield land for employment development. Long-term positive effect.	++ Re-developing this large brownfield site will reduce the need to release greenfield land for employment development. Long-term positive effect.	+? Brownfield site within the Green Belt, development is restricted to existing footprint.
15	++ The redevelopment of this site will help to regenerate both Kidderminster and Stourport-on-Severn. Long-term positive effect.	++ The redevelopment of this site will help to regenerate both Kidderminster and Stourport-on-Severn. Long-term positive effect.	++ Redevelopment will aid the regeneration of the wider Kidderminster area. Long-term positive effect.
16	+? Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy has identified some significant issues with	+ Development would be required to meet the standards set out within the Core Strategy as a minimum. Long-term positive effect.	+? Development would be required to meet the standards set out within the Core Strategy as a minimum. The Water Cycle Strategy has identified some issues

SA Objective	Former British Sugar Site	Former Romwire Site	Former Lea Castle Hospital Site
	implementing SUDS at this site which would need to be overcome. Long-term positive effect if issues can be overcome.		relating to implementing SUDS at this site which would need to be overcome. Long-term positive effect if issues can be overcome.
17	0 No effect likely.	0 No effect likely.	0 No effect likely.
18	N/A	N/A	N/A
19	N/A	N/A	N/A
20	++ Securing employment development on this site will diversify the economy. Will provide access to sustainable location. Long-term positive effect.	++ Securing employment development on this site will diversify the economy. Will provide access to employment in a sustainable location. Long-term positive effect.	++ Securing employment development on this site will diversify the economy. Long-term positive effect.
21	N/A	N/A	N/A

SA Objective	BEW0001: Land north of Habberley Road	BEW0002: Site at Stourport Road	BLA0001: Former Blakedown Nurseries	CLO0001: Yard south of A456	COOK0002: Land at Lawnswood
1	<p>+</p> <p>Within 25 minutes walk of GP and Bewdley Town Centre healthcare facilities. Frequent bus service to Kidderminster Hospital less than 5 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>Within 25 minutes walk of GP and town centre medical facilities. Frequent bus service to Kidderminster Hospital within 20 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>No GP/healthcare facilities within walking distance. Facilities in Kidderminster can be accessed by train or bus, both within 10 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>XX</p> <p>No healthcare facilities within walking distance. Bus stop within 5 minutes walk but service is only 2 hourly. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>GP within 10 minutes walk, potential to reduce this by including a direct footpath as part of development. Half hourly bus service to Kidderminster. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p>+</p> <p>Within 25 minutes walk of Bewdley town centre cultural facilities. Frequent bus service to Kidderminster less than 5 minutes walk.</p>	<p>+</p> <p>Within 25 minutes walk of Bewdley town centre cultural facilities. Frequent bus service to Kidderminster within 20 minutes walk. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p>+</p> <p>Local shop within 5 minutes walk. Bus and rail services to Kidderminster within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>X</p> <p>Village shop within 5 minutes walk. Poor public transport access to higher order services. Long-term negative effect which could be overcome by changes to public transport or relocation of services.</p>	<p>+</p> <p>Local shops within 10 minutes walk, potential to reduce this by including a direct footpath as part of development. Kidderminster accessible by</p>

SA Objective	BEW0001: Land north of Habberley Road	BEW0002: Site at Stourport Road	BLA0001: Former Blakedown Nurseries	CLO001: Yard south of A456	COOK0002: Land at Lawnswood
	minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	reversed through changes to service provision and public transport.			bus. Long-term positive effect which could be reversed through changes to service provision and public transport.
3	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>
4	<p>+</p> <p>Within 10 minutes walk of amenity greenspace and within 15 minutes walk of children's play area.</p> <p>Within 25 minutes walk of primary and secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>X</p> <p>Nearest play area and amenity greenspace are over 20 minutes walk.</p> <p>Within 15 minutes walk of a primary and secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in new play provision.</p>	<p>++</p> <p>Open space and play facilities within 10 minutes walk. Primary school within 5 minutes walk. Secondary school accessible by bus. Employment opportunities accessible by bus and train. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>XX</p> <p>No formal open space or play area within walking distance. Primary and secondary schools accessible by bus. Limited access to employment without a private car. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Range of open space and play facilities within Cookley village. Primary school within 5 minutes walk and secondary school within 30 minutes walk. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	<p>+</p> <p>Would prevent anti-social behaviour currently associated with the site. Long-term positive effect.</p>	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their</p>	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their</p>	<p>XX</p> <p>It is unlikely that Traveller sites would be able to secure a proportion of their energy</p>	<p>XX</p> <p>It is unlikely that Traveller sites would be able to secure a proportion of their energy</p>	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their</p>

SA Objective	BEW0001: Land north of Habberley Road	BEW0002: Site at Stourport Road	BLA0001: Former Blakedown Nurseries	CLO001: Yard south of A456	COOK0002: Land at Lawnswood
	energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.	energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.	requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.	requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.	energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.
8	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.	<b>X</b> Relatively poorly located for accessing services and facilities by foot or public transport. Therefore likely to increase congestion. Long-term significant negative effect which is irreversible.	<b>+</b> Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.
9	<b>+/X</b> Site is not within an AQMA, has no contamination issues but development would result in some loss of tree cover including TPOs. Long-term negative effect.	<b>XX</b> Site lies within a water Source Protection Zone. Not within an AQMA. Long-term negative effect which is irreversible.	<b>+?</b> Site is not within an AQMA. Water Cycle Strategy identifies some wastewater treatment issues, development would need to demonstrate how these had been overcome. Long-term positive effect if issues are overcome.	<b>+/XX</b> Site is not within an AQMA. Significant wastewater treatment constraints identified within the Water Cycle Strategy. Development would need to demonstrate how these had been overcome. Site is potentially contaminated. Long-term negative effect which could be reversed by upgrading infrastructure.	<b>+/X</b> Site is not within an AQMA, Loss of trees. Long-term negative effect which is irreversible.
10	<b>+/X</b> Site is not within the floodplain but development could increase run-off. Possible long-term negative effect which is irreversible.	<b>XX</b> Site is within flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.	<b>X?</b> Site is not within the floodplain but Water Cycle Strategy identifies the need for major upgrade to drainage to prevent increased run-off into Blakedown Brook. Possible long-term negative effect however, long-term positive effect if issues are overcome.	<b>X?</b> Site is not within the floodplain however Water Cycle Strategy identifies that increased run-off poses a risk to existing development. Development would need to demonstrate no additional run-off. Possible long-term negative effect.	<b>++</b> Site is not within the floodplain. Long-term positive effect.



SA Objective	BEW0001: Land north of Habberley Road	BEW0002: Site at Stourport Road	BLA0001: Former Blakedown Nurseries	CLO0001: Yard south of A456	COOK0002: Land at Lawnswood
11	<b>XX</b> Development would have a detrimental impact on the landscape, would encroach into the gap between Kidderminster and Bewdley. Long-term significant negative effect which is irreversible.	<b>XX</b> Development would have a detrimental impact on the landscape and would be visible. Extensive planting would be required to mitigate this as far as possible. Long-term significant negative effect which is irreversible.	<b>+</b> Would bring a derelict site back into use. Long-term positive effect.	<b>+</b> Potential to improve streetscene at crossroads. Long-term positive effect.	<b>X</b> Adverse impact on landscape although site is well screened. Long-term significant negative effect which is irreversible.
12	<b>X</b> Site is currently unmanaged and there are indications that there is biodiversity interest in the site. Long-term significant negative effect which is irreversible.	<b>0</b>	<b>X</b> Potential negative impacts from loss of tree cover and run-off flowing into adjacent streams and pools which form part of a Special Wildlife Site. Long-term significant negative effect which is irreversible.	<b>X</b> Potential adverse impact as a result of loss of scrubland. Long-term significant negative effect which is irreversible.	<b>XX</b> Loss of biodiversity as a result of loss of established vegetation. Long-term significant negative effect which is irreversible.
13	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
14	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant negative effect which is irreversible.	<b>XX</b> Site is greenfield and in the Green Belt. Long-term significant negative effect which is irreversible.	<b>X</b> Site is greenfield and grade 2-3 agricultural land although the site currently has a large area of hard standing and a number of derelict greenhouses. Long-term significant negative effect which is irreversible.	<b>++</b> Site is brownfield. Long-term positive effect.	<b>x</b> Site is mixed greenfield and brownfield and is in the Green Belt. Long-term significant negative effect which is irreversible.
15	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
16	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant negative effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant negative effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant negative effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant negative effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant negative effect which is irreversible.

SA Objective	BEW0001: Land north of Habberley Road	BEW0002: Site at Stourport Road	BLA0001: Former Blakedown Nurseries	CLO001: Yard south of A456	COOK0002: Land at Lawnswood
17	<b>XX</b> Will increase noise and light pollution within open countryside. Long-term significant negative effect which is irreversible.	<b>XX</b> Will increase noise and light pollution within open countryside. Long-term significant negative effect which is irreversible.	<b>X</b> Will increase noise and light pollution levels in the area. Long-term significant negative effect which is irreversible.	<b>X</b> Will increase noise and light pollution levels in the area. Long-term significant negative effect which is irreversible.	<b>XX</b> Will increase noise and light pollution levels within the area. Long-term significant negative effect which is irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

SA Objective	FAIR0001: Land off Lowe Lane	GJAL: Former Sion Hill Middle School	KID0011: Lea Castle Hospital Site	STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	STO006: Land off Wilden Top Road
1	<b>+</b> GP within 15 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to public transport provision.	<b>+</b> GP within 20 minutes walk. Hospital accessible by hourly bus within 5 minutes walk. Long-term positive effect which could be reversed through changes to public transport provision.	<b>X</b> GP within 20 minutes walk of part of site. Services in Kidderminster accessible by bus. Bus stop approximately 15 minutes walk, half hourly service. Long-term negative effect which could be reversed through changes to public transport provision.	<b>X</b> GP and town centre healthcare facilities approximately 25 minutes walk. Poor access to bus service to access Kidderminster Hospital. Long-term negative effect which could be reversed through changes to public transport provision.	<b>X</b> No health services accessible by foot, hourly bus service within 5 minutes walk giving access to GP and healthcare facilities in Stourport-on-Severn. Long-term negative effect which could be reversed through changes to public transport provision.
2	<b>+</b> Local shops within 5 minutes walk. Half hourly bus service to Kidderminster within 5 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>++</b> Local shop within 5 minutes walk. Kidderminster accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>XX</b> Remote from facilities, Cookley village facilities within 20 minutes walk of part of site, poor public transport connections. Long-term negative effect which could be reversed through changes to service provision and public transport.	<b>+</b> Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.	<b>+</b> Village store within 10 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.

SA Objective	FAIR0001: Land off Lowe Lane	GJAL: Former Sion Hill Middle School	KID0011: Lea Castle Hospital Site	STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	STO006: Land off Wilden Top Road
3	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>
4	<p>+</p> <p>Play area and open space within 10 minutes walk. Within 15 minutes walk of a primary school and 20 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>X</p> <p>Play area and open space 20 minutes walk. Within 5 minutes walk of a primary school and 25 minutes walk of a secondary school. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>X</p> <p>Nearest facilities are at Cookley which is within 20 minutes walk of part of site. Primary school 25 minutes walk. Secondary school 45 minutes walk or accessible by bus. Employment opportunities accessible by bus. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p>++</p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p>+</p> <p>Play area and amenity greenspace within 5 minutes walk. Primary school within 10 minutes walk and secondary school within 20 minutes walk. Employment opportunities are accessible by bus. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>

SA Objective	FAIR0001: Land off Lowe Lane	GJAL: Former Sion Hill Middle School	KID0011: Lea Castle Hospital Site	STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	STO006: Land off Wilden Top Road
7	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>
8	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by foot and public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p><b>XX</b></p> <p>Poorly located for access to services and facilities by foot and public transport. Long-term negative effect which could be reversed through changes to public transport provision.</p>	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by public transport. Long-term positive effect which could be reversed through changes to public transport provision.</p>
9	<p><b>+</b></p> <p>Site is not within an AQMA. Water Cycle Strategy identified no issues. Not likely to be contaminated. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site is not within an AQMA and is unlikely to be contaminated. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site is not within an AQMA. The Water Cycle Strategy identified some issues relating to sewerage infrastructure which would need to be addressed. Long-term positive effect if issues can be overcome.</p>	<p><b>+</b></p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p><b>+</b></p> <p>Site is not within an AQMA. Some sewerage infrastructure issues identified in Water Cycle Strategy, development would need to demonstrate how these would be overcome. Long-term positive effect if issues can be overcome.</p>
10	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p><b>XX</b></p> <p>Site is within flood zone 3. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p><b>++</b></p> <p>Site is not within the floodplain. Long-term positive effect.</p>

SA Objective	FAIR0001: Land off Lowe Lane	GJAL: Former Sion Hill Middle School	KID0011: Lea Castle Hospital Site	STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	STO006: Land off Wilden Top Road
11	<b>X</b> Loss of open, undeveloped land. Long-term significant effect which is irreversible.	<b>+</b> Frontage trees should be retained and development should only take place on the existing built footprint.	<b>?</b> No adverse impact if only existing footprint is developed.	<b>0</b> No impact, already caravans on-site.	<b>X</b> Potential adverse impact on the landscape through loss of trees. Long-term significant effect which is irreversible.
12	<b>X</b> Loss of pastureland and woodland is likely to have a negative impact on biodiversity. Long-term significant effect which is irreversible.	<b>0</b> No impact likely if building is restricted to existing footprint.	<b>?</b> No adverse impact if only existing footprint is developed.	<b>0</b> No impact, already caravans on-site.	<b>X</b> Potential negative impact on biodiversity as site is greenfield. Long-term significant effect which is irreversible.
13	N/A	N/A	N/A	N/A	N/A
14	<b>X</b> Site is Greenfield. Long-term negative effect which is irreversible.	<b>+</b> Site is Green Belt but is brownfield if restricted to existing built footprint.	<b>+</b> Site is Green Belt but is brownfield if restricted to existing built footprint.	<b>0</b> No impact, already caravans on-site.	<b>XX</b> Large greenfield site which is grade 2 agricultural land. Long-term significant effect which is irreversible.
15	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
16	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant effect which is irreversible.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. Long-term significant effect which is irreversible.
17	<b>XX</b> Will increase noise and light pollution within the area. Long-term significant effect which is irreversible.	<b>0</b>	<b>X</b> Is likely to increase noise within the area. Long-term significant effect which is irreversible.	<b>0</b> Already caravans on-site.	<b>X</b> Will increase noise and light pollution in the area. Long-term significant effect which is irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A



SA Objective	FAIR0001: Land off Lowe Lane	GJAL: Former Sion Hill Middle School	KID0011: Lea Castle Hospital Site	STO004: Land adjacent Nunn's Corner, Stourport-on-Severn	STO006: Land off Wilden Top Road
21	N/A	N/A	N/A	N/A	N/A

SA Objective	STO0018: Saiwen, Stourport-on-Severn	STO0019: The Gabies Yard, Stourport-on-Severn	STON0001: Former Depot, Stone	UUBE: Land north of Sutton Park Rise, Kidderminster	WR104458: Manor Farm, Stourport-on-Severn
1	<p><b>X</b></p> <p>GP and town centre healthcare facilities approximately 25 minutes walk. Poor access to bus service to access Kidderminster Hospital. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p><b>X</b></p> <p>GP and town centre healthcare facilities approximately 25 minutes walk. Poor access to bus service to access Kidderminster Hospital. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p><b>X</b></p> <p>No healthcare services within walking distance. Hourly bus service to Kidderminster within 10 minutes walk. Long-term negative effect which could be reversed through relocation of medical facilities.</p>	<p><b>+</b></p> <p>GP within 15 minutes walking distance. hospital is approximately 30 minutes walk. Bus stop within 5 minutes walk serves town centre and hospital. Long-term positive effect which could be reversed through relocation of medical facilities.</p>	<p><b>++</b></p> <p>Site is within 10 minutes walk of a GP and within 5 minutes walk of a bus stop with services to both Stourport-on-Severn and Kidderminster. Long-term positive effect which could be reversed through relocation of medical facilities.</p>
2	<p><b>+</b></p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>X</b></p> <p>No facilities within walking distance, hourly bus service to Kidderminster within 10 minute walk. Long-term negative effect which could be reversed through changes to service provision and public transport.</p>	<p><b>+</b></p> <p>Local shops within 5 minutes walk, rail station accessible by bus. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p><b>++</b></p> <p>Town centre is within 10 minutes walk. Local shop within 5 minutes walk. Bus services to Kidderminster give access to rail station. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p><b>+</b></p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p><b>+</b></p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p><b>+</b></p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p><b>+</b></p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p><b>+</b></p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>

SA Objective	STO0018: Saiwen, Stourport-on-Severn	STO0019: The Gables Yard, Stourport-on-Severn	STON0001: Former Depot, Stone	UUBE: Land north of Sutton Park Rise, Kidderminster	WR104458: Manor Farm, Stourport-on-Severn
4	<p><b>++</b></p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>++</b></p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>	<p><b>XX</b></p> <p>No formal open space or play facilities within walking distance. Primary and secondary school accessible by bus. Poor bus services to access employment opportunities. Long-term negative effect which could be altered by changes in play and education provision.</p>	<p><b>++/XX</b></p> <p>Large nature reserve within 5 minutes walk, open space and play area within 10 minutes walk. Development of site would however result in the loss of a playing pitch. Primary school within 15 minutes walk, secondary school within 25 minutes walking distance. Stourport Road Employment Corridor is within 15-20 minutes walk. Long-term negative effect arising from loss of playing pitch.</p>	<p><b>++</b></p> <p>Range of open space and a play area within 10 minutes walk. Primary and secondary school within 5 minutes walk. Employment opportunities within 10 minutes walk. Long-term positive effect which could be altered by changes in play and education provision.</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p><b>XX</b></p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>
8	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by foot and public</p>	<p><b>+</b></p> <p>Reasonably well located for access to services and facilities by foot and public</p>	<p><b>XX</b></p> <p>Poor access to services and facilities by foot and public transport. Long-term negative</p>	<p><b>+</b></p> <p>Reasonable access to services and facilities by foot and bus. Long-term positive effect which</p>	<p><b>++</b></p> <p>Good access to services and facilities by foot and bus. Long-term positive effect which</p>

SA Objective	STO0018: Saiwen, Stourport-on-Severn	STO0019: The Gables Yard, Stourport-on-Severn	STON0001: Former Depot, Stone	UUBE: Land north of Sutton Park Rise, Kidderminster	WR104458: Manor Farm, Stourport-on-Severn
	transport. Long-term positive effect which could be reversed through changes to public transport provision.	transport. Long-term positive effect which could be reversed through changes to public transport provision.	effect which could be reversed through changes to public transport provision.	could be reversed through changes to public transport provision.	could be reversed through changes to public transport provision.
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+X</p> <p>Site is not within an AQMA. Site is within an inner Source Protection Zone, SUDS may not be appropriate. Long-term negative effect which is irreversible.</p>	<p>+?</p> <p>The site is not within an AQMA, no contamination issues. Some sewerage issues identified through Water Cycle Strategy, development would need to demonstrate how these would be overcome. Long-term positive effect if these issues can be overcome.</p>	<p>+</p> <p>Site is not within an AQMA. No contamination issues. Long-term positive effect.</p>
10	<p>XX</p> <p>Site is within flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>XX</p> <p>Site is within flood zone 2. Long-term negative effect, mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>
11	<p>0</p> <p>No impact, already caravans on-site.</p>	<p>0</p> <p>No impact, already caravans on-site.</p>	<p>0</p> <p>No significant effect as site is already developed.</p>	<p>XX</p> <p>Loss of playing field would have a detrimental impact on the openness of the area. Long-term negative effect which would be irreversible.</p>	<p>XX</p> <p>Would have a detrimental impact on landscape character. Long-term negative effect which is irreversible.</p>
12	<p>0</p> <p>No impact, already caravans on-site.</p>	<p>0</p> <p>No impact, already caravans on-site.</p>	<p>0</p> <p>Unlikely to have an impact on biodiversity, site is already developed.</p>	<p>X?</p> <p>Loss of playing field could have a detrimental impact on the biodiversity of the area. Long-term negative effect which would be irreversible.</p>	<p>XX</p> <p>Would have a detrimental impact on biodiversity. Long-term negative effect which is irreversible.</p>
13	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>XX</p> <p>Would effect the setting of the a Listed and a collection of Locally Listed buildings. Long-term negative effect which is irreversible.</p>

SA Objective	STO0018: Saiwen, Stourport-on-Severn	STO0019: The Gables Yard, Stourport-on-Severn	STON0001: Former Depot, Stone	UUBE: Land north of Sutton Park Rise, Kidderminster	WR104458: Manor Farm, Stourport-on-Severn
14	<b>0</b> No impact, already caravans on-site.	<b>0</b> No impact, already caravans on-site.	<b>+</b> Site is brownfield but is within the Green Belt.	<b>XX</b> Site is greenfield and is currently used as a playing pitch. Long-term negative effect which would be irreversible.	<b>XX</b> Site is predominantly greenfield and is within the Green Belt. Long-term negative effect which is irreversible.
15	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
16	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change. SUDS may not be appropriate on this site.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change.	<b>X</b> Nature of development makes it more difficult to provide mitigation against climate change.
17	<b>0</b> No impact, already caravans on-site.	<b>0</b> No impact, already caravans on-site.	<b>X?</b> Could lead to increased noise and light pollution within the area. Long-term negative effect which is irreversible.	<b>X</b> Development is likely to increase noise and light pollution within the site. Long-term negative effect which is irreversible.	<b>X</b> Development is likely to increase noise and light pollution within the site. Long-term negative effect which is irreversible.
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

SA Objective	Site 1: Land Opposite The Gatehouse, Sandy Lane, Stourport-on-Severn	1a Broach Road, Stourport-on-Severn	28-29 Sandy Lane, Stourport-on-Severn
1	<b>X</b> GP and town centre healthcare facilities approximately 25 minutes walk. Poor access to bus service to access Kidderminster Hospital. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>X</b> GP and town centre healthcare facilities approximately 25 minutes walk. Poor access to bus service to access Kidderminster Hospital. Long-term positive effect which could be reversed through relocation of medical facilities.	<b>X</b> GP and town centre healthcare facilities approximately 25 minutes walk. Poor access to bus service to access Kidderminster Hospital. Long-term positive effect which could be reversed through relocation of medical facilities.



Site 1: Land Opposite The Gatehouse, Sandy Lane, Stourport-on-Severn		1a Broach Road, Stourport-on-Severn		28-29 Sandy Lane, Stourport-on-Severn	
SA Objective					
2	<p>+</p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>	<p>+</p> <p>Town centre within 25 minutes walk. Bus stop for services to Kidderminster 30 minutes walk. Long-term positive effect which could be reversed through changes to service provision and public transport.</p>
3	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>	<p>+</p> <p>Would help provide housing for a specific community group. Long-term positive effect.</p>
4	<p>++</p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision</p>	<p>++</p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision</p>	<p>++</p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision</p>	<p>++</p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision</p>	<p>++</p> <p>Range of open space including play area within 10 minutes walk. Primary and secondary schools within 30 minutes walk. Employment opportunities within 20 minutes walk. Long-term positive effect which could be altered by changes in play and education provision</p>
5	N/A	N/A	N/A	N/A	N/A
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Long-term positive effect.</p>
7	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>	<p>XX</p> <p>It is unlikely that Gypsy and Traveller sites would be able to secure a proportion of their energy requirements from renewable energy and the nature of the developments makes them poor in terms of energy efficiency. Long-term negative effect.</p>
8	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport.</p>	<p>+</p> <p>Reasonably well located for access to services and facilities by foot and public transport.</p>
9	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>	<p>+</p> <p>Site is not within an AQMA. Long-term positive effect.</p>
10	<p>XX</p> <p>Site is within flood zone 2. Long-term negative effect. Mitigation would be required to deliver betterment.</p>	<p>XX</p> <p>Site is within flood zone 2. Long-term negative effect. Mitigation would be required to deliver betterment.</p>	<p>++</p> <p>Site is not within the floodplain. Long-term positive effect.</p>	<p>XX</p> <p>Site is within flood zone 2. Long-term negative effect. Mitigation would be required to deliver betterment.</p>	<p>XX</p> <p>Site is within flood zone 2. Long-term negative effect. Mitigation would be required to deliver betterment.</p>



SA Objective	Site 1: Land Opposite The Gatehouse, Sandy Lane, Stourport-on-Severn	1a Broach Road, Stourport-on-Severn	28-29 Sandy Lane, Stourport-on-Severn
11	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.
12	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.
13	N/A	N/A	N/A
14	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.
15	0	0	0
16	X Nature of development makes it more difficult to provide mitigation against climate change.	X Nature of development makes it more difficult to provide mitigation against climate change.	X Nature of development makes it more difficult to provide mitigation against climate change.
17	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.	0 No impact, already caravans on-site.
18	N/A	N/A	N/A
19	N/A	N/A	N/A
20	N/A	N/A	N/A
21	N/A	N/A	N/A



# D Policy Options Testing Tables

Table D.0.1

SA Objective	Concentrate on two Local Authority run sites.	Smaller, privately run sites.	Extension to existing sites in Lower Heath/Sandy Lane area.	Distribute sites throughout the District.	Resist further sites in the Sandy Lane area once allocated sites have come forward.	Allocate sites to meet short-term need and leave longer-term need to the development control process guided by a sequential test.
1	N/A	N/A	+	?	?	?
2	?	This will depend on the specific location of sites.	++	?	?	?
3	++	Will help to provide housing to meet the needs of a specific community. Short-term effect, unless supply of sites is maintained to meet newly arising need.	++	++	++	++
4	+	Will enhance quality of life for the Gypsy and Traveller community. Long-term positive effect.	?	+	+	?

SA Objective	Concentrate on two Local Authority run sites.	Smaller, privately run sites.	Extension to existing sites in Lower Heath/Sandy Lane area.	Distribute sites throughout the District.	Resist further sites in the Sandy Lane area once allocated sites have come forward.	Allocate sites to meet short-term need and leave longer-term need to the development control process guided by a sequential test.
5	+ Will give the Gypsy and Traveller community a permanent home and reduce illegal developments. Long-term positive effect.	+ Will give the Gypsy and Traveller community a permanent home and reduce illegal developments. Long-term positive effect.	+ Will give the Gypsy and Traveller community a permanent home and reduce illegal developments. Long-term positive effect.	+ Will give the Gypsy and Traveller community a permanent home and reduce illegal developments. Long-term positive effect.	+ Will give the Gypsy and Traveller community a permanent home and reduce illegal developments. Long-term positive effect.	X May lead to illegal encampments if the development control process does not deliver suitable sites. Possible long-term negative effect.
6	N/A	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A	N/A
8	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	++ This location provides excellent access to services and facilities by foot and public transport.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.
9	N/A	N/A	N/A	N/A	N/A	N/A
10	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	X? Some of this area falls into the floodplain.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.
11	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	+ Will not have a detrimental impact on the landscape.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.

SA Objective	Concentrate on two Local Authority run sites.	Smaller, privately run sites.	Extension to existing sites in Lower Heath/Sandy Lane area.	Distribute sites throughout the District.	Resist further sites in the Sandy Lane area once allocated sites have come forward.	Allocate sites to meet short-term need and leave longer-term need to the development control process guided by a sequential test.
12	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? Potential for detrimental impact on Hartlebury Common SSSI.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.
13	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	+ Will not have a detrimental impact on the built environment.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.
14	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	++ Sites in the area are PDL.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.
15	? This will depend on the specific location of sites.	? This will depend on the specific location of sites.	? Could have a detrimental impact on the attractiveness of Sandy Lane to businesses.	? This will depend on the specific location of sites.	++ Will help support businesses in Sandy Lane.	? This will depend on the specific location of sites.
16	N/A	N/A	X? Could be some flooding issues. Possible long-term negative effect.	N/A	+? This will depend on the specific location of sites. However many of the sites within Sandy Lane area have flood risk issues.	? This will depend on the specific location of sites.
17	0 No effect likely.	0 No effect likely.	0 No effect likely.	0 No effect likely.	0 No effect likely.	X? Depends on location but could lead to sites being remote and increasing noise and light pollution in those areas. Possible long-term negative effect.
18	N/A	N/A	N/A	N/A	N/A	N/A



SA Objective	Concentrate on two Local Authority run sites.	Smaller, privately run sites.	Extension to existing sites in Lower Heath/Sandy Lane area.	Distribute sites throughout the District.	Resist further sites in the Sandy Lane area once allocated sites have come forward.	Allocate sites to meet short-term need and leave longer-term need to the development control process guided by a sequential test.
19	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A	X? Could have a detrimental impact on the current industrial use at Sandy Lane industrial estate.	N/A	++ Will help support businesses within Sandy Lane safeguarding the land there for employment uses. Long-term positive effect.	N/A
21	N/A	N/A	N/A	N/A	N/A	N/A

Table D.0.2

SA Objective	Provisional boundary of SREC as set out in Issues and Options Paper	Slightly revised boundary of SREC as set out in Preferred Options Paper
1	N/A	N/A
2	N/A	N/A
3	N/A	N/A
4	+ Promoting economic development should increase access to employment. Long-term positive effect.	+ Promoting economic development should increase access to employment. Long-term positive effect.
5	N/A	N/A
6	N/A	N/A
7	N/A	N/A
8	++ The SREC is located on a high frequency bus route. Short-term positive effect.	++ The SREC is located on a high frequency bus route. Short-term positive effect.

SA Objective	Provisional boundary of SREC as set out in Issues and Options Paper	Slightly revised boundary of SREC as set out in Preferred Options Paper
9	++ Area is previously developed land. Long-term positive effect.	++ Area is previously developed land. Long-term positive effect.
10	++ Area is not at risk of flooding. Long-term positive effect.	++ Area is not at risk of flooding. Long-term positive effect.
11	+ New development could provide an opportunity to enhance the townscape. Long-term positive effect.	+ New development could provide an opportunity to enhance the townscape. Long-term positive effect.
12	N/A	N/A
13	N/A	N/A
14	++ Concentrating economic development on previously developed land will reduce demand on greenfield sites. Short-term positive effect.	++ Concentrating economic development on previously developed land will reduce demand on greenfield sites. Short-term positive effect.
15	++ Will provide employment and help to contribute to the regeneration of Kidderminster and Stourport-on-Severn. Long-term positive effect.	++ Will provide employment and help to contribute to the regeneration of Kidderminster and Stourport-on-Severn. Long-term positive effect.
16	+ New development will be required to meet the standards set out within the Adopted Core Strategy. Long-term positive effect.	+ New development will be required to meet the standards set out within the Adopted Core Strategy. Long-term positive effect.
17	+ Any resulting noise and light pollution will be contained within an existing employment area. Short-term positive effect.	+ Any resulting noise and light pollution will be contained within an existing employment area. Short-term positive effect.
18	N/A	N/A
19	N/A	N/A
20	++ Promoting an employment area will help to attract businesses to the District. Will provide jobs in Oldington and Foley Park, an area of high unemployment. Long-term positive effect.	++ Promoting an employment area will help to attract businesses to the District. Will provide jobs in Oldington and Foley Park, an area of high unemployment. Long-term positive effect.
21	++ Promoting an employment area will help to attract businesses to the District. Long-term positive effect.	++ Promoting an employment area will help to attract businesses to the District. Long-term positive effect.

Table D.0.3

SA Objective	Same level of renewable energy targets for all development	Higher renewable energy targets for some sites
1	N/A	N/A
2	N/A	N/A
3	<p>+</p> <p>Would increase quality of housing and reduce fuel bills. Long-term positive effect.</p>	<p>X?</p> <p>Could reduce the level of affordable housing that is delivered on sites but would improve overall quality of housing and reduce fuel bills. Potential long-term negative effect which could be reversible by delivering higher levels of affordable housing in future.</p>
4	<p>+</p> <p>Reduced energy bills could improve quality of life. Short-term positive effect.</p>	<p>+</p> <p>Reduced energy bills could improve quality of life. Short-term positive effect.</p>
5	N/A	N/A
6	N/A	N/A
7	<p>+</p> <p>Will reduce CO<sub>2</sub> emissions. Long-term positive effect.</p>	<p>++</p> <p>Would reduce CO<sub>2</sub> emissions further. Long-term positive effect.</p>
8	N/A	N/A
9	<p>+</p> <p>Renewable energy could improve air quality. Long-term positive effect.</p>	<p>+</p> <p>Renewable energy could improve air quality. Long-term positive effect.</p>
10	N/A	N/A
11	<p>X?</p> <p>Some renewable energy technologies may have a detrimental impact on the landscape. Possible long-term negative effect which would be irreversible. Mitigation will be required in the form of a commitment to remove equipment after its productive life-span.</p>	<p>X?</p> <p>Some renewable energy technologies may have a detrimental impact on the landscape. Possible long-term negative effect which would be irreversible. Mitigation will be required in the form of a commitment to remove equipment after its productive life-span.</p>
12	N/A	N/A
13	<p>X?</p> <p>Some renewable energy technologies can have a detrimental impact on the historic environment. Possible long-term negative effect which would be irreversible. Mitigation will be required in the form of a commitment to remove equipment after its productive life-span.</p>	<p>X?</p> <p>Some renewable energy technologies can have a detrimental impact on the historic environment. Possible long-term negative effect which would be irreversible. Mitigation will be required in the form of a commitment to remove equipment after its productive life-span.</p>
14	N/A	N/A

SA Objective	Same level of renewable energy targets for all development	Higher renewable energy targets for some sites
15	<p>?</p> <p>Could make some sites unviable and lead to them not being developed. Possible short-long-term negative effect.</p>	<p>?</p> <p>Could make some sites unviable and lead to them not being developed. Possible short-long term negative effect.</p>
16	N/A	N/A
17	N/A	N/A
18	N/A	N/A
19	<p>+</p> <p>Consultation will be undertaken in accordance with the SCI.</p>	<p>+</p> <p>Consultation will be undertaken in accordance with the SCI.</p>
20	<p>+</p> <p>Could have a positive impact on the economy by providing business opportunities in developing and manufacturing components. Long-term positive effect.</p>	<p>+</p> <p>Could have a positive impact on the economy by providing business opportunities in developing and manufacturing components. Long-term positive effect.</p>
21	<p>+</p> <p>Could have a positive impact on the economy by providing business opportunities in developing and manufacturing components. Long-term positive effect.</p>	<p>+</p> <p>Could have a positive impact on the economy by providing business opportunities in developing and manufacturing components. Long-term positive effect.</p>

Table D.0.4

SA Objective	Safeguard ADRs from development until future review of development plan	Allow Blakedown ADR to be developed to meet the local need for affordable housing
1	N/A	N/A
2	<p>+</p> <p>Many of the current ADRs do not provide good access to services and facilities. Long-term positive effect.</p>	<p>+</p> <p>The Blakedown ADR could provide affordable housing in an accessible location. It is close to the village centre and has good rail services to Kidderminster, Worcester and Birmingham. Long-term positive effect.</p>
3	<p>X?</p> <p>The ADRs are likely to be able to provide the 30% affordable housing required by the Adopted Core Strategy whereas some of the brownfield regeneration sites may provide lower levels due to concerns over economic viability. Possible short-term negative effect which could be reversed by additional provision in future.</p>	<p>++</p> <p>The Blakedown ADR could meet the identified need for affordable housing within the village. Short-term positive effect.</p>

SA Objective	Safeguard ADRs from development until future review of development plan	Allow Blakedown ADR to be developed to meet the local need for affordable housing
4	<p>+</p> <p>Safeguarding the ADRs during this plan period will help to ensure that brownfield sites within Kidderminster and Stourport-on-Severn are regenerated. This will improve quality of life. Long-term positive effect.</p>	<p>+</p> <p>The Blakedown ADR is a derelict site and redevelopment would help prevent the current anti-social behaviour problems. Short-term positive effect.</p>
5	<p>N/A</p>	<p>+</p> <p>Would improve a derelict site and prevent the current anti-social behaviour problems associated with it. Short-term positive effect.</p>
6	<p>N/A</p>	<p>N/A</p>
7	<p>X?</p> <p>Large greenfield sites could present opportunities for renewable energy through economies of scale. Possible short-term negative effect which could be addressed by bringing forward these sites in later plan periods.</p>	<p>+</p> <p>Site could provide an opportunity to meet the Core Strategy renewable energy requirements as development is likely to be more viable here and affordable housing will be required to meet higher standards than market housing. Long-term positive effect.</p>
8	<p>+</p> <p>Will focus development in Kidderminster and Stourport-on-Severn which are the most sustainable locations in the District. Long-term positive effect.</p>	<p>+</p> <p>This ADR is in a sustainable location close to a village centre and within walking distance of bus and rail services. Long-term positive effect.</p>
9	<p>N/A</p>	<p>N/A</p>
10	<p>X?</p> <p>Some of the brownfield sites which would be developed instead of the ADRs have flooding issues. Possible long-term negative effect which would be irreversible. Mitigation would be required to ensure betterment.</p>	<p>N/A</p>
11	<p>++</p> <p>Preventing the ADRs coming forward for development will help to safeguard the District's landscape. Short-term positive effect.</p>	<p>+</p> <p>Well designed development on this site could enhance the townscape of Blakedown. Long-term positive effect.</p>
12	<p>+</p> <p>The ADRs are likely to be home to a range of species. Short-term positive effect.</p>	<p>?</p> <p>Development would need to be sensitive to neighbouring Special Wildlife Site. Possible long-term negative effect. Mitigation would be required to ensure no detrimental impact on biodiversity.</p>
13	<p>N/A</p>	<p>N/A</p>
14	<p>++</p> <p>Will ensure that brownfield sites are brought forward before large scale greenfield sites are developed. Long-term positive effect.</p>	<p>?</p> <p>Site is greenfield by virtue of its previous agricultural use.</p>



SA Objective	Safeguard ADRs from development until future review of development plan	Allow Blakedown ADR to be developed to meet the local need for affordable housing
15	Restricting development outside of the towns will aid their regeneration. Long-term positive effect.	Small scale site should not have a detrimental impact on the regeneration of Kidderminster and Stourport-on-Severn.
16	N/A	N/A
17	Will prevent the spread of noise and light pollution to more rural areas of the District. Short-term positive effect.	Likely to increase noise and light levels within Blakedown village. Potential long-term negative effect.
18	N/A	N/A
19	Consultation will be undertaken in accordance with the SCI.	Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A
21	N/A	N/A

Table D.0.5

SA Objective	Continue to include Lea Castle Hospital and Rushock Trading Estate as MDS	Include West Midlands Safari and Leisure Park as MDS	Include Cursley Distribution Park as MDS
1	N/A	N/A	N/A
2	N/A	N/A	N/A
3	N/A	N/A	N/A
4	N/A	N/A	N/A
5	N/A	N/A	N/A
6	N/A	N/A	N/A
7	N/A	N/A	N/A
8	N/A	Any further development at the Safari Park could further increase traffic levels on Kidderminster Ring Road. Possible long-term negative effect. Mitigation would be required in the form of improve public transport provision.	Intensification of development or use at Cursley could increase traffic levels. Possible long-term negative effect.

SA Objective	Continue to include Lea Castle Hospital and Rushock Trading Estate as MDS	Include West Midlands Safari and Leisure Park as MDS	Include Cursley Distribution Park as MDS
9	N/A	N/A	N/A
10	N/A	N/A	N/A
11	? Redevelopment of the Lea Castle site will need to be sensitive to the surrounding landscape.	X? Further development of the Safari Park is likely to continue to have a detrimental impact on the landscape in this area. Possible long-term negative effect which would be irreversible.	X? Further development at Cursley could have a detrimental impact on the landscape. Possible long-term negative effect which would be irreversible
12	? Redevelopment of the Lea Castle site will need to be sensitive to the biodiversity on the site.	X? Further development of the Safari Park could have a detrimental impact on biodiversity as there is a SSSI within the Safari Park. Possible long-term negative effect which would be irreversible.	N/A
13	N/A	N/A	N/A
14	+/X? Redevelopment of Lea Castle will be restricted to the footprint of the existing built development. Development beyond that could lead to a loss of Green Belt land. Possible long-term negative effect.	? Could lead to intensification of development at the Safari Park and the loss of Green Belt and greenfield land.	? Could lead to intensification of development and the loss of Green Belt and greenfield land.
15	N/A	N/A	N/A
16	N/A	N/A	N/A
17	N/A	N/A	N/A
18	N/A	N/A	N/A
19	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.
20	++ Will help to provide opportunities for economic growth. Long-term positive effect.	++ Will help to provide opportunities for economic growth. Long-term positive effect.	++ Will help to provide opportunities for economic growth. Long-term positive effect.
21	N/A	N/A	N/A

Table D.0.6

SA Objective	Protect agricultural land from inappropriate development	Protect the best and most versatile agricultural land from development	Do not protect
1	++ Agricultural land is in the rural areas of the District where access to healthcare is poorer. Long-term positive effect.	++ The best and most versatile agricultural land is in the rural areas of the District where access to healthcare is poorer. Long-term positive effect.	XX Could lead to residential development in locations where access to healthcare is poor. Long-term negative effect which could be reversed through future provision of healthcare.
2	++ Agricultural land is in the rural areas of the District where access to services and facilities is poorer. Long-term positive effect.	++ The best and most versatile agricultural land is in the rural areas of the District where access to services and facilities is poorer. Long-term positive effect.	XX Could lead to residential development in locations where access to services and facilities is poor. Long-term negative effect which could be reversed through future service provision
3	? Concentrating development in the urban areas could reduce affordable housing supply because sites are difficult to develop and economic viability is more of an issue.	? Concentrating development in the urban areas could reduce affordable housing supply because sites are difficult to develop and economic viability is more of an issue.	? Developing large greenfield sites could provide higher levels of affordable housing as economic viability is less likely to be a major issue.
4	N/A	N/A	N/A
5	N/A	N/A	N/A
6	N/A	N/A	N/A
7	? Concentrating development in the urban areas could reduce the supply of renewable energy because economies of scale are not there and economic viability is a greater issue.	? Concentrating development in the urban areas could reduce the supply of renewable energy because economies of scale are not there and economic viability is a greater issue.	+ Would allow for large greenfield developments where renewable energy solutions could be achieved more easily through economies of scale.
8	+ Focussing development in the existing urban areas will reduce the need to travel. Long-term positive effect.	+ Focussing development in the existing urban areas will reduce the need to travel. Long-term positive effect.	XX Could lead to large developments in locations with few services and facilities and only accessible by private car. Long-term negative effect which could be reversed through future service provision. Mitigation would be required in the form of improved public transport provision.
9	+ Will protect soil. Long-term positive effect.	+ Will protect soil. Long-term positive effect.	X Will not protect soil. Long-term negative effect which would be irreversible.
10	N/A	N/A	N/A

SA Objective	Protect agricultural land from inappropriate development	Protect the best and most versatile agricultural land from development	Do not protect
11	++ Will safeguard landscape character. Long-term positive effect.	++ Will safeguard landscape character. Long-term positive effect.	X Would have a detrimental impact on the landscape. Long-term negative effect which would be irreversible.
12	+ Will help to safeguard biodiversity. Long-term positive effect.	+ Will help to safeguard biodiversity. Long-term positive effect.	X Would have a detrimental impact on biodiversity. Long-term negative effect which would be irreversible.
13	N/A	N/A	N/A
14	+ Will safeguard agricultural land and support the brownfield first approach. Long-term positive effect.	++ Will safeguard the best and most versatile agricultural land and support the brownfield first approach. Long-term positive effect.	XX Would lead to the loss of best and most versatile agricultural land and would not support the brownfield first approach. Long-term negative effect which would be irreversible.
15	++ Will help to focus development in Kidderminster and Stourport-on-Severn thus aiding their regeneration. Long-term positive effect.	++ Will help to focus development in Kidderminster and Stourport-on-Severn thus aiding their regeneration. Long-term positive effect.	XX Will have a major detrimental impact on the potential to regenerate Kidderminster and Stourport-on-Severn. Long-term negative effect which would be irreversible.
16	N/A	N/A	N/A
17	+ Would prevent noise and light pollution increasing in the rural areas. Long-term positive effect.	+ Would prevent noise and light pollution increasing in the rural areas. Long-term positive effect.	XX Would lead to increased noise and light pollution in the rural areas. Long-term negative effect which would be irreversible.
18	N/A	N/A	N/A
19	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A	N/A
21	N/A	N/A	N/A

Table D.0.7

SA Objective	Allow further development of chalet and caravan sites	Do not allow any further development of chalet and caravan sites.
1	X Chalets and caravan sites are often in locations where access to healthcare is poor. Long-term negative effect which could be reversed through additional transport and service provision.	+ Will help to focus development in more accessible areas. Long-term positive effect.
2	X Chalets and caravan sites are often in locations where access to services and facilities is poor. Long-term negative effect which could be reversed through additional transport and service provision.	+ Will help to focus development in more accessible areas. Long-term positive effect.
3	? Chalets and caravans can provide an affordable housing solution however they are often a poor quality housing option.	? Could increase the need for affordable housing as caravans and chalets can provide an affordable housing option.
4	N/A	N/A
5	N/A	N/A
6	N/A	N/A
7	X Caravans and chalets are poor in terms of energy efficiency. Long-term negative effect which is irreversible.	+ Caravans and chalets have poor energy efficiency. Long-term positive effect.
8	XX Caravans and chalets are often located in remote areas of the District which have poor access to services and facilities and can not be accessed by public transport. Long-term negative effect which is irreversible.	+ Will reduce the need to travel by concentrating the population in the main town centres. Long-term positive effect.
9	N/A	N/A
10	? A number of existing caravan sites are located in the floodplain.	N/A
11	XX Caravan and chalet developments have had a detrimental impact on the landscape in the Severn Valley area, further development will exacerbate this issue. Long-term negative effect which would be irreversible.	+ Will prevent a further detrimental impact on the landscape. Long-term positive effect.
12	N/A	N/A
13	N/A	N/A



SA Objective	Allow further development of chalet and caravan sites	Do not allow any further development of chalet and caravan sites.
14	XX Likely to lead to the loss of greenfield land.	N/A
15	N/A	N/A
16	X Will help to promote land uses which are more susceptible to increased flooding,	+ Will indirectly help to promote land uses more suitable for increased flooding.
17	N/A	N/A
18	N/A	N/A
19	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A
21	N/A	N/A

Table D.0.8

SA Objective	Protect all open space sites	Do not protect all open space sites
1	+ Access to open space will promote healthy lifestyles and lead to improvements in health. Long-term positive effect.	X? Loss of open space will have a detrimental impact on health as people have fewer opportunities to maintain healthy lifestyles. Potential long-term negative effect.
2	N/A	N/A
3	N/A	N/A
4	+ Will continue to provide residents with access to open spaces. Long-term positive effect.	X Will reduce access to open space. Long-term negative effect. Require compensatory provision where open spaces are lost.
5	N/A	N/A
6	N/A	N/A
7	N/A	N/A

SA Objective	Protect all open space sites	Do not protect all open space sites
8	+	X
	Will ensure that open space is provided locally reducing the need to travel. Long-term positive effect.	Will result in people having to travel further to access open space. Long-term negative effect. Require compensatory provision where open spaces are lost.
9	N/A	N/A
10	N/A	X
		Could increase flood risk within the District. Long-term negative effect.
11	+	X?
	Will help to safeguard the landscape and townscape character. Long-term positive effect.	Could have a detrimental impact on landscape depending upon which open spaces were lost. Long-term negative effect which would be irreversible.
12	+	X
	Will help to safeguard biodiversity. Long-term positive effect.	Will have a detrimental impact on biodiversity. Long-term negative effect which would be irreversible.
13	N/A	N/A
14	++	X
	Will protect open spaces. Long-term positive effect.	Developing open spaces will not help to safeguard greenfield land. Long-term negative effect which would be irreversible.
15	+	X
	Maintaining open spaces within Kidderminster and Stourport-on-Severn will aid regeneration by making them attractive places to live. Long-term positive effect.	Will have a detrimental impact on the attractiveness of the area as a place to live. Long-term negative effect which would be irreversible.
16	+	X
	Open space will help to mitigate against flooding and the urban heat island effect. Long-term positive effect.	Loss of open space could have lead exacerbate the unavoidable negative impacts of climate change. Long-term negative effect which would be irreversible.
17	N/A	N/A
18	N/A	N/A
19	+	+
	Consultation will be undertaken in accordance with the SCI.	Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A
21	N/A	N/A

Table D.0.9

SA Objective	Safeguard all existing educational facilities from other uses	Do not safeguard all existing educational facilities from other uses	Enhance the role of Kidderminster College	Do not enhance the role of Kidderminster College
1	N/A	N/A	N/A	N/A
2	+ Will preserve access to educational facilities, however, could lead to derelict sites if education use is no longer viable. Short-term positive effect.	+ Could allow redundant educational sites to be redeveloped for alternative uses and this could lead to investment in remaining facilities. Short-term positive effect.	+ Will provide a wider range of educational opportunities. Long-term positive effect.	X Will restrict the educational opportunities available. Long-term negative effect which could be reversed through additional provision.
3	N/A	+ Could allow publicly owned redundant educational sites to be brought forward for the delivery of housing, particularly affordable housing. Long-term positive effect.	N/A	N/A
4	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A
8	+ Would reduce the need to travel to access educational facilities. Short-term positive effect.	X Will increase the need to travel to access educational facilities. Short-term negative effect.	+ Would reduce the need to travel to access educational facilities. Short-term positive effect.	X Will increase the need to travel to access educational facilities. Short-term negative effect which could be reversed through additional provision.
9	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A
11	N/A	N/A	N/A	N/A
12	N/A	N/A	N/A	N/A
13	N/A	N/A	N/A	N/A
14	N/A	N/A	N/A	N/A

SA Objective	Safeguard all existing educational facilities from other uses	Do not safeguard all existing educational facilities from other uses	Enhance the role of Kidderminster College	Do not enhance the role of Kidderminster College
15	N/A	N/A	+ Will enhance the regeneration of Kidderminster by attracting people to study there. Short-term positive effect.	N/A
16	N/A	N/A	N/A	N/A
17	N/A	N/A	N/A	N/A
18	+ Will help to ensure people have access to education opportunities. Short-term positive effect.	X Could reduce access to education opportunities. Short-term negative effect which could be reversed through additional provision.	++ Will provide opportunities to study specific skills. Short-term positive effect.	X Could reduce the number of qualifications on offer in the District. Short-term negative effect which could be reversed through additional provision.
19	+ Consultation will be carried out in accordance with the SCI.	+ Consultation will be carried out in accordance with the SCI.	+ Consultation will be carried out in accordance with the SCI.	+ Consultation will be carried out in accordance with the SCI.
20	N/A	N/A	+ Will help support the economy by providing educational opportunities. Long-term positive effect.	N/A
21	N/A	N/A	N/A	N/A

Table D.0.10

SA Objective	Safeguard existing community facilities from development	Do not safeguard existing community facilities from development	Enhance community facilities
1	N/A	N/A	N/A
2	+ Will help to ensure that access to services and facilities is maintained. Long-term positive effect.	X Will reduce access to services and facilities. Long-term negative effect which could be reversed through additional provision. Require compensatory provision where facilities are lost.	++ Will improve access to services and facilities. Long-term positive effect.
3	N/A	N/A	N/A
4	N/A	N/A	N/A

SA Objective	Safeguard existing community facilities from development	Do not safeguard existing community facilities from development	Enhance community facilities
5	++ Will support existing levels of community involvement. Long-term positive effect.	N/A	++ Will increase levels of community involvement. Long-term positive effect.
6	N/A	N/A	N/A
7	N/A	N/A	N/A
8	+ Will reduce the need to travel to access community facilities. Long-term positive effect.	X Will increase the need to travel to access community facilities. Long-term negative effect which could be reversed through additional provision. Require compensatory provision where facilities are lost.	++ Will further reduce the need to travel to access community facilities. Long-term positive effect.
9	N/A	N/A	N/A
10	N/A	N/A	N/A
11	N/A	N/A	N/A
12	N/A	N/A	N/A
13	N/A	N/A	N/A
14	N/A	N/A	N/A
15	N/A	N/A	N/A
16	N/A	N/A	N/A
17	N/A	N/A	N/A
18	+ Will provide opportunities for community learning facilities. Long-term positive effect.	N/A	+ Will provide opportunities for community learning facilities. Long-term positive effect.
19	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A	N/A
21	N/A	N/A	N/A



Table D.0.11

SA Objective	Safeguard Kidderminster Hospital site for healthcare uses	Do not safeguard Kidderminster Hospital site for healthcare uses	Improved healthcare provision on existing facilities at Bromsgrove Street, Kidderminster; Load Street, Bewdley; and at Chaddeley Corbett	No improved healthcare provision
1	+	XX	++	X
	Will maintain access to healthcare facilities within the District. Long-term positive effect.	Would lead to a decline in healthcare facilities within the District. Long-term negative effect which could be reversed through additional provision.	Will improve access to healthcare facilities within the District. Long-term positive effect.	Will not improve healthcare facilities within the District. Long-term negative effect which could be reversed through additional provision.
2	N/A	N/A	N/A	N/A
3	N/A	N/A	N/A	N/A
4	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A
8	+	XX	+	X
	Will not lead to an increase in the need to travel to access healthcare facilities. Long-term positive effect.	Will lead to an increase in the need to travel to access healthcare facilities. Long-term negative effect which could be reversed through additional provision.	Will reduce the need to travel to access healthcare facilities. Long-term positive effect.	Will mean that opportunities to reduce the need to travel to access healthcare facilities are not seized. Long-term negative effect which could be reversed through additional provision.
9	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A
11	N/A	N/A	N/A	N/A
12	N/A	N/A	N/A	N/A
13	N/A	N/A	N/A	N/A
14	N/A	N/A	N/A	N/A
15	N/A	N/A	N/A	N/A
16	N/A	N/A	N/A	N/A

SA Objective	Safeguard Kidderminster Hospital site for healthcare uses	Do not safeguard Kidderminster Hospital site for healthcare uses	Improved healthcare provision on existing facilities at Bromsgrove Street, Kidderminster; Load Street, Bewdley; and at Chaddesley Corbett	No improved healthcare provision
17	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A
19	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.	+ Consultation will be undertaken in accordance with the SCI.
20	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A



## E Policy Testing Tables

Table E.0.1 A Desirable Place to Live

SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependents	Policy 7: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	Policy 8: Educational Sites
1	++ The locational criteria for residential sites ensures that they are in areas where facilities and services are easily accessible. Long-term positive effect.	++ Policy focuses rural housing on areas with widest range of services. Long-term positive effect.	N/A	N/A	++ Specialist housing can improve access to healthcare services and facilities, particularly for people who may find it more difficult to access traditional services. Long-term positive effect.	N/A	++ Sites currently identified are close to healthcare services and facilities. Long-term positive effect.	N/A
2	++ The locational criteria for residential sites ensures that they are in areas where facilities and services are easily accessible. Long-term positive effect.	++ Policy focuses rural housing on areas with widest range of services. Long-term positive effect.	N/A	+ Higher residential densities can make services more viable. Long-term positive effect.	+ Will increase access to services and facilities especially for people who may struggle to access traditional services and facilities. Long-term positive effect.	N/A	++ Sites identified are close to services and facilities. Long-term positive effect.	N/A

SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependants	Policy 7: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	Policy 8: Educational Sites
3	++ Allocating sites and providing guidelines for the location of residential development will improve access to housing. Long-term positive effect.	++ Policy will help to deliver affordable housing in rural areas. Long-term positive effect.	++ Will ensure that robust mechanisms are in place to deliver affordable housing in accordance with the Adopted Core Strategy. Long-term positive effect.	++ Can provide smaller, more affordable residential units, however, developments are likely to fall under the threshold for the formal affordable housing provision. Long-term positive effect.	++ Will provide affordable housing options for those in need of specialist accommodation. Long-term positive effect.	++ Will provide housing for a specific group. Long-term positive effect.	++ Providing sites for gypsies, travellers and travelling showpeople will diversify housing choice within the District. Long-term positive effect.	N/A
4	++ Increased housing choice and accessibility in locations with easy access to services and facilities will improve quality of life. Long-term positive effect.	++ Increased availability of rural affordable housing will improve quality of life. Long-term positive effect.	N/A	N/A	++ Will increase quality of life for residents. Long-term positive effect.	++ Will enhance quality of life for those in need of this type of accommodation. Long-term positive effect.	++ Sites are close to services and facilities including greenspace. Long-term positive effect.	N/A
5	++ New residential developments will be required to incorporate 'Secured by Design' principles. Long-term positive effect.	++ New residential developments will be required to incorporate 'Secured by Design' principles. Long-term positive effect.	N/A	X? Could be more difficult to apply 'Secured by Design' principles to a conversion. Possible long-term negative effect which is irreversible.	N/A	N/A	N/A	N/A



SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependants	Policy 7: Providing Accommodation for Gypsies, Travellers and Showpeople	Policy 8: Educational Sites
6	<p>+</p> <p>News residential developments will be required to incorporate recycling facilities. Long-term positive effect.</p>	<p>+</p> <p>News residential developments will be required to incorporate recycling facilities. Long-term positive effect.</p>	N/A	N/A	<p>+</p> <p>News residential developments will be required to incorporate recycling facilities. Long-term positive effect.</p>	N/A	N/A	N/A
7	<p>+</p> <p>New residential developments will be required to incorporate an element of renewable energy. Long-term positive effect.</p>	<p>+</p> <p>New residential developments will be required to incorporate an element of renewable energy. Long-term positive effect.</p>	N/A	<p>X?</p> <p>Could be more difficult to incorporate renewable energy into a conversion. Long-term negative effect which could be irreversible.</p>	<p>+</p> <p>New residential developments will be required to incorporate an element of renewable energy. Long-term positive effect.</p>	N/A	N/A	N/A
8	<p>++</p> <p>The policy identifies locations which will facilitate travel by sustainable modes. Long-term positive effect.</p>	<p>+</p> <p>Policy seeks to locate rural affordable housing in areas with the best public transport links. Long-term positive effect.</p>	N/A	<p>++</p> <p>Increased densities can reduce the need to travel. Long-term positive effect.</p>	<p>++</p> <p>Policy includes a clause relating to sustainable locations to ensure that such developments are not car dependant. Long-term positive effect.</p>	N/A	<p>++</p> <p>Sites currently identified are in sustainable locations which enable travel by foot, cycle or public transport. Long-term positive effect.</p>	N/A
9	<p>+</p> <p>The locations identified offer opportunities to address AQMAs within the District and also re-use brownfield sites. New residential</p>	N/A	N/A	<p>++</p> <p>Conversions can reduce the need to release greenfield sites. Long-term positive effect.</p>	<p>+</p> <p>New residential developments are required to incorporate water efficiency</p>	N/A	N/A	N/A

SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependants	Policy 7: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	Policy 8: Educational Sites
	development will be required to incorporate water efficiency measures. Long-term positive effect.				measures. Long-term positive effect.			
10	<p>+</p> <p>Majority of sites do not present flooding issues. A small number of the sites identified have raised issues in relation to flood risk. These will need to be addressed on a site-by-site basis. Long-term positive effect.</p>	<p>+</p> <p>Rural exception sites must be in accordance with the flood risk policy set out within the Adopted Core Strategy. Long-term positive effect.</p>	N/A	N/A	N/A	N/A	<p>X</p> <p>Some of the sites identified are affected by flood risk. Mitigation would be required to ensure betterment. Long-term negative effect which would be irreversible.</p>	N/A
11	<p>+</p> <p>All new residential development will be required to demonstrate high quality design. Where sites are within Conservation Areas or involve the conversion of Listed Buildings, this must be in accordance with the relevant heritage policies. Long-term positive effect.</p>	<p>+</p> <p>All new residential development will be required to demonstrate high quality design. Where sites are within Conservation Areas or involve the conversion of Listed Buildings, this must be in accordance with the relevant heritage policies. Long-term positive effect.</p>	N/A	<p>++</p> <p>Conversions can secure a future for buildings which are no longer viable in their current use. Long-term positive effect.</p>	N/A	N/A	N/A	N/A
12	<p>+</p> <p>All major new residential developments will be required to contribute to the Green Infrastructure Network. Long-term positive effect.</p>	<p>+</p> <p>All major new residential developments will be required to contribute to the Green</p>	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependents	Policy 7: Providing Accommodation for Gypsies, Travellers and Showpeople	Policy 8: Educational Sites
		Infrastructure Network. Long-term positive effect.						
13	<p>+</p> <p>Where sites are within Conservation Areas or Listed Buildings, this must be in accordance with the relevant heritage policies. Long-term positive effect.</p>	<p>+</p> <p>Where sites are within Conservation Areas or Listed Buildings, this must be in accordance with the relevant heritage policies. Long-term positive effect.</p>	N/A	<p>++</p> <p>Conversions can secure the future of historic buildings which may otherwise fall into disrepair. Long-term positive effect.</p>	N/A	N/A	N/A	<p>?</p> <p>Proposals for education sites of historic value should retain Listed Buildings. Mitigation will be required to secure this.</p>
14	<p>++</p> <p>New residential development will be focused on brownfield sites, safeguarding greenfield land, particularly the best and most versatile agricultural land. Long-term positive effect.</p>	<p>++</p> <p>New residential development will be focused on brownfield sites, safeguarding greenfield land, particularly the best and most versatile agricultural land. Long-term positive effect.</p>	N/A	<p>++</p> <p>Conversions can reduce the need to release greenfield land. Long-term positive effect.</p>	N/A	N/A	N/A	<p>++</p> <p>Re-using brownfield sites will reduce the need to release greenfield land. Long-term positive effect.</p>
15	<p>++</p> <p>New residential development is focused around Kidderminster and Stourport-on-Severn. Long-term positive effect.</p>	<p>++</p> <p>New residential development in the rural areas will be limited to encourage the regeneration of Kidderminster and Stourport-on-Severn. Long-term positive effect.</p>	N/A	<p>+</p> <p>Conversions can increase the vitality and viability of town centres. Long-term positive effect.</p>	<p>+</p> <p>Will help to provide employment opportunities within the District. Long-term positive effect.</p>	N/A	<p>+</p> <p>Sites are focused in Stourport-on-Severn and provide additional population to contribute to the economy of the town. Long-term positive effect.</p>	N/A

SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependants	Policy 7: Providing Accommodation for Gypsies, Travellers and Travelling Showpeople	Policy 8: Educational Sites
16	<b>+</b> All new residential developments will be required to demonstrate that they have considered the impacts of climate change in accordance with the relevant Adopted Core Strategy policies. Long-term positive effect.	<b>+</b> All new residential developments will be required to demonstrate that they have considered the impacts of climate change in accordance with the relevant Adopted Core Strategy policies. Long-term positive effect.	N/A	N/A	<b>+</b> All new residential developments will be required to demonstrate that they have considered the impacts of climate change in accordance with the relevant Adopted Core Strategy policies. Long-term positive effect.	N/A	N/A	N/A
17	<b>+</b> Focusing new residential development in existing built-up areas will reduce the spread of noise and light pollution. Long-term positive effect.	<b>++</b> Limiting new residential development within the rural areas will limit the spread of noise and light pollution. Long-term positive effect.	N/A	<b>X?</b> Conversions can increase noise within an area as they increase the intensity of use of buildings. Possible long-term negative effect which would be irreversible.	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	<b>+</b> Could provide employment and training opportunities within the District. Long-term positive effect.	N/A	N/A	<b>X</b> Taking sites out of educational use could reduce access to education. Long-term negative

SA Objective	Policy 1: Sites for Residential Development	Policy 2: Rural Housing	Policy 3: Financial Viability	Policy 4: Flat Conversions	Policy 5: Specialist Housing	Policy 6: Accommodation for Dependents	Policy 7: Providing Accommodation for Gypsies, Travellers and Showpeople	Policy 8: Educational Sites
19	++ Communities will have the opportunity to be involved further at planning application level.	++ Communities will have the opportunity to be involved further at planning application level.	N/A	++ Communities will have the opportunity to be involved further at planning application level.	++ Communities will have the opportunity to be involved further at planning application level.	N/A	N/A	++ Communities will have the opportunity to be involved further at planning application level.
20	N/A	N/A	N/A	N/A	+ Will help to maintain a diverse economy. Long-term positive effect.	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Table E.0.2 A Good Place To Do Business

SA Objective	Policy 9: Employment Land Allocations	Policy 10: Town Centre Retail	Policy 11: Protecting and Enhancing Local Retail Services	Policy 12: Specialist Retailing	Policy 13: Supporting Major Tourist Attractions
1	N/A	N/A	N/A	N/A	N/A



SA Objective	Policy 9: Employment Land Allocations	Policy 10: Town Centre Retail	Policy 11: Protecting and Enhancing Local Retail Services	Policy 12: Specialist Retailing	Policy 13: Supporting Major Tourist Attractions
2	N/A	++ Will ensure that people have access to both town centre and local centre retail facilities as well as convenience stores. Short-term positive effect.	++ Will ensure residents have access to convenience retail facilities. Short-term positive effect	N/A	++ Supporting major tourist attractions will increase the range of facilities on offer within the District. Long-term positive effect.
3	N/A	N/A	N/A	N/A	N/A
4	++ Will increase access to employment opportunities. Long-term positive effect.	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A	N/A
7	+ New commercial units over 10,000 m <sup>2</sup> will need to provide renewable energy. Long-term positive effect.	+ New commercial units over 10,000 m <sup>2</sup> will need to provide renewable energy. Long-term positive effect.	X New retail uses under this policy will fall below the threshold for incorporating renewable energy. Long-term negative effect which could be reversed by retro-fitting.	N/A	N/A
8	++ Will focus employment in accessible locations and therefore reduce the need to travel. Long-term positive effect.	++ Ensuring a range of retail facilities are available across the District will reduce the need to travel. Short-term positive effect.	++ Ensuring a range of retail facilities are available across the District will reduce the need to travel. Short-term positive effect.	N/A	X Further development of the District's major tourist attractions could increase traffic congestion. Short-term negative effect which could be reversed through additional public transport provision. Mitigation would be required in the form of improvements to the public transport network.

SA Objective	Policy 9: Employment Land Allocations	Policy 10: Town Centre Retail	Policy 11: Protecting and Enhancing Local Retail Services	Policy 12: Specialist Retailing	Policy 13: Supporting Major Tourist Attractions
9	Identified sites are brownfield and located outside of AQMAs. Long-term positive effect.	N/A	N/A	N/A	N/A
10	No identified sites are within flood zones 2 or 3. Long-term positive effect.	X? All three town centres have flood risk issues. Long-term negative effect which would be irreversible. Mitigation will be required to ensure betterment.	N/A	N/A	N/A
11	+/X? Will depend on design, design policy will be applied to all new development to seek high quality design. Possible long-term positive or negative effect.	N/A	N/A	++ Restricting specialist retailing in areas where normally be allowed will safeguard the landscape and townscape. Long-term positive effect.	? Will need to ensure that development does not impact on the character of the landscape. Mitigation would be required to ensure positive impact.
12	N/A	N/A	N/A	N/A	N/A
13	+/X? Will depend on design, design policy will be applied to all new development to seek high quality design. Possible long-term positive or negative effect.	N/A	N/A	N/A	N/A
14	+? Sites are previously developed however, Lea Castle is Green Belt therefore policy should restrict redevelopment to existing footprint. Long-term positive effect if development at Lea Castle is restricted to existing footprint.	N/A	N/A	++ Limiting the size of specialist retail units will reduce the demand to develop greenfield sites for this purpose. Long-term positive effect.	X Could lead to the development of greenfield land. Short and long-term negative effect which would be irreversible.

SA Objective	Policy 9: Employment Land Allocations	Policy 10: Town Centre Retail	Policy 11: Protecting and Enhancing Local Retail Services	Policy 12: Specialist Retailing	Policy 13: Supporting Major Tourist Attractions
15	++ Will promote the regeneration of both Kidderminster and Stourport-on-Severn. Long-term positive effect.	++ Focussing new retail development within the town main town centres will aid their regeneration. Long-term positive effect.	N/A	++ Limiting out-of-town retailing will help to focus regeneration on the town centres. Long-term positive effect.	++ Increasing the attractiveness of the District to tourists will assist in the regeneration of Kidderminster and Stourport-on-Severn. Long-term positive effect.
16	N/A	N/A	N/A	N/A	N/A
17	X? Industrial development may increase noise and light pollution. Possible long-term negative effect which is irreversible.	N/A	N/A	N/A	N/A
18	+ Will provide employment and training opportunities. Long-term positive effect.	+ New retail development will provide employment and training opportunities. Long-term positive effect.	+ New retail development will provide employment and training opportunities. Long-term positive effect.	N/A	+ Growth in the tourism sector could provide opportunities for employment and training. Long-term positive effect.
19	N/A	++ Communities will have the opportunity to be involved further at planning application level.	++ Communities will have the opportunity to be involved further at planning application level.	++ Communities will have the opportunity to be involved further at planning application level.	++ Communities will have the opportunity to be involved further at planning application level.
20	++ Will enable economic diversification. Long-term positive effect.	+ New retail development will contribute to a diverse economy. Long-term positive effect.	+ New retail development will contribute to a diverse economy. Long-term positive effect.	++ Allowing some limited specialist retailing which is ancillary to the main use of a site will help to support a diverse economy. Long-term positive effect.	++ Growth in the tourist sector will help to diversify the District's economy. Long-term positive effect.
21	N/A	N/A	N/A	N/A	N/A

Table E.0.3 Adapting to and Mitigating Against Climate Change

SA Objective	Policy 14: Sustainable Transport	Policy 15: Parking	Policy 16: Major Transport Infrastructure	Policy 17: Freight	Policy 18: Renewable Energy	Policy 19: Implementation of SUDS
1	+	N/A	N/A	N/A	N/A	N/A
	Increasing opportunities to walk and cycle can improve health and well-being. Long-term positive effect.					
2	++	N/A	++ The two strategic road proposals put forward in this policy will reduce congestion and therefore increase access to services and facilities. Long-term positive effect.	N/A	N/A	N/A
	The transport policy seeks to improve access to services and facilities by sustainable modes. Long-term positive effect.					
3	N/A	N/A	N/A	N/A	N/A	N/A
4	+	N/A	+ Will enhance quality of life by reducing congestion. Long-term positive effect.	+ Keeping lorries away from residential streets will improve quality of life. Long-term positive effect.	N/A	N/A
	Increased opportunities for sustainable travel will increase quality of life. Long-term positive effect.					
5	N/A	+ Well integrated car-parking can reduce the anti-social behaviour and crime which can be associated with large surface level car-parks in the evening. Long-term positive effect.	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 14: Sustainable Transport	Policy 15: Parking	Policy 16: Major Transport Infrastructure	Policy 17: Freight	Policy 18: Renewable Energy	Policy 19: Implementation of SUDS
7	<b>++</b> Reducing the need to travel by car will reduce contributions to climate change. Long-term positive effect.	<b>X</b> Car-parking provision can encourage car-use and contribute to greenhouse gas emissions. Short-term negative effect which could be reversed.	<b>X</b> Could increase traffic levels which will have a detrimental impact on greenhouse gas emissions. Short-term negative effect which could be reversed.	N/A	<b>++</b> Renewable energy generation will reduce the District's contribution to greenhouse gas emissions. Long-term positive effect.	N/A
8	<b>++</b> This policy will reduce the need to travel by private car. Long-term positive effect.	<b>X</b> Car-parking provision can act as an incentive for car travel and detract from sustainable modes. Short-term negative effect which could be reversed.	<b>XX</b> Will encourage car use by reducing congestion. Short-term negative effect which could be reversed.	N/A	<b>++</b> This policy will increase renewable energy generation within the District. Long-term positive effect.	N/A
9	<b>+</b> Reducing the need to travel by private car will lead to improvements in air quality. Long-term positive effect.	N/A	<b>+?</b> Could improve air quality by reducing congestion.	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A	N/A	<b>+</b> Will reduce flood risk within the District. Long-term positive effect.
11	N/A	<b>+</b> Integrating car-parking effectively will have a positive impact on the townscape. Long-term positive effect.	<b>X</b> New roads could have a detrimental impact on the landscape. Long-term negative effect which is irreversible.	N/A	<b>X?</b> Some forms of renewable energy generation can have a detrimental impact on the landscape and townscape. Possible long-term negative effect which is irreversible.	N/A



SA Objective	Policy 14: Sustainable Transport	Policy 15: Parking	Policy 16: Major Transport Infrastructure	Policy 17: Freight	Policy 18: Renewable Energy	Policy 19: Implementation of SUDS
12	N/A	N/A	<b>X?</b> Hoobrook Link Road could pass close to SSSI which could have a detrimental impact. Possible long-term negative effect which would be irreversible. Mitigation would be required to ensure no effect on SSSI.	N/A	N/A	<b>+</b> Could provide opportunities for green infrastructure and biodiversity. Long-term positive effect.
13	N/A	N/A	N/A	N/A	N/A	N/A
14	N/A	N/A	N/A	N/A	N/A	N/A
15	N/A	N/A	<b>+</b> Reduced congestion levels will make Kidderminster and Stourport-on-Severn more attractive to businesses. Long-term positive effects.	N/A	N/A	N/A
16	N/A	N/A	N/A	N/A	N/A	<b>+</b> SUDS will help to mitigate against flooding caused by climate change. Long-term positive effect.
17	N/A	N/A	<b>X</b> New roads are likely to increase noise and light pollution within the immediate areas. Long-term negative effect which is irreversible.	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	<b>+</b> Could provide opportunities for training in specialist area. Long-term positive effect.	N/A

SA Objective	Policy 14: Sustainable Transport	Policy 15: Parking	Policy 16: Major Transport Infrastructure	Policy 17: Freight	Policy 18: Renewable Energy	Policy 19: Implementation of SUDS
19	N/A	N/A	++ Communities will have the opportunity to be involved further at planning application level.	N/A	++ Communities will have the opportunity to be involved further at planning application level.	N/A
20	+ A good public transport network can have a positive impact on economic growth. Long-term positive effect.	N/A	++ Will reduce congestion and make the area more attractive to businesses. Long-term positive effect.	N/A	+ Could provide an economic benefit to the area as demand for equipment increases. Long-term positive effect.	N/A
21	N/A	N/A	N/A	N/A	N/A	N/A

**Table E.0.4 A Unique Place**

SA Objective	Policy 20: Green Belt	Policy 21: Areas of Development Restraint	Policy 22: Providing a Green Infrastructure Network	Policy 23: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity	Policy 24: Heritage Assets	Policy 25: Design Quality and Local Distinctiveness
1	+ Will safeguard the Green Belt which will continue to provide recreational opportunities. Long-term positive effect.	+ Providing land for future residential development will safeguard the Green Belt in the long-term which will continue to provide recreational opportunities. Long-term positive effect.	++ Providing a strong green infrastructure network will encourage active recreation and walking and cycling which will improve health. Long-term positive effect.	N/A	N/A	N/A
2	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 20: Green Belt	Policy 21: Areas of Development Restraint	Policy 22: Providing a Green Infrastructure Network	Policy 23: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity	Policy 24: Heritage Assets	Policy 25: Design Quality and Local Distinctiveness
3	<b>+</b> Policy allows for limited housing in special circumstances which will help to ensure all housing needs are met. Long-term positive effect.	<b>+</b> Safeguarding ADRs will provide land to meet the District's future housing needs. Long-term positive effect.	N/A	N/A	N/A	<b>+</b> Will provide high quality living environments. Long-term positive effect.
4	<b>+</b> Green Belt will continue to provide recreational opportunities. Long-term positive effect.	N/A	<b>++</b> A well-connected green infrastructure network will enhance quality of life. Long-term positive effect.	N/A	N/A	<b>+</b> High quality environments will improve quality of life. Long-term positive effect.
5	N/A	N/A	N/A	N/A	N/A	<b>+</b> Policy includes a requirement for 'Secured by Design'. Long-term positive effect.
6	N/A	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A	<b>+</b> Policy includes reference to minimising energy use. Long-term positive effect.
8	<b>++</b> Preventing development in the Green Belt will help to focus new development in the main towns, reducing the need to travel and improving the viability of public transport. Long-term positive effect.	N/A	<b>++</b> A well connected green infrastructure network can increase walking and cycling by providing attractive routes. Long-term positive effect.	N/A	N/A	<b>++</b> Policy requires developments to have good pedestrian and cycle links throughout. Long-term positive effect.
9	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 20: Green Belt	Policy 21: Areas of Development Restraint	Policy 22: Providing a Green Infrastructure Network	Policy 23: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity	Policy 24: Heritage Assets	Policy 25: Design Quality and Local Distinctiveness
10	N/A	N/A	N/A	N/A	N/A	N/A
11	++ Will safeguard the landscape character within the Green Belt areas of the District. Long-term positive effect.	N/A	+ Will help to safeguard the landscape. Long-term positive effect.	N/A	++ Safeguarding buildings of heritage value will help to maintain and strengthen the townscape. Long-term positive effect.	++ Good design will strengthen the character of the townscape. Long-term positive effect.
12	++ Will safeguard biodiversity and geodiversity within the Green Belt. Long-term positive effect.	N/A	++ Will provide opportunities for biodiversity and safeguard geodiversity. Long-term positive effect.	++ Will provide opportunities for biodiversity and geodiversity. Long-term positive effect.	N/A	+ Policy requires provision of green infrastructure. Long-term positive effect.
13	N/A	N/A	N/A	N/A	++ This policy will safeguard the District's heritage assets. Long-term positive effect.	+ Policy requires the incorporation of existing historic features into new developments. Long-term positive effect.
14	++ Will help to focus development on previously developed land. Long-term positive effect.	++ Will help to focus development on previously developed land. Long-term positive effect.	+ Will help to safeguard greenfield land. Long-term positive effect.	N/A	N/A	N/A

SA Objective	Policy 20: Green Belt	Policy 21: Areas of Development Restraint	Policy 22: Providing a Green Infrastructure Network	Policy 23: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity	Policy 24: Heritage Assets	Policy 25: Design Quality and Local Distinctiveness
15	++ Safeguarding the Green Belt will focus new development within Kidderminster and Stourport-on-Severn and aid their regeneration. Long-term positive effect.	++ Safeguarding the ADRs will focus new development within Kidderminster and Stourport-on-Severn and aid their regeneration. Long-term positive effect.	++ Providing green infrastructure within the towns will make them more attractive and aid their regeneration. Long-term positive effect.	N/A	N/A	+ Good design will be an essential part of the regeneration of Kidderminster and Stourport-on-Severn. Long-term positive effect.
16	N/A	N/A	N/A	N/A	N/A	+ Good design will need to take account of changes in climate. Long-term positive effect.
17	N/A	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A	N/A

Table E.0.5

SA Objective	Policy 26: Landscaping and Boundary Treatment	Policy 27: Re-use and Adaptation of Rural Buildings	Policy 28: Chalets	Policy 29: Equestrian Development (Horsiculture)	Policy 30: Agricultural Land Quality
1	N/A	X Rural buildings are often in locations where services and facilities can be difficult to access without a private car. Long-term	X Chalets are often in locations where access to health care facilities is poor. Long-term negative effect,	N/A	N/A



SA Objective	Policy 26: Landscaping and Boundary Treatment	Policy 27: Re-use and Adaptation of Rural Buildings	Policy 28: Chalets	Policy 29: Equestrian Development (Horsiculture)	Policy 30: Agricultural Land Quality
		negative effect which could be reversed by increasing facilities in rural areas in the future.	could be reversed by better transport connections or better facilities.		
2	N/A	<b>X</b> Rural buildings are often in locations where services and facilities can be difficult to access without a private car. Long-term negative effect which could be reversed by increasing facilities in rural areas in the future.	<b>X</b> Chalets are often in locations where access to services and facilities is poor. Long-term negative effect, could be reversed by better transport connections or better facilities.	N/A	N/A
3	N/A	<b>+</b> Can provide housing in rural areas. Long-term positive effect.	<b>+</b> Can provide a low cost housing alternative. Long-term positive effect.	N/A	N/A
4	N/A	N/A	N/A	N/A	N/A
5	<b>+</b> Well designed landscaping and boundary treatments can reduce crime and anti-social behaviour. Long-term positive effect.	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A	N/A
7	N/A	<b>X?</b> Can be difficult to integrate renewable technologies into such buildings. Long-term negative effect which is irreversible.	<b>X</b> Environmental performance of the buildings is often very low. Long-term negative effect which is irreversible.	N/A	N/A
8	N/A	<b>X</b> Buildings are often in car dependant locations.	<b>X</b> Buildings are usually in car dependant locations.	N/A	N/A
9	N/A	N/A	N/A	N/A	<b>++</b> Will protect the best and most versatile agricultural land from

SA Objective	Policy 26: Landscaping and Boundary Treatment	Policy 27: Re-use and Adaptation of Rural Buildings	Policy 28: Chalets	Policy 29: Equestrian Development (Horsiculture)	Policy 30: Agricultural Land Quality
					development. Long-term positive effect.
10	N/A	N/A	N/A	N/A	N/A
11	+ Good quality landscaping and boundary treatments will help to safeguard the character of the landscape and townscape. Long-term positive effect.	++ Retaining traditional buildings will help to safeguard the character of the landscape and townscape. Long-term positive effect.	XX Chalets are often located in open countryside and have a detrimental impact on landscape character. Long-term negative effect which is irreversible.	X Equestrian development often changes the landscape character of the area, particularly if a large number are concentrated in a small area. Long-term negative effect, sometimes irreversible.	N/A
12	+ Well designed landscaping schemes can provide opportunities for habitat creation. Long-term positive effect.	N/A	N/A	X Equestrian developments can have a negative impact on biodiversity. Long-term negative effect which is irreversible.	N/A
13	N/A	++ Buildings involved are often of historic value and conversion will secure their future. Long-term positive effect.	N/A	N/A	N/A
14	N/A	N/A	N/A	N/A	++ Will protect the best and most agricultural land from development. Long-term positive effect.
15	N/A	N/A	N/A	N/A	N/A
16	N/A	N/A	N/A	N/A	N/A
17	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 26: Landscaping and Boundary Treatment	Policy 27: Re-use and Adaptation of Rural Buildings	Policy 28: Chalets	Policy 29: Equestrian Development (Horsiculture)	Policy 30: Agricultural Land Quality
19	N/A	N/A	N/A	N/A	N/A
20	N/A	Re-using the buildings for economic purposes can help to diversify the rural economy. +	N/A	Equestrian developments help to diversify the economy. ++	Will help to safeguard the traditional rural economy. +
21	N/A	N/A	N/A	N/A	N/A

**Table E.0.6 Policies added in at the Publication Stage**

SA Objective	SAL.DPL2 - Rural Housing - now excludes other housing within settlement boundaries and includes replacement dwellings in the open countryside.	SAL.DPL5 - Extra Care Provision - covers full range of extra care housing options.	SAL.DPL6 - Accommodation for Dependants - includes all dependants.	SAL.DPL7 - Residential Caravans and Mobile Homes - new policy.	SAL.DPL8 - Land Allocations for Gypsies, Travellers and Travelling Showpeople - new policy <sup>(1)</sup>
1	N/A	N/A	N/A	N/A	N/A
2	N/A	N/A	N/A	N/A	N/A
3	N/A	Will help to provide a range of housing solutions for those in need. Long-term positive effect. +	Will help to provide housing solutions for all dependants. Long-term positive effect. +	Will provide short-term housing for those in a particular need. Long-term positive effect. +	Allocating sites to meet the short term need for Gypsies and Travellers will address a particular housing need. Long-term positive effect. ++
4	N/A	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	N/A	Allocating sites will reduce the need for illegal encampments. Short-term positive effect. +
6	N/A	N/A	N/A	N/A	

SA Objective	SAL.DPL2 - Rural Housing - now excludes other housing within settlement boundaries and includes replacement dwellings in the open countryside.	SAL.DPL5 - Extra Care Provision - covers full range of extra care housing options.	SAL.DPL6 - Accommodation for dependants - includes all dependants.	SAL.DPL7 - Residential Caravans and Mobile Homes - new policy.	SAL.DPL8 - Land Allocations for Gypsies, Travellers and Traveling Showpeople - new policy <sup>(1)</sup>
7	N/A	N/A	N/A	X Caravans have poor energy efficiency, however, the policy restricts the use of caravans as dwellings. Short-term effect.	N/A
8	++ Will restrict market residential development in rural areas thus reducing the need to travel. Long-term positive effect.	N/A	N/A	N/A	N/A
9	N/A	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A	N/A
11	N/A	N/A	N/A	N/A	N/A
12	N/A	N/A	N/A	N/A	N/A
13	N/A	N/A	N/A	N/A	N/A
14	+ Will concentrate development on brownfield sites within Kidderminster and Stourport-on-Severn. Long-term positive effect.	N/A	N/A	N/A	N/A
15	++ Will help to promote the regeneration of Kidderminster and Stourport-on-Severn by reducing opportunities for housing development in rural areas. Long-term positive effect.	N/A	N/A	N/A	N/A
16	N/A	N/A	N/A	N/A	N/A
17	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A

SA Objective	SAL.DPL2 - Rural Housing - now excludes other housing within settlement boundaries and includes replacement dwellings in the open countryside.	SAL.DPL5 - Extra Care Provision - covers full range of extra care housing options.	SAL.DPL6 - Accommodation for Dependants - includes all dependants.	SAL.DPL7 - Residential Caravans and Mobile Homes - new policy.	SAL.DPL8 - Land Allocations for Gypsies, Travellers and Travelling Showpeople - new policy <sup>(1)</sup>
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A

1. The specific sites have all been tested individually against the SA framework.

**Table E.0.7**

SA Objective	SAL.DPL9 - Sites for Travelling Showpeople.	SAL.DPL10 - Sites for Gypsy and Traveller Use.	SAL.DPL11 - Community Facilities.	SAL.GPB1 - Employment Land/Economic Development - includes economic development outside allocated areas and hazardous installations.	SAL.GPB3 - Protecting and Enhancing Local Retail Centres.
1	++ Sequential test favours sites with access to services and facilities. Long-term positive effect.	++ Sequential test favours sites with access to services and facilities. Long-term positive effect.	N/A	N/A	N/A
2	++ Sequential test favours sites with access to services and facilities. Long-term positive effect.	++ Sequential test favours sites with access to services and facilities. Long-term positive effect.	++ Policy seeks to retain community facilities. Long-term positive effect.	N/A	++ Retaining local retail services will ensure that people have access. Long-term positive effect.
3	+ Setting out a sequential test for sites will help to address the need. Long-term positive effect.	+ Setting out a sequential test for sites will help to address the need. Long-term positive effect.	N/A	N/A	N/A
4	N/A	N/A	N/A	N/A	N/A
5	N/A	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A	N/A



SA Objective	SAL.DPL9 - Sites for Travelling Showpeople.	SAL.DPL10 - Sites for Gypsy and Traveller Use.	SAL.DPL11 - Community Facilities.	SAL.GPB1 - Employment Land/Economic Development - includes economic development outside allocated areas and hazardous installations.	SAL.GPB3 - Protecting and Enhancing Local Retail Centres.
7	<b>X</b> Sites are unlikely to meet renewable energy requirements due to the nature of the development. Long-term negative effect which is irreversible.	<b>X</b> Sites are unlikely to meet renewable energy requirements due to the nature of the development. Long-term negative effect which is irreversible.	N/A	N/A	N/A
8	<b>++</b> Sequential test favours sites which reduce the need to travel. Long-term positive effect.	<b>++</b> Sequential test favours sites which reduce the need to travel. Long-term positive effect.	<b>++</b> Retaining local community facilities helps to reduce the need to travel. Long-term positive effect.	N/A	<b>++</b> Retaining local retail services will reduce the need to travel. Long-term positive effect.
9	<b>++</b> Sequential test favours brownfield sites. Long-term positive effect.	<b>++</b> Sequential test favours brownfield sites. Long-term positive effect.	N/A	<b>++</b> Ensures hazardous installations are necessary and suitably located. Long-term positive effect.	N/A
10	<b>++</b> Sequential test directs development away from areas prone to flooding. Long-term positive effect.	<b>++</b> Sequential test directs development away from areas prone to flooding. Long-term positive effect.	N/A	N/A	N/A
11	<b>++</b> Sequential test directs development away from the open countryside. Long-term positive effect.	<b>++</b> Sequential test directs development away from the open countryside. Long-term positive effect.	N/A	N/A	N/A
12	N/A	N/A	N/A	N/A	N/A
13	N/A	N/A	N/A	N/A	N/A
14	<b>++</b> Sequential test directs development towards brownfield sites. Long-term positive effect.	<b>++</b> Sequential test directs development towards brownfield sites. Long-term positive effect.	N/A	N/A	N/A

SA Objective	SAL.DPL9 - Sites for Travelling Showpeople.	SAL.DPL10 - Sites for Gypsy and Traveller Use.	SAL.DPL11 - Community Facilities.	SAL.GPB1 - Employment Land/Economic Development - includes economic development outside allocated areas and hazardous installations.	SAL.GPB3 - Protecting and Enhancing Local Retail Centres.
15	N/A	N/A	N/A	++ Concentrates employment development within the urban areas aiding their regeneration. Long-term positive effect.	N/A
16	N/A	N/A	N/A	N/A	N/A
17	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	++ Provides guidance and certainty for businesses wishing to locate within the District. Long-term positive effect.	N/A
21	N/A	N/A	N/A	N/A	N/A

Table E.0.8

SA Objective	SAL.CC1 - Sustainable Transport - includes Highways Safety.	SAL.CC2 - Water Management - includes water quality.	SAL.UP5 - Providing Opportunities for Local Biodiversity and Geodiversity - includes Ecological Surveys and Mitigation Plans.	SAL.UP6 - Heritage Assets - includes detailed criteria for development in and adjacent to Conservation SAL.UP7 - Quality Design and Local Distinctiveness - includes a clause on public art.	SAL.UP8 - Design of Extensions - new policy.	SAL.UP12 - Equestrian Development - separates commercial and leisure facilities.
1	N/A	N/A	N/A	N/A	N/A	N/A
2	N/A	N/A	N/A	N/A	N/A	N/A
3	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	SAL.CC1 - Sustainable Transport - includes Highways Safety.	SAL.CC2 - Water Management - includes water quality.	SAL.UP5 - Providing Opportunities for Local Biodiversity and Ecological Surveys and Mitigation Plans.	SAL.UP6 - Heritage Assets - includes detailed criteria for development in and adjacent to Conservation SAL.UP7 - Quality Design and Local Distinctiveness - includes a clause on public art.	SAL.UP8 - Design of Extensions - new policy.	SAL.UP12 - Equestrian Development - separates commercial and leisure facilities.
4	+	N/A	N/A	N/A	N/A	N/A
5	Will improve highways safety. Short-term positive effect.	N/A	N/A	Public art will help to encourage community pride, especially where the community are involved in its design. Long-term positive effect.	N/A	N/A
6	N/A	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A	N/A
8	N/A	N/A	N/A	N/A	N/A	N/A
9	N/A	Will improve water quality within the District. Long-term positive effect.	N/A	N/A	N/A	N/A
10	N/A	N/A	N/A	N/A	N/A	N/A
11	N/A	N/A	N/A	N/A	Will ensure that extensions to existing buildings do not have a detrimental impact on the character of the area. Long-term positive effect.	Will help to reduce the impact of equestrian development on the landscape. Long-term positive effect.

SA Objective	SAL.CC1 - Sustainable Transport - includes Highways Safety.	SAL.CC2 - Water Management - includes water quality.	SAL.UP5 - Providing Opportunities for Local Biodiversity and Geodiversity - includes Ecological Surveys and Mitigation Plans.	SAL.UP6 - Heritage Assets - includes detailed criteria for development in and adjacent to Conservation SAL.UP7 - Quality Design and Local Distinctiveness - includes a clause on public art.	SAL.UP8 - Design of Extensions - new policy.	SAL.UP12 - Equestrian Development - separates commercial and leisure facilities.
12	N/A	N/A	++ Will ensure that new development does not have a detrimental impact on biodiversity. Long-term positive effect.	N/A	N/A	N/A
13	N/A	N/A	N/A	N/A	N/A	N/A
14	N/A	N/A	N/A	N/A	N/A	N/A
15	N/A	N/A	N/A	N/A	N/A	N/A
16	N/A	N/A	N/A	N/A	N/A	N/A
17	N/A	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A	N/A
20	N/A	N/A	N/A	N/A	N/A	N/A
21	N/A	N/A	N/A	N/A	N/A	N/A

Table E.0.9

SA Objective	SAL.UP12 - Equestrian Development - separates commercial and leisure facilities.	SAL.CC5 - Telecommunications	SAL.WK2 - Kidderminster Hospital
1	N/A	N/A	++ Will help to retain accessible healthcare facilities within the District.
2	N/A	N/A	N/A
3	N/A	N/A	N/A
4	N/A	N/A	N/A

SA Objective	SAL.UP12 - Equestrian Development - separates commercial and leisure facilities.	SAL.CC5 - Telecommunications	SAL.WK2 - Kidderminster Hospital
5	N/A	N/A	N/A
6	N/A	N/A	N/A
7	N/A	++ Will reduce greenhouse gas emissions by reducing the need to travel.	N/A
8	N/A	++ Will reduce the need to travel by making tee-conferencing and accessing services on-line easier.	++ Will reduce the need to travel to access healthcare facilities.
9	N/A	N/A	N/A
10	N/A	N/A	N/A
11	++ Will help to reduce the impact of equestrian development on the landscape. Long-term positive effect.	N/A	N/A
12	N/A	N/A	N/A
13	N/A	N/A	N/A
14	N/A	N/A	N/A
15	N/A	+ Could aid regeneration by making area more attractive to investors.	N/A
16	N/A	N/A	N/A
17	N/A	N/A	N/A
18	N/A	N/A	N/A
19	N/A	N/A	N/A
20	N/A	++ Availability of a good telecommunications network will make the area more attractive to businesses.	N/A
21	N/A	N/A	N/A





## **F List of Consultees**

**F.1** The following organisations were consulted on the SA Scoping Report:

- Bromsgrove District Council
- Wychavon District Council
- Malvern Hills District Council
- South Staffordshire District Council
- Bridgnorth District Council
- South Shropshire District Council
- Staffordshire County Council
- Shropshire County Council
- Dudley MBC
- Highways Agency
- National Playing Fields Association
- The Home Builders Federation
- Registered Social Landlords (RSLs)
- Sport England
- Worcestershire Wildlife Trust
- Wyre Forest Community Housing
- Advantage West Midlands
- British Waterways



## G Consultation Responses and How They Have Been Addressed

**G.1** The following representations were received on the SA Scoping Report.

**Table G.0.1**

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
<b>Bob Sharples (Sport England)</b>	KCSA-SASC-100-01	The following documents should be scoped for both documents: <ul style="list-style-type: none"> <li>○ The Regional Facilities Strategy</li> <li>○ The Regional Plan for Sport</li> </ul>	Scope these plans for inclusion in Initial SA Report.  Note - not included as unable to find documents.
	KCSA-SASC-100-02	Active People Survey data should be included in both Appendix Bs.	Include Active People Survey data in Appendix B.
	KCSA-SASC-100-03	There is a need to ensure ready access to sports facilities for all members of the community; this will have an impact on anti-social behaviour and improving health. There should be a draft indicator in SA Objective 2 which underpins this. Eg, amend draft indicators 1-3 to include sports facilities.	Indicators used are based on County accessibility mapping, this is not produced for sports facilities and therefore this indicator would be difficult to measure on a regular basis.
<b>Paul Allen (Property and Operational Services)</b>	KCSA-SASC-INT-01	The following should be scoped in both Appendix As: <ul style="list-style-type: none"> <li>○ The NERC (Natural Environment and Rural Communities) Act</li> <li>○ Conserving Biodiversity: The UK Approach (DEFRA, 2007)</li> <li>○ Landscapes for Living (Natural England)</li> <li>○ The Bern Convention</li> </ul>	Scope these documents in both Appendix As.
	KCSA-SASC-INT-02	It is worth noting that the Habitats Directive contains species conservation policy.	Scope this document in both Appendix As.
	KCSA-SASC-INT-03	Biodiversity as set out by the NERC Act needs to be cross-cut into A Better Environment; Health and Well-being and Economic Success sections.	Noted.
	KCSA-SASC-INT-04	One of our areas principle habitat types, which we are regionally significant for, is acid grassland.	Refer to this in Appendix B.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
Steven Bloomfield (Worcestershire Wildlife Trust)	KCSA-SASC-INT-05	Some reference needs to be made to National Indicator 197 and its Directive to the conservation of Local Sites by Local Authorities.	Noted.
	KCSA-SASC-INT-06	The achievement of some Local Biodiversity Action Plan targets is a significant objective.	Noted.
	KCSA-SASC-120-01	It is important that both the Site Allocations and KCAAP are guided by the NERC Act 2006 with specific reference to the Section 4 duty to have regard to conserving biodiversity. Additionally, Section 41 sets out the list of species and habitats considered by the Government to be of principle importance for nature conservation. This must be reflected in both of the DPDs and their SA Reports.	Scope the NERC Act at Appendix A.
	KCSA-SASC-120-02	It is important to recognise that the lists of habitats and species given in Appendix B are not necessarily comprehensive and should be considered as a representative sample only. There are a number of species listed within the local BAP and under Section 41 of the NERC Act which should be considered as well as those usually regarded as protected.	Alter text within Appendix B to clarify that the list of species is a representative sample only.
	KCSA-SASC-120-03	Whilst the Worcestershire Wildlife Trust leads work on Special Wildlife Sites, we are part of a much wider Special Wildlife Site Partnership engaged in site selection and management. This should be recognised in the relevant wording in Appendix B.	Amend wording in Appendix B to reflect this.
	KCSA-SASC-120-04	There are a number of additional sites with Hornet Robberfly.	Noted. Request further information on exact locations.
	KCSA-SASC-120-05	It is important to recognise that there may be additional species and sites of interest which should be considered by the DPDs and SA reports.	Noted. Outline this in Appendix B.
	KCSA-SASC-120-06	The SA objectives appear to be suitable, we particularly support objective 12 on biodiversity. It should be worth noting that it should not only be the Environment Agency's opinion reflected under objective 16 on climate change. There are a number of organisations capable of giving advice on this subject and these should also be considered in monitoring of planning decisions.	Support for objective 12 is noted.
	KCSA-SASC-161-01	Throughout the appraisal process the historic environment should be broadly defined - all designated historic assets should be considered together with potential impacts on non-designated features of local historic or architectural interest and value since these can make an important contribution to creating a sense of place and local identity. Statutory designations include Listed Buildings, Scheduled Ancient Monuments plus other nationally important archaeological sites, Registered Historic Parks and Gardens, Registered Battlefields, Conservation Areas, and the settings of all these assets. Other important elements of the historic environment, which are often without any statutory protection, include other archaeological sites, locally listed buildings, parks and gardens, landscape and townscape features, the character of the wider landscape/townscape, as well as the potential for as yet unrecorded archaeology.	Noted, this definition is set out within the introduction to the Historic Environment section of Appendix B.



Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
	KCSA-SASC-161-02	Strongly advises that the District and County conservation and archaeological staff are involved throughout the preparation of the LDF.	Noted. District and County staff will be involved throughout the process.
	KCSA-SASC-161-03	International: <ul style="list-style-type: none"> <li>Welcome the inclusion of the European Landscape Convention. It should be noted in devising an objective that the convention applies to both urban and rural landscapes and hence should extend to cover the District's townscapes.</li> </ul>	Noted.
	KCSA-SASC-161-04	National: <ul style="list-style-type: none"> <li>Welcome the inclusion of The Historic Environment: A Force for our Future (DCMS, 2001). With regard to identified implications, protection and enhancement of the historic environment should be covered. This similarly applies to the heritage Protection White Paper. A key strand of the above is given in the opening statements which outline and endorse the contribution of the historic environment to creating sustainable communities – this would be a useful point under the analysis of the document.</li> </ul>	Add this point into the analysis of these documents at Appendix A.
	KCSA-SASC-161-05	Regional: <ul style="list-style-type: none"> <li>The Regional Historic Environment Strategy is currently in preparation and due to be completed by the end of the year.</li> </ul>	Scope this once completed.
	KCSA-SASC-161-06	Parish: <ul style="list-style-type: none"> <li>Any completed Conservation Area Appraisal and Management Plans should be included.</li> </ul>	Scope all current Conservation Area Appraisals in Appendix A.
	KCSA-SASC-161-07	Additional Baseline Data: <ul style="list-style-type: none"> <li>Landscape/Landscape Character Assessment: The cultural dimension of landscape character should ideally be recognised here as well as under the historic environment section and a cross-reference made to the County Historic Landscape Characterisation (at page 26).</li> <li>Latest BAR register was published in August 2007. It should be clarified in the text that grade II Listed Buildings are not covered. In early July English heritage will launch its National 'Heritage at Risk' programme, this will provide updated information.</li> <li>We welcome the outline of the county-wide historic landscape characterisation project.</li> <li>The importance of preserving the settings of designated assets could usefully be given greater prominence, particularly within the context of these DPDs.</li> <li>The first stage of the County's historic farm buildings project is complete and the second is underway. Preliminary results may be available to draw on.</li> </ul>	Noted. Incorporate a summary of the key characteristics of Wyre Forest District Landscape into Appendix B.  Noted. Amend Appendix B to reflect this.  Noted.  Noted.  Noted. Contact County to find out if data is available which could be included.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
			Noted. Noted.
	KCSA-SASC-161-08	<p>Main Sustainability Issues:</p> <p><b>Site Allocations DPD:</b> The general thrust of the issue relating to the District's historic environment is generally supported, although this should apply more broadly to all the District's historic assets not just conservation areas. We further recommend that the table is kept under review in liaison with the Council's historic environment and conservation officers to ensure that all local issues relevant to the historic environment are fully reflected.</p>	Noted. The table will be kept under review as the full SA Report is drafted.
	KCSA-SASC-161-10	<p>Developing the SA Framework:</p> <ul style="list-style-type: none"> <li>Welcome the changes to the SA Framework which largely reflect our previous comments.</li> <li>Welcome and support the amended objective (11) on the landscape/townscape and its supporting decision-making criteria.</li> <li>Welcome and support the inclusion of a specific objective (13) on the historic environment and its supporting decision-making criteria.</li> </ul> <p>With regard to the suite of indicators for both the headline objectives, we attach for information a list of indicators for SA/SEA. The draft indicators proposed generally fit well with this but may need to be further refined to monitor identified and potential significant impacts relating to the District's historic environment resource.</p>	<p>Support is noted.</p> <p>Support is noted.</p> <p>Support is noted.</p> <p>Noted. This is helpful information.</p>
<b>Suzanne Clear</b> <b>Advantage West Midlands</b>	KCSA-SASC-702-01	<p><i>Connecting to Success</i>, the West Midlands Economic Strategy (WMES), was launched on 10 December 2007. The Agency welcomes the fact that the Sustainability Appraisal Scoping Reports include reference to the WMES as part of the evidence base for the emerging DPD's. The Action Plan which will provide the framework for the delivery of the WMES will be published this month, so it will be good for the ambitions of this delivery document to be considered as part of the Scoping exercise.</p>	Support is noted.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
Hayley Pankhurst Natural England	KCSA-SASC-702-02	Whilst most of the evidence base that will assist the scoping of the DPD's will lie within the Place section of the WMES, the People section will also be of use, for example in achieving full potential and opportunities for all. In monitoring performance of the People section of the WMES skills development is an important indicator of success. It is important within both DPD's that the opportunities to link areas of skills development and employment are maximised.	Noted.
	KCSA-SASC-702-03	When looking at travel to work times, it can be useful to also take into account where the slowest journeys are on the local network and how these could be positively affected (for example by targeting infrastructure funding through the DPD work). Given the importance of the rural economy both in terms of the businesses located and the people who live and commute within the District, it is important to include indicators to highlight how the Kidderminster Central Area DPD can improve its offer as a sustainable centre of services, shopping, leisure and employment, as well as enabling Issues and Options for the wider District to be considered in the Site Allocations DPD. The possible tourism development role is also important for both documents to consider.	Noted. These are the sorts of issues which will be considered through the Kidderminster Central Area Action Plan DPD.
	KCSA-SASC-819-01	Natural England is a recently formed organisation which has been established under the Natural Environment and Rural Communities Act 2006. It has been formed by bringing together English Nature and parts of the Rural Development Service and the Countryside Agency. Natural England has been charged with the responsibility to ensure that England's unique natural environment including its flora and fauna, land and seascapes, geology and soils are protected and improved. Natural England's purpose as outlined in the Act is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.	Noted.
	KCSA-SASC-819-02	It is noted that throughout the SA reference is made to English Nature, and to Natural England as incorporating English Nature, the Countryside Agency and the Rural Development Service. Natural England was formed in October 2006, from which point it replaced these legacy agencies. References to the legacy agencies should be corrected to reflect this.	Noted. Check references throughout the Scoping Reports and amend accordingly.
	KCSA-SASC-819-03	The <i>National</i> section of Appendix A of both reports should be amended to include the following Acts/Strategies: <ul style="list-style-type: none"><li>• The Natural Environment and Rural Communities (NERC) Act 2006.</li></ul>	Noted. This will be Scoped and included at Appendix A of both documents.  Noted. This will be Scoped and included at Appendix A of both documents.

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		<p>Section 40 of the NERC Act places a duty upon all public bodies to have regard to the purpose of conserving biodiversity. More information can be found in Defra's <i>Guidance for Local Authorities on Implementing the Biodiversity Duty</i>.</p> <ul style="list-style-type: none"> <li>• The Wildlife and Countryside Act 1981 (as amended).</li> </ul> <p>This Act provides protects in law wildlife (birds, animals and plants listed in the Annexes), the countryside, National Parks, and the designation of protected areas, and public rights of way.</p> <ul style="list-style-type: none"> <li>• Making Space for Water.</li> </ul> <p>This is a cross-government programme taking forward the developing strategy for flood and coastal erosion risk management in England.</p> <ul style="list-style-type: none"> <li>• Natural England's State of the Natural Environment Report.</li> </ul> <p>This recently released report brings together for the first time the evidence about the current state of our natural environment, and as such may be useful in informing this SA. It is available from our website at: <a href="http://www.naturalengland.org.uk/sona/default.htm">http://www.naturalengland.org.uk/sona/default.htm</a></p>	<p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p>
	KCSA-SASC-819-04	The main table in Section 8: <i>Identification of Main Sustainability Issues</i> (pg9) of the main report illustrates a good scope of environmental issues, and the inclusion of the SEA subjects appears to be thorough. A number of small changes/additions would further complete the report.	Noted.
	KCSA-SASC-819-05	Under the Identified Sustainability Issue " <i>The need to conserve and enhance the rich variety of habitat types within the District</i> " is identified, and the Worcestershire BAP (1999) highlighted as a source of data. This is welcomed. It should be noted that the Worcestershire BAP is currently under review, with a new version due to be launched 14 <sup>th</sup> July 2008.	Noted. This will be scoped once available and could potentially be used as a source of baseline data.
	KCSA-SASC-819-06	<p>"<i>The need to protect the variety of protected species from adverse development</i>" is an identified Sustainability Issue, with the Worcestershire BAP again identified as a source of information. In addition to this, reference should be made to Section 41 of the NERC Act. This lists species and habitats of principle importance. The protection of these species would help to comply with the biodiversity duty imposed by Section 40 of the Act. More information is available through the Biodiversity Action Reporting (BARS) section of the UK BAP website, at: <a href="http://www.ukbap-reporting.org.uk/news/details.asp?X=45">http://www.ukbap-reporting.org.uk/news/details.asp?X=45</a></p>	Noted. This issue will be updated to include reference to Section 41 of the NERC act.

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	KCSA-SASC-819-07	The "Need to focus new development on brownfield sites to preserve Greenfield land and reduce the need to travel" and "Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve Greenfield land" are Identified Sustainability Issues. Both of these Issues seem to make an unexplained leap between avoiding Greenfield development and reducing the need to travel. Reducing the need to travel is a complicated issue; the achievement of which depends upon wider issues and careful siting of development beyond whether it is green- or brownfield, or at a given density. It might be more suitable to separate these subjects into two separate Issues.	Noted. Set out the need to focus development on brownfield sites, the need to develop at higher densities and the need to reduce the need to travel as three separate sustainability issues.
	KCSA-SASC-819-08	It should be noted that development of brownfield land in preference to Greenfield may not always be the most sustainable option, and any sites considered for development must be carefully judged on a site-by-site basis. Brownfield land can be of high biodiversity value and can also provide opportunities for provision of open space, whereas Greenfield sites could have little value. New development needs to be carefully sited so as to ensure the most sustainable option, and it should be noted that the most sustainable option may not always be the most obvious choice.	Noted. All site allocations will be tested against the sustainability appraisal framework. This will ensure that the most sustainable sites for development are identified. In those circumstances where the most sustainable option is not selected appropriate mitigation measures will be identified.
	KCSA-SASC-819-09	The table of SA Objectives, Decision Making Criteria and Draft Indicators in Section 9: Developing the SA Framework (pg 12) in the main Report is welcomed as a clear way of showing the scope of consideration given to SA Objectives.	Support is noted.
	KCSA-SASC-819-10	In addition to the Draft Indicators already given consideration regarding the sustainability of housing development, such as SA Objective numbers 7, 9 and 11, it may be worth including an indicator around ratings under the Code for Sustainable Homes. This would give a broader take on the overall sustainability of a housing development and make use of an existing and nationally recognised measurement method.	Noted. This will be considered as an indicator.
	KCSA-SASC-819-12	The Introduction to Appendix B states that the document will set out "what baseline data has been collected and why, how the data was collected, and its limitations". However, this intention does not appear to have been consistently met. The "A Better Environment for Today and Tomorrow" section does not include data relevant to topics required under the SEA Directive, and does not cover all of the SA Objectives, Decision Making Criteria and Draft Indicators given in the table in Section 9: Developing the SA Framework of the main SA Scoping Report (pg 12).	Noted. Information specific to Kidderminster was selected for the Kidderminster Central AAP DPD. Both the Core Strategy and Site Allocations Scoping Reports set out more detailed baseline data which is relevant to the whole District. This is pertinent to the Local Development Framework of which the KCAAP will be part of.



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	KCSA-SASC-819-13	Baseline data regarding carbon emissions, climate change adaptation, or water quality has not been included. These topics are fundamental to the SEA part of this SA, and as such are a requirement of the SEA Directive. The table in Section 9 of the main SA Scoping Report poses decision aiding questions and Draft Indicators regarding these issues; it is unclear why this evidence has not been collated/presented. This evidence is needed to ensure that this SA is fit-for-purpose.	Noted. Gather data on these issues for publication in the Full SA Report.  Indicators are currently draft and baseline information is not available for all of these.
	KCSA-SASC-819-14	In the SA Scoping Report under the table given in Section 9 (pg 12), SA Objective 12 "To conserve and enhance the District's biodiversity and geodiversity" includes the Draft Indicator "Condition of SSSIs, SWSSs and RIGS". This does not seem to be fully considered in Appendix B. The SSSI section here is incomplete, with data only presented for one of the three SSSI. It is unclear why this is, and if it is available then information on the status of the other SSSI should be included.	Noted. However, the Kidderminster Central Area Action Plan DPD SA Scoping Report sets out data relevant to the 8 urban wards which make up the Kidderminster urban area. The other 2 SSSIs fall outside this area and have therefore been excluded from the baseline data presented for this DPD. Please see response to comment KCSA-SASC-819-12.
	KCSA-SASC-819-15	The Sites of Special Scientific Interest section of Appendix B needs to be amended to give SSSI their full acronym, rather than referring to them as SSI. The references to English Nature should be amended to Natural England as English Nature no longer exist, unless it is a reference to work done by this legacy agency.	Noted. Amend the document accordingly.
	KCSA-SASC-819-16	The Special Wildlife Sites section of Appendix B currently gives their location only, with no information on their status. RIGS are not included in Appendix B at all- it should be remembered that geodiversity is covered by PPS9, as well as biodiversity. While monitoring information should be readily available for SSSIs through Natural England's rolling assessments of the favourability of their conservation status, such information may be more difficult to come by regarding SWS and RIGS. Ability to access the necessary information should be given thought as lack of data may be a concern which future monitoring needs to address. The Worcestershire Wildlife Trust and the Hereford and Worcestershire Earth Heritage Trust may be able to provide further assistance with this.	Noted. Contact WWT and Worcestershire Earth Heritage Trust to see if they are able to provide further information on this.
	KCSA-SASC-819-17	There is currently no baseline data provided regarding greenspace, or access to this. The table in Section 9: <i>Developing the SA Framework</i> (pg 12) of the main report includes as SA Objective 4 "To enhance the quality of life for all residents within the District", with the Decision Making Criteria "Does it promote opportunities for easy access to the District's greenspace?", and the Draft Indicator of "Hectares of greenspace per head of population". Reference to	Include data from the PPG17 audit once available.

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		Natural England's Accessible Natural Greenspace Standards (ANGST) could provide an appropriate measurement criterion for this Objective, and compliance towards this could be included as baseline evidence. ANGST are government endorsed English Nature (as was) greenspace standards, and as such RPG 11 (2004) provides information on these in its appendices (ODPM September 2002). Reference to these standards would help to ensure that open space provision includes natural areas. High quality natural greenspace has the potential to contribute to all elements of sustainable development, including biodiversity conservation and health and well being. As such this is relevant to both the "Improved Health and Well Being" and "A Better Environment for Today and Tomorrow" themes of the SA.	
	KCSA-SASC-819-19	<p><b>Site Allocations</b></p> <p>Appendix B of this report seems to be much more complete than that of the Kidderminster AAP.</p> <p>In particular the baseline data supplied on <i>carbon dioxide emissions</i> and <i>renewable energy</i> and on <i>water pollution</i> is welcomed. As previously stated, these subjects are a requirement of the SEA Directive, and are therefore fundamental to making this SEA/SA fit-for-purpose.</p>	Support is noted. Please refer to response to comment KCSA-SASC-819-12.
	KCSA-SASC-819-20	The inclusion of <i>Landscape</i> and evidence around this is welcomed	Support is noted.
		The added detail on SWS compared to the Kidderminster AAP makes this section more complete, although it may be possible to add still more detail after discussion with the Wildlife Trust. There is no information on RIGS, and this needs to be provided.	Noted. Include information on RIGS within the Appendix B to the Full SA Scoping Report.
	KCSA-SASC-819-21	The inclusion of <i>Equestrian Developments</i> is interesting, however, it is currently unclear why this has been included. If the intention is to provide evidence of overgrazing and poaching in relation to nature conservation then this should be clarified.	Noted. This has been included because there is a large concentration of horiculture within the District which has an impact on the landscape. This would be further clarified through the Landscape Character SPD.
Grady McLean Environment Agency	KCSA-SASC-25-01	<p><b>Flood Risk</b></p> <p>Flood Risk is highlighted as a 'Main Sustainability Issue' (page 10) and it is recognised that the district is affected by fluvial, surface water, groundwater and foul water flooding. It should be noted that flooding can also occur from other water bodies such as reservoirs and canals.</p>	Noted, this will be highlighted in the production of the Full SA Report.

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	KCSA-SASC-25-02	LPA's should look to ensure that no new development is located within the 1% floodplain and development does not pose an increased risk to land or property elsewhere e.g. through flood storage loss, or interruption to land drainage (including surface water). This is in line with PPS25 - Development and Flood Risk. To this end we support SA objective 10 (page 14) which suggests that development should not occur in high risk flood zones or contribute to flooding in other areas.	Support for objective 10 is noted.
	KCSA-SASC-25-03	The Strategic Flood Risk Assessment (SFRA) level 1 and 2 (see para 5.2 of the Site Allocations SA scoping report) will assist in applying the sequential test to site allocations as directed in Planning Policy Statement 25: Development & Flood Risk (PPS25).	Noted. This will be highlighted in the Full SA Report.
	KCSA-SASC-25-04	The potential for "managed" retreat" in the functional flood plain should be given consideration as part of planning for long term sustainable development particularly when climate change is taken into account.	Noted. This has been considered through the Revised issues and Options paper.
	KCSA-SASC-25-05	We welcome the emphasis on Sustainable Drainage techniques (SuDS) as stated in SA objective 10, criteria 4 as the increased use of these has a beneficial effect on flood risk reduction as well as improving water quality.	Support is noted.
	KCSA-SASC-25-06	Regarding your specific questions, the Severn Catchment Flood Management Plan Draft is now available, also another appropriate document might be the Interim Report of the 'Learning Lessons from the 2007 Floods' - <a href="http://www.cabinetoffice.gov.uk/thepittreview/interim_report.aspx">http://www.cabinetoffice.gov.uk/thepittreview/interim_report.aspx</a> . The West Midlands Regional Flood Risk Appraisal (RFRA) may also affect or influence this DPD.  The SFRA level 1 and 2 and the Water Cycle Study being undertaken by your authority will identify all baseline data as will the RFRA and should be included in the list of plans reviewed.	Noted. These additional documents will be scoped in the production of the Full SA Report.
	KCSA-SASC-25-07	As stated above we would support SA objective 10 and would like to suggest another such as 'Protecting and improving the condition of watercourses'. Decision making criteria could include 'Does the application make a positive contribution towards the biodiversity and condition of the river environment'. While the Indicator could be the length of watercourse within the area that has been improved.	Noted, however it is felt that this is sufficiently covered by objective 9.
	KCSA-SASC-25-08	It should be noted that an updated Practice Guide to PPS25 was produced in June 2008, to be reviewed every six months as a living document.	Noted.

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	KCSA-SASC-25-09	<p><b>Water Quality</b></p> <p>Rivers and groundwater are subject to a number of stresses, including pollution (e.g. from foul drainage, diffuse pollution and siltation), habitat degradation, low flows (linked to drought, abstraction and climate change) and recreational activities. They are important for water supply (domestic and agricultural/industrial use). Both the Rivers Stour and Severn flow through the district together with several smaller watercourses and as such it is important to consider water quality.</p> <p>In addition to the rivers there are several Source Protection Zones in the district and much of the area is designated a major aquifer by the Environment Agency.</p>	Noted.
	KCSA-SASC-25-10	We are pleased that the need to conserve water resources is identified as a Main Sustainability Issue (page 10) and recognises that much of WyreForest's water supply comes from groundwater abstraction. We would thus expect due consideration to be given to the quality of water as well.	Noted, however it is felt that this is sufficiently covered by objective 9.
	KCSA-SASC-25-11	The issue of proliferation of non-mains drainage should be considered as it cuts across environmental, economic and health spheres. An increase in non-mains drainage would be contrary to SA objective 9 as it could have an adverse impact on water quality and habitats.	Noted.
	KCSA-SASC-25-12	<p><b>Contaminated Land</b></p> <p>The level of contamination depends on the former use of a site. The quality of the land and soils needs to be protected and restored to enable them to be used beneficially and safely, and so that they are not a source of contamination to controlled waters. Wyre Forest and especially Kidderminster, as a historic centre for the manufacture of carpets has large areas of land that are potentially contaminated, we are therefore disappointed that contamination is not highlighted as a sustainability issue despite the fact that it may have a significant impact on water quality and the condition of SSSI habitats which is a main sustainability issue.</p>	Noted.
	KCSA-SASC-25-13	We note that SA objective 12 aims to conserve and enhance the biodiversity and geodiversity of the district and we feel that reducing / investigating potential contamination could be associated with this. Possible decision making criteria could include 'is the site contaminated?' 'Will it provide opportunities to investigate / remediate potential contamination?' The indicator could be the amount of land that has been investigated and remediated.	Noted. This decision-making criteria will be considered in the production of the Full SA Report.
	KCSA-SASC-25-14	<b>Biodiversity</b>	Noted.

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		We note that Natural England have been consulted, on the above DPD's, who will provide you with detailed information related to SSSI's (and their condition), as well as other areas of biodiversity interest that exist throughout the district .	
	KCSA-SASC-25-15	We would recommend providing an emphasis on integrating biodiversity into the fabric of the district by properly considering biodiversity in all developments where possible. Existing wildlife sites should be enlarged and corridors provided in order to link up other wildlife sites to create networks of wildlife sites rather than isolated sites, which are too small to be able to sustain viable populations of flora and fauna. The LPA should adopt a district wide approach to integrating biodiversity into the landscape, rather than concentrating solely upon getting designated sites into favourable condition.	Noted. The District Council is currently in the early stages of producing a green infrastructure study, this will look at green linkages across the District.
	KCSA-SASC-25-16	<b>Resource Efficiency</b> We support the inclusion of renewable energy schemes, energy efficiency, waste minimisation and sustainable transport within the document.	Noted.
	KCSA-SASC-25-17	Planning policy should be used to encourage suitable schemes at householder level upward to minimise water use and promote recycling and re-use. For example developers should be required to commit to installing water efficient products.	Noted. This will be considered through the Core Strategy.
	KCSA-SASC-25-18	A strategy to reduce water consumption should be developed to; undertake water efficiency initiatives, promote and encourage rainwater-harvesting techniques in new developments, encourage use of metering to reduce water consumption, encourage adoption of water efficient fittings and appliances and introduce standards for water efficiency for households, industry, commercial etc.	Noted.
<b>Katherine Burnett British Waterways</b>	KCSA-SASC-71-01	In February 2003, BW published 'Waterways ad Development Plans' which explores the planning policy issues generated by the multi-functional nature, use and management of the waterways. We would encourage WFD to take a holistic and sustainable approach to unlocking the economic, environmental and social benefits offered by the waterway. The Waterways and Development plans document also encourages LPA's to identify waterways and their associated corridors, and major waterside sites, as priorities or the focus for future detailed action plans and topic plans.	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-02	<b>SA Para1.2 – Allocate and designate Areas of Land – Uses</b> The canal corridor can be included as an area of land to be allocated and designated for particular uses and/or environmental protection.	Noted. This will be considered further thorough the drafting of Issues and Options papers.



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		<p>The canal navigation can provide opportunities for a variety of uses from water based leisure and recreation to residential and commercial development including mixed-use developments.</p> <p>The canal network can provide biodiversity, ecological, heritage, transport, health, sustainable energy, flood defence, leisure and recreational benefits for both existing and future residents, contributing to the allocation of particular uses.</p>	
	KCSA-SASC-71-03	<p><b>SA Para1.2 – Allocate and designate Areas of Land –Environmental Protection</b></p> <p>The canal corridor can be identified as and area of land for environmental protection and improvement. The natural waterway environment and its wider landscape character could be improved and protected through biodiversity, control of pollution and habitat enhancement and creation, and ensuring any new development seeks to protect and enhance landscape quality and biodiversity of waterway corridors.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-04	<p><b>Policies</b></p> <p>Policies to be applied to the areas adjacent to the canal could include boatyards, use of the towing path, waterway and towpath improvements (S106 contributions) access for all, recreation, tourism, waterbourne freight and public transport and waterside design.</p> <p>BW promotes key urban design principles that could underpin any area specific design policy for a waterway corridor include ensuring where development is proposed to be adjacent to the waterway, development should be sited and orientated to face the waterway and should enhance the waterway's edge and define external waterside spaces. Create attractive mixed use waterfront development, integrate and utilise the waterspace and the towing path, have a strong sense of place, which creates active edges to the waterspace. Respect the topography, relate to the waterspace and design to a human scale, improve access to and, where possible, the use of these waterways. Improve pedestrian and cycle access as well as public transport provision both within the development and from adjoining areas and improve the appearance of the site from the towing path and from the water at boat level and the waterway corridor as a whole.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-05	<p><b>SPDs etc</b></p> <p>BW would welcome the opportunity to contribute to the preparation of SPDs, site development briefs and/or masterplans which relate to the waterway corridor and development adjacent to the canal corridor.</p>	Noted. BW will be consulted during the preparation of all LDF documents.

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	KCSA-SASC-71-06	<p><b>Para 2.4:</b></p> <p>The canal corridor can provide a multi-functional asset accommodating uses such as residential, commercial, leisure and recreation, marinas, moorings etc. BW supports proposals to redevelop and regenerate vacant and under-utilised land along the waterway network by allocating and designating areas of land for a particular use.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-07	<p>There is little mention of baseline information, in which the canal infrastructure could be referred to. For example, baseline information could include biodiversity, water, cultural heritage, landscape, social, economy, to name a few, and all of which could incorporate the canal infrastructure.</p> <p>The canal infrastructure can certainly provide environment, economic and social benefits as well as contribute to meeting environment, economic and social objectives.</p> <p>Example environmental benefits and objectives could include; support the development of integrated community facilities and opportunities, promote, support and sustain healthy communities and lifestyles, and promote sports and leisure.</p> <p>Example economic benefits and objectives could include, encourage and develop investment, ensure sustainable regeneration of local areas, create thriving town centres and villages.</p> <p>The identification of sites including key sustainable sites should include the canal corridor.</p> <p>Allocating sites for sustainable development could include the use of the canal corridor in regeneration improving use of green energy, e.g. use of water for heating and cooling, economic growth by redevelopment of sites along and adjacent to, enhance biodiversity and use of towpaths etc. The canal towpath can provide a linear route for networks such as broadband which can contribute to sustainable living in rural locations.</p>	Noted. These issues will be considered further during the development of the DPDs.
	KCSA-SASC-71-08	<p><b>KCAAP – Para 1.1 – Regeneration</b></p> <p>The regeneration of Kidderminster Central Area and its surrounding environment is of importance, particularly in regard to the relationship of the central area with the canal which runs through Kidderminster. The waterway network can make a major contribution to the regeneration and planning aims of the district, not just as a tourism and heritage resource.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.

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		<p>From a regeneration perspective, the waterways act as a catalyst for economic and social renewal, increase development value and the opportunity for investment, focus and link regeneration opportunities in urban and rural area, contribute to delivery of market towns initiative, generate long term economic activity and opportunities for employment, and promote inclusion and quality of life.</p> <p>The canal network can contribute to Kidderminster's range of facilities and its sustainability. The historic character of the canal should not be seen to restrict the regeneration of Kidderminster Central Area.</p>	
	KCSA-SASC-71-10	<p><b>SA Para1.2 – Allocate and designate Areas of Land –Environmental Protection</b></p> <p>The canal corridor can be identified as and area of land for environmental protection and improvement. The natural waterway environment and its wider landscape character could be improved and protected through biodiversity, control of pollution and habitat enhancement and creation, and ensuring any new development seeks to protect and enhance landscape quality and biodiversity of waterway corridors would contribute to regeneration of Kidderminster's central areas.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-11	<p><b>Policies</b></p> <p>Policies to be applied to the areas adjacent to the canal could include boatyards, use of the towing path, waterway and towpath improvements (S106 contributions) access for all, recreation, tourism, waterbourne freight and public transport and waterside design.</p> <p>BW promotes key urban design principles that could underpin any area specific design policy for a waterway corridor include ensuring where development is proposed to be adjacent to the waterway, development should be sited and orientated to face the waterway and should enhance the waterway's edge and define external waterside spaces. Create attractive mixed use waterfront development, integrate and utilise the waterspace and the towing path, have a strong sense of place, which creates active edges to the waterspace. Respect the topography, relate to the waterspace and design to a human scale, improve access to and, where possible, the use of these waterways. Improve pedestrian and cycle access as well as public transport provision both within the development and from adjoining areas and improve the appearance of the site from the towing path and from the water at boat level and the waterway corridor as a whole.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
	KCSA-SASC-71-12	<p><b>SPDs etc</b></p> <p>BW would welcome the opportunity to contribute to the preparation of SPDs, site development briefs and/or masterplans which relate to the waterway corridor and development adjacent to the canal corridor.</p>	Noted. BW will be consulted during the preparation of all LDF documents.
	KCSA-SASC-71-13	<p><b>Paragraph 2.4</b></p> <p>By utilizing the canal infrastructure the central area can be connected to surrounding neighbourhoods. The canal system widens travel choice. The waterway infrastructure can provide travel by foot, cycle and boat as alternatives to the car and alternative means of transport reflecting the healthy living agenda and supporting sustainable regeneration.</p> <p>The canal corridor can provide links along its length but also over by use of bridges and locks. The waterways can be utilised as a multifunctional space as well as an artery.</p> <p>Improved access to and from canal corridors as well as improvements to towpaths, bridges and locks can assist with urban regeneration of Kidderminster.</p>	Noted. This will be given further consideration as part of the District Council's green Infrastructure study and also during the development of the KCAAP DPD.
	KCSA-SASC-71-14	<p>There is little mention of baseline information, in which the canal infrastructure could be referred to. For example, baseline information could include biodiversity, water, cultural heritage, landscape, social, economy, to name a few, and all of which could incorporate the canal infrastructure.</p> <p>The canal infrastructure can certainly provide environment, economic and social benefits as well as contribute to meeting environment, economic and social objectives.</p> <p>Example environmental benefits and objectives could include, support the development of integrated community facilities and opportunities, promote, support and sustain healthy communities and lifestyles, and promote sports and leisure.</p> <p>Example economic benefits and objectives could include, encourage and develop investment, ensure sustainable regeneration of local areas, create thriving town centres and villages.</p> <p>The identification of sites including key sustainable sites should include the canal corridor.</p>	Noted. These issues will be considered further during the development of the DPDs.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
		Regenerating Kidderminster Central Area and identifying opportunities for sustainability development could include the use of the canal in regeneration improving use of green energy, e.g. use of water for heating and cooling, economic growth by redevelopment of sites along and adjacent to enhance biodiversity and use of towpaths etc.	

**G.2** The following representations were received in response to the Draft SA Report which covered both the Site Allocations and Policies and KCAAP DPDs.

**Table G.0.2**

Name	ID	Section	Summary	Officer Response
Lawson J	<a href="#">DSA2</a>	Whole Document	Overall paperwork and documentation well presented and helpfully explained. We all ought to be more active in development and supporting transport action plans to make people come to WyreForest area.	Support is noted and welcomed.
Natural England	<a href="#">DSA8</a>	Whole Document	It is our view that the SA/SEA elements relating to the Kidderminster Centre AAP are appropriate.	Comments are noted.
Chaddesley Corbett Parish Council	<a href="#">DSA14</a>	Summary and Outcomes	Chaddesley Corbett is grouped with Blakedown who do have facilities for Children, but Chaddesley Corbett does not have any children's facilities in the Parish. This is therefore not a true representation.	Comments are noted. The figures are taken from the PPG17 audit which looked at facilities for children and young people on a ward basis. The full audit acknowledges that there are localised deficiencies within these areas. Consider including a more detailed explanation within the final SA Report.
Natural England	<a href="#">DSA3</a>	Section 5.1	We would like to reiterate our previous recommendation to add the Wildlife and Countryside Act 1981 and the Natural Environment and Rural Communities Act 2006 to your list of national plans/policies.	Comments are noted. Include these documents within the Final Sustainability Appraisal Report.
English Heritage	<a href="#">DSA15</a>	Section 5.1	Suggests including West Midlands Historic Environment Strategy - Putting the Historic Environment to Work (2009).	Include this within the Final Sustainability Appraisal Report.
English Heritage	<a href="#">DSA16</a>	Section 5.2	As already indicated in the context of the main consultation documents, it would be useful to clarify whether the county HER has been checked with regard to the potential impacts on non designated assets, including non designated archaeological remains.	Comments are noted. This information is not currently included. Consider including this information as part of the baseline and to inform the appraisal of sites within the Final SA Report.



Name	ID	Section	Summary	Officer Response
Natural England	<a href="#">DSA4</a>	Paragraph 5.2.11	In paragraph 5.2.11, it would be useful to include comment/figures to illustrate the condition of the District's SSSI.	Comments are noted. Include figures relating to the condition of the District's SSSIs within the body of the Final Sustainability Appraisal Report.
Natural England	<a href="#">DSA5</a>	Section 5.5	The indicators provided under objective 11 "Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place" don't really measure impacts on the landscape. We recommend reference to the county's Landscape Character Assessment and perhaps capturing the number of applications approved contrary to the advice of landscape specialists.	Comments are noted. Consider revising these indicators as part of the Final Sustainability Appraisal Report.
Natural England	<a href="#">DSA6</a>	Section 5.5	Objective 16 "Mitigate against the unavoidable negative impacts of climate change" could include additional indicators around insulation, orientation etc, drawing upon the Code for Sustainable Homes and the TCPA's Climate Change Adaptation by Design.	Comments are noted. Consider including additional or alternative indicators under this objective, however, indicators have been explored in detail and the amount of data available in this area is very restrictive.
Bradley J	<a href="#">DSA1</a>	Table 6.2.1	<p>Please note, our land 'Bradley's Paddocks' is included within H129.</p> <p>Comments re Negative Impacts:</p> <ul style="list-style-type: none"> <li>● Loss of open views - the open views are only visible by actually entering the site.</li> <li>● Agricultural Grading - the land is predominantly Grade 3b with a considerable proportion as Grade 3a - not grade 2 as stated.</li> <li>● Any new development on undeveloped land will impact on Kidderminster and Stourport-on-Severn regeneration and of course noise and light pollution are increased but this subsequently means that the tight band of development around the towns will never expand and cater for the growing population. This subsequently means higher property prices and greater demands on social housing.</li> </ul>	Comments are noted. Re-consider the loss of views, re-check the agricultural land classification map. With regards to the regeneration of Kidderminster and Stourport-on-Severn the priority is to bring forward brownfield sites within these areas as set out through the Core Strategy. It is acknowledged that most new development will have an impact on noise and light pollution and that mitigation measures will need to be put in place to address this.
Natural England	<a href="#">DSA7</a>	Table 6.2.2	In Table 6.2.1 the SA identifies the potential for the housing development at the Former British Sugar Site to negatively affect biodiversity. This is equally true of employment development and as such we suggest this point is added to table 6.2.2. In addition, we suggest that there is the potential for development of either kind to negatively impact the Wilden Marsh and Meadows SSSI	Comments are noted. Include this within the Final Sustainability Appraisal Report.

Name	ID	Section	Summary	Officer Response
English Heritage	<a href="#">DSA17</a>	Paragraph 11.2.1	The proposed set of indicators for monitoring the historic environment and heritage assets appear useful and support their practical implementation.	Support is noted and welcomed.
Sport England	<a href="#">DSA9</a>	Appendix A	The document 'Sign Up For Sport: A Regional Plan for Sport in the West Midlands 2004-2008' is out of date, and while a few of the policies may have some or limited relevance for today, this document should be deleted from p.72. Also the WyreForest does not have a robust and current playing field strategy, therefore, it does not have a complete PPG17 compliant audit.	Comments are noted. Remove this reference to this document.  The Worcestershire County Playing Pitch Strategy provides a detailed analysis of playing pitches by typology. This informed the PPG17 audit.
Sport England	<a href="#">DSA10</a>	Appendix A	Sport England would also like to advise that the previous National Sports Strategy 'Game Plan', the Government's strategy for delivering sports and physical activity, has been replaced by Sport England's strategy 2008-2011. This can be accessed on our website at: <a href="http://www.sportengland.org/about_us/what_we_do.aspx">http://www.sportengland.org/about_us/what_we_do.aspx</a> .	Comments are noted. Include this document in Appendix A of the Final SA Report.
Sport England	<a href="#">DSA11</a>	Section B.1	<b>Health and Well-being</b>  Suggests including data from the following: <ul style="list-style-type: none"><li>● Active People Survey</li><li>● Local Sport Profile</li><li>● Culture and Sport Evidence Programme</li><li>● Sport England Market Segmentation</li></ul>	Comments are noted. Include these statistics within the final Sustainability Appraisal Report.
Sport England	<a href="#">DSA12</a>	Section B.1	Emphasises the importance of sport and sport related expenditure in the West Midlands economy and includes some information form Active People and Market Segmentation for the District.	Include some information relating to the importance of sport in the District's economy within the Final Sustainability Appraisal Report.
Sport England	<a href="#">DSA13</a>	Appendix C	Objects to sites H064 and H058 being allocated for residential development in the absence of a robust playing field assessment. Includes an extract from Sport England's Playing Field policy highlighting the circumstances under which playing fields may come forward for development.	Comments are noted. Both sites H058 and H064 were identified through the SHLAA process and have been assessed against the SA framework but were not considered suitable for inclusion within the Preferred Options Paper.



## **H Cumulative Impact Assessment**

### **Site Allocations and Policies DPD, Publication Version May 2012**

The Site Allocations and Policies DPD has a largely positive impact on sustainability objectives. It will deliver development that has good access to services and facilities including schools and employment and reduces the need to travel, enhances the public realm and provides increased housing and employment opportunities including additional affordable housing. This will help to regenerate the main towns and lead to positive effects on communities and their quality of life, and reduce pressure on road networks.

The SALP DPD will help deliver an enhanced green infrastructure network, increase the supply of energy from renewable and low-carbon sources and help to tackle inequalities in health.

However, housing and employment growth will inevitably lead to additional noise and light in the areas where growth occurs. Concentrating this growth within the existing urban areas will prevent the spread of noise and light pollution to rural areas. Increased construction will bring an increase in greenhouse gas emissions including through embodied energy and heating, lighting and powering the building once in use as well as increased transport movements arising from a greater number of people living in or accessing the District. The three towns are all susceptible to flood risk and therefore it is essential to manage this risk and ensure that any development delivers betterment. New development will increase overall water and energy use and waste generation, although it can be built so as to minimise these effects. New development will put increased pressure on open space and biodiversity but can also bring improvements to these areas. New development could also have a detrimental impact on the historic environment, although good design can enhance the historic environment and the setting of Listed Buildings. However, the scale of redevelopment overall may risk adverse impacts on the integrity of the historic environment.

The allocated sites have been chosen to minimise the impacts associated with travel. The sites are mainly within Kidderminster and Stourport-on-Severn which are served by public transport and provide key services and facilities within walking distances in most cases. However, a number of sites have sewerage capacity constraints which will need to be overcome. In addition, some sites have flood risk constraints which should be addressed by development. Several sites have the potential to adversely affect wildlife. Further mitigation should be required to address these potential impacts.

### **Kidderminster Central Area Action Plan, Publication Version, May 2012**

The Kidderminster Central Area Action Plan DPD provides multiple benefits in regard to the regeneration of Kidderminster through the promotion of economic growth, diversifying the economy of the town and contributing towards raising skill levels and creating job opportunities. It also promotes non-retail activity in certain areas which will help to provide vibrancy and activity in the town. Economic growth and housing development will lead to increased resource use, including energy, water and materials, and increased waste generation.

The KCAAP DPD will help to promote sustainable travel, concentrating services and facilities in a sustainable town centre location, as well as improving the quality and accessibility of these services for people a more accessible town, particularly in regard to pedestrian and cyclists,

and as result would improve the urban environment. It supports energy efficiency and renewable energy generation. It will also improve safety and provide high quality residential environments, promoting healthier lifestyles and creating a more attractive environment and helping to enhance the town's heritage assets, although the level of redevelopment overall may risk adverse impacts on the integrity of the historic environment. Promoting a mix of uses may lead to additional noise and light in the areas where growth occurs.

The DPD will improve the accessibility of The Staffordshire & Worcestershire Canal and River Stour and promote using them to create high quality environments, although this may increase the potential impacts from noise and light pollution onto the waterside environments and associated biodiversity. The DPD will help to improve green infrastructure provision, biodiversity habitats and quality of life generally. Developments will provide opportunities to improve soil, water and air quality and mitigate flood risk.

#### **Severn Trent Water Resources Plan 2005-2010**

No cumulative impacts likely.

#### **River Severn Catchment Flood Management Plan Summary Report December 2009**

No cumulative impacts likely.

#### **Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire Second Edition 2008 – 2013**

No cumulative impacts likely

#### **Worcestershire Integrated Passenger Transport Strategy 2007**

No cumulative impacts likely

#### **Worcestershire Economic Partnership Joint Investment Plan (2011)**

The Plan recognises that for Kidderminster, there are opportunities for major new mixed use developments in the town identified in the ReWyre prospectus for regeneration. The town centre is the focus of a 30 year vision to restructure the economy and revitalise the area, with a strategy in place to significantly improve retail and leisure provision and develop new office space, allied to investment to improve the living environment. Bromsgrove Street and Worcester Street, together with the Weavers Wharf area, will be the focal point for redevelopment. There are also major opportunities for employment development on the former British Sugar site and the wider South Kidderminster Business and Nature Park initiative, connecting the Severn Valley Railway and the surrounding countryside to an employment location that could create up to 2,000 new jobs on the strategically important Kidderminster-Stourport corridor. Plans for the further development of two key tourism assets - West Midlands Safari and Leisure Park and the Severn Valley Railway – are also seen as opportunities to create new employment for the area.

Stourport's close proximity to Kidderminster and the importance of the South Kidderminster Business and Nature Park initiative means that the northern side of the town will have a key role to play in providing employment.



Large scale proposed developments in Kidderminster are essential both in maintaining the town's status as an important employment centre and in the regeneration of the town centre and surrounding area. There are plans for major housing developments in the Churchfields regeneration area, which will deliver around 350 units, including a key affordable housing development of 97 units on Hurcott Road which help to unlock the wider development of the area. There is potential to develop a further 300 houses on the former British Sugar site, which is currently the subject of a masterplanning exercise.

There are opportunities for significant new housing development in Stourport. New housing provision in the town is important both to strengthen its role as a local employment centre and visitor destination, and to its strategic connection with Kidderminster (Kidderminster to Stourport employment corridor, South Kidderminster Business and Nature Park). Bewdley also has a smaller but still important contribution to make to housing provision in Wyre Forest, with potential for residential development in the Load Street regeneration area.

Maintaining and improving the road network is critical to Worcestershire's capacity to accommodate further housing and employment growth. A substantial list of schemes are in need of investment ranging from improvements to the motorway and major road infrastructure. This is about replacing ageing infrastructure, dealing with significant congestion problems (e.g. central Worcester, Kidderminster-Stourport corridor) and developing new infrastructure to facilitate growth.

LTP3 includes Kidderminster Transport Strategy Major Scheme – a major package of investments including improvements to the town's central road network.

Schemes in Kidderminster as part of the Wyre Forest Transport Strategy including the Hoo Brook link road and ring road improvements. Key schemes for Stourport include the A451/Minster Road junction improvement scheme and the Stourport relief road. A package of rural road improvements is also earmarked in the LTP3 for Wyre Forest covering the A456 (Kidderminster to M5 Junctions 3 and 4), the A448 and A449.

LTP3 also includes railway station redevelopment or enhancement schemes in Kidderminster. Potential to better connect the Severn Valley railway to the national network has been highlighted by Wyre Forest.

The main investment schemes for Wyre Forest are:.

#### *Creating the Conditions to Sustain and Generate Employment*

- South Kidderminster Business and Nature Park (Kidderminster-Stourport corridor)
- Kidderminster Town Centre
- West Midlands Safari and Leisure Park
- Load St. regeneration area, Bewdley

#### *Housing for All Communities*

- Churchfields regeneration area, Kidderminster
- Former British Sugar Site, Kidderminster
- Other sites in Kidderminster including Wolverley Park

- Steatite Way and Bewdley Road, Stourport
- Carpets of Worth, Stourport
- Parson's Chain, Stourport
- Other Kidderminster sites including Harriers Trading Estate, Wolverly Park, Clent Avenue
- STC.4 Bridge St. Basins Link, Stourport
- Rural sites including Chaddersley Corbett, Sebright Road (Wolverly), Former Nursery Site, Blakedown
- Bromsgrove St. foyer scheme, Kidderminster
- Supported affordable housing for young people with chaotic lifestyles
- Remodelling of housing stock for elderly people
- Gypsy and traveller pitches (30 additional pitches over 5 years)
- Insulation grant scheme (up to 400 p.a.)
- Bringing empty homes back into use

#### *Developing Worcestershire's Infrastructure*

- Kidderminster Transport Strategy Major Scheme. LTP3 package may include Hoo Brook Link Road (A451), Kidderminster Town Centre Ring Road (including access to Churchfields); Stourport Relief Road; and Stourport and Bewdley package measures
- Kidderminster station improvement package
- Kidderminster Town Centre Pedestrianisation - including new bridges in Churchfields and Town Centre
- Enhanced Kidderminster and Stourport Bus Networks
- Severn Valley Railway to national rail network, including possible halts at British Sugar and West Midland Safari Park
- Improved Kidderminster and Stourport cycling and walking links
- Wyre Forest Schools Review - fit for purpose school buildings - review following closure of BSF
- Medical - Consolidation and fit for purpose modern GP Practices including proposed replacement/ consolidation of at least 4 practices in Kidderminster
- Stourport Community Facilities Project - on-going review of facilities
- Bewdley Community Facility Project including new arts and medical (health centre) facilities
- Civic administration - Wyre Forest District Council single site office accommodation
- SUDS measures for new developments

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs arises mainly from the infrastructure projects. However, a number of these are promoted by developments proposed within the DPDs themselves and therefore the potential for cumulative effects is reduced. The principal effects will be an improvement in sustainable transport networks, air quality improvements and enhanced community facilities.

#### **Worcestershire Local Transport Plan 3 (2011)**

Recognises that on the principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. However, there are still congestion issues on Kidderminster Ring Road and its approaches and the A448 between Kidderminster and Bromsgrove. Also notes the AQMAs at Welchgate in Bewdley Town Centre and on Kidderminster Ring Road at the Horsefair.

Sets out the transport strategy for Worcestershire and identifies a number of schemes for Wyre Forest District including:

- The Hoobrook Link Road
- Kidderminster Ring Road junction and public realm improvement scheme
- Kidderminster Station improvement scheme
- Kidderminster town centre public realm improvement scheme
- Kidderminster traffic and parking management study
- Kidderminster minor traffic improvement schemes
- Kidderminster secure cycle parking scheme
- Stourport A451 Minster Road/Worcester Street junction improvements
- Stourport Relief Road
- Stourport-on-Severn town centre public realm enhancements.
- Stourport-on-Severn traffic and parking management study
- Stourport-on-Severn minor transport improvement schemes
- Stourport-on-Severn (Sevenside to Areley Kings) walk/cycle bridge scheme
- Bewdley (Welch Gate) AQMA remediation scheme
- Bewdley town centre public realm enhancement scheme
- Bewdley traffic and parking management study
- Bewdley minor traffic improvement schemes
- Bewdley walk/cycle bridge scheme
- A456 Kidderminster - M5 - Junctions 3 and 4 - Inter-urban corridor maintenance and improvement
- A448 - Kidderminster to Bromsgrove - Inter-urban corridor maintenance and improvement
- A449 - Kidderminster-Worcester - Inter-urban corridor maintenance and improvement.
- Blakedown - Station Enhancement Scheme
- Stourbridge rail line enhancement scheme.

There are seven proposed major schemes in Worcestershire over the LTP3 timeframe. These include the Kidderminster Town Strategy Package Phase 1 and the Kidderminster Modal Interchange (Station redevelopment and enhancement), subject to external funding.

The SEA of LTP3 made the following assessments for these two packages.

#### *Kidderminster Town Package*

The information regarding this major scheme is limited and therefore it is largely uncertain. However it has been assumed that improved traffic management and public realm would have positive effects on the SEA objectives related to accessibility, severance, safety, air quality and active travel as well as cultural heritage.

#### *Kidderminster Modal Interchange (railway station redevelopment and enhancement)*

The scheme is likely to have a relatively neutral or uncertain effect on the majority of SEA objectives. Minor positive effects are predicted for accessibility, cultural heritage, active travel and safety once operational. Negative effects are confined to the construction phase and relate to waste.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is uncertain. Key areas with the potential for positive effects are the improvement of accessibility and poor air quality, and protection of cultural heritage.

#### **Worcestershire Waste Core Strategy Submission Document (June 2011)**

Identifies a number of areas of search for new facilities within the Kidderminster and Stourport-on-Severn areas:

- Birchen Coppice Trading Estate
- Finepoint Business Park
- Foley Business Park
- Foley Industrial Estate
- Former British Sugar Site
- Gemini Business Park
- Oldington Trading Estate
- Vale Industrial Estate
- Hoo Farm Industrial Estate
- Cursley Distribution Park
- Greenhill Industrial Estate
- Hartlebury Trading Estate
- Ikon Trading Estate

In addition, Rushock Trading Estate is identified as an area of search in the Droitwich area.

A planning application has been submitted for a waste facility on the Hartlebury Trading Estate.

The WCS also contains policies to promote reuse, recycling and recovery of resources and energy.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is low, as most of the sites identified above are also identified within the SALP and KCAAP DPDs for economic development. The first nine sites in the list are within the South Kidderminster Enterprise Park (policy SAL.SK1), while Rushock Trading Estate is identified for development in policy SAL.MDS1. Of the remaining sites, only Greenhill Industrial Estate has potential to give rise to cumulative effects, in relation to traffic on roads between the estate and Kidderminster, particularly on the A456 and A451. The WCS will support greater resource and energy efficiency and thereby contribute to reducing greenhouse gas emissions.

#### **Worcestershire Biodiversity Action Plan (2008)**

(Canals Habitat Action Plan 2010, Rivers and Streams Habitat Action Plan 2010, Urban Habitat Action Plan 2010)

No cumulative impacts likely.

### **Catchment Abstraction Management Strategies**

(Worcestershire Middle Severn CAMS, Severn Corridor CAMS)

No cumulative impacts likely.

### **A Cultural Strategy for Worcestershire (2009-2013)**

No cumulative impacts likely.

### **Worcestershire Minerals Local Plan (1997)**

No cumulative impacts likely.

### **An Economic Strategy for Worcestershire 2010-2020 (2010)**

The Worcestershire Economic Strategy covers a range of issues including:

- Areas of market failure and disadvantage – Rural Regeneration Zone
- Concentrations of knowledge assets – Central Technology Belt
- Strategic Growth Point (Impact Investment Location) – Worcester City, which is the key economic development priority
- Towns undergoing economic restructuring – Kidderminster, Redditch (which are the secondary priority areas).
- Larger towns providing a focus for economic activity – Bromsgrove, Droitwich, Malvern
- Market towns as a focus for rural regeneration – Pershore, Evesham, Bewdley, Stourport, Tenbury Wells, Upton on Severn

The Economic Vision for the next 10 years is that “In ten years time, technology-led growth will have contributed to the sustainable development of Worcestershire and strengthened its role as an economic driver for the region – acting as a catalyst for all sectors of the economy and areas of the County to benefit and providing well paid and highly skilled jobs and high quality of life for residents”

Three strategic objectives:

1. To support the development of a dynamic and diverse business base through engagement with existing businesses and encouraging growth of new businesses. The revised priorities identified related to business are:
  - Establishing clear links with and providing sustained long term support including leadership to strategic businesses and companies in their supply chains
  - Developing Strategic Employment Sites, particularly the Worcester Technology Park.
  - Building on economic strengths and heritage
  - Providing support for business retention and new business creation



- Supporting key growth sectors particularly environmental technologies and tourism
  - Supporting new business formation
  - Retaining and developing a skilled workforce to support high tech jobs and businesses especially future growth sectors
  - Improving the environmental performance of businesses
  - Working with employers and education providers to deliver the skills levels of the workforce to meet future business needs, especially for growth sectors
2. Supporting the sustainable development of the county through infrastructure development especially transport, and continue supporting Worcester as an accessible West Midlands Growth Point. Priorities under this objective are:
- Implementing Worcester City's West Midlands Growth Point Status as a first priority
  - Developing the transport infrastructure where resources permit in line with Integrated Transport Strategy
  - Revitalising the rest of the county's towns, especially Redditch and Kidderminster
  - Regenerating the rural parts of the county
  - Exploiting the potential of key regeneration sites
  - Ensuring the right supply of land and property
  - Developing the ICT infrastructure especially the provision of Super Fast Broadband in the county
  - Marketing the county and attracting inward investment
  - Improving resilience to the impact of climate change
3. To enhance employability levels removing barriers to employment and improving skills. The revised priorities identified are:
- Supporting job creation at all levels including self employment
  - Addressing worklessness especially:
    - Reducing youth unemployment
    - Economic inclusion of the most deprived communities and groups who are farthest away from the job market
  - Supporting people to gain at least NVQ 2 skills including improvements to the quality of training and education to meet employers' needs
  - Increasing Apprenticeships especially in Engineering and Manufacturing
  - Supporting people who are made redundant
  - Facilitating employer engagement with the skills agenda
  - Improving opportunities for those who are not in Education, employment and Training (NEET), particularly around the age of 19
  - Improving the quality of the training infrastructure

#### Potential Contribution to Cumulative Effects

The Economic Strategy seeks to promote economic growth inter alia through increasing the business base, regenerating and revitalising areas, improving infrastructure including transport infrastructure, attracting businesses to the county and improving skills and employability. While this will create jobs to benefit the population, it will also increase the demand for travel and increase energy, water and other resource consumption and waste generation, while at the same time the strategy aims to improve the environmental performance of businesses. The overall balance of effects on travel, water and energy consumption, greenhouse gas emissions and waste generation is uncertain. Air quality may reduce through increased demand for transport. The focus on key settlements could support increased economic activity and demand for employment land particularly in Worcester, Redditch and Kidderminster, but also in all the other main towns. This will help to avoid impacts on ecosystems but may or may not have adverse impacts on cultural heritage, depending on the location and quality of development.

### **Wyre Forest District Sustainable Community Strategy (2008)**

Many key partnerships within the District have a significant impact on the implementation of the strategy, particularly through attracting significant inward investment. These include Stourport Forward, Bewdley Development Trust and Kidderminster Town Centre Partnership.

According to Stourport Forward, Stourport Town Council could take over ownership and management of the town's Civic Centre. The Stourport Facilities Project Steering Group is seeking interest from local businesses, community groups and public sector bodies who may be interested in developing the centre's lower ground floor. The Civic group, which plans to manage the civic hall and theatre, will continue to hold events at the facility and extend the hire and use of the hall to the community.

Bewdley Development Trust current activities (January 2012):

- Asset acquisition and management
  - Supporting the refurbishment of St. George's Hall and the Load Street Development
  - Supporting the refurbishment of Wribbenhall Parish Rooms
  - Developing business units
- Marketing, Events promotion and Town Centre Management
  - Supporting Bewdley Business and Marketing Partnership
  - Supporting the Environment & Town Centre Group
  - Running Discover Bewdley Spring and Harvest Fairs and Marketing Bewdley's Calendar of Events
  - Running the monthly Bewdley Local Produce Market
- Sustainability
  - Promoting Low Carbon Communities
  - Encouraging the use of local woodfuel
  - Supporting other renewable energy initiatives

- Delivering Selling the Wyre project to support local food and other rural businesses
- Supporting the development of Transition Bewdley including Land, Food and Energy groups

Kidderminster Town Centre Partnership's aims are:

- To broaden the visitor offer of the town centre
- To ensure the town centre offers a safe and secure retail and leisure experience to visitors and residents alike
- To ensure the town centre offers an inviting, clean environment to be enjoyed and enhanced
- To diversify and strengthen the economic base - to encourage the birth and growth of both new and existing business

### **Oldington and Foley Park Neighbourhood Management Pathfinder:**

Working in the most deprived ward in Worcestershire, the Pathfinder aims to improve the quality of life of the residents living in the area. Their aims include making the neighbourhood safer, cleaner and helping to shape services that are better joined up, more accessible and more responsive to local needs. As a broad programme across the themes of multiple deprivation, the Pathfinder also focuses on helping residents develop their skills and employability, improve their health and strengthen the educational attainment of the children and young people.

### **Horsefair, Broadwaters and Greenhill Partnership:**

This partnership was commissioned by Wyre Forest Matters to be set up to focus on the issues of the neighbourhoods and engage residents and partners in finding solutions to them. Many of the priorities within the Sustainable Community Strategy are shared with this partnership.

### **Potential Contribution to Cumulative Effects**

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is limited. In Bewdley, activities are likely to help support low carbon and renewable energy initiatives thereby limiting or reducing the emission of greenhouse gases. In Kidderminster, activities of the Town Centre Partnership will contribute to economic regeneration and improving security and cleanliness, benefitting people through access to jobs and an improved quality of life. In Oldington and Foley Park, the Pathfinder will help to improve access to services and jobs, enhancing skills, improving health and educational attainment and creating safer cleaner neighbourhoods.

### **Wyre Forest District Air Quality Strategy (2005)**

#### *Planning and Land Use*

Apply the Local Plan transport initiatives on the following themes:

- Where appropriate S106 Obligations will be sought for contributions towards improved bus services, bus priority measures and upgrading of bus infrastructure.
- Developers will be encouraged to include cycle facilities in their proposals when submitting applications for planning permission.

- Where appropriate S106 Obligations will be sought for developers to enhance pedestrian access to development and its surrounding environment.
- All major new developments that would create specific transport related problems must be accompanied by travel plans as part of the proposals for consideration.
- Promote use of public transport, BQPs and other forms of sustainable transport. Continued involvement in the Wyre Forest Bus Quality Partnership, Freight Quality Working Group and Wyre Forest Cycle Forum. Work with WCC to implement LTP2 policies, in particular to improve linkages with the rail station and the town centre, and to implement cycle routes outlined in the Wyre Forest Cycle Strategy.

#### *Transport*

- Implement policies to reduce traffic demand on roads in the District
- Reduce the use of fuel by Wyre Forest District Council vehicles and implement initiatives to reduce vehicle emissions
- Work with Worcestershire County Council to develop travel plans and transport strategies
- Support Council initiatives to replace existing fleet vehicles with greener alternatives when they need replacing.
- Review taxi licensing schemes to give incentives for the use of smaller, more efficient or less polluting vehicles
- Support initiatives to remove from the road gross polluting vehicles and those without a MOT

#### *Energy Efficiency*

- Review energy use in Council owned property and investigate initiatives such as those promoted by the Carbon Trust.
- Provide advice to residents about energy efficiency.
- Promote energy efficiency and green energy initiatives to residents and businesses within the District.

#### *Industry*

- Enforce legislation (such as the Pollution Prevention and Control Act 1999) to control and, where possible, reduce air pollution from industry
- Support appropriate business initiatives to reduce their air pollution
- Encourage the adoption of environmental management systems that include working policies which take air quality and pollution into account
- Support business initiatives to adopt EMAS or ISO 14001
- Work with business to provide advice and, where appropriate, assistance to adopt sustainable practices and reduce air pollution.

#### *Domestic Sector*

- Enforce legislation (e.g. smoke nuisance under the Environmental Protection Act 1990) to control and reduce air pollution from dwellings
- Maintain and control all designated smoke control areas within the district under the Clean Air Act 1993.

## Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is through the promotion of sustainable modes of transport and reducing private car use, and supporting and encouraging energy efficiency. This will lead to improved air quality and reduced greenhouse gas emissions.

### **Kidderminster Regeneration Prospectus (2009)**

Efforts will focus on four main 'Action Areas' where the majority of strategic development opportunities exist as follows:

#### A: Town Centre;

- Creating a vibrant high quality mixed use town centre;
- Strengthening the shopping environment and pedestrian circuit by reviving Worcester Street;
- Remodelling the southern gateway by extending New Road and Green Street;
- Realising opportunities to deliver new homes;
- Maximising the potential for sites to create a stronger and more welcoming edge to the town centre;
- Recreating a stronger network of streets and spaces to improve vitality, legibility and movement choices.

#### B: Comberton Hill Gateway;

- Helping to develop the tourism potential of the town and establishing Kidderminster as a base for tourists;
- Improving transport infrastructure and the gateway to the town centre and wider district.

#### C: Churchfields;

- A new mixed use 'urban village' adjacent to the town centre and Horsefair;
- A key role in delivering new homes

#### D: The former British Sugar Factory ('The Beet')

- Establish South Kidderminster Business & Nature Park as a regionally significant development opportunity anchored by 'the Beet'

## Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is small, as the SALP and KCAAP DPDs seek to implement the development aims of the Regeneration Prospectus and will not lead to effects in combination with it.

### **Core Strategy (2006-2026), Wyre Forest District Council, December 2010**

Development objectives include:



1. To provide a range of high-quality, highly energy efficient, market and affordable housing options for residents of all age and needs to achieve sustainable communities.
2. To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
3. Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
4. Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
5. 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.
6. Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
7. 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.

The Core Strategy seeks to:

- Ensure that new development does not exacerbate flood risk within the District.
- Address the low uptake of renewable energy schemes and domestic micro-generation.
- Overcome the District's reliance on the private motor car as the preferred mode of travel and providing sustainable transport choice.
- Delivering higher levels of affordable housing across the District.
- Ensuring that development continues to be deliverable on brownfield sites to assist with the regeneration of Kidderminster and Stourport-on-Severn.
- Address the need to provide strategic infrastructure to support diversification and regeneration, particularly within the Kidderminster area.

The Core Strategy provides for 4000 net additional dwellings to 2026, and 44 ha of employment land for the long term. It also provides for 25,000 sq m of comparison retailing, and 40,000 sq m of office space.

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.

Preference will be given to the following sequential approach to the allocation and subsequent phased release of sites:

1. Key regeneration sites within the Kidderminster Central Area Action Plan (KCAAP) boundary.
2. Other major (>1 ha) brownfield sites within Kidderminster and Stourport-on-Severn urban areas.

3. Smaller infill brownfield sites within Kidderminster, Stourport-on-Severn and Bewdley.
4. Brownfield sites within the rural settlements.

Kidderminster will meet 60% of the housing requirement and all of the comparison retail and large office space requirements.

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

Up to 44 hectares of employment land will be brought forward in the period up to 2026 in line with Policy DS01: Development Locations. Major new employment development will be located within the urban area of Kidderminster, particularly within the Stourport Road Employment Corridor (SREC). All future employment development within the urban areas will be on previously developed land and should be located in highly accessible locations. A portfolio of employment sites for a range of businesses (B1, B2 and B8)(26) will be provided in terms of location, size and quality. The development of small-scale businesses and starter units will be particularly encouraged.

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.

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

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

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

A minimum of 10% of the energy requirements of major new developments should be met on-site from low or zero-carbon energy sources. 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.

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

- Provision of a new Kidderminster Railway Station building and improved access for all modes of transport to the station facilities.

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

Contributions towards these strategic transport infrastructure schemes will be sought from major development proposals throughout the plan period. Future development proposals that will include part of an identified strategic transport route or transport infrastructure, must be designed to accommodate this provision and reserve the land required for the scheme.

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.

#### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in the District will support opportunities for new jobs and more affordable housing in Wyre Forest, leading to positive effects for communities. It is also likely to lead to increased consumption of resources, increased waste generation and increased greenhouse gas emissions, and may contribute to reduced air quality from higher levels of traffic. However, the Core Strategy gives significant support to the use of sustainable transport, renewable energy and recycling, CHP use in new developments and siting development in accessible locations, which will help to offset these potential negative effects. The Core Strategy will also help to safeguard greenfield land, thereby largely protecting ecosystems, but with an uncertain effect on cultural heritage.

Notwithstanding this assessment, the Core Strategy will not give rise to cumulative impacts in combination with the SALP and KCAAP DPDs, as these DPDs seek to provide development sites to implement the provisions of the Core Strategy.

#### **Draft Core Strategy 2, Bromsgrove District Council, January 2011**

The Draft Core Strategy 2 aims to provide 4000 dwelling units by 2021 and 26ha of employment land by 2026. The Council's Strategic Housing Land Availability Assessment identifies that there are insufficient amounts of brownfield land available to meet these targets and greenfield development will be required. Areas of potential growth are identified on the key diagram on the northern, western and southeastern fringes of Bromsgrove, on the outskirts of Redditch, and in Hagley, Catshill, Barnt Green, Alvechurch and Wythall.

A large site is identified at Hagley, located to the south of Kidderminster Road (A456) and to the west of the A491 and is almost 22 hectares. It is predominantly agricultural land with some residential development to the southern end of the site. It is considered that this site could provide a sustainable mixed use development comprising community leisure, employment and residential development, with a minimum of 219 dwellings. The site is located close to an Air

Quality Management Area (AQMA) at Kidderminster Road, Hagley. The design of any new development will need to take the existence of the AQMA into full consideration to avoid any additional adverse impact.

A sustainable urban extension is proposed around the west and north of Bromsgrove Town. The urban extension contains three development opportunities: Norton Farm, Birmingham Road; Perryfields Road; Whitford Road. Individually and collectively these are of such scale and significance that they are central to the success of the Core Strategy. They will consist of a minimum of 1850 dwellings, 5 hectares of employment land, local centre(s) and retail and community facilities.

Other housing development sites include Wagon works/St Godswalds Road. This development site is located south of existing residential development at Scaife Road, south/west of St Godswalds Road and in relative close proximity to Bromsgrove railway station. This site comprises almost 8 hectares of land currently used for grazing purposes. The maximum capacity is 212 dwellings.

Economic growth will primarily be focused on Bromsgrove Town and Longbridge. Bromsgrove will maintain low levels of unemployment by providing a range of jobs in various sectors, with growth primarily focussed on knowledge based industries and high tech manufacturing situated at the Bromsgrove Technology Park and at Longbridge.

Outside the Town Centre and Longbridge, employment growth is expected to be provided primarily in existing industrial estates and business parks, often located close to motorway junctions. These include Bromsgrove Technology Park, which has been established but is not yet operating at full capacity.

All major developments:

- will be accessible by safe and sustainable modes of transport;
- will support increased public transport usage and;
- will incorporate proposals to increase the scope for walking and cycling in a safe environment.

Sustainable travel will be promoted by improving pedestrian priority, linkages and mobility within and across the Town Centre; improving pedestrian and cycle linkages between Bromsgrove Railway Station and the Town Centre, and improving key junctions including Birmingham Road/Stourbridge Road. Significant improvements in public transport, will be encouraged particularly to bus services in order to provide an integrated and regular bus service which will connect new and existing residential areas to the Railway Station, with the Town Centre acting as the focal transport hub.

Opportunities will also be encouraged in new schemes to mitigate against and adapt to the effects of climate change, for example, renewable energy and recycling.

The Council will deliver climate resilient developments with low impact on the climate through:

- Ensuring developments are located away from high risk areas (e.g. floodplain, areas that have high risks of fire and subsidence).

- Ensuring developments are in locations well-served by public/ sustainable transport and existing local facilities and infrastructure.
- Ensuring the construction and design of developments follow the energy and waste management hierarchies.
- Supporting developments to incorporate zero or low carbon energy generation technologies, especially for developments in the rural areas.
- Where there is a firm delivery plan of such schemes, developments nearby are expected to provide infrastructure/ to connect to the zero/ low-carbon energy scheme.

#### Potential Contribution to Cumulative Effects

There is the potential for development at Hagley to give rise to cumulative effects in combination with proposed developments at Blakedown. The A456 between Blakedown and Hagley is noted in the LTP3 as being susceptible to congestion of varying severity. In addition, Kidderminster Road in Hagley has recently been designated an AQMA. Development at Blakedown should be required to demonstrate no adverse impact on air quality and congestion on the A456.

#### **South Worcestershire Development Plan Preferred Options, Malvern Hills District Council, Worcester City Council and Wychavon District Council, September 2011**

Worcester city will act as the sub-regional focus for housing and employment development needs in the longer term and the principal settlement with respect to meeting retailing, leisure and commercial needs. Development beyond Worcester, the main and other towns will be limited to that necessary to meet local needs associated with the rural areas.

New development should be located in accordance with the following settlement hierarchy:

- Worcester will be the focus for strategic housing and employment development and city centre development.
- Malvern, Droitwich Spa, Evesham provide a comprehensive range of local services for residents and surrounding rural areas, and offer numerous employment opportunities. A number of the larger allocations for employment and housing are proposed.
- Tenbury Wells, Upton-upon-Severn, Pershore provide a range of services and employment opportunities for rural hinterlands and act as local service centres.

Development throughout the rural areas will be smaller scale and limited to meet local needs. Development within the open countryside (beyond development boundaries) will be strictly controlled.

The total amount of development will be as follows.

**Table H.0.1**

District	Dwellings (no.)	Employment land (ha)
Worcester City	8402	124
Wychavon District	7803	146
Malvern Hills District	4156	39



District	Dwellings (no.)	Employment land (ha)
Total for South Worcestershire	20361	309

The majority of development for Wychavon and Malvern Hills Districts is to be focused within the towns of Droitwich Spa, Evesham, Malvern and Pershore. A number of urban extensions are necessary for all these towns. The remaining development will be accommodated through smaller site allocations within the development boundaries of the towns.

The Worcester Transport Strategy as set out in the Worcestershire Local Transport Plan 3 is considered essential to deliver sustainable growth. Proposals must demonstrate that the location for development will minimise demand for travel, offer genuine sustainable travel choices, improve road safety and support the delivery of Local Transport Plan Objectives. Travel Plans will be required for all sites of 10 or more units. These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport.

Urban transport packages for the towns of Malvern, Tenbury Wells, Upton-upon-Severn, Pershore, Evesham and Droitwich Spa as identified within the Worcestershire Local Transport Plan 3 will be prioritised.

#### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Worcester, Malvern Hills and Wychavon are unlikely to lead to cumulative effects in combination with development proposed in the SALP and KCAAP DPDs .

#### Halesowen Area Action Plan Preferred Options, January 2012

The objectives for Halesowen Town Centre include:

##### Land Use

- To maintain and build upon Halesowen Town Centre's recognised role in providing for local needs in an accessible and sustainable way by providing appropriate day-to-day shopping facilities and other suitably scaled town centre land uses such as employment, housing, leisure, entertainment, culture and tourism.
- To provide for and safeguard ease of movement, particularly for pedestrians and cyclists, to and within the town centre;
- Dudley Council will seek to ensure that Halesowen continues to enjoy the social and economic benefits to be gained from the town's successful and diverse range of education facilities, and will encourage appropriate improvements to town centre facilities and infrastructure in this regard;

##### Nature Conservation

- To capitalise on Halesowen's unique natural assets by protecting, improving access to and enhancing the River Stour, its bank-side habitats and other green open spaces and infrastructure leading to and within the town centre for people and nature;

- To enhance the town's natural assets by bringing them into active use for everyone to enjoy;
- To strengthen the town's evening economy by providing more family orientated cultural and leisure activities.

Halesowen Town Centre should complement Brierley Hill's role as Dudley Borough's strategic centre, and it thus remains important that Halesowen continues to serve as a town centre catering for the largely day to day shopping needs of its local community and hinterland.

Development adjacent or in close proximity to the River Stour will be expected to enhance the river and its setting, improve access to and along the river, guard against adding to flood risk, and safeguard and enhance biodiversity.

The design and layout of new development will be required to take into consideration surface water issues, and to mitigate for such problems that may arise such as surface water run off and flooding.

The town centre must also continue to provide the necessary supporting services and infrastructure, including public transport facilities, walking and cycling infrastructure and publicly available car parks. It is important that there is a good public transport, walking and cycling network to develop sustainable connectivity supporting all developments in the area. Dudley Council will continue to develop and manage the highway network to improve access to the town centre.

#### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Halesowen are unlikely to lead to cumulative effects in combination with development proposed in the SALP and KCAAP DPDs

#### **Stourbridge Area Action Plan, Publication Stage, March 2012**

Aims include:

- To enable the "rediscovery" of the River Stour by increasing its visibility and returning it to a more natural state, and by providing continuous footpath and cycleway linkages along its length, and between the river and the town centre core.
- To protect and enhance the wildlife, biodiversity and geological value of Stourbridge by substantially improving the cleanliness and nature conservation value of the watercourses and significantly upgrading an ecologically functional, green wildlife corridor along the River Stour and Stourbridge Branch Canal corridor.
- To contribute to mitigating the causes and effects of climate change by shaping development and providing opportunities so as to promote sustainable travel choices, improve air quality and minimise the use of non-renewable energy resources.
- To protect and enhance the locally distinctive character of Stourbridge with reference to its historic environment and cultural and built heritage, including the historic canalside at Stourbridge Wharf, and where appropriate, to foster this heritage to enhance Stourbridge's role as a visitor destination.

- To enhance the vitality and viability of the town centre, by supporting the establishment of a major food retail store, facilitating a vibrant night time economy, supporting the provision of an outdoor market and helping to facilitate improvements which allow for an enhanced shopper experience within an improved townscape, with an emphasis on pedestrian accessibility and permeability.
- To provide for ease of movement, particularly for less mobile persons, pedestrians and cyclists within the plan area through the integration of a network of well connected and direct pathways and spaces and by helping to promote and facilitate Stourbridge as a "cycle friendly town".
- To facilitate and shape housing led regeneration on the Opportunity Sites, focused on the River Stour and Stourbridge Branch Canal Corridor, and to ensure the delivery of a range of types and tenures of new homes to meet the needs of the local community and to retain and attract professional, managerial and entrepreneurial households.
- To ensure that existing businesses, which are viable and offer employment opportunities, continue to thrive, and that planned development around them is complementary and not detrimental to their continued viability.
- To provide space for new employment opportunities, particularly with regard to the promotion of creative industry and those employment activities which are locally distinctive and/or associated with high/green technologies.

The amount of additional retail and office floorspace (gross) which will be allowable within the town centre within the plan period, unless any floorspace in excess of this can be demonstrated to meet the exception criteria set out in adopted Black Country Core Strategy (February 2011) Policy CEN4, and subject to a review when required, are:

- Office (B1a Use) floorspace = 5,000 square metres
- Convenience retail floorspace = 3,900 square metres
- Comparison retail floorspace = 6,800 square metres

The extension of the Crystal Leisure Centre and Stourbridge Town Hall will be supported, along with their role as town centre community and leisure facilities.

The re-use of the upper floors of premises within the town centre, particularly for residential purposes or business/office uses, will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision.

The majority of new housing development will be concentrated within, and focused towards existing industrial areas on the northern edge of Stourbridge Town Centre. This should reflect the needs of the community and secure a mixed and balanced community

It is important to encourage high quality, modern, future growth sector businesses to the plan area (such as green energy companies), and ensure that viable existing businesses continue to thrive, in order to help support and maintain local job opportunities. Mixed use development will be encouraged within the plan area. Of particular importance, will be mixed use development which help to support local job creation opportunities and creative industries locally-distinctive to Stourbridge, and which help stimulate the vitality and viability of the town centre core and help attract inward investment, or which encourage locally distinctive and green technology industries within the plan area such as companies specialising in renewable energy technologies.

### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Stourbridge could lead to cumulative effects in combination with development proposed at the Lea Castle Hospital site. The Worcestershire LTP3 identifies the A451 between Kidderminster and Stourbridge as being subject to congestion of varying degrees of severity, and therefore it is recommended that development at the Lea Castle Hospital site should be required to demonstrate no significant adverse effect on the road network.

### **Shropshire Local Development Framework Adopted Core Strategy, Shropshire County Council, March 2011**

#### **Site Allocations and Management of Development Preferred Options, March 2012**

Objectives include:

- Develop the roles of Shrewsbury as a sub-regional centre, and Shropshire's Market Towns and Key Centres as more sustainable and self sufficient settlements, providing the main focus for new housing, employment and infrastructure development and the preferred location for a range of services and facilities to serve the wider needs of their respective hinterlands.
- Rebalance rural communities through the delivery of local housing and employment opportunities appropriate to the role, size and function of each settlement, or group of settlements, ensuring that development delivers community benefit.
- Provide and maintain a sufficient and appropriate supply of housing land in sustainable locations, prioritising the use of brownfield sites, where available, and taking into account the availability and capacity of existing and proposed infrastructure.
- Promote sustainable economic development and growth by providing a flexible and responsive supply of employment land and premises, and the development of further/higher education and training opportunities, to support business development, satisfy the changing needs and demands of the Shropshire economy, promote inward investment, and help generate skilled, well paid employment opportunities. The eastern area (including Bridgnorth and Highley) could deliver 13ha of employment land. The southern area (including Cleobury Mortimer) could deliver 18ha of employment land.
- Support the improvement of Shropshire's transport system in a sustainable and integrated way and locate development to improve accessibility by quality public transport, cycling and walking, help reduce car dependency and the impact of traffic on local communities and the environment.
- Promote a low carbon Shropshire, delivering development which mitigates, and adapts to, the effects of climate change, including flood risk, by promoting more responsible transport and travel choices, more efficient use of energy and resources, the generation of energy from renewable sources, and effective and sustainable waste management.

Bridgnorth will provide a focus for development within the constraints of its location on the edge of the Green Belt and on the River Severn. It should deliver 598 new dwellings in the period to 2026.

Highley and Cleobury Mortimer will have development that balances environmental constraints with meeting local needs. Highley should deliver 30 new dwellings to 2026, and Cleobury Mortimer should deliver 88.

Shrewsbury, the strategic centre, will be the preferred location for major comparison retail, large scale office and other uses attracting large numbers of people. Market Towns including Bridgnorth will act as principal centres to serve local needs and the wider service and employment needs of communities within their respective spatial zones. The Key Centres including Cleobury Mortimer and Highley will act as district centres within their respective spatial zones, serving the needs of their immediate rural hinterlands.

Support will be given to appropriate regeneration schemes and tourism development proposals that seek to enhance the economic, social and cultural value of canals and heritage railways including the Severn Valley Railway.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is low, given the scale of development proposed in areas adjoining Wyre Forest District. However, there may be positive cumulative effects in the support given to tourism and regeneration proposals for the Severn Valley Railway, benefitting the population through increased access to jobs and reducing pressure on the road networks.

#### **South Staffordshire Core Strategy Proposed Changes, February 2012**

Objectives include:

- To ensure the delivery of a minimum of 644 decent homes for members of the community including the provision of affordable homes which match in type, tenure and size the needs of the residents of South Staffordshire and to meet the needs of an ageing population.
- To meet local housing and employment needs in a way that enables the existing villages within South Staffordshire to develop in a sustainable way that secures their future viability and prosperity, and supports the regeneration of rural communities.
- To support the urban regeneration of the Black Country Major Urban Area by distributing new housing and employment growth within South Staffordshire in a way that supports existing local communities and in particular discourages out-migration from the Black Country Major Urban Area.
- To reduce the need to travel, to secure improvements to public transport infrastructure and services and make it safer and easier for the community to travel to jobs and key services by sustainable forms of transport, such as public transport, walking and cycling.

Main Service Villages including Kinver will be the main focus for housing growth, employment development and service provision. Village centres will be the focus for new shopping and small scale office development to maintain their vitality and viability. Kinver will be required to deliver at least 91 new dwellings between 2006 and 2028.

The Council will support development or other initiatives where they protect, conserve and enhance the District's natural and heritage assets including ecological networks internationally, nationally and locally important designations. Such assets include Kinver Edge. Particular



support will be given to initiatives to improve the natural environment where it is poor and increase the overall biodiversity of the District including the development of green infrastructure links and to improve the historic environment where it is identified as at risk. There is the potential for links with Kingsford Country Park in Wyre Forest District.

Proposals for new canalside facilities such as moorings, service facilities and marinas will be supported where they conserve and enhance the scenic and wildlife value of canals conserve their heritage and enhance their recreation and tourism value.

The Council will also support proposals for the enhancement of blue corridors such as canals, rivers, and other watercourses and promote the maintenance of undeveloped buffer zones along the banks of watercourses. Proposals to enhance the biodiversity value of the green infrastructure network providing opportunities for habitat creation and linkages will also be supported.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is low, given the scale of development proposed in areas adjoining Wyre Forest District. However, there is potential for beneficial cumulative effects on the Kinver Edge SSSI, Kingsford Country Park and the Staffordshire and Worcestershire Canal under policy SAL.UP5.

#### **Assessment of Cumulative Effects of Site Allocations and Policies DPD Sites**

The groupings of sites in the following table has been made on the basis that the location of the sites gives rise to the potential for cumulative impacts, except for the Blakedown/Clows Top group which have been combined only for convenience. Sites have been grouped as follows.

##### South Kidderminster:

- K210: Former British Sugar Site, Stourport Road, Kidderminster
- Former British Sugar Site
- Former Romwire Site
- H101 (EMP1.8): Oasis Arts and Crafts, Goldthorn Road
- H102 (EMP1.8): Reilloc Chain, Stourport Road
- H030: Chester Road South Service Station
- H041: Rifle Range Shops, Avon Road
- H077: Northumberland Avenue Surgery, Stourport Road
- H134: Musketeer PH, Avon Road

##### West Kidderminster:

- H074: Blakebrook School/County Buildings, Bewdley Road
- Kidderminster Hospital

##### Stourport:

- H005: Stourport Primary School, Tan Lane
- H006: TP Toys, Cheapside

- H021: Bridge Street
- H020: Carpets of Worth, Severn Road
- Stourport-on-Severn Civic Centre, New Street
- H078: Tesco and Bedland Stores, Lombard Street
- H044: Parsons Chain, Hartlebury Road
- H045: Riverside Business Centre, Baldwin Road
- H082: County Buildings, Bewdley Road
- H086 (EMP8.2): Car Sales, Worcester Road
- H084: Units 3 and 4, Baldwin Road
- H088 (EMP11.1): Midland Industrial Plastics, Bewdley Road
- H110: Petrol Station, Gilgal
- S200: Land to the Rear of Baldwin Road, Stourport
- Working Men's Club, Bewdley Road, Stourport-on-Severn
- Lucy Baldwin Hospital, Olive Grove, Stourport-on-Severn
- H013: Queens Road, Areley Kings
- H107: Depot, Manor Road, Stourport-on-Severn

#### Bewdley:

- Lax Lane, Bewdley
- Workhouse, 64 High Street, Bewdley
- H001: Load Street Redevelopment Area
- West Midlands Safari and Leisure Park

#### Blakedown/Clows Top

- H095: Former Blakedown Nurseries, Belbroughton Road, Blakedown
- H161: The Terrace, Clows Top, Rock

#### Gypsy and Traveller:

- STO004: Land adjacent Nunn's Corner, Stourport-on-Severn
- STO019: The Gables Yard, Stourport-on-Severn
- Land Opposite The Gatehouse, Sandy Lane, Stourport-on-Severn
- 1a Broach Road, Stourport-on-Severn

The assessment also took into account existing gypsy and traveller sites at the following locations:

- Lower Heath, Stourport-on-Severn
- Broach Road, Stourport-on-Severn
- Power Station Road, Stourport-on-Severn
- Broach Meadow, Stourport-on-Severn
- Sandy Lane, Stourport-on-Severn
- Meadow Park, Stourport-on-Severn
- Nunn's Corner, Stourport-on-Severn
- Saiwen, Stourport-on-Severn (Private Site)
- 28/29 Sandy Lane, Stourport-on-Severn

Table H.0.2

SA Objective	South Kirkminster	West Kirkminster	Stourport Kirkminster	Bewdley	Lea Castell	Bakedown Crows	Gypsy and Traveller	Cumulative Effects of SALP Development
1	+ Likely to create high quality residential environments and provide reasonable access to healthcare facilities	++ Likely to create a high quality residential environment and provide good access to healthcare facilities	++ Likely to create a high quality residential environment and provide good or reasonable access to healthcare facilities	+ Likely to create a small, high quality residential environment and provide good access to healthcare facilities	+ Lea Castle development will support access to health facilities	+ One site has reasonable access to healthcare facilities, the other does not. However, rural developments are required to ensure sustainable access to services and facilities.	x Access to healthcare services is not particularly good.	++ Likely to create high quality residential environments and provide mainly good or reasonable access to healthcare facilities
2	+ Bus to town centres will provide sustainable access to services and facilities	+ Reasonable access to town centre and station.	++ Provides good or reasonable access to services and facilities, although some community facilities may be lost at one site. Community provision is required by DPD.	+ Some mixed uses and location close to services and facilities.	0 Significant impacts unlikely.	+ One site has reasonable access to services and facilities, the other does not. However, rural developments are required to ensure sustainable access to services and facilities.	x Access to services and facilities is available, although not particularly convenient.	++ Provides mainly good or reasonable access to services and facilities.

SA Objective	South Kidderminster	West Kidderminster	Stourport	Bewdley	Lea Castle	Bledlow Top	Crows Traveller	Gypsy and Traveller	Cumulative Effects of SALP Development
3	++ Likely to significantly improve the quality and range of housing, including affordable housing	+ Likely to improve the quality and range of housing, including affordable housing	++ Likely to significantly improve the quality and range of housing, including affordable housing	+ Likely to improve the quality and range of housing, including affordable housing	+ Lea Castle is likely to improve the quality and range of housing, including affordable housing	+ Likely to improve the quality and range of housing, including affordable housing	+ Will provide housing for a specific community.	++ Likely to significantly improve the quality and range of housing, including affordable housing	
4	++ Improved residential environment will enhance residents' quality of life. Increased access to employment for some disadvantaged communities. Increased access to greenspace	+ Improved residential environment will enhance residents' quality of life. Increased access to greenspace	++ Improved residential environment will enhance residents' quality of life. Provides good access to employment opportunities and good or improved access to greenspace	+ Improved residential environment will enhance residents' quality of life, and location will enable sustainable access to employment opportunities	+ Improved residential environment will enhance residents' quality of life, and mixed use will support sustainable access to employment opportunities	+ Improved residential environment will enhance residents' quality of life. Although access to services and facilities is poor at one site, developments are required to ensure sustainable access to services and facilities.	++ Provide access to jobs, schools and open space.	++ Improved residential environment will enhance residents' quality of life, as will good access to employment opportunities and greenspace	
5	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	0 Significant effects on crime unlikely	

SA Objective	South Kirkminster	West Kirkminster	Stourport Bewdley	Lea Cattleshall	Bakedown Crows	Gypsy and Traveller	Cumulative Effects of SALP Developments
6	+ Waste minimisation and recycling will be a feature of development.	+ Waste minimisation and recycling will be a feature of development.	+ Waste minimisation and recycling will be a feature of development.	+ Waste minimisation and recycling will be a feature of development.	+ Waste minimisation and recycling will be a feature of development.	+ Waste minimisation and recycling will be a feature of development.	+ Waste minimisation and recycling will be a feature of development.
7	++ Developments will be required to incorporate energy efficiency and renewable energy generation.	+ Developments will be required to incorporate energy efficiency and renewable energy generation.	++ Developments will be required to incorporate energy efficiency and renewable energy generation.	+ Developments will be required to incorporate energy efficiency and renewable energy generation.	+ Developments will be required to incorporate energy efficiency and renewable energy generation.	xx Unlikely to generate renewable energy or be energy efficient.	++ Most developments will be required to incorporate energy efficiency and renewable energy generation.
8	++ Developments will enable access to services and facilities by foot and public transport. Employment sites are in a highly accessible location.	++ Safeguarding the hospital will retain access to healthcare facilities. Other development is well located for sustainable access.	++ Developments are well or reasonably well located for access to services and facilities by foot and public transport. An opportunity to	+/? Developments are well located for access to services and facilities by foot and public transport. Any further development at the Safari Park	x/+ Employment is likely to increase traffic on the A49/A42 although the additional traffic created is likely to be relatively minor.	+ One site has reasonable access to services and facilities, the other does not. However, rural developments are required to ensure sustainable access to services and facilities.	++ Developments are well or reasonably well located for access to services, facilities and jobs by foot and public transport.



SA Objective	South Kidderminster	West Kidderminster	Stourport	Bewdley	Lea Castle	Bledlow Top	Cloes Traveller	Gypsy and Traveller	Cumulative Effects of SALP Development
			secure part of Stourport Relief Road which will reduce congestion in the area.	could further increase traffic levels on Kidderminster Ring Road, although the DPD requires a Masterplan to specifically address impacts on highway capacity.					
9	x Two sites have sewerage capacity issues which need to be overcome. The Stourport Road is already an extremely congested route, significant development here would	0/x One site has sewerage capacity issues which need to be overcome.	x/+ The Water Cycle Strategy identifies some significant constraints relating to sewerage infrastructure at one site which would need to be addressed. Some opportunities to	0 Significant effects unlikely	x Lea Castle site has sewerage capacity issues which need to be overcome	x The Water Cycle Strategy identifies some constraints relating to sewerage infrastructure and wastewater treatment which would need to be addressed.	0 Significant effects unlikely	x A number of sites have sewerage capacity constraints which will need to be overcome	

SA Objective	South Kotnamister	West Kotnamister	Stourport Bewdley	Lea Cotnamister	Bakedown Cotnamister	Clows Gypsy and Traveller	Cumulative Effects of SALP Development
	increase vehicle movements and this could have a detrimental impact on air quality. The improvement of the Hoo Brook Link Road could improve congestion in the area.		remediate soil contamination at a number of sites.				
10	0 No significant impact on flood risk.	0 No significant impact on flood risk.	+/x The Water Cycle Strategy identifies ten sites have flood risk constraints. For six of these sites, a flood risk assessment is required to demonstrate no	+ Two sites contain flood risk although. DPD policy requires developments to mitigate flood risk.	0 No significant impact on flood risk.	x/0 The Water Cycle Strategy identifies that some infrastructure upgrading would be required at one site. Drainage is required to be addressed at the other site.	0/x Some sites have flood risk constraints which are recognised by development policy. Other sites have flood risk constraints for which

SA Objective	South Kidderminster	West Kidderminster	Stourport	Bewdley	Lea Catbrook	Bledlow Top	Crows Traveller	Gypsy and Traveller	Cumulative Effects of SALP Development
			adverse effects from flood risk.						additional mitigation should be required.
11	++ Development provides opportunities to improve the townscape.	x Loss of open space could adversely affect the character and appearance of the site.	++ Development provide numerous opportunities to improve the townscape.	+ Development provides opportunities to improve the townscape. Further development of the Safari Park could have a detrimental impact on the landscape in this area, although the DPD requires a Masterplan to specifically address impacts on countryside and Green Belt.	0 Development is required to minimise visual impacts.	+/- One site will improve the current visual impact, the other will result in loss of green space which will be detrimental.	0 The addition of more pitches in the Sandy Lane area could potentially affect the visual impact of the industrial estate, but significant impacts are unlikely in this location.	++ Development will largely provide opportunities to improve the townscape although some small areas of green space will be lost.	

SA Objective	South Kirkminster	West Kirkminster	Stourport Bewdley	Lea Castell	Bakedown Crows	Gypsy and Traveller	Cumulative Effects of SALP Development	
12	+ Potential for development on former British Sugar site to affect SSSI and two SWSs. DPD requires development to safeguard and enhance these sites.	0 Significant effects unlikely	+ Two sites have the potential for adverse effects on wildlife, although policy in the DPD requires that development enhances biodiversity.	+ Development of the Safari Park could adversely affect the SSSI within the site, although policy within the DPD requires designated sites to be protected and enhanced.	? Development of Lea Castle will need to be sensitive to on-site biodiversity	0 Significant impacts unlikely	0 Significant impacts are unlikely.	+ Several sites have the potential to adversely affect wildlife. However, policy in the DPD requires development to protect and enhance biodiversity within and outside designated sites.
13	+ DPD requires development of former British Sugar site to safeguard and enhance the Staffordshire and Worcestershire Canal Conservation Area.	+ DPD requires development to retain and enhance designated assets.	++/x Most development will be required to retain and/or enhance historic assets, although at one site some locally listed	+ Development provides opportunities to enhance historic assets.	0 No effects likely	0 No effects likely	0 Significant impacts are unlikely.	++ Most development will be required to retain and/or enhance historic assets where relevant.

SA Objective	South Kidderminster	West Kidderminster	Stourport	Bewdley	Lea Calvert	Bledlow Top	Crows Traveller	Cumulative Effects of SALP Development
			buildings will be lost.					
14	++ All development will be on brownfield land.	x Some loss of green space and some brownfield development	++ All development will be on brownfield land.	+/- Central Bewdley development will be on brownfield land. Development at the Safari Park could potentially lead to the loss of Green Belt and greenfield land, although policy requires no greater impact on Green Belt than existing development	0 Development are required not to lead to a major increase in the developed proportion of the site.	x Both sites would involve loss of greenfield land, although both also contain hard standing.	0 Significant impacts are unlikely.	++ Most development will be on brownfield land, although there will also be a small loss of green space.
15	++ Significant contribution to the regeneration of the area	+ Could aid the regeneration of the area although	++ Significant contribution to the regeneration of Stourport.	0 No impact	x Development could detract from	0 Development of housing in rural areas does not	0 Potential to reduce availability of employment land in	++ Significant contribution to the regeneration



SA Objective	South Kilham	West Kilham	Stourport Kilham	Bewdley Kilham	Lea Kilham	Bakedown Kilham	Cloes Kilham	Gypsy and Traveller	Cumulative Effects of SALP Development
	regeneration of Kilham and Stourport.	major effects unlikely.			regeneration in Kilham	support regeneration of Kilham but effects are not likely to be major.	Stourport, although the small scale of the sites in addition to the existing sites is unlikely to have significant impacts on Stourport as a whole..	of Kilham and Stourport.	
16	+ Development will incorporate climate change mitigation measures. The Water Cycle Strategy identifies some significant issues constraining the implementation of SUDS on some sites.	+ Development will incorporate climate change mitigation measures. The Water Cycle Strategy identifies some significant issues constraining the implementation of SUDS on one site.	+ Development will incorporate climate change mitigation measures. However, there are some significant issues constraining the implementation of SUDS on most sites.	+ Development will incorporate climate change mitigation measures.	+ Development will incorporate climate change mitigation measures.	+ Development will incorporate climate change mitigation measures. However, there are some significant issues constraining the implementation of SUDS on both sites.	x The nature of development makes it difficult to provide mitigation against climate change.	+ Development will incorporate climate change mitigation measures. The Water Cycle Strategy identifies some significant issues constraining the implementation of SUDS on a number of sites.	
17	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely, although one site	0 Significant impacts are unlikely.	x Increase in noise and light levels at Lea	x Increase in noise and light levels in the vicinity of both sites.	0 Significant impacts are unlikely.	0 Impacts are possible in the vicinity of four	

SA Objective	South Kidderminster	West Kidderminster	Stourport	Bewdley	Lea Castle	Bledlow Top	Cloes Traveller	Gypsy and Traveller	Cumulative Effects of SALP Development
			could create increased noise and light levels in the vicinity.		Castle site are likely.				sites, although impacts overall are unlikely to be significant.
18	0 Unlikely to significantly affect skills levels	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.
19	0 Significant impacts unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.
20	++/x Some loss of existing businesses but also new industrial and commercial development which will help to diversify the economy, and provide opportunities to disadvantaged communities	0 Significant impacts are unlikely.	++/x Some loss of existing businesses but also new business development which will help to diversify the economy.	+ Development of the Safari Park will increase the contribution of the Park to the local economy.	+ Development will help to support the District's economy	0 Significant impacts are unlikely.	0 Potential to reduce availability or appeal of employment land in Stourport, although the small scale of the sites in addition to the existing sites is unlikely to have significant impacts on Stourport as a whole.	++ Development are likely to support and diversify the District's economy.	

SA Objective	South Kirkminster	West Kirkminster	Stourport Bewdley	Lea Cottrell	Bakedown Crows	Gypsy and Traveller	Cumulative Effects of SALP Development
21	0 No impact likely	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 No impact likely	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.	0 Significant impacts are unlikely.

# **Kidderminster Central Area Action Plan Development Plan Document**

## **Final Sustainability Appraisal Report**

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## 1 The SEA Directive Requirements and Where They Have Been Met

**Table 1.0.1 The SEA Directive Requirements and Where They Have Been Met**

SEA Directive Requirements	Where they have been met (Kidderminster Central Area Action Plan DPD)
(a) an outline of the contents, main objectives of the plan or programme and relationship with other relevant plans and programmes;	Section 5.1 Appendix A
(b) the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	Section 5.2 and Appendix B
(c) the environmental characteristics of areas likely to be significantly affected;	Section 5.2 and Appendix B
(d) any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Section 5.2, 5.4 and Appendix B
(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;	Section 5.1 and Appendix A
(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;	Section 7.2 and Appendix C & D
(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;	Section 7.4 and Appendix C & D
(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;	Section 6.2, 6.3, 6.4 and 7.3
(i) a description of the measures envisaged concerning monitoring in accordance with Article 10;	Section 8.2
(j) a non-technical summary of the information provided under the above headings.	A separate non-technical summary has been produced.



## 2 Summary and Outcomes

### 2.1 Non-Technical Summary

**2.1.1** This non-technical summary of the Sustainability Appraisal (SA) report should be viewed alongside the full SA and the Kidderminster Central Area Action Plan DPD. The SA forms part of the evidence base and justification for the policies within the DPD. It has been an ongoing process which has evaluated and informed the identification of options, decisions around how these options were taken forward and development of the policies within the publication draft. This report aims to provide information which will support evaluation of the Kidderminster Central Area Action Plan DPD by stakeholders and members of the public and assist in the provision of feedback on the DPD. The District Council also welcomes any comments on the SA report itself.

**2.1.2** 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

**2.1.3** A quick reference guide to SA is available on the District Council's Forward Planning website at [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk). 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.

**2.1.4** A Scoping Report was published for a six-week consultation between 30th April and 6th June 2008. The document reviewed relevant national, regional and local policies and present detailed baseline data on the current economic, social and environmental state of the District. The representations received during the consultation period were incorporated into the Revised SA Scoping Report published in January 2009. A table setting out the representations received and how they have been considered is available on the District Council's website.

**2.1.5** The Scoping Report put forward a Sustainability Appraisal framework including objectives, decision-making criteria and monitoring indicators. The framework is based on the Core Strategy SA framework and was developed through joint working with Worcestershire County Council and its other District Councils. The Draft Sustainability Appraisal Report assesses the policy options and sites put forward at Issues and Options stage and any further alternative policy options and sites which were suggested as part of the Issues and Options consultation. The report also assesses the options set out within the Preferred Options paper against the SA framework. The indicators will be finalised as the DPD develops and will be used to monitor the



the effects of the DPD once it is adopted. Monitoring information will be reported through the Annual Monitoring Report. This Final Sustainability Appraisal Report tests any additional changes to the Publication document and takes into account representations made on the draft report.

## Structure of the SA Report

**2.1.6** Section Three provides an Introduction to the SA Report by outlining the purpose of the SA and the background to it, including definitions of sustainable development and sustainability requirements within planning policy.

**2.1.7** Section Four sets out the appraisal methodology followed by the District Council in undertaking SA as part of the preparation of Kidderminster Central Area Action Plan DPD.

**2.1.8** Section Five reviews all relevant plans, programmes and sustainability objectives at the international, national, regional and local levels that have been taken into account in developing the Core Strategy. It also sets out the environmental, social and economic baseline for Wyre Forest District, highlighting the key social, economic and environmental characteristics and trends likely to be affected by the LDF. This provides the the basis for identifying sustainability issues/ problems and for predicting and monitoring effects. From this review of evidence, the key sustainability issues and problems facing the District are identified. The section also sets out the SA framework for Wyre Forest District as the basis for predicting and monitoring the social, economic and environmental effects of all local development documents making up the emerging LDF. This framework consists of 21 SA objectives, each of which is supported by a number of decision-making criteria and indicators. Targets are set for each of the indicators to assist with monitoring.

**2.1.9** Section Six sets out the results of testing the Kidderminster Central Area Action Plan DPD site and policy options against the SA framework. It identifies those options which have been rejected and the reasons for this.

**2.1.10** Section 7 sets out the results of the testing of the plan policies and sites against the SA framework. It identifies the reasons for selecting the sites and policies which were taken forward. It considers the secondary, cumulative and synergistic effects of the policies within the plan and looks at the effect of the plan in combination with other plans, policies and programmes. The section also looks at proposed mitigation measures which could be incorporated into the policies within the DPD and sets out an overview of the uncertainties and risks associated with the SA process.

**2.1.11** Section 8 covers the links to other plans, policies and programmes at the project level and sets out the proposals for monitoring.

## Summary of the Baseline

**2.1.12** A summary of the social, economic and environmental baseline characteristics of the Wyre Forest District is set out below.

## Economic

- Unemployment in the District is higher than the county average, but lower than regional and national levels, however there are pockets in Kidderminster where unemployment is much higher.
- Tourism and manufacturing are important parts of the economy, however manufacturing has been in continual decline.
- Educational attainment is below the regional and county average.

### Social

- The District has an ageing population and an increasing number of residents are 80 years and over.
- Ethnic minorities are significantly under represented compared to regional and national figures.
- Crime in the District is below the national average - although crime is highest in the Greenhill ward which covers Kidderminster town centre.
- House prices are lower than the county and regional average.

### Environmental

- The River Stour is a Special Wildlife Site and the river and Staffordshire & Worcestershire Canal form important green infrastructure and biodiversity corridors.
- Kidderminster has 4 designated conservation areas and many Statutory and Locally listed buildings.
- The river Stour presents a significant flood risk to parts of Kidderminster.
- Kidderminster has an AQMA which covers the area along St. Mary's ring road and into the Horsefair.

### The SA Framework

**2.1.13** The SA scoping report and subsequent consultation identified a range of significant sustainability issues for Wyre Forest District, based on a review of relevant policies, programmes and objectives and a survey of baseline data. These are summarised below:

**Table 2.1.1**

Social	Economic	Environmental
<ul style="list-style-type: none"> <li>• Marked variation in the provision of community facilities between the District's urban wards.</li> <li>• A decline in rural services, particularly to the west of the District.</li> <li>• Importance of safeguarding the District's Local Centres in order to serve their resident populations.</li> <li>• Poor access to play facilities in some urban and rural wards.</li> <li>• Variation in levels of health between the District's wards.</li> </ul>	<ul style="list-style-type: none"> <li>• A high concentration of fuel poverty within the District, particularly in the most deprived ward.</li> <li>• Lack of affordable housing choice across the District.</li> <li>• Noticeably higher unemployment forming a corridor between Kidderminster and Stourport-on-Severn.</li> <li>• Significant levels of congestion in some areas of the District, specifically Bridge Street, Stourport-on-Severn and the</li> </ul>	<ul style="list-style-type: none"> <li>• Need to control the further development of caravan sites in the District and restrict occupancy of existing caravans.</li> <li>• Need to control the further development of existing chalets within the District and their replacement with permanent dwellings.</li> <li>• Need to reduce noise pollution complaints in the District.</li> <li>• The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.</li> </ul>

Social	Economic	Environmental
<ul style="list-style-type: none"> <li>Need to bring empty homes within the District back into use.</li> <li>The need to reduce crime within the District.</li> <li>The need to reduce drug and alcohol misuse within the District.</li> <li>Need to retain and enhance short stay parking facilities within the town centres.</li> </ul>	<p>Stourport Road. Could have a detrimental impact on businesses locating within the Stourport Road area.</p>	<ul style="list-style-type: none"> <li>The need to conserve and enhance the rich variety of habitat types within the District.</li> <li>The need to protect the variety of protected species from adverse development.</li> <li>Significant residential and urban areas are at risk from flooding.</li> <li>Declining air quality within the urban areas of the District.</li> <li>To safeguard and enhance the distinctive historic environment of the District.</li> <li>The need to conserve the District's rural landscape from inappropriate development.</li> <li>Need to increase the generation and use of renewable energy within the District.</li> <li>Need to improve energy efficiency in new and existing housing stock.</li> <li>Need to reduce CO<sub>2</sub> emissions within the District.</li> <li>Need to adapt to the present and future changes in climate that the District is experiencing.</li> <li>Need to conserve water resources and use them in a sustainable way.</li> <li>Need to reduce the total volume of waste produced and increase recycling.</li> <li>Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.</li> <li>Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.</li> <li>Impact of the Wyre Forest Schools Review on access to educational facilities and impact on travel patterns/increased journey times.</li> <li>Rapidly increasing growth in rail usage at both the District's rail interchanges.</li> <li>Need to provide safe cycle route networks to increase cycling levels within the District.</li> <li>Importance of safeguarding and enhancing the bus priority route network and the need to enhance public transport infrastructure.</li> </ul>

**2.1.14** This analysis led to the development of sustainability objectives, which will form the SA framework. These are:

- To improve the health and well-being of the population and reduce inequalities in health.
- To improve the quality of and accessibility to, cultural services and local services and facilities.
- To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.
- To enhance the quality of life for all residents within the District.
- To encourage pride and social responsibility in the local community and reduce crime.
- To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.
- Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.
- To reduce the need to travel and move towards more sustainable travel modes.
- Protect the use of water, soil and air, whilst maintaining or improving their quality.
- 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.
- Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.
- To conserve and enhance the District's biodiversity and geodiversity.
- Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.
- 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.
- To promote the regeneration of Kidderminster and Stourport-on-Severn.
- Mitigate against the unavoidable negative impacts of climate change.
- Reduce noise and light pollution.
- To raise the skills levels and qualifications of the workforce.
- 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.
- Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.
- Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.

### Summary of the Objectives of the Kidderminster Central Area Action Plan DPD

**2.1.15** The Kidderminster Central Area Action Plan DPD will, through the formulation of site specific allocations and policies, allocate and designate areas of land within the town for particular uses including housing, retail, offices and leisure. The KCAAP will go beyond the traditional role of land use planning and will include other key areas of economic, environmental and social activity. It will also set out clear mechanisms to ensure that the plan is delivered.

**2.1.16** The broad objectives of the the KCAAP area:

- To maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.
- To realise the potential of the area's canalside setting.
- To open up the River Stour to enhance its biodiversity potential and environmental setting.
- To improve the environment by enhancing streets and spaces for people.
- To connect and integrate the main developments and environmental assets.
- To provide a framework for proactive town centre management.

### How the SA Informed Development of Policies

**2.1.17** The SA was undertaken by District Council officers and was an integral process of developing the policies and selecting the sites set out within the DPD. All of the policy and site options were tested against the SA framework and the baseline data, as well as information on likely changes set out within technical reports, was used to predict the effects. The process was limited by some uncertainties including a lack of baseline data in some areas, limited understanding of some of the effects and uncertainty where options could either lead to a positive or a negative effect depending in how they are implemented or how people react to them.

**2.1.18** The SA, alongside wider sustainability considerations, played an important role in evaluation of and decision-making around the options as well as refining those options into detailed policies. This included:

- Location of development - An analysis of the sustainability impacts of the various sites put forward. The Adopted Core Strategy directs development towards Kidderminster and Stourport-on-Severn, however, a large number of sites were assessed and ranked based on their sustainability implications. The final sites selected are mainly those which accord with the Adopted Core Strategy and score highly against the SA framework, however, a small number of sites which did not score so well mainly because of accessibility and car dependency issues have been allocated to deliver rural affordable housing. The sites selected generally promote non-car access to services and facilities. The SA supported giving priority to environmental concerns and ensuring that the site specific policies identified specific mitigation measures in response to many of the issues highlighted by the SA process. One of the key issues for Wyre Forest District is balancing the brownfield strategy with the need to deliver affordable housing and renewable energy. There will need to be some compromise on some sites because of viability issues. However, the viability policy set out will ensure that affordable housing thresholds can be lowered where there is a robust viability assessment supporting this. The strategy prioritises brownfield sites to regenerate the urban area and reduce the need to travel. Had a greenfield strategy have been set out then higher levels of affordable housing could have been delivered however, this would have significant implications for car use and additional congestion.
- The SA identified some potential issues in relation to loss of employment land. As a result some sites have been allocated for a mix of uses retaining an element of employment land on-site where appropriate. Some sites were identified through the Employment Land Review as being potentially suitable for switching to residential development. Overall, the policies and allocations retain a suitable portfolio of employment land whilst delivering the required level of housing.



- Flooding is significant within the District and whilst some sites identified a risk of flooding, these sites will require a Flood Risk Assessment and mitigation has been built into the policies in response to concerns raised by the SA. The allocations are also supported by a detailed sequential assessment. The District's three towns all have rivers flowing through them so town centre regeneration will always raise some concerns relating to flooding.
- Some of the sites raised concerns relating to nature conservation and biodiversity and where appropriate, clauses have been added into site specific policies to ensure no detrimental impact on neighbouring nature conservation sites. Additionally, a number of policies included clauses requiring the retention of significant trees. Some of the sites identified the potential to enhance the streetscene. The design policy set out within the Site Allocations and Policies DPD, together with clauses relating to design in specific policies where relevant will ensure that benefits are secured.

### **Main Effects of the Kidderminster Central Area Action Plan DPD**

**2.1.19** The SA process has revealed the predominantly positive impact of the Kidderminster Central Area Action DPD on the sustainability objectives. The generic policies contained within Part A of the DPD support and contribute towards the SA objectives and will help to deliver positive impacts for the town. The fact that the Kidderminster Central Area Action Plan DPD covers a town centre location means that many of SA objectives are met due its good access to transport, services, and facilities. The pro-growth nature of the DPD means that increased housing and employment opportunities should be delivered.

**2.1.20** The allocation of specific sites will also provide a range of benefits and help to meet a key priority of the Kidderminster Central Area Action Plan DPD which is to regenerate Kidderminster. The sites selected will help to further unlock the potential of the town including green infrastructure provision, increasing access to the river and canal, improving vibrancy and natural surveillance, and increase accessibility.

**2.1.21** It is clear from the SA findings that a number of negative effects could occur as a result of the policy options chosen and the sites allocated. Housing and employment growth will inevitably lead to additional noise and light within the areas where growth occurs, particularly in sensitive locations adjacent to the river and canal which could have a further knock-on impact on biodiversity. In addition to this, many key sites lie within flood risk areas and care will need to be taken to safeguard future development against any negative impacts. Design issues will also need to be sensitively handled with new development, particularly as the area has many heritage assets including conservation areas and listed buildings.

**2.1.22** Many of these impacts will be mitigated against and these mitigation measures have been included within the policies for specific sites as well as being the purpose of some of the criteria based policies set out within Part A of the Kidderminster Central Area Action Plan. For example, Part A includes policies on the River Stour, Staffordshire & Worcestershire Canal, and Green Infrastructure that look to safeguard against flood risk and enhance biodiversity and green infrastructure provision. A number of design-based policies are also in place to ensure that new development is of a high-quality and enhances the character of the area. In addition to this, the Site Allocations & Policies and Core Strategy DPDs provide further guidance on such matters as flood risk, historic environment, open space, community and education facilities that will further protect and mitigate against negative impacts.

**2.1.23** Any negative impacts should be balanced against the positive effects particularly meeting housing need, delivering affordable housing, increasing employment and supporting the local economy.

## Secondary, Cumulative and Synergistic Effects

**2.1.24** A range of cumulative effects are predicted arising from the KCAAP DPD, arising from the cumulative impact of all developments proposed in the DPD, and from impacts in combination with other plans and programmes of relevance to Wyre Forest District:

- **Resource Use.** There is a strong emphasis on economic and housing growth, which is likely to lead to increased resource use including energy, water and minerals. The extent to which this will be offset by measures within the Core Strategy and KCAAP and SALP DPDs to reduce the pressure on resource use is uncertain.
- **Waste generation.** The growth and development emphasised in Wyre Forest is highly likely to lead to increased waste generation. Again, the Core Strategy, KCAAP and SALP DPDs and the Waste Core Strategy will help to encourage waste minimisation, although the extent to which this will be able to offset the effects of growth is unclear.
- **Climate change.** The strong emphasis on housing and economic growth is likely to lead to increased greenhouse gas emissions. Other policies are in place to promote energy efficiency, renewable energy and sustainable transport and it may be that this will enable greenhouse gas emissions to be reduced, although this is not certain.
- **Road networks.** The planned housing and economic growth in the District are likely to lead to increased demand for transport. This could have adverse impacts on the road network, although a number of measures are planned to address this, including locating most developments in accessible locations, promotion of cycling and walking, and support for rail and bus improvements. It is uncertain whether or not the number of vehicles on the roads will increase significantly despite the mitigating actions.
- **Flooding.** Although a large number of the proposed sites have flood risk issues, the Core Strategy contains policy requiring mitigation for any developments in areas with known flooding issues, and therefore adverse effects are unlikely.
- **Air quality.** Economic and housing growth and road improvements may lead to increased road traffic, although measures to promote more sustainable transport and reduce the need to travel are likely to offset that increase. Air quality in the Horsefair and Welch Gate AQMAs is likely to improve.
- **Water quality.** The level of growth promoted by the SALP and KCAAP DPDs will increase the demand for water supply and wastewater treatment. There are constraints for both supply and treatment, although capacity can be provided to meet the development needs of the District.
- **Population.** The communities within Wyre Forest District are likely to experience positive cumulative effects. The key benefits will result from the increase in employment opportunities provided, and improved residential and urban environments, good access to services and facilities and more use of sustainable transport.

- **Ecosystems..** There is potential for adverse cumulative impacts on priority species and habitats from the level of development proposed, both from recreational pressure and the cumulative impacts arising from disturbance.
- **Cultural heritage.** Significant cumulative effects on designated assets are unlikely, and development provides a number of opportunities to protect and enhance designated assets.

**2.1.25** It is recommended that policy SAL.UP5 in the Site Allocations and Policies DPD be amended to explicitly require cumulative effects on species and habitats to be assessed in ecological surveys.

### **Effects of the Kidderminster Central Area Action Plan on other Plans, Policies and Programmes**

**2.1.26** The Kidderminster Central Area Action Plan is in compliance with the National Planning Policy Framework and compliments its objective for sustainable economic growth. The KCAAP also has a strong relationship with the other Development Plan Documents included with the Local Development Framework. In particular it will help to deliver the objectives and strategic guidance within the Adopted Core Strategy as well as implementing the Site Allocations and Policies DPD. A further key document is the Kidderminster Regeneration Prospectus which highlights key themes and action areas in the town. The KCAAP provides the statutory planning framework to help achieve the ambitions of the Prospectus and the ReWyre Initiative. The KCAAP is also strongly linked and complimentary to many of the County Council's guidance such as the Local Transport Plan 3.

### **Next Steps and Monitoring**

**2.1.27** The Kidderminster Central Area Action Plan DPD will undergo a Publication period giving people the opportunity to raise issues relating to its 'soundness'. The SA Report will also be made available for comment during this time. Following consultation on the Publication draft, the Kidderminster Central Area Action Plan DPD will be submitted to the Secretary of State together with the SA Report as part of the evidence base for an independent Examination in Public. Following this process, the Kidderminster Central Area Action Plan DPD will be adopted by the District Council if found 'sound'. Monitoring of the Kidderminster Central Area Action Plan DPD will take place following its adoption and will be reported through the District Council's Annual Monitoring Report.

**2.1.28** The following indicators are proposed for monitoring. These indicators are drawn from those set out within the SA framework. These indicators are also being used to monitor the sustainability impacts of the Core Strategy and as such, information should become available on these indicators as part of that process. However, these indicators may need to be amended to reflect the availability of information.

- 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 CO<sub>2</sub> 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-on-Severn)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions

## 2.2 A Statement of the Likely Significant Effects of the Plan

**2.2.1** This section sets out a summary of the sustainability implications of the Plan policies and the extent to which they would support or achieve the sustainability objectives. The information is set out separately for each DPD.

**2.2.2** The Kidderminster Central Action Plan DPD allocates land and sets out policies which will meet the vision and objectives set out within the Adopted Core Strategy. The vision and objectives were tested against the SA framework during the development of the Core Strategy. The site allocations have each been tested against the SA framework.

**2.2.3** The Kidderminster Central Area Action Plan DPD has identified a large number of positive effects in terms of both the policies which it sets out and the preferred sites for allocation. However, a small number of negative sustainability effects have been identified and they can be summarised as follows:



- Some of the sites have raised issues in relation to flood risk. This is an issue which will need to be considered on a site-by-site basis. Mitigation measures will include flood alleviation and appropriate design solutions.
- A number of sites involve the retention and conversion of Listed Buildings. These sites may not be able to meet the renewable energy requirement set out within the Core Strategy. This will be considered on a site-by-site basis and developers will be required to meet targets.
- Some sites have raised issues in relation to increased noise and light pollution, particularly in sensitive locations next to the river and the canal. Mitigation measures will be required to reduce the impact on new development and balance the need for increased activity and natural surveillance with environmental considerations.
- Some sites have raised issues relating to employment land switching and a resulting loss of training and employment opportunities. However, policies are in place to ensure that this is balanced and employment opportunities continue to be provided at accessible locations.
- Some sites have identified a loss of a public open space or playing pitches, however, policies are in place to ensure that in such instances adequate compensatory provision is provided.

## Monitoring Indicators

**2.2.4** The Sustainability Appraisal report sets out a number of indicators that have been drawn from those set out within the SA framework. These indicators are proposed for monitoring the impacts of the DPD on a number of issues. Broadly the indicators cover the following topics:

- Health and leisure
- Access to key facilities i.e. Schools, medical, post office
- Housing provision
- Design and Conservation
- Community involvement
- Sustainability
- Travel and transport
- Pollution, including noise and light
- Flooding
- Educational attainment
- Economic growth and business
- Nature conservation

## 2.3 Statement of the Difference the Process has Made to Date

**2.3.1** The Sustainability Appraisal process has investigated the likely significant environmental, social and economic impacts of the policy options and specific sites considered during the development of the DPD. At each stage of the DPD each of the options, objectives, policies that have been put forward have been testing against the Sustainability Objectives in order to assess the likely positive and negative impacts. The results of this testing has informed what options and policies have been taken forward to the next stage and have ultimately shaped the selection of the Publication version of the KCAAP.

## Reasons for selecting the alternatives

**2.3.2** The options and policies taken forward into the Public KCAAP were selected as, in general, the the testing against the Sustainability Objectives demonstrated a positive impact. Some of the options taken forward did demonstrated negative impacts, but where this occurred it was felt that appropriate mitigate measures could be taken as detailed below.

**2.3.3** The options progressed generally supported the the regeneration of Kidderminster adding to its vitality and vibrancy and contributing to economic growth. The options demonstrated a positive impact on the natural and historic environment of the town and in increasing peoples quality of life.

**2.3.4** There were a number of options tested throughout the development of the DPD that were rejected. In some cases this was due to the guidance set out in the Adopted Core Strategy to ensure that the KCAAP met its objectives. However, in the majority of instances these options were rejected as they demonstrated a overall negative impact on the Sustainability Objectives that could not be mitigated against.

**2.3.5** A significant reason for dismissing options was due to them demonstrating a a negative impact on the regeneration of the town centre and economic growth. In addition to this options were dismissed for showing to have a negative impact on quality of life and in providing good connectivity and access around the town.

## Mitigation Measures

**2.3.6** The Sustainability Appraisal has also provided a function in identifying where appropriate mitigation measure would need to be taken should any of the options and places be implemented and where potential negative impacts have been identified.

**2.3.7** The testing of the policies and options through the Sustainability Appraisal resulted in the identification of certain issues that would be important to address more adequately through the policies in the final DPD. The table below sets out some of the areas where the Sustainability Appraisal has directly influenced and led to provisions being included within policies.

**Table 2.3.1**

Policy	Changes made as a result of the Sustainability Appraisal
<b>KCA.DPL2 - Mixed Use Development</b>	The testing revealed the positive benefits of providing mixed use development and therefore the policy encourages this. However, testing also identified a potential noise and light pollution issue when providing a mix of different uses in the same area. Therefore, wording was added to the policy stating that uses should be complimentary to each other and neighbouring uses.
<b>KCA.GBP1 - Retail Development</b>	The testing of retail options in regard to the Primary Shopping Area (PSA) revealed that not including the Bromsgrove Street area could have a negative impact on economic viability of the Eastern Gateway regeneration area and potentially stifle economic and retail growth. Therefore the Bromsgrove Street area is included within the PSA and the wording in the policy targets retail growth to this area. The testing also revealed the negative impact of including other areas of the town with the PSA (such as the Morrisons store) and therefore these have not be included in the policy or PSA.

Policy	Changes made as a result of the Sustainability Appraisal
<b>KCA.GPB5 - Employment Development</b>	Testing revealed that not allowing any industrial development could limit the economic potential and growth of the town. Therefore, provision has been included in the policy to allow for further industrial development in areas of existing uses.
<b>KCA.UP2 - Public Realm</b>	Testing highlighted the negative impact of not providing further open space within the town. Therefore the public realm policy identifies certain target locations where new and/or improved civic spaces could be created.
<b>KCA.UP3 - Ring Road Framework</b>	Testing revealed that the preferred option in regard to improving pedestrian and cycle access across the ring road would be to implement surface level crossings - as opposed to improving the existing subway network or providing bridges. Therefore the ring road policy states that developments affecting the ring road should implement surface-level crossings.
<b>KCA.UP5 - Staffordshire &amp; Worcestershire Canal</b>	Testing highlighted a potential conflict between development fronting the canal and its existing and potential biodiversity and green infrastructure role. Therefore, wording was added to policy requiring development to enhance the role of the canal in regard to biodiversity and green infrastructure where it is appropriate to do so.
<b>KCA.UP6 - River Stour</b>	Testing highlighted the conflict between developing riverside areas and potential flood risk, as well as its role as a biodiversity and green infrastructure corridor, and the opportunity to improve water quality. Therefore, wording was included requiring developments to deliver flood betterment measures, improve green infrastructure links, enhance its biodiversity value and improve water quality..

**Table 2.3.2**

Sites	Changes made as a result of the Sustainability Appraisal
<b>KCA.CH4 - Former Sladen School</b>	Testing demonstrated a potential loss of open space in the form of the playing pitches. Therefore, a policy note was added requiring compensatory provision to be made.
<b>KCA.CH6 - Lime Kiln Bridge</b>	Testing demonstrated a potential loss of open space in the form of the playing pitches. Therefore, a policy note was added requiring compensatory provision to be made.
<b>KCA.WG2 - Park Lane Canalside</b>	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures.
<b>KCA.WG3 - Weavers Wharf</b>	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures. Biodiversity and green infrastructure were also highlighted and provision has also been included into this policy.
<b>KCA.CW1 - Castle Wharf</b>	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures. Impact of noise and light pollution was also highlighted and wording has been added requiring development to contribute towards improving the riverside environment.
<b>KCA.MS1 - Mill Street Mixed Use Area</b>	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures. Impact of noise and light pollution was also highlighted and wording has been added requiring development to contribute towards enhancing the biodiversity value of the river.
<b>KCA.HP1 - Heritage Processions</b>	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures.

Sites	Changes made as a result of the Sustainability Appraisal
<b>KCA.HP2 - Frank Stone</b>	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures.
<b>Park Lane Industrial Estate</b>	Site has not been allocated for any alternative uses as the testing revealed the negative impact that losing a industrial area could have on the economy of the town.
<b>Long Meadow Mills Industrial Estate</b>	Site has not been allocated for any alternative uses as the testing revealed the negative impact that losing a industrial area could have on the economy of the town.

## 2.4 How to Comment on this Report

**2.4.1** The Kidderminster Central Area Action Plan DPD and this accompanying Draft SA Report will be published for a six week period commencing ?????. Representations should be received by the District Council by 5.30pm on Friday ?????. All representations must be made in writing either on-line at <http://wyreforestdc-consult.limehouse.co.uk> or by e-mail, post or fax to:

Planning Policy  
Planning and Regulatory Services  
Duke House  
Clensmore Street  
Kidderminster  
Worcestershire  
DY10 2JX

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

Fax: 01562 732556

**2.4.2** If you have any queries relating to this report, please contact the Planning Policy team on 01562 732928.





## 3 Background

### 3.1 Purpose of the SA and the SA Report

**3.1.1** Section 19(5) of the Planning and Compulsory Purchase Act 2004, as amended by Section 180(5)(d) of the Planning Act 2008 requires a Sustainability Appraisal (SA) to be carried out on all Development Plan Documents (DPDs) which a Local Planning Authority produces. The SA process is integral to the production of DPDs and it enables the LPA to assess the degree to which the proposals contribute towards the achievement of sustainable development. This understanding assists in the preparation of planning policy.

**3.1.2** 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 DPDs conform to the Government's guiding principles of sustainable development, which are:

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

**3.1.3** SA identifies and reports on the likely significant effects of the plan and the mitigation measures which can be taken to reduce them. These effects are identified through the use of a sustainability appraisal framework.

### 3.2 Plan Objectives and Outline of Contents

**3.2.1** The Kidderminster Central Area Action Plan DPD will, through the formulation of site specific allocations and policies, allocate and designate areas of land within the town for particular uses including housing, retail, offices and leisure. The KCAAP will go beyond the traditional role of land use planning and will include other key areas of economic, environmental and social activity. It will also set out clear mechanisms to ensure that the plan is delivered.

**3.2.2** The aims for the KCAAP area:

- To maximise the economic vitality and viability of central Kidderminster whilst enhancing the environment of the area as a place to live.
- To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.

**3.2.3** The Strategic Objectives are:

1. Develop Kidderminster as the strategic centre of the District and beyond.
2. Deliver the growth of residential, retail, and employment development.
3. Deliver the regeneration of key town centre sites, re-using previously developed land and buildings.

4. Drive up the quality of urban design and architecture.
5. Conserve and enhance the town's heritage assets.
6. Develop and enhance the Blue and Green Infrastructure provision within the town, particularly along the canal and river, recognising its contribution towards the wider Green Infrastructure network.
7. Safeguard and replenish the town's biodiversity and geo-diversity contribution.
8. Ensure the town is equipped to adapt to and mitigate against the impacts of climate change.
9. Safeguard the town against flood risk and ensure good water management.
10. Improve air quality around the town, with a particular focus on the Horsefair AQMA.
11. Increasing the provision and use of sustainable modes of transport and create a walkable environment.
12. Ensure the town is safe and enjoyable for all users.

### 3.3 Compliance with the SEA Directive

**3.3.1** Under Section 19(5) of the Planning and Compulsory Purchase Act, as amended by Section 180(5)(d) of the Planning Act 2008. Sustainability Appraisal is mandatory for any new or revised DPD. 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".

**3.3.2** 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 issues such as biodiversity, population, human health, flora, fauna, 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 and synergistic, short, medium and long-term, permanent and temporary, positive and negative effects.
- An outline of the reasons for selecting the alternatives dealt with.
- 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.

**3.3.3** Government guidance promotes the integration of the SA and SEA processes into one report. Therefore, this report sets out both requirements. A table has been included at the front of this report to indicate where the requirements of the SEA Directive have been met.





## 4 Appraisal Methodology

### 4.1 Approach Adopted to the SA

**4.1.1** The SA has been carried out using the methodology set out within Government guidance (ODPM, 2005) and the Planning Advisory Service's Plan-Making Manual. The table below sets out how the SA process has been incorporated within the DPD process.

**Table 4.1.1 The Sustainability Appraisal Process**

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

**4.1.2** As illustrated above, the SA is being carried out in four main stages and three reports will be produced:



- The SA Scoping Reports were published for a 5 week consultation period between 31st April and 6th June 2008. The Scoping Reports covered the 'Stage A' tasks set out in the table above. The representations received on the SA Scoping Reports have been considered and Revised SA Scoping Reports were published in January 2009 alongside the Issues and Options Papers.
- This Draft SA report tests the Issues and Options and the Preferred Options for both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs against the respective SA frameworks and sets out the positive and negative impacts of each of the options considered. The report also sets out mitigation measures to overcome any negative impacts identified resulting from the preferred options.
- The Final SA Reports will be prepared and published alongside the Pre-Submission Publication documents. It is anticipated that this will be during December 2011.

**4.1.3** 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. Each policy option/site has been tested against each of the objectives using the decision-making criteria. Each option/site has been awarded a score based on the extent to which it meets the objective and the decision-making criteria. The baseline data set out within Appendix B to this report has been used to assist in the process. 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 of this report. 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)

**4.1.4** The assessments consider the probability, duration, frequency and reversibility of effects as well as the magnitude and spatial extent of effects in the following ways:

- Probability - it is assumed that an effect will occur unless the table includes it as a possible effect.
- Duration - the testing tables include reference to whether the effect is likely to be short-term or long-term. Some options may have negative short-term and positive long-term effects against the same SA criteria and vice versa.
- Frequency - it is assumed that effects will be a one off occurrence unless the testing tables make reference to the effect recurring.

- Reversibility - the tables highlight whether effects will be reversible or irreversible.
- Magnitude - The scoring systems takes into account the magnitude or seriousness of the effect by having different scores for more serious effects, this is set out in table above which explains the coring system.
- Spatial extent - the spatial extent of the effect is considered within the assessment of its magnitude. If the effect was to take place over a large area it will be scored ++ or XX depending on whether it is positive or negative. If the event was only to take place over a small area it will be scored + or X as appropriate.
- The overall score relates to the combination of all of the above factors.

**4.1.5** 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 officers 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.
- 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.

## 4.2 When the SA was Carried out and by Whom

**4.2.1** The Council has carried out all of the SA work for the Kidderminster Central Area Action Plan DPD in-house and it is considered that this has been beneficial in providing an understanding of the key sustainability issues that face the District. The SA Scoping Report was published for consultation for five weeks between 30th April and 6th June 2008. The representations received were incorporated into the Revised SA Scoping Report which were published in January 2009. A joint Draft SA report was published covering both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs. This Final SA Report relates only to the Kidderminster Central Area Action Plan DPD and it sets out the appraisal of the issues and options and preferred options as well as the policies and sites included within the Publication document. It will be published for a period of six weeks alongside the DPD.

## 4.3 Who was Consulted, when and how

**4.3.1** 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). Consultation was undertaken by writing to the organisations set out, either electronically or in hard copy, giving a six-week time frame for representations to be made. The SA Scoping Report was also placed in libraries and hubs within the three main towns of Kidderminster, Stourport-on-Severn and Bewdley and published on the District Council's website. The full list of consultees is set out at Appendix E to this report and the representations received and details regarding how they were addressed is set out at Appendix F to this report. The responses were incorporated into the Revised SA Scoping Reports which were published in January 2009.

**4.3.2** A Draft SA Report covering both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs underwent a six week consultation alongside the Preferred Options Papers for these DPDs between 26th May and 8th July 2011. The representations received in response to consultation on the Draft SA Report are also set out at Appendix E to this report. These representations have been incorporated into this Final SA Report where appropriate.

**4.3.3** Consultation on the Draft SA Scoping Report included sending a copy of the report to English Heritage, Natural England, the Environment Agency and Worcestershire County Council and notifying in writing all other consultees on the Development Plan Document. Copies of the Draft SA Report were placed in the libraries and Hubs at Kidderminster, Stourport-on-Severn and Bewdley alongside the DPDs and were also published on the District Council's website. A number of exhibitions took place throughout the consultation period giving people the opportunity to discuss the DPDs and the Draft SA Report in more detail.

## 4.4 Appropriate Assessment

**4.4.1** In October 2005, the European Court of Justice ruled that a Habitat Regulations Assessment (HRA) must be carried out on all land use plans in the UK. The purpose of HRA 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 HRA Screening Report has been produced looking at the potential impact of both the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs on these sites. It has been concluded that the DPDs will not have a significant effect on these sites and therefore, it is not necessary to undertake a full HRA.







## 5 Sustainability Objectives, Baseline and Context

### 5.1 Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

**5.1.1** The following plans, policies, programmes and sustainability objectives have been scoped and their contents have been taken into account in the development of the Sustainability Appraisal Framework. This context review is the first stage of the sustainability appraisal process. The plan may be influenced in various ways by other plans, policies, programmes and sustainability objectives. The relationship should be explored to:

- identify any external social, economic or environmental objectives that should be reflected in the SA process;
- identify external factors, such as sustainability issues, that might influence the preparation of the plan; and;
- Determine whether the policies in other plans and programmes might lead to cumulative effects when combined with policies in the plan that is subject to SA.

**5.1.2** The context review meets the requirements of the SEA Directive to provide an outline of the contents, main objectives of the plan and the relationship with other relevant plans and programmes.

**5.1.3** Relevant documents at the international, national, regional, and local level have been reviewed. For each document information relating to the key objectives and targets has been recorded and the implications for the Sustainability Appraisal Framework have been set out.

**5.1.4** The table below sets out those document reviewed. The full review can be found at Appendix A to this report. The table has been updated throughout the SA process to include newly emerging documents and also suggestions from stakeholders.

INTERNATIONAL
Johannesburg Declaration on Sustainable Development (2002)
Rio Declaration on Environment & Development (1992)
Aarhus Convention (1998)
Kyoto Protocol (1997)
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 (2000)

NATIONAL
The Wildlife and Countryside Act 1981 (as amended)
The NERC (Natural Environment and Rural Communities) Act
Conserving Biodiversity: The UK Approach DEFRA (2007)
The Bern Convention
Making Space for Water
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 (2007)
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)
National Planning Policy Framework (DCLG, March 2012)
Planning for Traveller Sites (DCLG, March 2012)
PPS1 – Delivering Sustainable Development (2005)

PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)

PPG2 – Green Belts (1995)

PPS3 – Housing (DCLG, 2010)

PPS4 – Planning for Sustainable Economic Growth (2009)

PPS5 - Planning for the Historic Environment (2010)

PPS7 – Sustainable Development in Rural Areas (2004)

PPG8 – Telecommunications (1991)

PPS9 – Biodiversity and Geological Conservation (2005)

PPS10 – Planning for Sustainable Waste Management (2005)

PPS12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)

PPG13 – Transport (2001)

PPG14 – Development on Unstable Land (1990)

PPG17 – Planning for Open Space, Sport & Recreation (2002)

PPG19 – Outdoor Advertisement Control

PPS22 – Renewable Energy (2004)

PPS23 – Planning and Pollution Control (2004)

PPG24 – Planning and Noise (2001)

PPS25 - Development and 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)

Regional Historic Environment Strategy - Putting the Historic Environment to Work

West Midlands Regional Housing Strategy (2006-2021)

West Midlands Visitor Economy Strategy (2008)

West Midlands Energy Strategy (2004)

West Midlands Regional Forestry Framework (2004)

West Midlands Regional Biodiversity Strategy (2005)

Severn Trent Water Resources Plan 2005-2010

Choosing Health: Regional Health and Well-being 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)

UKCIP 09: West Midlands Region

Regional Renewable Energy Study (2011)

## COUNTY

Worcestershire Local Area Agreement (2006)

Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013

Worcestershire County Structure Plan (1996 – 2011)

Worcestershire Local Transport Plan 3 (2011)

Worcestershire Waste Core Strategy Submission Document (June 2011)

Worcestershire Biodiversity Action Plan (2008)

Destination Worcestershire Tourism Strategy (2008)

A Cultural Strategy for Worcestershire (2009-2013)

Worcestershire Minerals Local Plan 1997

Worcestershire Countryside Access and Recreation Strategy (2003 – 2013)

Fluvial Severn Flood Risk Management Strategy (2006)

Worcestershire Climate Change Strategy (2005)

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)

Planning for Soils in Worcestershire - Technical Research Paper (2008)

Worcestershire Local Investment Plan (March 2011)

Worcestershire Landscape Character Supplementary Guidance (October 2011)

## DISTRICT

Wyre Forest District Sustainable Community Strategy (2008)

Wyre Forest District Adopted Core Strategy DPD (2010)

Wyre Forest District Adopted Local Plan (2004)

Wyre Forest District Housing Strategy (2004)

Wyre Forest District Cycle Strategy (2002)

Wyre Forest District Design Supplementary Planning Guidance (2004)

Wyre Forest District Community Safety Strategy

Wyre Forest District Air Quality Strategy (2005)

Wyre Forest District Housing Needs Survey

Wyre Forest District Housing Stock Condition Survey (2007)

Wyre Forest District Contaminated Land Inspection Strategy (2001)

Kidderminster Regeneration Prospectus (2009)

Churchfields Masterplan Supplementary Planning Document (2011)

Adopted Conservation Areas & Management Plans

#### PARISH

Church Street (Kidderminster) Conservation Area Character Appraisal (2009)

Green Street (Kidderminster) Conservation Area Character Appraisal and Management Plan (2011)

Vicar Street Conservation Area Character Appraisal (2003)

The Staffordshire and Worcestershire Canal Conservation Area Character Appraisal and Management Plan (2007)

### Links to the Kidderminster Central Area Action Plan

**5.1.5** The Kidderminster Central Area Action Plan needs to be in compliance with national planning guidance which provides the national framework for development. Therefore the Action Plan has strong links to the National Planning Policy Framework and provides high level planning guidance.

**5.1.6** The other Development Plan Documents included with the Local Development Framework have a strong relationship with the Kidderminster Central Area Action Plan. The Adopted Core Strategy sets out the over-arching policy within which the Action Plan must sit and sets out a development strategy that targets development towards the town. This provides the broad strategic guidance for which the Action Plan then provides more detail in order to deliver this development. In addition to this, the Core Strategy sets out further strategic guidance in relation to issues such as sustainable development, water management, economic development, design etc which the Action Plan must be in conformity.

**5.1.7** The Site Allocations and Policies Development Plan Document has been developed in tandem with the Action Plan and are mutually reinforcing documents. While the Action Plan provides targeted guidance for the town centre area, the Site Allocations and Policies document provides broader policy guidance which is equally applicable to the Action Plan area. The Action Plan relies of the Site Allocations and Policies document to provide policy guidance so as to not include any unnecessary repetition.

**5.1.8** The Kidderminster Regeneration Prospectus was adopted by the District Council in September 2009 and sets out the town's challenges and opportunities. The Prospectus was created with extensive public consultation and worked to establish some key themes and physical areas of action and/or opportunities in terms of regeneration. The Prospectus has provide an important part of the evidence base in the development of the Kidderminster Central Area Action Plan. The Prospectus and the associated ReWyre Regeneration Initiative will be key in helping to deliver the objectives set out in the Action Plan.

**5.1.9** The District Council adopted the Churchfields Masterplan Supplementary Planning Document in 2011 and this is a key part of the evidence base for the Action Plan which provides a detailed design framework for the Churchfields area. Not only has this SPD helped to influence the policy guidance for Churchfields in the Action Plan it also continues to provide detailed additional and supporting guidance for further development in the area.



**5.1.10** The Area Action Plan will also help to implement the key transport infrastructure objectives contained within Worcestershire County Council's Local Transport Plan 3.

### **Links to the Sustainability Appraisal**

**5.1.11** Although a range of plans have been scoped at all levels and each of the plans has influenced the SA framework objectives in some way, as set out in Appendix A, many of the plans, policies and programmes have led to the same conclusions regarding the areas which the SA framework objectives should consider. Perhaps the most significant plans, policies and programmes are the Adopted Core Strategy, Local Transport Plan 3 and the Sustainable Community Strategy.

**5.1.12** The Adopted Core Strategy was itself subject to the sustainability appraisal process and the SA framework was developed for this DPD. The Adopted Core Strategy has been scoped as part of this Sustainability Appraisal, it presents local level policies which encapsulate much of the thinking and many of the objectives set out in higher level policies, plans, and programmes. The Adopted Core Strategy has influenced the Sustainability Appraisal framework, however, it also seeks to deliver the sustainability objectives itself. The Adopted Core Strategy sets out the over-arching policy which the Kidderminster Central Area Action Plan DPD must sit within, therefore, in order for an option to be realistic it must be in accordance with the policies set out within that document.

**5.1.13** As mentioned above, the Kidderminster Regeneration Prospectus is a key part of the Action Plan evidence base. The Prospectus has influenced the Sustainability Appraisal, particularly in regard to the regeneration focused indicators, in order that the options be tested against the regeneration objectives for town.

**5.1.14** The District Council has a number of adopted Conservation Area's, and their associated Management Plans, that cover the Kidderminster Central Area Action Plan; namely Green Street, Church Street, Vicar Street and Exchange Street, and the Staffordshire & Worcestershire Canal. These Conservation Areas have also influenced the Sustainability Appraisal to judge whether options are in accordance with the objectives for these areas.

**5.1.15** Local Transport Plan 3 provides the basis for the future development of transport within the County. This plan moves towards promoting sustainable transport measures and it was therefore considered essential that the Sustainability Appraisal framework reflected this.

**5.1.16** The Sustainable Community Strategy sets out the future vision for the area. This was developed alongside the Core Strategy and influenced the Sustainability appraisal framework. The central themes under which the baseline data are presented were taken from the Sustainable Community Strategy and it was considered important that all of these themes were reflected within the Sustainability Appraisal Framework.

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

**5.2.1** 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.

### 5.2.2 Social Overview

**5.2.3** 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 98,100 (2009 Mid Year Estimate). Without the plan, and the plans for neighbouring authority areas the population of the District may increase as a result of out-migration from the Black Country conurbation.

**5.2.4** The Kidderminster Central Area Action Plan covers The Kidderminster Central Area Action Plan covers the town centre and extends to cover the Churchfields employment area and the retail development at Crossley park. Kidderminster is the District's main service centre and has significant regeneration opportunities which are recognised by the ReWyre Prospectus. The Area Action Plan will provide a detailed policy framework for the future development of these areas.

**5.2.5** In 2006/2008, life expectancy at birth in Wyre Forest District was 78.18 years for males and 82.47 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 ageing. Mid Year Population Estimates for 2009 show that more than 55% of the District's population is 40 years of age or over and an increasing number of residents are aged 80 years or over (5.3%). 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. Without the plan, the District's population may age further as a result of in-migration as the District is a popular retirement area. This could have an impact on health as it would increase pressure on health services.

**5.2.6** Crime within the Wyre Forest District decreased between April 2001 and March 2010 and is below the national average. Within the District, crime is highest in Greenhill ward which includes Kidderminster Town Centre. Without the plan, crime within the Kidderminster Central Area Action Plan area in particular would be likely to increase as a result of sites and premises lying derelict with no co-ordinated attempt to regenerate the town centre.

**5.2.7** Wyre Forest has a higher proportion of owner occupied housing than the national average (2001 Census). House prices within the District are lower than the County and Regional average. Without the plan owner occupation would be likely to decrease as the economic circumstances make it more difficult for people to own their home, particularly first time buyers. This may increase the need for affordable housing.

### Economic Overview

**5.2.8** Unemployment within the Wyre Forest District was 4.8% in January 2011. 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 was 7.4% and 12.0% respectively. Without the plan unemployment is likely to increase at least in the short-term as the economy continues to be in a period of recession.

**5.2.9** The lowest income households are in Oldington and Foley Park ward. (2001 Census) Without the plan incomes are likely to stay low in the Oldington and Foley Park area because of the current economic situation.

**5.2.10** Manufacturing still plays a key part in the economy of the Wyre Forest District and the District has a much higher percentage of workers based in the manufacturing industry, when compared to the regional and national averages. Other areas where there is a higher proportion of workers when compared to the region or nationally, are in the hotels and restaurant and tourism related sectors. This is reflective of the increasing role that tourism is having on the local economy, which is underpinned by regionally important tourist attractions which include the Severn Valley Railway, The West Midlands Safari and Leisure Park and the Wyre Forest. Without the plan the economy is likely to move more towards the tourism sector as manufacturing continues to decline within the area.

**5.2.11** Educational attainment in Wyre Forest District is below both the regional and country average, with 42.2% of pupils achieving 5 A\*-C grades in August 2009/10. Without the plan educational attainment is likely to increase steadily.

## Environmental Overview

**5.2.12** 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 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. Without the plan the District's natural sites are likely to decline in quality and some sites could be at risk from development pressures.

**5.2.13** The District has six Grade I, 29 Grade II\* and 853 Grade II list entries on the statutory lists. The District also has nine Scheduled Ancient Monuments. The District has 18 Conservation Areas, 4 of these are within the Kidderminster Central Area Action Plan area. In addition to this, there are also a large number of records on the Historic Environment Record which include historic structures and archaeological remains. Without the plan there would be less protection for Locally and Statutorily Listed Buildings which could put some buildings at risk from development pressures.

**5.2.14** Kidderminster lies on the River Stour and therefore flood risk is an issue within the town. There is pressure for further development to take place in areas at risk from flooding. However, the Environment Agency is consulted on all proposals within the defined flood zones.

Flood defences have been constructed at Crossley Park/Puxton Marsh in Kidderminster. Without the plan the likelihood of flooding may increase within the Action Plan Area as climate change leads to more intense periods of rainfall.

**5.2.15** The overall volume of residential waste has decreased since 2004/05 from 38,353 tonnes to 37,399 tonnes in 2009/10. The percentage of this waste which is recycled has increased during the same period from 24.5% to 26.65%. All households within the District are now served by recycling facilities. Without the plan recycling rates are likely to increase as it becomes easier to recycle domestic waste and awareness is raised through national and local campaigns.

**5.2.16** There is currently an Air Quality Monitoring Area within the KCAAP area which covers an area along St. Mary's Ring Road and into the Horesfair, Kidderminster. This is caused by traffic congestion within the affected area. Without the plan air quality is likely to deteriorate further within this area.

### 5.3 Difficulties in Collecting Data and the Limitations of the Data

**5.3.1** The information collected and updated as part of this Draft SA Report is set out at Appendix B. The information presented relates directly to the identified sustainability issues and the indicators set out within the SA framework and is a summary of the baseline data set out within the SA report. There were difficulties collecting data as often, the required data is not available at the required level. The SA framework set out within this report will form the basis of the monitoring framework. The indicators have been further developed and amended since the SA Scoping Report was published. The refined indicators have been closely aligned to those for the Core Strategy as this will aid monitoring.

**5.3.2** One of the major problems with developing local indicators is the availability of data at district level. Often, county level is the lowest level at which data is available. Some data may be available at national and regional level but is not disaggregated to district level. In some instances, data for the suggested monitoring indicator is not available at present and therefore, monitoring systems will need to be put in place to collect this data. Data for those indicators which are also set out within the Core Strategy will become available as part of the process of monitoring that DPD.

### 5.4 Main Social, Environmental and Economic Issues and Problems Identified

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
<b>Social</b>		
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).	Community facilities may decline as reduced public and voluntary sector budgets lead to a decline in standard and facilities come under pressure for development.
Importance of safeguarding the District's Local Centres in order to serve their resident populations.	The Wyre Forest District Retail Update 2009 demonstrates that there is a reasonable spread of local centres and that they serve	Local centres are likely to remain but there may be an increase in hot food takeaways.

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
	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).	Without the plan play facilities would not be improved to meet demand from new development.
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 ward. Habberley and Blakebrook, Oldington and Foley Park, Broadwaters, Greenhill 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.	Without the plan health may decline as a result of an ageing population.
Need to bring empty homes within the District back into use.	Growth in empty homes within the District 2005-2009. Currently 4.73% of homes within the District are empty homes.	Empty homes within the District are being addressed by a separate District Council policy and are therefore likely to decrease in numbers even without the plan in place.
The need to reduce crime within the District.	Crime in the District has shown fluctuations but has fallen overall since 2001.	Without the plan crime is likely to increase particularly within the KCAAP area as premises and sites are more likely to become vacant and derelict.
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).	Drug and alcohol misuse may be reduced through other programmes outside of the LDF.
Need to retain and enhance short stay parking facilities within the town centres.	District Council car park data shows that Kidderminster is particularly well served by public car parks which are well used.	Without the plan car parks may come under pressure to be developed for other uses, alternatively, car parking may increase as vacant sites may become used as car parks on a temporary basis.
<b>Economic</b>		
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)	Without the plan fuel poverty is likely to increase as new, more energy efficient development is less likely to come forward.
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 and, after a steady rise to 2008, fell sharply again in 2009.	Without the plan new affordable housing is less likely to come forward as sites are less likely to be developed.
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.	Without the plan unemployment is likely to rise as new employers are less likely to come to the area.



Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
<b>Environmental</b>		
Need to reduce noise pollution complaints in the District.	Noise pollution complaints have remained high in the District. However, they have fallen in 2009/10.	The plan is unlikely to have an impact on noise pollution complaints.
The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.	Condition of SSSIs has improved since 2005. A much greater area of SSSI land is now unfavourable but recovering, and less is unfavourable but declining.	Without the plan the condition of SSSIs may decline as some areas may come under pressure from new development. Also, it would be more difficult to secure money from any new development to improve the condition of SSSIs.
The need to conserve and enhance the rich variety of habitat types within the District.	The 2008 Worcestershire Biodiversity Action Plan identifies a large number of habitat types within the District.	Without the plan some of these habitat types may face development pressure and it would also be more difficult to secure money from new development to improve these habitats.
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.	Without the plan new development may have an impact on protected species.
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.	Without the plan flooding is likely to increase as climate change leads to more intense rainfall periods.
Declining air quality within the urban areas of the District.	WFDC has declared one Air Quality Management Areas within the KCAAP area at St. Mary's Ring Road and Horsefair, Kidderminster.	Without the plan this AQMA is likely to remain in place.
To safeguard and enhance the distinctive historic environment of the District.	The District has 17 Conservation Areas, 3 of these fall entirely within the KCAAP area and one falls partially into it. The District also has 9 Scheduled Ancient Monuments, over 900 individual buildings and structures which are listed, and local lists for the three towns and the Parish of Wolverley and Cookley. 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 not designated.	Without the plan some of the District's heritage assets could be threatened by development pressures.
Need to increase the generation and use of renewable energy within the District.	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).	Without the plan renewable energy generation is unlikely to increase significantly.
Need to improve energy efficiency in new and existing housing stock.	The average SAP rating of private dwellings within the District has increased since 2005/06 and was 54 in 2009/2010. The % of dwellings with a SAP rating below 35%, which is considered to be unacceptable, has declined since 2006/07 and is currently 9%.	The average SAP rating is likely to increase even without the plan as building regulations improves new build stock and grants are available to improve existing stock.

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
Need to reduce CO <sub>2</sub> emissions within the District.	Total CO <sub>2</sub> emissions within the District fell from 6.5 tonnes per capita to 6.1 tonnes per capita between 2005 and 2008.	Without the plan CO <sub>2</sub> emissions within the District are likely to continue to fall but to a lesser degree than with the plan in place.
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 summer rainfall and periods of more intense rainfall.	Without the plan less would be done to adapt to future changes in the climate.
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.	Without the plan in place pressure for water would still be high, the plan may increase the pressure by delivering new development.
Need to reduce the total volume of waste produced and increase recycling.	The level of waste collected has increased and the % of waste recycled has decreased during 2009/10, however, the overall trend since 2004/2005 is for a decline in the level of waste and an increase in the recycling rate.	Waste recycling is likely to continue to increase without the plan as campaigns and initiatives outside of the planning system encourage recycling.
Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.	During 2009/2010 there was an increase to 9% in the percentage of residential developments which were not yet started or under construction on greenfield sites.	Without the plan in place it would be more difficult to resist the development of greenfield sites and focus development on brownfield land.
Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.	In 2009/10 the percentage of residential completions with a density greater than 30 dph remains high(88%).	Without the plan in place it would be more difficult to control the density of new development.
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.	This change is outside of the planning system and therefore journey times to schools will remain greater for some pupils than they were under the previous three-tier education system.
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 Blakedown stations between 1994 and 2007 and this trend has continued to 2010.	Even without the plan in place demand for rail travel is likely to grow as the costs of running a private car increase.
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.	Cycling may continue to increase slowly without the plan in place.
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.	Bus patronage is likely to continue to decline without the plan in place as bus services have recently been cut within the District.

## 5.5 The SA Framework, including Objectives, Targets and Indicators

SA Objective	Decision-Making Criteria	Indicators	Target
<b>Improved Health and Well-Being</b>			
1. To improve the health and well-being of the population and reduce inequalities in health.	1. Will it improve access to health facilities across the District?	IMD health profiles.	Decrease in number of SOAs in most deprived 20% nationally.  Increase in SOAs in least deprived 20% nationally.
	2. Will it help to improve quality of life for local residents?	Life expectancy.	Increasing trend
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?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
	2. Will it contribute to rural service provision across the District?	% of villages with key facilities, i.e. primary school, post offices, GP, pub, village hall, convenience store.	No decrease
	3. Will it enhance accessibility to services by public transport?	% of new residential development within 30 minutes public transport travel time of a GP or hospital.	90%
	4. Will it enhance accessibility to the District's countryside by sustainable modes of transport?	Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
3. To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	1. Will it provide opportunities to increase affordable housing levels within urban and rural areas of the District?	Number of affordable housing completions (net of demolitions).	60 units per annum
		% of housing completions which are affordable (net of demolitions).	30%
	2. Will it provide affordable access to a range of housing tenures and sizes?	% of housing completions by size (gross).	Maintain a balance of house sizes
		% of housing completions by tenure (net of demolitions).	30% of completions to be affordable
		Number of additional gypsy/traveller pitches granted permission.	35 pitches by 2026
		Number of extra care units completed.	Awaiting data on need within the District - target to be established once information is available.
	3. Does it seek to provide high quality, well-designed residential environments?	Number of residential applications refused as a result of poor quality design. (Using Policy CP11 of the Adopted Core Strategy).	Decreasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
	4. Does it provide opportunities for the construction of sustainable homes?	% of homes constructed to Code level 4 and above.	Increasing trend
4. To enhance the quality of life for all residents within the District.	1. Does it seek to enhance the prospects and quality of life of disadvantaged communities?	Life expectancy.	Increasing trend
	2. Does it provide fair access to all members of the community, regardless of social class?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
	3. Does it promote opportunities for easy access to the District's greenspaces?	Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
<b>Community Safety</b>			
5. To encourage pride and social responsibility in the local community and reduce crime.	1. Does it offer the opportunity to enhance civic pride?	NI3: Those who have participated in a local area.	Increasing trend
	2. Do proposals offer the opportunity for community involvement?	Average number of neighbour and statutory consultation letters sent per planning application.	
	3. Does it promote the principles of 'Secured by Design'?	Number of new developments incorporating 'Secured by Design' principles. (Major applications - based on information in Design and Access Statements).	Increasing trend
<b>Better Environment</b>			
6. To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.	1. Are opportunities to increase recycling incorporated into proposals?	% of residential apartment and all commercial developments providing storage for recycling (permissions granted).	Increasing trend
	2. Will it reduce waste?	Volume of waste collected. (excluding recycling)(tonnes).	Decreasing trend
		Volume of waste recycled. (NI 192).	Increasing trend
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	1. Will it reduce emissions of greenhouse gases?	District per capita CO <sub>2</sub> emissions.	Decreasing trend
	2. Will it use sustainable construction methods?	% of homes built to Code level 4 or above.	Increasing trend
	3. Will it encourage opportunities for the production of renewable energy?	Number of major new developments incorporating on-site renewable energy generation.	Increasing trend
	4. Will it promote greater energy efficiency?	Average energy rating of new housing.	Increasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
8. To reduce the need to travel and move towards more sustainable travel modes.	1. Will it reduce the need to travel?	% of residential completions within Kidderminster, Stourport-on-Severn and Bewdley.	93% by 2026
	2. Will it provide opportunities to increase sustainable modes of travel and reduce congestion?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
		Number of developments granted permission providing cycle parking.	Increasing trend
		Number of major developments granted permission which incorporate travel plans.	100%
	3. Does it focus development in existing centres and make use of existing infrastructure to reduce the need to travel?	% of residential completions within Kidderminster, Stourport-on-Severn and Bewdley.	93% by 2026
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?	Number of AQMAs and areas of air quality concern within the District.	Decreasing trend
	2. Will it improve air quality across the District?	Number of AQMAs and areas of air quality concern within the District.	Decreasing trend
	3. Will it provide opportunities to improve water quality?	% of new permissions incorporating SuDS.	80%
	4. Will it encourage measures to improve water efficiency in new development, refurbishment and redevelopment?	% of new permissions incorporating rain-water harvesting/water efficiency measures.	Increasing trend
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?	Number of new residential developments(permissions given) where any part of site is located in the flood plain (Zone 2 and 3) .	Decreasing trend
		New residential granted permission in flood zones 2 &3 / All new residential permissions granted.	Decreasing trend
	2. Does it take account of all types of flooding?	Number of planning permissions granted contrary to EA advice.	0
	3. Does it reduce the risk of flooding in existing developed areas?	% of new permissions incorporating SUDS.	80%
	4. Does it promote Sustainable Drainage Systems?	% of new permissions incorporating SUDS.	80%
11. Protect, enhance and manage the	1. Will it achieve high quality, sustainable design for buildings,	Number of applications refused as a result of poor quality design.	Decreasing trend



SA Objective	Decision-Making Criteria	Indicators	Target
character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	spaces and the public realm which is sensitive to the locality?	(Using Policy CP11 of the Adopted Core Strategy).	
	2. Will it enhance the District's Conservation Areas?	Number of applications refused in Conservation Areas. (Using CA Policies in Adopted Local Plan).	
		Number of planning permissions granted in Conservation Areas. (Using CA Policies in Adopted Local Plan).	
	3. Does this preserve and enhance the historic character of the landscape and townscape?	Number of new records added to the HER.	Increasing trend
		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?	Number of applications approved contrary to Natural England recommendation.	0
		Number of applications refused because of their potential impact on biodiversity/geodiversity.	Decreasing trend
	2. Will it provide opportunities to enhance local biodiversity/geodiversity in both urban and rural areas?	Condition of SSSIs.	Improvement in condition
		Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
	3. Will it protect sites designated for nature conservation?	Change in areas of biodiversity importance.	No decrease
		Proportion of Local Sites where positive conservation management has been or is being implemented(NI197).	Increasing trend
	4. Will it help to achieve targets set out in the Biodiversity Action Plan?	Achievement of Biodiversity Action Plan targets.	Increase in targets being achieved
	5. Will it provide opportunities to investigate/remediate potential contamination?	Amount of land that has been investigated and remediated.	Increase in remediated land
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	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?	Number of demolition consents (Listed Buildings)	0
		Number of demolition consents (Conservation Areas) using Policy CA2 Adopted Local Plan.	Decreasing trend
	2. Will it help safeguard the District's Listed, Locally Listed and other historic buildings?	Number of buildings on the national and local Buildings At Risk Registers.	Decreasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
	3. Will it improve and broaden access to and understanding of, local heritage, historic sites, areas and buildings?	% of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years.	100%
		% of Conservation Areas with Management Plans completed/updated within the last 5 years.	100%
	4. Will it help to realise the physical, social, economic and environmental value of the historic environment in the regeneration of the District?	Number of derelict buildings brought back into use.	Increasing trend
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?	To be developed.	
	2. Will it help to protect the District's agricultural land from adverse developments?	Amount of best and most versatile agricultural land lost to built development.	None
	3. Will it preserve the openness of the Green Belt?	Number of planning permissions granted in the Green Belt. (Using GB Policies in Adopted Local Plan).	Decreasing trend
	4. Will it protect and enhance the District's open spaces of recreational and amenity value?	Number of hectares of open space and recreational/amenity space lost to development.	0
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?	% of new residential completions located in Kidderminster and Stourport-on-Severn.	93% by 2026
	2. Does it encourage the re-use of existing buildings and brownfield sites in Kidderminster and Stourport-on-Severn?	% of new residential completions located on brownfield land in Kidderminster and Stourport-on-Severn.	93% by 2026
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?	% of new permissions incorporating SUDS.	80%
	2. Does it promote land uses that are suitable for the predicted changes in the District's climate?	% of new permissions incorporating SUDS.	80%
17. Reduce noise and light pollution.	1. Does it mitigate against noise pollution?	Number of noise pollution complaints.	Decreasing trend
	2. Does it mitigate against light pollution?	Number of light pollution complaints received.	Decreasing trend
Greater Learning and Prosperity			

SA Objective	Decision-Making Criteria	Indicators	Target
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?	% of school leavers with 5 A*-C grades.	Increasing trend
		% of the District's working age population qualified to NVQ level 4 or higher.	Increasing trend
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?	% of LDF consultations carried out in accordance with the SCI.	100%
	2. Are proposals transparent and open to the public?	Number of consultation responses received on LDF documents.	Increasing trend
	3. Will it offer people the chance to directly affect decisions in their locality?	Number of consultation responses received on LDF documents.	Increasing trend
	4. Does it promote community engagement?	Number of consultation responses received on LDF documents.	Increasing trend
<b>Shared Prosperity</b>			
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?	Number of VAT registered businesses within the area.	Increasing trend
	2. Will it help reduce unemployment in Oldington and Foley Park and Broadwaters wards?	Unemployment levels in Oldington and Foley Park and Broadwaters wards.	Decreasing trend
	2. Will it contribute towards rural regeneration?	Number of VAT registered businesses in rural areas.	Increasing trend
	3. Will it provide opportunities for businesses to develop and enhance their competitiveness?	De-registrations of VAT registered businesses in the area.	Decreasing trend
	4. Will it support sustainable tourism?	Number of bed spaces developed (Hotels and Guest Houses).	Increasing trend
		Number of tourism related jobs.	Increasing trend
	5. Will it support the shopping hierarchy?	New retail development within or on the edge of primary shopping area (Kidderminster and Stourport-on-Severn) (permissions granted).	7,000sq m by 2016 25,000sq m by 2026
		Net new retail floorspace completed (sq m).	Increasing trend
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies	1. Does it encourage innovative and environmentally friendly technologies?	% of employment land developed on brownfield land (permissions granted).	Increasing trend
		Number of B1 completions.	Increasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
and environmental technology initiatives.			

**5.5.1** When testing the options against the SA framework, it has been assumed that 800m equates to a 10 minute walk time. The distance have been measured using GIS. For Kidderminster, the town centre has been defined as the Town Hall. Sources of information used to carry out the appraisal have included bus maps, SHLAA site assessment sheets, the Strategic Flood Risk Assessment, the PPG17 audit and planning history and land ownership information. A number of specific assumptions have been applied to each objective and they are set out below:

**5.5.2 Objective 1:** The issues considered in relation to health and well-being were travel time to the nearest GP, to Kidderminster hospital and to Kidderminster town centre. The town centre was included as it provides a range of health facilities including opticians and dentists as well as other specialist medical services. The assessment has been carried out on the current location of GP surgeries based on locations mapped on the Council's GIS system. However, there are proposals to relocate Aylmer Lodge Surgery and Northumberland Avenue Surgery to a new development at the Kidderminster Hospital site. Should this development be progressed, the assessment will need to be reconsidered. It was considered that 800m equates to a 10 minute walk.

**5.5.3 Objective 2:** Within Kidderminster, cultural facilities include the Town Hall, library, cinema and the Rose Theatre. In addition, public transport connections to Birmingham and Worcester were considered as part of the assessment of sites in Kidderminster. Access to local services and facilities included considering walking distance to a local shop/convenience store. It was considered that 800m equates to a 10 minute walk.

**5.5.4 Objective 3:** This objective considered the delivery of affordable housing. It was assumed that all sites would need to provide affordable housing in accordance with the policy set out within the Adopted Core Strategy. It is assumed that sites currently owned by Wyre Forest Community Housing would come forward as 100% affordable housing schemes. Some sites were assumed to provide no affordable housing as they fall below the thresholds set out within the Core Strategy policy.

**5.5.5 Objective 4:** Considerations for this objective included proximity to open space and recreational facilities and any loss of open space as a result of developing the site. Open spaces used were those set out within the District Council's PPG17 audit. Access to other facilities including schools and employment is also considered as part of this objective.

**5.5.6 Objective 5:** It was assumed that all new developments would include community consultation through the planning policy and planning application processes and that all new developments would include measures to design out crime as this is a requirement set out within the Adopted Core Strategy.

**5.5.7 Objective 6:** It was assumed that all new development would include waste management measures in accordance with the Core Strategy. Where buildings exist on a site it is assumed that demolition waste will be reused as far as possible. In some instances it is assumed that a

building will be converted; this is usually where the building is of historic interest. In order to determine whether a building was of historic interest information from national and local listings was used as well as the judgement of the District Council's Conservation Officer.

**5.5.8 Objective 7:** It was assumed that all new homes would provide 10% of required energy from renewable or low-carbon sources in accordance with the Core Strategy policy. It was also assumed that greenfield sites offered the potential to deliver greater levels of renewable energy because of lower development costs resulting from not having to address demolition or contamination issues. It was also assumed that the largest sites offered the opportunity to deliver greater levels of renewable or low-carbon energy through economies of scale. Where the assumption has been made that a site is for 100% affordable housing, it is also assumed that these would be built to Code Level 4 of the Code for Sustainable Homes in line with national funding requirements.

**5.5.9 Objective 8:** The assessment for this objective is based on current bus routes and the assumption that 800m is 10 minutes walk time. Bus routes were taken from the County Council's bus route maps. Proximity to rail services and town centres is also considered under this objective.

**5.5.10 Objective 9:** Considerations for this objective included whether or not the site is within or adjacent to an AQMA and any loss of trees/woodland which could reduce air quality. AQMAs were taken from the District Council's GIS records. Information relating to potential loss of tree cover was taken from the District Council's aerial photography and site visits. It is assumed that where there are known to have been industrial processes taking place on sites that there may be contamination issues. It is also assumed that these will be remediated as a requirement of any development on-site. It is difficult to know exactly what land is contaminated as often this only becomes apparent through planning applications, therefore, assumptions have been made based on known previous activities. Where land is known to be used for agricultural purposes it is assumed that agricultural soils will be lost as a result of development. The SA has not considered the need for developments to achieve higher than CSH Level 4 for water efficiency. Information relating to impact on water quality has been taken from the Water Cycle Strategy where possible and for those sites not included within the Water Cycle Strategy, assumptions have been made based on the information available.

**5.5.11 Objective 10:** The assessment for this objective was based on the assumption that that all new development would provide SUDS in accordance with policies set out within the Adopted Core Strategy. Considerations included whether or not the site is within the floodplain based on the Strategic Flood Risk Assessment and the sequential test has been used to inform assessments. The capacity of wastewater collection and treatment facilities has been included within the assessment and information on this has been taken from the Water Cycle Strategy.

**5.5.12 Objective 11:** It has been assumed that Listed Buildings will be retained. Considerations included impact on townscape of the loss of any buildings to be demolished, impact of adding a new building where one did not exist before and the impact of intensification of development on the area where it was assumed that new development would be higher density than existing.



**5.5.13 Objective 12:** Assessment against this objective considered loss of open space/natural features which may have an impact on biodiversity and it considered the potential of new development to provide biodiversity features. The assessment also made assumptions about the biodiversity of brownfield sites based on information provided by Worcestershire Wildlife Trust as part of the SHLAA assessments. The proximity to designated sites has also informed the assessments.

**5.5.14 Objective 13:** Assessment against this objective considered the loss of historic buildings and the loss of features which would impact on the setting of a Listed Building or a Conservation Area. It was assumed that Listed Buildings would be retained. Information on Conservation Areas and Listed Buildings was taken from the Council's GIS records. The assessment also considers proximity to other historic assets such as Scheduled Monuments, Registered Parks and Gardens and Registered Battlefields.

**5.5.15 Objective 14:** The assessment of options against this objective considered whether the site was greenfield or brownfield. The definition used was that set out within PPS3 (June 2010) and as such, gardens associated with existing residential development were considered to be greenfield. Information from the SHLAA which was based on aerial photography and site visits was used to help determine whether sites were greenfield or brownfield. The objective also looked at the agricultural land classification of the site to determine whether or not it is considered to be Best and Most Versatile Agricultural Land. Information on agricultural land classifications was taken from the Government's resource MAGIC and is held on the District Council's GIS records. The assessment also considered whether or not development would have an adverse impact on the Green Belt or any open space identified through the PPG17 audit.

**5.5.16 Objective 15:** Assessment against this objective considered whether or not the development would add vibrancy to Kidderminster town centre by bringing people into the town to live, work, shop or use town centre facilities. It was assumed that if Kidderminster was the closest service centre to the development or if it provided development within the town centre which would encourage people to go into the town centre for example retail or employment uses then it would have a positive impact. Where greenfield sites are proposed it is assumed that this would have a detrimental impact on the strategy to regenerate brownfield sites and in turn Kidderminster town centre.

**5.5.17 Objective 16:** There was an assumption that all new development will provide SUDS and adhere to the Delivering Sustainable Development Standards policy set out within the Adopted Core Strategy. It is assumed that affordable housing will be required to deliver CSH Level 4 in line with national funding requirements.

**5.5.18 Objective 17:** Assessment against this objective includes consideration of the impact of street lighting and the impact of additional noise arising from residential development and associated traffic. It was assumed that all new development would have street lighting and generate a certain amount of noise. Information on current land uses based on aerial photography, local knowledge and site visits was used in determining whether noise and lighting levels would increase.

**5.5.19 Objective 18:** This objective considers the impact of development on educational facilities within the District. Assessment against this objective also considers the loss of employment land as it is considered that this will lead to loss of employment opportunities and potentially a loss of workplace training opportunities. Information from the Employment Land Availability Assessment was used.

**5.5.20 Objective 20:** Assessment against this objective considers the loss of employment land. Information from the Employment Land Availability Assessment was used. The assessment also considers the potential for delivery of new employment land as well as the potential to support tourism development and the location of new retail development.

**5.5.21 Objective 21:** Assessment against this objective considered the extent to which proposals for the site will support high-technology industries.

### **Conflicts Between SA Objectives**

**5.5.22** Testing of the SA objectives against each other can also be found in Appendix C of the report. A number of internal conflicts have also been discovered.

**5.5.23** As discussed above, SA Objective 15 regarding the regeneration of the town centre, could have a potential conflict with Objectives 10 and 12 dealing with flood risk and biodiversity. However these issues could be resolved with the appropriate mitigation measures require through planning policies.

**5.5.24** There has also been a potential conflict identified between those objectives promoting development and activity (e.g. 3 and 15) with Objective 17 regarding reducing noise and light pollution. However, as this area is largely a town centre urban environment, it is unlikely that there would be significant disturbances. The greatest risk is potentially with the promoting of a mix of uses. However, policy safeguards could be put in place to ensure uses are compatible and considerate to each other.





## 6 Plan Issues and Options

### 6.1 Main Strategic Options and How They Were Identified

**6.1.1** The options set out within the Kidderminster Central Area Action Plan DPD have been identified from a number of pieces of work. The residential sites have been identified through the Strategic Housing Land Availability Assessment where officers identified potential sites and a consultation period was held for landowners and members of the public to suggest sites which they felt should be considered. A number of additional potential residential sites were also suggested through the Issues and Options consultation and through on-going consultation on the LDF.

**6.1.2** The Employment Land Review has considered all of the current employment sites within the District and has recommended which sites should remain in employment use and which could be considered for alternative uses. Those sites which are currently being used as employment sites and are recommended to remain in employment use have not been tested against the SA framework. Where the Employment Land Review recommended that a site be considered for alternative uses, the sustainability of residential uses at these sites has been tested using the SA framework.

**6.1.3** All open space sites have been identified through the PPG17 audit (October 2008) and this study recommended that all sites identified within the audit be safeguarded from development. The District also has a number of National Nature Reserves, Sites of Special Scientific Interest, Local Nature Reserves, Special Wildlife Sites and Local Geological Sites. All of these sites will be identified and safeguarded through both the Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan but these sites have not been tested against the SA framework.

**6.1.4** The policy options have been developed over a period of time by Wyre Forest District Council, in consultation with the public and other stakeholders. In January 2009, an Issues and Options Paper set out a range of issues to be addressed in the DPD, and posed a number of possible options to address those issues. The Issues and Options Paper describes in detail the nature of each issue to be addressed and the rationale by which the proposed options have been arrived at, and was published for public consultation and comments invited. In May 2011, a Preferred Options Paper was published for consultation, which set out the District Council's preferred options for addressing the various issues identified.

**6.1.5** The SA has appraised a series of policy options relevant to a range of issues. The reason these options were chosen is because they are the options that have been identified by the Issues and Options Paper, and where relevant have been amended or supplemented by the Preferred Options Paper. Account has also been taken of responses to the public consultations on the Issues and Options and Preferred Options Papers, and where consultees have suggested other options these have been included. The detailed rationale for choosing the various options can be found in the Kidderminster Central Area Action Plan Issues and Options Paper dated January 2009.



## Conflicts between SA Objectives and KCAAP Objectives

**6.1.6** The full results of the testing of the KCAAP objectives can be viewed in Appendix C of this report. Through the testing it is apparent that there is some potential conflict between the objectives of the KCAAP and the objectives set out in the SA. However, in most cases it is felt that the implementation of appropriate mitigation measures will overcome these issues. Furthermore, these mitigation measures are largely requirements set out in the policies within the DPD to ensure that they are applied. In most respects that objectives of the KCAAP are complimentary to those in the SA.

**6.1.7** SA Objective 10, regarding development in high-risk flood prone areas, is a particular point of potential conflict as many of the town's key development sites are adjacent to the waterways and in flood zone areas. A key objective of the KCAAP to enhance the environment of the River Stour and would look to development of sites alongside it to deliver these improvements. This brings in the question the flood risk posed upon any development. However, Adopted Core Strategy Policy CP02 already sets out a policy addressing flood risk and policies in the KCAAP will highlight the need for flood mitigation at site specific level. Therefore it is felt that this conflict can be adequately tackled.

**6.1.8** SA Objective 12, regarding the conservation of biodiversity, is another potential area of conflict. In Kidderminster, the canal and river corridors are both important biodiversity corridors. The KCAAP objective to enhance these natural assets and make them more prominent features in the town brings a potential conflict with this. Developing areas adjacent to the waterways could disturb biodiversity and decrease their environmental quality. However, it is important that policies within the KCAAP ensure that new developments protect and enhance the biodiversity value, particularly along the River Stour. In this respect, biodiversity could actually be improved.

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

**6.2.1** The following tables provide a summary of the full testing of Aims and Objectives, the proposed sites and the policy options set out within the KCAAP Issues & Options paper. The full testing tables can be viewed in Appendix C and D of this document.

**6.2.2** For each site there is a brief summary of the potential positive and negative impacts that were identified when testing against the sustainability objectives. Each site is then ranked in relation to its suitability as a residential development allocation. The Policy option tables are split into different themes and contain the different options that were considered within them. For each option a brief summary of the findings after testing is given. The tables also include a reference which directs the reader to the appropriate part of the Issues & Options paper where the options are identified.

**6.2.3** The testing carried out resulted in the selection of options and sites to be taken forward and explains why some have been eliminated. This is expanded on further in paragraph 6.4 of this document.

## Aims and Objectives Testing

**Table 6.2.1**

KCAAP Aims	Issues & Options Reference	Positive Impacts	Negative Impacts
To maximise the economic vitality of central Kidderminster whilst enhancing the environment of the area as a place to live.	Chapter 1 - Local Development Context Para. 1.8	Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy. Promotes high quality design and attractive urban and natural environments.	None identified.
To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.		Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy. Would help to promote Kidderminster a tourist destination.	None identified.

**Table 6.2.2**

KCAAP Objectives	Issues & Options Reference	Positive Impacts	Negative Impacts
Maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.	Chapter 1 - Local Development Context Para. 1.9	Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy.	None identified.
Release the potential of the area's canalside setting.		This could help improve the quality of the environment in the town and form part of quality residential developments. Would increase activity onto the canal and improve natural surveillance and community safety. This could also encourage more visitors into the town.	Could potential create more noise and light pollution onto the canal.
Open up the river Stour to create an enhanced biodiversity potential and environmental setting.		This could help improve the quality of the environment in the town and form part of quality residential developments. Would provide the opportunity to enhance the riverside environment and its biodiversity potential.	Could potential create more noise and light pollution onto the canal.
Improve the environment by enhancing streets and spaces for people.		Improve the attractiveness of the town centre environment and encourage more visitors and businesses. Better use of town centre space could offer multi-functional use for cultural events.	None identified.

KCAAP Objectives	Issues & Options Reference	Positive Impacts	Negative Impacts
Connect and integrate the main developments and environmental assets.		Increase walking and cycling around the town and contribute towards a more attractive public realm. This would also improve natural surveillance and community safety.	None identified.
Provide a framework for proactive town centre management.		Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy.	None identified.

## Sites Testing

Table 6.2.3

Site		Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
H025: KTC3 Worcester Street		Very good access to services and facilities. No AQMA or flooding issues. Opportunity to secure the future of a Locally Listed Building. Brownfield site. Significant contribution to the regeneration of Kidderminster.	Conversion of Locally Listed Building/retention of facade could limit opportunities for renewable energy.	1	Located as part of a wider Easter Gateway regeneration area. Secure locally listed building on a gateway into the town centre.
H026: Rock Works, Park Lane	Op 7 - Site App	Very good access to services and facilities. No AQMA or flooding issues. Positive impact on townscape and opportunity to secure the future of a Locally Listed Building. Brownfield site.	Conversion of Locally Listed Building could limit opportunities for renewable energy.	1	Allocated for a potential mix of uses as part of wider Park Street/Park Lane regeneration area.
H027: Timber Yard, Park Lane		Very good access to services and facilities. No AQMA issues. Positive impact on townscape. Brownfield site. Potential to improve the canalside.	Flood zone 2 and 3 affects edge of site. Relocation of existing business?	2	Allocated to secure redevelopment of key canalside site.
H039: Comberton Place	Op 7 - Site App	Very good access to services and facilities. No AQMA or flooding issues. Positive impact on townscape. Brownfield site.	Loss of existing businesses.	2	Allocated to improve quality of urban environment and reuse of largely vacant site.
H040: Long Meadow Mills, Dixon Street	Op 7 - Site App	Very good access to services and facilities. Potential to improve wildlife corridor. Opportunity to improve setting of Locally Listed Building. Brownfield site. Could reduce noise.	Loss of employment and training opportunities. Loss of existing businesses. Flooding issues.	2	Not-allocated for residential to protect for employment uses.

Site		Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
H046 (EMP 7.2) Industrial Estate, Park Lane		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene and setting of Locally Listed Buildings ('Dolls Houses'). Potential to improve Special Wildlife Site.	Loss of employment and training opportunities. Loss of existing businesses.	2	Not-allocated for residential to protect for employment uses.
H047 (EMP 7.1) Industrial Estate, Park Street		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene and setting of neighbouring historic cottages.	Relocation of existing businesses.	2	Allocated for a potential mix of uses as part of wider Park Street/Park Lane regeneration area.
H051: 100-102 Comberton Hill	Cap 7 - Site App	Very good access to services and facilities. No AQMA or flooding issues. Potential to improve gateway site. Brownfield site. Could incorporate existing retail units.	Possible loss of shops although a mixed use scheme could prevent this.	2	Not specifically allocated to allow for mix of uses to support neighbourhood centre.
H052: Kidderminster Market Auctions, Comberton Place		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene. Brownfield site.	Auction rooms would need to be relocated.	1	Allocated. No constraints.
H053 (EMP 5.1) Churchfields Business Park, Clensmore Street		Very good access to services and facilities. No flooding issues. Potential to address AQMA. Potential to improve streetscene and create a high quality townscape. Brownfield site.	AQMA issues but potential to address this through comprehensive redevelopment of the area. Relocation of existing uses?	1	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.
H054 (EMP 5.2) Georgian Carpets, Clensmore Street	Cap 7 - Site App	Very good access to services and facilities. Potential to improve streetscene. Brownfield site. Potential to improve Special Wildlife Site and Site of Special Scientific Interest. Would contribute to the regeneration of Kidderminster.	AQMA issues but potential to address this through comprehensive redevelopment of the area. Flood zone 2 affects a small area of the site.	1	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.
H055: BT Mill Street		Good access to services and facilities on foot and by public transport. Redevelopment offers the opportunity to improve the streetscene and the River Stour SWS.	Part of the site is within the floodplain. Site is currently an operational business and redevelopment could increase noise and light pollution.	2	Not specifically allocated to allow for mix of uses to support local retail area.
H070 (EMP 13.2) Lime Kiln Bridge,		Very good access to services and facilities. Potential to improve streetscene. Brownfield site. Potential to	AQMA issues but potential to address this through comprehensive redevelopment of the	2	Allocated as a part of the Churchfields Masterplan area

Site		Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
Clensmore Street		improve Special Wildlife Site. Would contribute to the regeneration of Kidderminster.	area. Flood zone 2 affects a small area of the site. Relocation of existing businesses.		- housing led regeneration area.
H073: Frank Stones, Green Street		Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene and the setting of a Locally Listed Building and to improve adjacent Special Wildlife Site.	Entire site is within flood zone 3.	2	Allocated to ensure reuse of locally listed building.
H083: Depot, Green Street	Op 7 - Site App	Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene.	Site is within flood zone 2. Existing Council depot would need to be relocated.	3	Allocated for a potential mix of uses, to enhance urban design and highway layout.
H098: Carters, New Road		Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene.	Site is within flood zones 2 and 3.	2	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
H103: Site opposite 40 Park Lane		Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene. Brownfield site.	Partially within flood zone 3.	2	Not specifically allocated.
H113: Netto, New Road		Very good access to services and facilities. No AQMA issues. Brownfield site.	Entire site within either flood zone 2 or 3. Would reduce the retail offer within Kidderminster and could lead to a loss of employment opportunities.	3	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
H135: Bed City MCF Complex, New Road	Op 7 - Site App	Very good access to services and facilities. No AQMA issues. Potential to improve streetscene. Potential to improve Special Wildlife Site and retain Castle Mills. Brownfield site.	Entire site within either flood zone 2 or 3.  Possible loss of Castle Mills.	2	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
H146: Cheshires Site, Coventry Street		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene, landmark site. Brownfield site. Would aid regeneration of Kidderminster.		1	Allocated for a mix of uses as part of the Eastern Gateway area. Improve urban design and the



Site	Positive Impacts	Negative Impacts	Rank <sup>(1)</sup>	Reasons for Allocation
				environment of the town.
H148: CMS Car Showroom, Churchfields	Very good access to services and facilities. No flooding issues. AQMA could be addressed through comprehensive redevelopment of the area. Potential to improve streetscene. Brownfield site. Would aid the regeneration of Kidderminster.	Site is adjacent to an AQMA. Loss of businesses could lead to a loss of employment opportunities.	3	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.

1. 1 - Considered to be suitable for residential allocation. 2 - Considered to be suitable for residential allocation subject to identified difficulties being overcome. 3 - Could be suitable for residential allocation. However, sites in category 1 and 2 should be allocated first.

## Options Testing

**Table 6.2.4**

Issue: Housing Density and Type		
Policy Option	Issues & Options Reference	SA Comments
Concentrate mixed-use development formats incorporating new homes in the central part of town.	Chapter 5 Options 1 - Housing in the KCAAP area	This option would help improve access to services and facilities, including health care facilities and it will help to provide a range of housing types. It could help to introduce natural surveillance to the town centre and reduce anti-social behaviour and would reduce the need to travel. The option would focus development of brownfield sites, thus safeguarding greenfield land from development and would aid the regeneration of Kidderminster. The option may have a detrimental impact on the historic environment but this would depend on the exact location of sites and it could be overcome through good design.
Recognise the constraints of many town centre sites will lead to the development of apartments.	Chapter 5 Options 2 - Housing Density and Type	This option would help improve access to services and facilities, including health care facilities. The option would limit the type of accommodation on offer within the town centre. It could help to introduce natural surveillance to the town centre and reduce anti-social behaviour and would reduce the need to travel. The option would focus development of brownfield sites, thus safeguarding greenfield land from development and would aid the regeneration of Kidderminster. The option may have a detrimental impact on the historic environment but this would depend on the exact location of sites and it could be overcome through good design.
Recognise that, in the Kidderminster central Area, there will be a need for dedicated car-parking for new homes.	Chapter 5 Options 2 - Housing Density and Type	The need for parking is likely to detract from the objective to reduce the need to travel and also to reduce contributions to climate change.

Issue: Housing Density and Type		
Policy Option	Issues & Options Reference	SA Comments
Recognise the specific economic challenges of redeveloping the town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane (north).	Chapter 5 Options 3 - Affordable Housing	The viability of certain sites in the town centre is lowered due to the challenges and abnormal costs of developing the site. This option would potentially limit the amount of affordable housing delivered to offset developer costs. However, not recognising these constraints could lead to sites not being delivered at all.
Deliver a mix of densities and types elsewhere within KCAAP including Churchfields.	Chapter 5 Options 2 - Housing Density and Type	This option would ensure that there is a range of housing types available within the KCAAP area and would assist in the regeneration of Kidderminster by developing mixed communities.
Deliver housing in both the town centre and elsewhere within the KCAAP area.	Chapter 5 Options 2 - Housing Density and Type	This option would ensure that there is a range of housing types available within the KCAAP area and would assist in the regeneration of Kidderminster by developing mixed communities.

**Table 6.2.5**

Issue: Affordable Housing		
Policy Option	Issues & Options Reference	SA Comments
Recognise that the constraints of many town centre sites will lead to the development of apartments and many of these will not be standard sizes or shapes and do not lend themselves to standard housing formats.	Chapter 5 Options 3 - Affordable Housing	These policy options were put forward at a time where the Core Strategy was proposing 40% affordable housing. However, after undertaking viability work the level of affordable housing was set at 30% through the Core Strategy. It is considered that given the drop in the District-wide affordable housing requirement, it is no longer appropriate to consider a lower level for specific parts of the District, having said this, where it is demonstrated that sites are not viable at 30% the District Council will be prepared to enter into negotiations on a site-by-site basis.
Recognise the specific economic challenges of redeveloping town centre sites when assessing the level of affordable housing provision within the town centre ring road and the environment of Park Lane (north) i.e 30%		
Deliver a mix of types and tenure and up to 40% affordable housing elsewhere		

Issue: Affordable Housing		
Policy Option	Issues & Options Reference	SA Comments
within KCAAP including Churchfields		
The current 30% policy on affordable housing is suitable for residential development in the KCAAP area.		

Table 6.2.6

Issue: Employment Uses		
Policy Option	Issues & Options Reference	SA Comments
Within the KCAAP area the focus should be on new retail, commercial, leisure and office developments and not B1(c)/B2/B8 land uses.	Chapter 5  Options 4 - Employment Uses	This option would create employment opportunities and potentially improve the skills and qualifications of residents through job-based training. However, not allowing light industrial within the action plan area may restrict the job opportunities available and may increase the need to travel as these jobs locate away from the town centre.
Should Light industrial uses be retained within the KCAAP.		Allowing light industrial within the KCAAP area could reduce the need to travel by car as the area is accessible by foot and public transport.
Allow office development outside the KCAAP area (i.e. The SREC).		Allowing office development outside the KCAAP area would be detrimental to the aims to regenerate the town centre. It would also mean locating offices in places less accessible to public transport and therefore not as environmentally sustainable.

Table 6.2.7

Issue: Retail		
Policy Option	Issues & Options Reference	SA Comments
Include Bromsgrove Street in the Primary Shopping Area.	Chapter 5  Options 5 - Town Centre Definitions	This option would allow additional capacity for retail growth which could contribute to the towns economy. It would contribute to the regeneration of a key area of the town - the Eastern Gateway. It would also allow for the redevelopment on area with a poor urban environment.
Do not include Bromsgrove Street in the primary Shopping Area.		This option does not promote town centre development and would greatly reduce the capacity for retail growth. It would also not be in support of the aspiration to regeneration the Eastern Gateway area of the town.
Use the WYG proposed extension to the Primary Shopping Area.		This option possibly may stretch the retail offer of the town and undermine the centre.
Include Morrisons within the Primary Shopping Area.		This option would have a negative impact on the regeneration of the town and the town centre in particular as it would stretch the retail offer of the town and undermine the retail offer of the centre.

Issue: Retail		
Policy Option	Issues & Options Reference	SA Comments
Primary Shopping Area as defined in the Preferred Option.		This option would allow additional capacity for retail growth which could contribute to the towns economy. It would contribute to the regeneration of a key area of the town - the Easter Gateway. It would also allow for the redevelopment on area with a poor urban environment. It would also allow for retail growth at Weavers Wharf, which is already an important retail area.

**Table 6.2.8**

Issue: Mixed Use		
Policy Option	Issues & Options Reference	SA Comments
Do you think that it is appropriate to encourage mixed use development within the central area?	Chapter 5 Options 7 - Mixed uses	Mixed use development could reduce the need to travel and improve access to services and facilities. It would also help to regenerate Kidderminster by improving the vitality of the town centre and increasing passive surveillance throughout the evening.
Do not promote mixed use development within the central area.		This option could have a negative impact on crime/safety as single uses do not provide activity at all times of the day and night. It could also have sustainable options by increasing peoples need to travel.

**Table 6.2.9**

Issue: Economics		
Policy Option	Issues & Options Reference	SA Comments
Recognise the importance of retail and housing as enabling development for wider regeneration and community infrastructure.	Chapter 5 Options 11 - Economics	Delivering new community infrastructure will reduce the need to travel and will improve quality of life by improving access to services and facilities.
Reduce and limit ambitions for new and improved community infrastructure.		This option would be detrimental to improving quality of life, reducing the need to travel and securing the regeneration of Kidderminster. It would not contribute towards improving access to services and facilities.
Continue to diversify the economic base of Kidderminster and create development opportunities for creative industries and media in the Green Street area.		This option would reduce the need to travel and create employment and learning opportunities. It would help to support and promote the regeneration of Kidderminster.
Work with partners to identify other sources of funding and through the promotion of 'Connecting Kidderminster' the prospectus for regeneration.		This option would help to support regeneration and would help to deliver employment and education opportunities within the town and could also improve access to services and facilities.

Table 6.2.10

Issue: Urban Environment		
Policy Option	Issues & Options Reference	SA Comments
Create a sense of enclosure and ensure that backs of buildings do not face onto the pedestrian environment.	Chapter 5 Options 12 - Urban Environment	This option would ensure that people have high quality places to live and that the townscape is enhanced.
Enhance the quality of the streetscape through the de-cluttering of street furniture, the re-paving of footpaths, and the inclusion of more urban greenery.		This option would improve quality of life and assist with the regeneration of Kidderminster.
Refurbish existing poor quality buildings to provide a more attractive frontage.		This option would improve the townscape and would aid the regeneration of Kidderminster. It would also have a positive impact on quality of life.
Promote high quality design and workmanship on any future development.		This option would improve the townscape and would aid the regeneration of Kidderminster. It would also have a positive impact on quality of life.

Table 6.2.11

Issue: Character and Place Identity		
Policy Option	Issues & Options Reference	SA Comments
Could public art play a major role in the town centre renaissance and help to create a greater sense of place and identity?	Chapter 5 Options 13 - Culture and Place Identity	This option could improve the townscape and have a positive impact on quality of life. It will also contribute to local distinctiveness and creating a sense of place.
Should no further public art be included within the the town centre?		This option could reduce opportunities to increase civic pride and sense of place.

Table 6.2.12

Issue: Open Space		
Policy Option	Issues & Options Reference	SA Comments
Do you agree that there is a lack of public open spaces within the town centre? Would you like to see more?	Chapter 5 Options 14 - Open Space	More public open space within the town centre could have positive impacts on health and well-being and could improve the townscape. It could also contribute to regeneration and improve the town centre economy by attracting more visitors and encouraging them to stay for longer. It could also improve opportunities for biodiversity within the town centre.



Issue: Open Space		
Policy Option	Issues & Options Reference	SA Comments
What is your opinion on the potential of the Bull Ring and the Town Hall areas to be public open spaces?		These spaces could both make high quality public open spaces and are located in accessible parts of the town centre.
With a bridge across the canal to Park Lane there is scope for a new town park in woodland adjacent to the Timber Yard.		Creating a town park which is within easy access of the town centre could improve health and well-being, enhance the townscape and improve opportunities for biodiversity. It could also help to reduce anti-social behaviour.
Make more of important connecting spaces including St. George's Park and Crossley Park.		Promoting existing greenspaces could help to improve health and well-being and could help to reduce anti-social behaviour by increasing natural surveillance through increased use.
No further public open spaces should be created.		This open would restrict the delivery of green infrastructure and biodiversity habitats in the town centre. It could also reduce the quality of life of residents in the town centre who don't have private amenity space.

**Table 6.2.13**

Issue: Reconnecting with the Waterways		
Policy Option	Issues & Options Reference	SA Comments
Do you agree that the town should better utilise the waterways that run through it?	Chapter 5 Options 15 - Reconnecting with the waterways	Making better use of the waterways could improve health and well-being and provide sustainable transport opportunities by providing attractive walking and cycling routes. It is uncertain what the impact on biodiversity might be.
Are the river treatments made through the Tesco and Morrisons developments something you would like to see more of?		Measures such as those taken at Tesco and Morrisons can help to reduce flood risk, improve the townscape and increase the amount of greenspace within the town. They would also have a positive impact on biodiversity.
Should the areas adjacent to watersides be developed to make better use of them?		Developing the areas adjacent to watercourses may increase the risk of flooding. However it could also improve the security of the waterways by introducing passive surveillance. This would encourage more people to use the waterways, thus improving quality of life and health and wellbeing.

Table 6.2.14

Issue: Ring Road		
Policy Option	Issues & Options Reference	SA Comments
Should surface level crossings be introduced to provide easier routes across the ring road?	Chapter 5 Options 16 - Ring Road	Introducing surface level crossings will reduce the risk of crime associated with the subways and should encourage more people to walk into the town centre. This will improve health and well-being and quality of life.
Should the existing subway network be improved to make it more attractive?		Removing the subways will reduce the risk of crime associated with the subways and should encourage more people to walk into the town centre. This will improve health and well-being and quality of life.
Should bridges be constructed over the ring road?		This option will reduce the risk of crime associated with the subways and should encourage more people to walk into the town centre. This will improve health and well-being and quality of life.
Should speed restriction measures and environmental improvements be introduced to enhance the pedestrian experience?		This option may encourage walking and cycling as a result of improved townscape. This would improve health and wellbeing and quality of life.

Table 6.2.15

Issue: Movements around Town		
Policy Option	Issues & Options Reference	SA Comments
Would more attractive and well signposted pedestrian routes encourage more people to walk or cycle within or around the town centre?	Chapter 5 Options 17 - Movements around town	Better pedestrian routes would encourage walking and cycling, reduce the need to travel by private car and consequently may improve air quality and improve health and wellbeing and quality of life.
Would improvements to the bus infrastructure encourage more people to use public transport?		This option would encourage greater public transport use, reduce the need to travel by private car and consequently may improve air quality and improve health and wellbeing and quality of life.
Would improvements to the rail station interchange encourage more people to use public transport?		This option would encourage greater public transport use, reduce the need to travel by private car and consequently may improve air quality and improve health and wellbeing and quality of life.

**Table 6.2.16**

Issue: Space for Pedestrians		
Policy Option	Issues & Options Reference	SA Comments
Could the incorporation of more 'shared space' areas reduce the dominance of cars in the town centre?	Chapter 5  Options 18 - Space for Pedestrians	Shared spaces could increase the desirability of walking and cycling and therefore could reduce car travel and this could have a positive impact on air quality. It would also improve the townscape.
Could existing footpaths be widened to create more secure pedestrian routes?		Widening footpaths could make walking more attractive which could reduce car travel and have a positive impact on quality of life and air quality. However, if road carriageways were narrowed in order to make this possible then it may result in slow moving traffic and a deterioration in air quality.
Is there a need for more dedicated cycle lanes within the town centre?		This option could increase cycling as a means of transport, improve health and well being and quality of life and have a positive impact on air quality.

**Table 6.2.17**

Issue: Air Quality Management		
Policy Option	Issues & Options Reference	SA Comments
Could there be a possibility of bypassing Blackwell Street with a new road through the adjacent Churchfields area?	Chapter 5  Options 19 - Air Quality Management	This option could have a positive impact on air quality and could remove the need for the Horsefair Air Quality Monitoring Area.
Could Blackwell Street possibly be pedestrianised in the future?		Pedestrianising Blackwell Street would improve air quality in the area and would make a more attractive walking environment. This could improve health and well being and quality of life. However, it could have an adverse impact on the Horsefair local centre by removing traffic going past the shops.
Could Blackwell Street become a one way street, enabling the pavements to be widened?		Widening the pavements and making the street one way would also have a positive impact on the walking environment and could have similar benefits. This option could have a positive impact on air quality and could remove the need for the Horsefair Air Quality Monitoring Area.
Provide a new multi-modal bridge across the canal to Crossley Park.		This option could help take pressure off Blackwell Street and contribute towards solving the AQMA. It could provide greater ease of movement by providing alternative routes.

**Table 6.2.18**

Issue: Conservation Areas		
Policy Option	Issues & Options Reference	SA Comments
Do you think the existing Conservation Area	Chapter 5	Designating additional Conservation Areas would help to safeguard the historic character of the town centre.

Issue: Conservation Areas		
Policy Option	Issues & Options Reference	SA Comments
designations adequately cover the areas of historic interest within the town centre?	Options 20 - Conservation Areas	
Do not create any further Conservation Areas.		This option presents the danger of potentially losing heritage assets.

Table 6.2.19

Issue: Heritage		
Policy Option	Issues & Options Reference	SA Comments
Do you think that the town centre celebrates its manufacturing heritage as much as it should?	Chapter 5 Options 21 - Heritage	Celebrating the manufacturing heritage of the town centre would help to enhance the townscape by ensuring that historic buildings are safeguarded and new uses are secured for them.
Could the use of public art help to celebrate this heritage further?		This option could encourage pride and social responsibility within the community.

Table 6.2.20

Issue: Tourism		
Policy Option	Issues & Options Reference	SA Comments
Do you think that the Kidderminster central area is an appropriate location for a new hotel development?	Chapter 5 Options 22 - Tourism	New hotel development in this area is likely to be accessible by public transport and could therefore reduce the need to travel. It would also support the tourist economy of the District and could help to establish an evening economy in the town centre, making it more vibrant and increasing natural surveillance.
No new hotels in the Kidderminster central area.		This option would limit the ability of the town to develop its tourism economy and attract visitors to the town.

Table 6.2.21

Issue: Climate Change		
Policy Option	Issues & Options Reference	SA Comments
Do you support the Council's policy towards sustainable development and its support for	Chapter 5	Delivering development which meets these standards would reduce reduce the District's contribution to climate change.

Issue: Climate Change		
Policy Option	Issues & Options Reference	SA Comments
the Code for Sustainable Homes and the BREEAM standards?	Options 23 - Climate Change	
Would like to see more developments in the town centre built to excellent sustainability standards such as the Morrisons store?		Delivering development which meets these standards would reduce reduce the District's contribution to climate change.

**Table 6.2.22**

Issue: Flood Risk		
Policy Option	Issues & Options Reference	SA Comments
Focus residential development out of the flood zone.	Chapter 5	This option would reduce flood risk and could improve health and wellbeing and quality of life as a result.
Reduce development densities in areas liable to flood.		Placing any development in areas likely to flood will have a detrimental impact on reducing flood risk and is likely to have a negative impact on health and well-being and quality of life.
Require developers to provide off-site compensatory flood storage capacity.	Options 24 - Flood Risk	This option would reduce the risk of flooding.
Require developments to feature Sustainable Drainage Systems (SUDS) in premises and infrastructure.		SUDS is required by the Core Strategy and has been appraised as part of its development.

**Table 6.2.23**

Issue: Green Infrastructure		
Policy Option	Issues & Options Reference	SA Comments
Do you think the town would benefit from having more access to green open space?	Chapter 5	Increasing the amount of greenspace within the town centre would improve the townscape, improve opportunities for biodiversity and improve health and well being and quality of life. Green spaces could also improve air quality and help to mitigate against climate change.
Do you think improving the pedestrian links to Brinton Park would encourage more people to use it?	Options 25 - Green Infrastructure	Improving pedestrian links to Brinton Park could help to improve health and well being and help to promote walking as a means of travel to the park.
Could the town's car parks be enhanced with softer landscaping and street trees?		Increasing soft landscaping and planting street trees would improve the townscape, improve opportunities for biodiversity and improve health and



Issue: Green Infrastructure		
Policy Option	Issues & Options Reference	SA Comments
		well being and quality of life. Green spaces could also improve air quality and help to mitigate against climate change.

Table 6.2.24

Issue: Community Safety		
Policy Option	Issues & Options Reference	SA Comments
Should the focus be on creating new development which provides natural surveillance.	Chapter 5	Promoting natural surveillance will add vibrancy to the town centre and is likely to have a positive impact on the economy, particularly the evening economy.
Should the focus be on providing CCTV and other mechanical surveillance?	Options 1 - Housing in the KCAAP Area  Options 7 - Mixed Uses	This option may not address the fear of crime and quality of life aspect. CCTV and mechanical surveillance can be detrimental to the townscape and can suggest that crime is a problem in the area. This may have a detrimental impact on the economy.

## Options Taken Forward

**6.2.4** All options explored in regard to **Housing Density and Type** were taken forward. The options to deliver a mix of densities and types within the Action Plan area, including within the town centre, was judge to promote the regeneration of Kidderminster and add vitality and vibrancy to the area. Incorporating residential into mixed-development formats would further add to the vibrancy and also improve crime and safety through improved natural surveillance. These options are also anticipated to have positive impacts on sustainability by reducing peoples need to travel and to use more sustainable transport options.

**6.2.5** The **Affordable Housing** option is taken forward as it is a requirement of the adopted Core Strategy. However, the 30% option is being taken forward out of the different scenarios as this level of provision has since been dictated through the Core Strategy. However, the option to consider lower levels of provision where viability is an issue will also be progressed.

**6.2.6** In regard to the **Employment** issue the preferred option was for the Action Plan area to be the focus on new retail, commercial, leisure and office growth as a means of promoting the regeneration of Kidderminster and diversifying its economy. However, the option to provide for light industrial uses in certain existing areas of similar uses in the Action Plan area is also being progressed so as to not restrict economic growth.

**6.2.7** In regard to **Retail**, the preferred option taken forward is to extend the the Primary Shopping Area to include Bromsgrove Street and beyond (as set out in the definition of the PSA in the Preferred Option). These options were anticipated to strengthen the retail offer of the town centre while providing for additional retail growth and thus promote the regeneration of Kidderminster. This was also seen as key to revitalising the Eastern Gateway area.

**6.2.8** The option to encourage **Mixed Use** developments in the Action Plan was progressed and is anticipated to improve vitality and vibrancy of the town and increase activity and natural surveillance at all times of the day and night.

**6.2.9** In regard to **Economics**, the preferred option taken forward is to diversify the economic base of Kidderminster, recognising the importance retail, creative industries, media and tourism. This was anticipated to increase economic growth, improve skills and generally promote the wider regeneration of the town.

**6.2.10** All of the options presented for the **Urban Environment** have been taken forward as they are all judged to contribute towards creating a high quality place that people want to spend their time in. This includes the safeguarding and enhancement of the historic and natural environment. This has potential knock-on impacts in encourage further investment, visitors and businesses to the town the town that all contributes to regeneration.

**6.2.11** The option to provide additional and improved **Open Space** in the Action Plan area was the preferred option. Providing open spaces in key locations is anticipated to have a positive impact on health and well being, enhancing the urban environment, encouraging civic provide, and encourage more visitors into the town. Particular areas identified for new/improved spaces that were taken forward are the Bull Ring and Town Hall areas and the Park Lane woodland; as well as improving access to St. George's Park.

**6.2.12** In regard to **Reconnecting with the Waterways**, all of the options put forward were taken forward. The options were anticipated to provide particular benefits in providing green infrastructure routes used for walking and cycling , encouraging greater activity and use on the waterways and enabling flood and biodiversity betterment measures.

**6.2.13** Options to provide surface level crossings and providing environmental improvements to the **Ring Road** were progressed as well as recognising the potential to improving the existing subway network in the short-term. This is anticipated to improve accessibility into the town and encourage cycling walking as well as providing a more attractive urban environment.

**6.2.14** All options presented for **Movements around Town** and **Space for Pedestrians** were progressed as they were all judged to provide an improved transport system and a better connected town.

**6.2.15** In regard to **Air Quality Management**, the options to provide a bypass for Blackwell Street through the adjacent Churchfields area, making Blackwell Street a one-way street, and providing a bridge to Crossley Park were all progressed. This package of options were seen as enabling the improvement of the air quality management area in the Horsefair.

**6.2.16** In regard to **Conservation Areas** and **Heritage**, options to conserve, enhance, and promote historic assets were taken forward in order to safeguard the historic character of the town centre. This could have knock-on impacts of improving the townscape and urban design and attracting more visitors into the town.

**6.2.17** The option under **Tourism** to provide further hotel development in Kidderminster was progressed as way of developing the tourism economy and attracting visitors to the town and developing more of an evening economy.

**6.2.18** All of the options relating to **Climate Change** were progressed in order to improve sustainable development within the Action Plan area.

**6.2.19** In regard to **Flood Risk**, the options to requiring developers to provide off-site compensatory flood storage and SUDS is the preferred option. The risk associated with developing within flood zones is acknowledge, however it is felt that mitigation measures can be put in place to adequately address any issues.

**6.2.20** All of the options relating to **Green Infrastructure** were progressed as it was anticipated that they would have a positive impact on increasing access to green space and encouraging walking and cycling. The options could also have a positive impact on the urban environment and encouraging more people to visit the town.

**6.2.21** Under **Community Safety**, the options to provide new development which provides natural surveillance was progressed. Appropriately designed developments, containing a mix of uses, can provide the activity at different times of the day and night that provide safer communities.

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

**6.3.1** A large number of potential sites formed the basis of the consultation at issues and options stage. Since this stage of consultation, the District Council has adopted its Core Strategy which sets out the Development Strategy for the District. Therefore, a number of sites were discounted from the preferred options stage as they were not in conformity with the Adopted Core Strategy. Those sites which were in conformity with the Adopted Core Strategy were used to select the preferred sites for allocation. The selection was based on feedback from the issues and options consultation as well as the results of the Sustainability Appraisal- as summarised in the tables above. The evidence base documents also played a significant role in helping to determine which sites should form the preferred sites for allocation.

**6.3.2** The Issues and Options Paper set out a number of questions relating to policy areas. The feedback from the consultation was used to help inform the preferred options for the policies set out within the Preferred Options Paper. These policies have undergone Sustainability Appraisal and the results have been used to refine the policies - the results of which are summarised above. Many of the policies are based around principles set out within the Adopted Local Plan. The policies are required to be in accordance with national planning policy and the Adopted Core Strategy, and this has limited the number of options which can be considered for addressing many of the policy areas.

## 6.4 Other Options Considered and why these were Rejected

### Rejected Options

**6.4.1** All of the options considered have been tested against the SA framework and a summary of the results for each site can be found earlier within this section of the report. The main reasons for dismissing sites were that they were not in accordance with the Adopted Core Strategy or that the Sustainability Appraisal had identified a number of negative impacts associated with their development. The paragraphs below provide a more detailed explanation of why certain options and sites were rejected.

#### Sites

**6.4.2** Long Meadow Mills, Dixon Street (No. H040) was not taken forward to Preferred Options stage as it was felt that this was a viable industrial area support numerous small businesses. It was judge that Its redevelopment for alternative uses could have a negative impact upon the economy of the town.

#### Options

##### Housing Density & Type

**6.4.3** No options were removed from the options under this issue as it was felt that the preferred option would be a mix of the options explored. Therefore it was felt that to housing should be focused both in the town centre and other parts of the KCAAP area.

##### Employment Uses

**6.4.4** The only option to be removed for this issue was the one to deliver up to 40% affordable housing on sites. This has been dismissed as the Core Strategy was adopted between the Issues & Options and Preferred Options stages that set this level at 30%.

#### Retail

**6.4.5** Under this issue the options to not include Bromsgrove Street into the Primary Shopping Area (PSA), to use the WYG proposed extension to the PSA, and to include the Morrisons store into the PSA, were all dismissed. To include the WYG area and Morrisons into the PSA was deemed likely to undermine the viability of the existing retail centre. Furthermore, all three of these options would not contribute towards the aim of regenerating the Bromsgrove Street (Eastern Gateway).

#### Mixed Uses

**6.4.6** The option to not promote a mix of uses was dismissed for this issue. Not having a mix of uses could lead to a lack of activity in different times of the day and could increase opportunities for crime and anti-social behaviour. This option may also increase the need to travel by distancing different uses, and therefore services and facilities, from each other.

#### Economics

**6.4.7** The only option to be removed from this issues was the one to reduce and limit ambitions for community infrastructure improvements as this could be detrimental to the quality of life of residents.

### **Urban Environment**

**6.4.8** None of the options under this issue were dismissed as it was felt that they could all have an role in improving the environmental quality of the town.

### **Character and Place Identity**

**6.4.9** The option to provide no more public art was dismissed as it was considered that it would reduce opportunities to increase civic pride and sense of place.

### **Open Space**

**6.4.10** The option to to provide no further open spaces was dismissed. It was felt that this option would restrict opportunities to provide green infrastructure and biodiversity habitats in the town centre. Open spaces can also provide vital areas for residents in town centres with no access to private amenity space and this option would reduce that provision.

### **Reconnecting with the Waterways**

**6.4.11** None of the options under this issue were dismissed as it was felt that they could all have an role in improving the quality of the town and contributing towards regeneration.

### **Ring Road**

**6.4.12** The options to improve the existing subways and to provide new bridges were both dismissed. Both of these options were viewed to have a negative impact on community safety and did not contribute to easy or welcoming pedestrian and cycle routes into the town.

### **Movements around town**

**6.4.13** None of the options under this issue were dismissed as it was felt that they could all have an role in improving movement around the town.

### **Space for pedestrians**

**6.4.14** None of the options under this issue were dismissed as it was felt that they could all have an role in improving the public realm in the town.

### **Air Quality**

**6.4.15** For this issue the option to pedestrianise Blackwell Street was dismissed. While this option would solve the air quality issues on Blackwell Street and make for a more attractive environment, it was uncertain what impact this would have on the surrounding road network and its environment. Furthermore, removing passing traffic from Blackwell Street would undermine the viability of the Horsefair local centre.

## Conservation Areas

**6.4.16** The option to not create any more conservation areas was dismissed for this issue as it was felt that this could harm the protection of the historic environment and character.

## Heritage

**6.4.17** None of the options for this issue were dismissed as they were felt to contribute towards protecting and enhancing the heritage of the town.

## Tourism

**6.4.18** The option to provide no new hotel in Kidderminster was dismissed for this issue as it was that this would limit the ability of the town to develop its tourism economy and attract visitors to the town.

## Climate Change

**6.4.19** None of the options under this issue were dismissed as it was felt that they could all contribute towards climate change.

## Flood Risk

**6.4.20** For this issues the options to focus residential development outside flood zones and reducing densities in flood risk areas were dismissed. While they would they would lower flood risk they would have a big implication for the regeneration of the town as many key redevelopment sites are located in these areas. However, development in flood risk areas will need to have appropriate mitigation measures and protect more vulnerable uses; as required by the Core Strategy.

## Green Infrastructure

**6.4.21** None of the options under this issue were dismissed as it was felt that they could all contribute towards providing green infrastructure in the town.

## Community Safety

**6.4.22** Neither of the options under this issue were dismissed as they both could have a role in improving community safety. However, it is noted that the CCTV option is fair less preferable option then providing natural surveillance. Therefore the option for CCTV will not be promoted within the KCAAP.







## 7 Plan Policies

### 7.1 Introduction

**7.1.1** This chapter presents an overview of the Sustainability Appraisal of the preferred options for both sites and policies. The preferred options have been identified using the Sustainability Appraisal and the feedback from the issues and options consultation.

### 7.2 Significant Social, Environmental and Economic Effects of the Preferred Policies

**7.2.1** The tables below set out the sites and policies that were taken forward from the Issues and Options stage. The policies and the sites that were ruled out at this Issues and Options stage are detailed in section 6.4. Many of the options were dismissed at this stage because they scored poorly through the Sustainability Appraisal testing.

**7.2.2** The policies and sites included at Preferred Options stage were retested against the Sustainability Appraisal objectives and the positive and negative impacts have been identified. A summary of these are set out below. For the full text of each policy please refer to the Preferred Options Paper.

#### General Policies

**Table 7.2.1**

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts
1 - Sites for Housing	Chapter 4 - A Desirable Place to Live	Positive impacts include creating high quality living environments, delivering a mix of tenures, improved quality of life, improved natural surveillance, reducing the need to travel, focusing development on brownfield land and promoting the regeneration of Kidderminster.	None identified.
2 - Mixed Use	Chapter 4 - A Desirable Place to Live	Positive effects include creating high quality urban environments in accessible locations, encouraging natural surveillance by widening the mix of uses, reducing the need to travel by car, the regeneration of Kidderminster town centre and supporting the economy.	Potential noise pollution issue from neighbouring uses.
3 - Retail Development	Chapter 5- A Good Place to do Business	Positive impacts include providing a range of retail facilities, reducing the need to travel, raising the quality of the townscape and promoting Kidderminster as the retail centre of the District.	None identified.
4 - Primary and Secondary Shopping Frontages	Chapter 5- A Good Place to do Business	Positive impacts include supporting residential uses within the town centre which adds to natural surveillance, reducing the need to travel, focusing on brownfield land, promoting the regeneration of Kidderminster, and supporting the economy.	None identified.
5 - Outside of the Shopping Frontages	Chapter 5- A Good Place to do Business	Positive impacts include encouraging a mix of uses, reducing opportunities for crime and anti-social behaviour, reducing the need to travel, focusing development on brownfield land and supporting the economy.	None identified.
6 - Edge-of-Centre and	Chapter 5- A Good Place to do Business	Positive impacts include focusing retail development in the town centre, reducing the need to travel, promoting the regeneration of Kidderminster and supporting economic diversification.	None identified.

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts
Out-of-Centre Retailing			
7 - Employment Development	Chapter 5- A Good Place to do Business	Positive effects include locating jobs in the town centre which reduces the need to travel, promoting economic diversification, focusing development on brownfield land and providing new employment and training opportunities.	None identified.
8 - Tourism Development	Chapter 5- A Good Place to do Business	Positive effects include increased provision of cultural facilities, increased quality of life, reduced car dependency, promoting the regeneration of Kidderminster and economic diversification.	None identified.
9 - Leisure Development	Chapter 5- A Good Place to do Business	Positive effects include increasing the provision of leisure facilities, reducing the need to travel, promoting the regeneration of Kidderminster and economic diversification.	None identified.
10 - Sustainable Transport	Chapter 6 - Adapting to and Mitigating Against Climate Change	Positive effects include increasing access to services and facilities and reducing the need to travel.	None identified.
11 - Walkable Town	Chapter 6 - Adapting to and Mitigating Against Climate Change	Positive effects include increasing access to services and facilities, reducing the need to travel and improving health and well-being by encouraging walking and cycling.	None identified.
12 - Urban Design Key Principles	Chapter 7 - A Unique Place	Will improve access to services and facilities, and reduce the need to travel by car by making more attractive walking environments. Will enhance recreational opportunities and improve quality of life.	None identified.
13 - Public Realm	Chapter 7 - A Unique Place	Will improve access to services and facilities, and reduce the need to travel by car by making more attractive walking environments. Will enhance recreational opportunities and improve quality of life.	None identified.
14 - Ring Road Framework	Chapter 7 - A Unique Place	Will improve access to services and facilities and reduce the need to travel by car by creating more attractive walking environments. Will lead to improvements in health and wellbeing.	None identified.
15 - Ring Road Character Areas	Chapter 7 - A Unique Place	Will improve access to services and facilities and reduce the need to travel by car by creating more attractive walking environments. Will lead to improvements in health and wellbeing.	None identified.
16 - Staffordshire & Worcestershire Canal	Chapter 7 - A Unique Place	Will enhance the canal environment contributing to recreational and sustainable transport opportunities which will lead to improvements in health and wellbeing. Could provide new opportunities for biodiversity enhancement.	Possible increase in noise and light pollution.
17 - River Stour	Chapter 7 - A Unique Place	Improved quality of life and increased natural surveillance. Increased opportunities for biodiversity.	Potential flood risk associated with developing next to the river.
18 - Green Infrastructure	Chapter 7 - A Unique Place	Increased access to green infrastructure can encourage more active lifestyles, improving health and wellbeing and quality of life. Will increase opportunities for biodiversity and geodiversity.	None identified.

**7.2.3** The **Sites for Housing** and **Mixed Use** policies was considered to provide multiple benefits in regard to the regeneration of Kidderminster, through providing extra vibrancy and activity in the town, and in providing good environments for people to live in. It also was identified to have benefits in regard to crime and safety, providing important natural surveillance at different times of the day and night, and sustainable living. Promoting a mix of uses did raise an issue of potential noise pollution, but it is felt that guidance in the policy could mitigate against this occurring. There were no other identified negative affects so the policy was taken forward.

**7.2.4** The **Retail Development, Primary and Secondary Shopping Frontages, Outside the Shopping Frontages**, and **Edge of Centre and Out of Centre Retailing** policies were all judge to promote the regeneration of Kidderminster through strengthening the Primary Shopping Area in the town centre. It also promotes non-retail activity in certain areas which will help to provide vibrancy and activity in the town. These policies also have positive sustainability impacts by concentrating services and facilities in a sustainable town centre location, as well as improving the quality and accessibility of these services for people. No negative impacts were identified and therefore these policies have been taken forward.

**7.2.5** The **Employment Development** policy was considered to have positive impacts on economic growth through helping to diversify the economy of the town and contributing towards raising skill levels and creating job opportunities. Similarly, the **Tourism Development** and **Leisure Development** policies would also have a positive economic impacts through creating a tourism 'hub' and attracting more visitors into the town. These all contribute towards the regeneration of the town. Therefore these policies have been taken forward.

**7.2.6** The **Sustainable Transport** and **Walkable Town** policies both promote a more accessible town, particularly in regard to pedestrian and cyclists, and as result would improve the urban environment. These policies were also judged to improve the use of sustainable methods of travel, promoting healthier lifestyles and providing improved access to services and facilities. No negative impacts were anticipated and therefore these polices were taken forward.

**7.2.7** The **Urban Design Key Principles** and **Public Realm** policies were both judge to have likely positive impacts on creating a more attractive environment and helping to enhance the town's heritage assets. This has potential knock-on impacts of great accessibility and increasing the numbers of people walking and cycling into the town. These policies were also expected to improve the likelihood of people visiting the town and have added benefits for the economy.

**7.2.8** The **Ring Road Framework** and **Ring Road Character Areas** were judged to have positive impacts on improving accessibility, particularly for pedestrians and cyclists, and increasing travel by more sustainable means. The policies were also anticipated to increase he attractiveness of the town and encourage more visitors into the centre. No negative impacts were identified and these policies were taken forward.

**7.2.9** The **Staffordshire & Worcestershire Canal** and **River Stour** policies were to judge to have positive impacts on improve the accessibility of these features and using them to create high quality environments. This could have benefits on increased tourism to the town and adding to the economy. Possible negative impacts included the potential for increased noise and light

pollution onto the waterside environments and also the flood risk associated with developing near to waterways. However, it was felt that these impacts could be adequately mitigated against. Therefore these policies we taken forward.

**7.2.10** The **Green Infrastructure** policy was anticipated to have positive impacts on improving green infrastructure provision, biodiversity habitats and quality of life generally. No negative impacts were identified and this policy has been taken forward.

## Site Specific Policies

**7.2.11** The table below does not cover all the site specific policies found within the KCAAP. Those omitted have been because they have already been assessed as part of the residential sites brought forward in the Issues and Options Paper. The summary of the testing can be found in Chapter 6 - Plan Issues and Options.

**Table 7.2.2**

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
19 - Churchfields Masterplan	Chapter 10 - Churchfields	Promotes the delivery of housing, including a mix of tenures and affordable housing, in a high quality residential environment. It promotes brownfield development and the regeneration of Kidderminster and could contribute towards improving the Horsefair AQMA.	None identified.	Masterplan area allocated to ensure the holistic approach to the regeneration of Churchfields.
20 - Grasmere Close	Chapter 10 - Churchfields	Promotes the delivery of housing, including a mix of tenures and affordable housing, in a high quality residential environment. It promotes brownfield development and the regeneration of Kidderminster.	None identified.	Permission granted for residential development. Part of the Churchfields Masterplan area.
21 - Former Sladen School	Chapter 10 - Churchfields	Promotes the delivery of housing, including a mix of tenures and affordable housing, in a high quality residential environment. It promotes the regeneration of Kidderminster	Could involve the loss of greenfield land in the form of the playing fields.	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area. Loss of playing fields will be compensated for.
25 - Crossley Park	Chapter 10 - Churchfields	Promotes the regeneration of Kidderminster and could provide new employment opportunities. Could improve the vibrancy of the canal and natural surveillance onto it.	Could increase noise and light pollution to the canal. Also flood risk issues on the site.	Allocated for mix of uses. Flood risk can be mitigated against. Impact on the canal can be mitigated against.
26 - Horsefair	Chapter 10 - Churchfields	Promotes the regeneration of Kidderminster and the Local Centre and aims to improve the urban and historic environment of the street. Supports the growth of retail opportunities.	None identified.	Allocated for a mix of uses that support the local centre. Part of the Churchfields Masterplan.



Policy	Issues & Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
27 - Comberton Hill Area	Chapter 11 - Eastern Gateway	Promotes the regeneration of Kidderminster and the Local Centre and aims to improve the urban and historic environment of the street. Supports the growth of retail opportunities.	None identified.	Allocated for a mix of uses that support the local centre.
28 - Kidderminster Railway Station	Chapter 11 - Eastern Gateway	Promotes the improvement of sustainable transport facilities and the public realm of the station area.	None identified.	Allocated for an improved transport interchange facility.
30 - Comberton Island	Chapter 11 - Eastern Gateway	Encourages walking and cycling and improves the public realm. Promotes regeneration of the town centre by improving accessibility to it.	None identified.	Identified for surface level pedestrian crossings and removal of subways.
31 - Bromsgrove Street Area	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer the opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses including a major retail development. Part of the Eastern Gateway regeneration area.
32 - Worcester Street Retail Development	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer the opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses including a major retail development. Part of the Eastern Gateway regeneration area.
33 - Lion Street	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer the opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses to add vitality to the area. Part of the Eastern Gateway regeneration area.
34 - Waterloo Street Area	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses. To improve vitality in the area and urban design. Part of the Eastern Gateway regeneration area.
35 - Park Street Industrial Estate & Rock Works	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment and open up public open space. Could also help improve pedestrian accessibility to the town centre. The site could offer opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses, including residential. Part of the wider Park Street/Park Lane regeneration area.

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
36 - Park Lane Canalside	Chapter 12 - Western Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment and provide vibrancy to the canal. Could also help improve pedestrian accessibility to the town centre. The site could offer opportunity to deliver residential, retail and employment development.	Could increase noise and light pollution to the canal and river.	Allocated to secure redevelopment of key canalside site. Mixed use, including residential. Impact on the canal and river can be mitigated against.
37 - Weavers Wharf	Chapter 12 - Western Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Also provides the opportunity to improve the quality of the canal and river. The site could offer opportunity to deliver residential, retail and employment development.	Could increase noise and light pollution to the canal and river.	Allocated for a mix of uses to enhance the retail function and add other leisure and residential development. Impact on the canal and river can be mitigated against.
38 - Castle Wharf	Chapter 13 - Castle Wharf	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Could help to compliment the Green Street Conservation Area and improve the quality of the canal and river. The site could offer opportunity to deliver residential, retail and employment development.	Could increase noise and light pollution to the canal and river. Some flood risk issues and part of the site.	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
39 - Mill Street Mixed Use Area	Chapter 14 - Crossley Park and Mill Street	It promotes brownfield development and the regeneration of Kidderminster and this local shopping area. Supports the growth of retail opportunities but also residential and employment development.	None identified.	Allocated for a mix of uses to enhance this local and niche retail area.
40 - Civic Spaces	Chapter 15 - Traditional Town Centre	Help to improve the urban environment and public realm as well as improving civic pride. Could provide additional space for cultural activity and improve the tourism potential of the town centre.	None identified.	Allocated to improve the public realm in the town centre and provide cultural space.
41 - Street Improvements	Chapter 15 - Traditional Town Centre	Help to improve the urban environment and public realm as well as improving civic pride. Encourage more visitors into the town and provide a more attractive environment for businesses.	None identified.	Allocated to improve the public realm in the town centre.
42 - Heritage Processions	Chapter 16 - Heritage Processions	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Could help to compliment the Green Street Conservation Area and improve the quality of the river. The site could offer	Some flood risk issues in parts of the area.	Allocated to secure the protection and enhancement of the Green Street conservation area and the reuses of listed and locally listed buildings.

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
		opportunity to deliver residential, retail and employment development.		
45 - Bus Depot	Chapter 16 - Heritage Processions	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Could help improve transport accessibility. Could also compliment the Green Street Conservation Area and retain locally listed buildings.	None identified.	Allocated for a potential mix of uses, to enhance urban design and highway layout.

## Changes at Publication Stage

**7.2.12** The policies taken forward to Publication have remained largely unchanged from the Preferred Options stage. The Sustainability Appraisal showed that these options provided largely positive benefits and those negatives impacts identified could be appropriately mitigated against. Therefore it was felt that changing them would not be necessary and they would continue to be sustainable options that would meet the District Council's Objectives.

**7.2.13** However, there were some smaller alterations made to the Policy wording that required them to be retested against the sustainability objectives. The summary of the results are set out in the table below.

**7.2.14** Through consultation on the Preferred Options KCAAP it was also identified that the document lacked direction in terms of setting out the Strategic Objectives; the overall aims that the individual generic and site-specific policies look to achieve. Therefore, a clear list of Strategic Objectives has now been included within the Publication version and have also been set out against the sustainability objectives.

## Policy Alterations

**Table 7.2.3**

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts
Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Chapter 4- A Good Place to do Business  Policy 4 - Primary and Secondary Shopping Frontages	Promotes greater activity in the town and greater economic diversity.	None identified.

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts
Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Chapter 4- A Good Place to do Business  Policy KCA.GPB5 - Employment Development	Improve the quality of the environment of a largely residential area.	Reduce the potential for economic activity.
Specific guidance on the Evening Economy in Policy KCA.GPB7.	Chapter 4- A Good Place to do Business  Policy KCA.GPB7 - Evening Economy	Improve the quality of the environment and control noise and light pollution.	None identified.
Add caveat to Policy KCA.UP5 - Staffordshire & Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Chapter 6 - A Unique Place  Policy KCA.UP5 - Staffordshire & Worcestershire Canal	Improve the contribution of the canal to the biodiversity and green infrastructure network.	None identified.
Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.	Chapter 6 - A Unique Place  Policy KCA.UP6 - River Stour	Reduce flood risk for riverside developments and protect water quality.	None identified.
Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Chapter 8 - Churchfields  Policy KCA.Ch6 - Lime Kiln Bridge	Maintains open space provision in the area.	None identified.
Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Chapter 11 - Castle Wharf	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.

Policy	Issues & Options Reference	Positive Impacts	Negative Impacts
	Policy KCA.CW1 - Castle Wharf		
Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Chapter 14 - Heritage Processions  Policy KCA.HP1 - Heritage Processions Area	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.
Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Chapter 14 - Heritage Processions  Policy KCA.HP2 - Frank Stone	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.
Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.	Chapter 14 - Heritage Processions  Policy KCA.HP3 - Green Street Depot	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.

## Publication Strategic Objectives

**Table 7.2.4**

Objective	Issues & Options Reference	Positive Impacts	Negative Impacts
Develop Kidderminster as the strategic centre of the District and beyond.	Chapter 2 - A Sustainable Future - Development Strategy	Promotes development, economic growth and diversity of the economy, and ultimately the regeneration Kidderminster.	None identified.
Deliver the growth of residential, retail, and employment development.		Promotes development, economic growth and diversity of the economy, and ultimately the regeneration Kidderminster.	Some key regeneration sites within flood risk areas.

Objective	Issues & Options Reference	Positive Impacts	Negative Impacts
Deliver the regeneration of key town centre sites, re-using brownfield land and buildings.		Supports development on brownfield land and within Kidderminster helping to regenerate the town.	Some key regeneration sites within flood risk areas.
Drive up the quality of urban design and architecture.		Strengthen the quality of the townscape and improve sense of place and local distinctiveness.	None identified.
Conserve and enhance the town's heritage assets.		Enhance and protect the town's heritage assets and improve quality of place.	None identified.
Develop and enhance the Blue and Green Infrastructure provision within the town.		Improve the quality of waterways and green spaces and access to them. Improves quality of life in the town and contributes towards in regeneration.	Some key regeneration sites are adjacent to blue and green infrastructure and development may have negative impact.
Safeguard and replenish the town's biodiversity and geo-diversity contribution.	Chapter 2 - A Sustainable Future - Development Strategy	Improve access to green spaces and water and improve biodiversity contribution in the town.	Some key regeneration sites are adjacent to blue and green infrastructure and development may have negative impact.
Ensure the town is equipped to adapt to and mitigate against the impacts of climate change.		Increases sustainable development practices and mitigates against climate change impacts.	None identified.
Safeguard the town against flood risk and ensure good water management.		Promotes flood risk betterment and improving water quality.	None identified.
Improve air quality around the town, with a particular focus on the Horsefair AQMA.		Improve air quality and the environment of the town.	None identified.
Increasing the provision and use of sustainable modes of transport and create a walkable environment.		Increase the use of sustainable modes of transport.	None identified.
Ensure the town is safe and enjoyable for all users.		Increase activity and natural surveillance in the town at all times of the day and night.	None identified.

## 7.3 Secondary, Cumulative and Synergistic Impacts of the Preferred Options

**7.3.1** 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.



Table 7.3.1

Term	Definition
Secondary Effect	Secondary effects that are no a direct result of the plan, but occur away from the original effect or as a result of a complex pathway.
Cumulative Effect	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 Effect	Synergistic effects interact to produce a total effect greater than the sum of the individual effects.

**7.3.2** 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. Therefore, this section assesses the secondary, cumulative and synergistic effects of the policies and sites which are carried forward to the Preferred Options and Publication versions of the document. The assessment considers any secondary, cumulative and synergistic effects arising from a combination of policies set out within the Kidderminster Central Area Action Plan DPD and a combination of policies set out within the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs.

Table 7.3.2

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.	<p>There will be a cumulative effect from developing sites which are located within the main urban areas. Access to healthcare will be improved by locating new development in areas where health provision is good and this will lead to improved health and wellbeing.</p> <p>The residential location policies and the policy which safeguards Kidderminster Hospital for medical uses will work together to ensure that medical facilities remain accessible and this will improve health and well being within the District.</p> <p>Policies relating to open space and leisure provision will have a positive impact on health as they will provide greater opportunities for healthy lifestyles.</p> <p>The above effects will help to achieve the objectives of the Sustainable Community Strategy and the Regional Health and Wellbeing Strategy.</p>	Long-term significant positive effect.
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	There will be a cumulative effect from developing sites which are located within the main urban areas. Access to services and facilities will be improved by locating new development in areas where access to services and facilities is good. This will create vibrant communities as more people use local facilities and interact.	Long-term significant positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
	The residential location policies and the policies which safeguard community and education facilities will work together to ensure that local services and facilities remain accessible and this will reduce the need to travel. This will help to meet the objectives of LTP3. The above effect will help to achieve the objectives of the Cultural Strategy for Worcestershire.	
3. To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	Allocating specific sites to meet affordable housing need, together with the Core Strategy policy which requires affordable housing on all sites will help to deliver affordable housing. Policies which deliver housing will work together with design policies to create attractive areas to live. Together with transport policies housing locations will reduce the need to travel by private car. Delivery of affordable housing as well as market housing will help to achieve the objectives of the Strategic Housing Market Assessment (SHMA) and the West Midlands Housing Strategy. Delivery of affordable housing will help to meet need identified through the Wyre Forest District Housing Needs Survey. Policies relating to delivery of Gypsy, Traveller and Travelling Showpeople sites will meet need identified in the Gypsy and Traveller Accommodation Assessment.	Long-term significant positive effect.
4. To enhance the quality of life for all residents within the District.	Allocating sites for housing and employment will help to bring development forward and provide housing choice and employment opportunities within the District. Policies on housing locations and design will provide attractive places to live, thereby enhancing quality of life. Policies on green infrastructure, landscape and biodiversity will help to improve quality of life and deliver the objectives of the Sustainable Community Strategy.	Long-term positive effect.
5. To encourage pride and social responsibility in the local community and reduce crime.	The overall heritage, public art and urban design policies (including Secured by Design principles) as well as site specific design criteria will help to create safe environments and environments which enhance civic pride.	None identified.
6. To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.	None identified.	None identified.
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	The cumulative effect of requiring renewable energy on all sites, as well as encouraging free standing renewable energy schemes will increase the amount of energy generated from renewable sources within the District. This will help to deliver targets set out within the Worcestershire Climate Change Strategy and the Energy White Paper and the Regional Renewable Energy Study.	Long-term positive effect.
8. To reduce the need to travel and move towards more sustainable travel modes.	Allocating sites within the DPDs which are within the existing urban areas will encourage development to come forward in accessible locations and reduce the need to travel by car. Creating a green infrastructure network and improving public realm will encourage walking and cycling. The KCAAP DPD will improve public realm and green infrastructure within the Kidderminster area and ensure it is connected to the wider district. These effects will contribute to the delivery of priorities set out within LTP3.	Long-term positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	Allocating previously developed land to meet employment and housing development targets will safeguard the best quality soils and prevent air pollution from increasing by focussing development on brownfield land and reducing the need to travel. Site specific policies for the Churchfields area will help to address the Horsefair AQMA and the St. Mary's borderline AQMA. These effects will help to meet the requirements of the European Air Quality Directive and the Wyre Forest District Air Quality Strategy. The Water management policy will help to improve water quality and deliver the objectives of the Water Cycle Strategy.	Long-term positive effect.
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.	A number of the allocated sites raise some concerns in relation to flooding. The cumulative effect of bringing forward all of these sites for development will need to be closely considered through site specific Flood Risk Assessments. Development of these sites should include proposals for betterment and this will address concerns raised in the Strategic Flood Risk Assessment.	Long-term negative effect.
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	The cumulative effect of the design and heritage policies working together will ensure that the townscape and landscape are strengthened. The green infrastructure policy will also work together with these policies to provide an enhanced townscape. These will help to deliver the objectives of the Landscape Character Assessment SG.	Long-term positive effect.
12. To conserve and enhance the District's biodiversity and geodiversity.	The cumulative effect of the green infrastructure and biodiversity policies, as well as allocations which do not have a detrimental impact on biodiversity will enhance the biodiversity of the area. However, some sites have raised concerns relating to biodiversity and the cumulative effect of bringing them forward could have a detrimental impact on the biodiversity of the District. The Green Infrastructure and biodiversity policies will act together to deliver the objectives of the Worcestershire Biodiversity Action Plan, the West Midlands Regional Biodiversity Strategy, the NPPF The NERC Act and The Wildlife and Countryside Act.	Long-term positive effect but also potential for long-term negative effect in some areas.
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	Land allocations, site specific policies and the heritage policies set out within the DPDs will help to safeguard the historic environment. However, a small number of the allocated sites have locally listed buildings which are afforded little statutory protection. Policies safeguarding the historic environment will help to deliver the objectives of the Conservation Area Appraisals and Management Plans, the Regional Historic Environment Strategy, the Heritage Protection White Paper and The Historic Environment: A Force for Our Future.	Long-term positive effect but also potential for a long-term negative effect around the loss of locally listed buildings.
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.	Allocating sites within the urban areas as well as including a policy to safeguard the best and most versatile agricultural land will work with the settlement hierarchy set out within the Adopted Core Strategy to direct development away from greenfield land. This will help to achieve objectives set out within The Barker Review of Land Use Planning, Untapped Potential, Planning for Soils, the NPPF and the ReWyre Strategy.	Long-term positive effect.
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	The allocated sites together with the settlement hierarchy and the other locational policies will direct development toward Kidderminster and Stourport-on-Severn, aiding their regeneration. This will help to deliver the objectives of the ReWyre Strategy.	Long-term significant positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
16. Mitigate against the unavoidable negative impacts of climate change.	Policies relating to green infrastructure, biodiversity, flooding and SUDS will work together to mitigate against negative effects of climate change. This will help to deliver the objectives of the UK Strategy or Sustainable Development, the UK Climate Change Impacts Programme, the Stern Review of the Economics of Climate Change. The County and District Climate Change Strategies and the Planning for Climate Change in Worcestershire Technical Research Paper.	None identified.
17. Reduce noise and light pollution.	Focusing developments within the urban areas using sites allocations and locational policies as well as the settlement hierarchy within the Adopted Core Strategy will contain noise and light pollution within the urban areas. Site specific and green infrastructure policies include reference to mitigation measures to reduce the impact of noise and light pollution on biodiversity habitats.	Long-term positive effect.
18. To raise the skills levels and qualifications of the workforce.	Safeguarding education sites and locating new development in areas where education is accessible will help to raise the skills and qualifications of the District's workforce. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.
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.	None identified.	None identified.
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	Allocating sites for employment development together with the policies which guide the location of employment development will help to provide certainty to developers and encourage employment development within the District. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	The provision of employment sites, together with the requirement for renewable energy in all new developments could help to stimulate this economic sector. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.

## Cumulative Impact Assessment

### Methodology

**7.3.3** There are two types of situation which could give rise to cumulative impacts:

- the same effect arising from two or more different sources; and
- different effects where there is a relationship between the effects and potentially an interaction.

**7.3.4** Synergistic effects are a type of cumulative impact. These are effects where the cumulative impact may be greater or smaller than the sum of the separate effects.

**7.3.5** Cumulative impacts were considered in the appraisal in two ways:

- the potential for different developments to give rise to the same type of effect; and
- the potential for interaction between different types of effect.

**7.3.6** In order to assess the cumulative impacts arising from all potential developments under the KCAAP DPD, the appraisal considered the overall effect of the DPD as a whole on each of the SA objectives. The results of this are set out in the SA Report in Section 2.2.

**7.3.7** An assessment has also been made of the cumulative effects of the site allocations. This was done in two ways.

**7.3.8** First, the sites were considered for their potential to give rise to cumulative effects in combination with other sites. The predicted cumulative effects arising from sites in the KCAAP DPD in combination with others are set out in detail in Annex B.

**7.3.9** The appraisal then considered the potential for effects arising from other plans and programmes which in combination with effects arising from the KCAAP DPD may give rise to significant impacts. In undertaking this assessment, a review was made of all relevant current and reasonably foreseeable plans programmes and strategies which could give rise to in-combination effects with developments at the allocated sites. The assessment also considered the potential for cumulative effects arising in combination with the SALP DPD. The results of the review of other plans and programmes and their potential to give rise to cumulative effects is set out in detail in Annex A. The findings are summarised below.

## Findings and Conclusions

**7.3.10** The following table summarises the likely significant effects of other plans and programmes on key receptors of relevance to the KCAAP DPD in general terms. The full review and detailed findings are set out in Annexes A and B. This is followed by an assessment of the key significant cumulative effects.

**Table 7.3.3 Summary of Likely Significant Cumulative Effects of KCAAP DPD and Other Plans and Programmes on Receptors**

	Resource use (energy, water, minerals)	Waste generation	Climate change	Road networks	Flooding	Air quality	Water quality	Soil quality	Population	Ecosystems	Cultural heritage
Site Allocations and Policies DPD, Publication Version	x	x	+/x	+/x	+/x	0	?	0	+	+/x	+/x
Kidderminster Central Area Action Plan, Publication Version	x	x	+/x	+	+	+	?/+	+	+	+/x	+/x
Worcestershire Economic Partnership Joint Investment Plan	0	0	0	+	0	+	0	0	+	0	0
Worcestershire Local Transport Plan 3	0	0	0	0	0	+	0	0	+	0	+

	Resource use (energy, water, minerals)	Waste generation	Climate change	Road networks	Flooding	Air quality	Water quality	Soil quality	Population	Ecosystems	Cultural heritage
Worcestershire Waste Core Strategy Submission Document	+	+	+	0	0	0	0	0	0	0	0
An Economic Strategy for Worcestershire 2010-2020	?	?	?	?	0	?	0	0	+	0	?
Wyre Forest District Sustainable Community Strategy	0	0	+	0	0	0	0	0	+	0	0
Wyre Forest District Air Quality Strategy	0	0	+	+	0	+	0	0	0	0	0
Wyre Forest Core Strategy	x/+	x/+	x/+	x/+	+	x/+	0	0	+	+	?
Bromsgrove Draft Core Strategy 2	0	0	0	x	0	x	0	0	0	0	0
Stourbridge Area Action Plan, Publication Stage	0	0	0	x	0	0	0	0	0	0	0
Shropshire Local Development Framework Adopted Core Strategy	0	0	0	+	0	0	0	0	+	0	0
South Staffordshire Core Strategy Proposed Changes	0	0	0	0	0	0	0	0	0	+	0

**7.3.11** The following receptors have been identified as the most likely to be subject to cumulative effects. They have been selected on the basis that they are areas where the various plans and strategies in combination with the KCAAP DPD are likely to have the impacts of greatest significance. The conclusions incorporate the findings of the assessment of cumulative impacts of all development arising from both the KCAAP DPD and the SALP DPD.

**7.3.12** It should be noted that these receptors and their effects are all inter-related, for example effects on transport networks give rise to climate change and air quality effects. Furthermore, it should be recognised that all of the receptors have effects on and consequences for people. The inter-relationship between effects is discussed in the following sections.

## Resource Use

**7.3.13** Several plans and strategies relevant to Wyre Forest, including the Core Strategy and KCAAP and SALP DPDs, place a strong emphasis on economic and housing growth. This is likely to lead to increased resource use including energy, water and minerals, in order to facilitate the growth and development. Consuming these resources will lead to increased greenhouse gas emissions and climate change, with its attendant pressures and risks for both people and biodiversity. However, the Core Strategy and KCAAP and SALP DPDs will also help to reduce the pressure on resource use through likely positive effects on recycling of waste and requiring water and energy efficiency in new developments, although the extent to which this will be able to offset the pressures of growth is not clear. The Waste Core Strategy will also help to promote greater resource efficiency.

## Waste Generation



**7.3.14** As with resource use, the growth and development emphasised in Wyre Forest is highly likely to lead to increased waste generation. Again, the Core Strategy, KCAAP and SALP DPDs and the Waste Core Strategy will help to encourage waste minimisation, although the extent to which this will be able to offset the effects of growth is unclear. Increasing the amount of waste generated will lead to increased need for waste transport and facilities to manage the waste, and additional economic costs to provide these.

### **Climate Change**

**7.3.15** The strong emphasis on housing and economic growth is likely to lead to increased greenhouse gas emissions. This is likely to have climate change consequences by increasing the risk of climate change occurring and adding to pressures from impacts such as flood risk, increased storminess and higher temperatures. These pressures are felt by both communities and ecosystems. Other policies are in place to promote energy efficiency, renewable energy and sustainable transport and it may be that this will enable greenhouse gas emissions to be reduced, although this is not certain. However, it should mean that any increase in emissions is at least minimised.

### **Road Networks**

**7.3.16** The planned housing and economic growth in the District are likely to lead to increased demand for transport. This could have adverse impacts on the road network, although a number of measures are planned to address this, including locating most developments in accessible locations, promotion of cycling and walking, and support for rail and bus improvements. This will help to reduce the demand for road space and alleviate congestion, which will have related benefits for air quality, reduce noise and make the urban areas more pleasant and liveable places. However, it is uncertain whether the number of vehicles on the roads will increase significantly despite the mitigating actions, although this is possible. Furthermore, new roads are to be constructed which, while they should alleviate congestion, may encourage more use.

### **Flooding**

**7.3.17** Wyre Forest is significantly affected by flood risk, and a large number of the proposed sites contain land within flood zones 2 or 3 or both. For many of the development sites these risks are identified in the SALP and KCAAP DPDs and developments are required to address and mitigate flood risk, although this is not the case for all sites. However, the Core Strategy contains policy requiring mitigation for any developments in areas with known flooding issues, and therefore adverse effects are unlikely. Cumulatively, developments within the District could lead to an improvement in flood risk by carrying out mitigation work. The implementation of sustainable drainage measures (SUDS) will also help to reduce flood risk, although there is a large number of development sites which are constrained in their ability to accommodate SUDS.

**7.3.18** Any reduction in flood risk will have related benefits for water quality. Reduced flood risk will also improve safety for local people, and avoid the economic costs of flood events.

### **Air Quality**

**7.3.19** There are strong inter-relationships between air quality and road use. The main significant effects on air quality in Wyre Forest are likely to arise from any increase in road traffic as a result of economic and housing growth and road improvements, promoted by the LDF and other plans and programmes. However, measures to promote more sustainable transport and reduce the need to travel are likely to offset that increase, and may even lead to no significant increase in road traffic and therefore have no adverse effect on air quality. In any event, air quality in the Horsefair and Welch Gate AQMAs is likely to improve as a result of planned measures in the KCAAP DPD and other plans and programmes.

### **Water Quality**

**7.3.20** The level of growth promoted by the SALP and KCAAP DPDs will increase the demand for water supply and wastewater treatment. These demands are related to effects on water quantity and quality, both of which can have significant consequences for biodiversity.

**7.3.21** The Water Cycle Strategy notes that overall water supply is limited within the District, but it is not envisaged by Severn Trent Water Ltd to be a constraint to development, due to the improvement plans highlighted in their Water Resources Management Plan and the ability to transfer water between Water Resource Zones. Consultation with STWL has identified that there is flexibility with the water supply headroom figures which should be sufficient to account for levels of development of up to 4400 new dwellings and 43 hectares of employment land. However, without mitigation, this will be in deficit in a few years. There are also a number of water-dependent SSSIs and abstraction restrictions which must be appreciated and considered when supplying water to a new development. Due to these constraints and the future predictions of population growth and climate change, it is paramount for demand management techniques to be implemented into all new developments, including rainwater harvesting and grey water recycling, as is required by the Core Strategy.

**7.3.22** Due to the predicted increase in development and the drought-related effects of climate change, water resources will become increasingly limited. Limitations in water resources may pose a problem dependent upon the type of development and the density of development. This may result in a delay to the timing in which industry can be developed if mains water cannot be provided or is too expensive.

**7.3.23** The capacity of the main wastewater treatment works within the District have been identified as having the ability to accommodate the predicted increase in effluent, including the Kidderminster Oldington works, which is key to a majority of the development. However, there are a number of pumping stations and rural treatment works that are already operating at capacity and will therefore require upgrade or improvement to accommodate the additional flows. Most notable are the Blakedown, Roundhill, Upper Arley and Chaddesley Corbett works. These results will not prevent development but indicate a potential time or cost implication when developing within these areas.

**7.3.24** It is also necessary to ensure that the environmental constraints are not exceeded as a result of new development, especially as some watercourses (Blakedown Brook) are already failing their river quality objectives and the District as a whole has been identified as suffering

from nitrification issues. Policy within the SALP DPD requires development to have no negative effects on water quality, either directly through pollution or by overloading wastewater treatment works.

## Population

**7.3.25** The communities within Wyre Forest District are likely to experience positive cumulative effects arising from the KCAAP and SALP DPDs, in combination with various other plans and programmes. The key benefits will result from the increase in employment opportunities provided, and improved residential environments, leading to economic regeneration of the District's main towns, reduced deprivation and a better quality of life. People living in the new developments will have good access to services and facilities, including healthcare, cultural and educational facilities. The quality of the urban environment more generally will be improved, both in terms of the appearance of the townscape and from greater use of more sustainable modes of accessing services and facilities and therefore improved air quality and reduced noise and congestion. All of these effects will help to enhance people's quality of life.

## Ecosystems

**7.3.26** The Sustainability Appraisal of the Core Strategy suggests that the planned levels of housing development could have a detrimental impact on biodiversity. A small number of sites in the SALP and KCAAP DPDs are adjacent to or contain recognised biodiversity assets, and development at these sites could potentially risk adverse effects on biodiversity, either from physical damage or from the impact of noise and light pollution from human activity. There is a risk that the level of development proposed in the KCAAP and SALP DPDs could adversely affect biodiversity, in two ways. First, the increase in residential areas, particularly in Kidderminster, will increase the demand for open space for recreation which may put excessive pressure on existing green spaces. Secondly, some species and habitats such as those of acidic communities cope poorly with breaks in connectivity, while others such as otter can tolerate small disturbances but not a series of small or larger developments within its range.

**7.3.27** Policy SAL.UP3 in the SALP DPD proposes to create a Country Park to the north of Kidderminster, and therefore the pressure for recreation should be alleviated so that adverse effects on existing sites are unlikely.

**7.3.28** Policy in the Core Strategy and the SALP DPD requires developments to protect and enhance biodiversity within and outside designated sites, and to make enhancements to the green infrastructure network. Policy SAL.UP5 in the SALP DPD should be amended to explicitly require cumulative effects to be addressed in ecological surveys, and the supporting text should note the particular risks regarding connectivity for acidic communities and the cumulative effects of small disturbances on certain species.

## Cultural Heritage

**7.3.29** The Sustainability Appraisal of the Core Strategy suggests that the planned levels of housing development could have potential for impacts on the integrity of the historic environment. The SALP DPD contains policy which requires any development proposal affecting the District's heritage assets or their setting to demonstrate how these assets will be protected, conserved

and where appropriate enhanced. Furthermore, the Core Strategy requires that new developments and their layouts should take into account heritage assets and where possible utilise historic streets, buildings, spaces and infrastructure as an integral part of the scheme design. Therefore significant cumulative effects on designated assets are unlikely.

**7.3.30** Notwithstanding this, it is possible that the scale of development proposed, particularly in Kidderminster, will permanently change the character of the town by replacing large areas of old, often undesignated, buildings with new. The cumulative effects of this could be significant. There is a recognised relationship between the quality of the historic environment and its contribution to economic vitality, and this is demonstrated in vacancy rates in the different towns and areas within towns in Wyre Forest.

**7.3.31** However, there is policy within the SALP DPD which requires development to build on the quality of the historic environment, maximising opportunities to contribute to local distinctiveness while at the same time having regard to the traditional design of the locality and avoid inappropriate features and detail. It is therefore likely that any adverse cumulative effects arising from developments in Kidderminster will be minimised.

## 7.4 Proposed Mitigation Measures

**7.4.1** As the above sections identify there are some sites and policies that do not score well through the sustainability appraisal when tested against certain objectives. As mentioned above, flood risk provides a particular conflict to many of the sites and policies in the KCAAP. However, it is felt that in many cases that it is important to retain these options within the KCAAP due to their strategic importance to the regeneration of Kidderminster. In these cases the District Council believes that adequate mitigation measures can be taken to guard against the conflicts with the sustainability appraisal objectives.

**7.4.2** Proposed mitigation measures are set out within the tables in appendices C, D and E. The table below summarises the mitigation measures proposed for each of the negative issues raised.

**Table 7.4.1**

Negative Effect Identified	Proposed Mitigation Measures	Influence on the KCAAP
Flooding	<ul style="list-style-type: none"> <li>Implement a suitable SUDS scheme to reduce surface water run-off.</li> <li>Locate vulnerable uses at higher levels.</li> <li>Open up existing culverts.</li> <li>Introduce soft landscaping to reduce run-off.</li> </ul>	For site specific policies where there is an identified flood risk wording should be included to highlight this and to require appropriate mitigation measures to be implemented as part of any new development.
Transport	<ul style="list-style-type: none"> <li>Improvements to public transport.</li> </ul>	Policies KCA.CC1 Sustainable Transport and KCA.CC2 Walkable Town expect new developments to contribute towards a well connected and accessible town centre that

Negative Effect Identified	Proposed Mitigation Measures	Influence on the KCAAP
	<ul style="list-style-type: none"> <li>Introduction of new bus services.</li> <li>Improved walking and cycling routes.</li> </ul>	provides for pedestrian and cycle movement. The Sustainable Transport policy looks to implement a number of priority projects aimed at improving transport, including the ring road and railway station interchange.
Green Infrastructure	<ul style="list-style-type: none"> <li>Contribution towards the green infrastructure network, either financial or actual provision.</li> <li>Compensatory playing pitch provision.</li> </ul>	Policy KCA.UP7 - Green Infrastructure requires new development to provide green infrastructure through their design and link it to the wider network. Enhancing the contribution of the canal and river is highlighted specifically.
Design	<ul style="list-style-type: none"> <li>High quality design to ensure that schemes do not have a detrimental impact on their surroundings.</li> </ul>	Policy KCA.UP1 - Urban Design provides detailed guidance on design issues to ensure that new developments are appropriately designed.
Community Facilities	<ul style="list-style-type: none"> <li>Compensation should be sought for the loss of the existing community facility.</li> </ul>	The KCAAP relies on policies within the Core Strategy and the Site Allocations & Policies DPDs for guidance on community facilities.
Noise/Light Pollution	<ul style="list-style-type: none"> <li>Use of low-impact lighting to minimise adverse affects.</li> <li>Sensitive screening, acoustic barriers and siting.</li> <li>Implement improvements to wildlife habitats.</li> </ul>	Policies KCA.UP5 - Staffordshire & Worcestershire Canal and KCA.UP6 - River Stour state that developments should enhance these waterways role as part of the Green Infrastructure and Biodiversity networks. Furthermore, site specific policies further highlight this guidance where relevant.

## 7.5 Uncertainties and Risks

**7.5.1** 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.

**7.5.2** The main uncertainty within this report is the availability of baseline data. This has made it difficult in some cases to identify the current situation and the likely impact future development may have. Uncertainties relating to baseline data will be resolved through monitoring.

**7.5.3** The SA Report assesses sites and policy options against the SA framework and identified which is the most sustainable. There may also be circumstances where unforeseen effects occur and these will not have been included within the assessment. A number of assumptions have been made during the assessment and these are set out within section 5.5. Whilst the policies set out within this DPD are more detailed than those set out within the Core Strategy for example, and this DPD refers to specific sites there is still a lot of uncertainty regarding the exact nature of the development which will take place on sites. An example of this is where sites are allocated for a mix of uses, the exact mix of uses could have an impact on the

sustainability of the site however, at this stage those details are not clear. Where sites are allocated for residential development, it is assumed that they will meet the specific policy requirements set out within the Core Strategy for affordable housing and renewable energy for example, however, there are clauses within the Core Strategy policies to allow for reduced levels of affordable housing or renewable energy where developers can demonstrate that meeting these requirements would render a development unviable. Therefore, there is some uncertainty about whether the assumptions made will be reflected in the actual development delivered on some of the sites.

**7.5.4** The SA framework uses 21 criteria to assess the sites and policy options. The outcome will vary depending on the weight afforded to each of the criteria. Although there is no explicit weighting of the criteria, there will be implicit weighting because the 21 objectives are not equally balanced between the social, economic and environmental areas of sustainability, however, they are all of equal importance.

**7.5.5** An example of how some criteria might carry more weight, though not explicitly, is in relation to flood risk. When ranking the development sites flood risk is identified as a crucial issue and there are negative impacts for some sites. However, flood risk, in this case, can usually be mitigated by good design and this is likely to have a positive impact on the economy and the quality of the local environment, additionally, the sites are in highly accessible town centre locations and this has a positive impact in terms of reducing the need to travel. Therefore, although flood risk can be a significant issue, where it is mitigated correctly it can lead to other positive benefits.

**7.5.6** The consistency in judgements between appraising different policy areas and different site uses is important. Considerable work has been carried out to ensure that the effects have been treated in a comparable fashion. Details of the assumptions applied for each SA objective are set out in section 5.5 of this report. By way of example, there are assumptions made about what a suitable walking distance is and this has been applied to sites when assessing their access to services and facilities, however, the quality of the walking route has not been assessed meaning that although some sites are considered to have good access, the walking route may be unpleasant thus encouraging car use whereas other sites which are more distant from services and facilities may still provide access to them by foot as the route is of a higher quality.

**7.5.7** The degree to which the SA process can assess secondary, cumulative and synergistic effects is limited. As there is uncertainty about assessing the immediate effects, once assumptions start being made about subsequent and cumulative impact the level of uncertainty grows.







## 8 Implementation

### 8.1 Links to Other Tiers of Plans and Programmes and the Project Level

**8.1.1** The Site Allocations and Policies DPD and the Kidderminster Central Area Action Plan DPD both sit within the Local Development Framework. The first LDF document to be produced was the Core Strategy DPD. All subsequent DPDs, including the Site Allocations and Policies and KCAAP DPDs must be in conformity with the Core Strategy. The DPDs must also be in general conformity with national planning policy.

**8.1.2** The Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs provide more detailed policies and allocate sites in order to implement the principles set out within the Core Strategy. The Sustainability Appraisal of these documents has elaborated on the earlier Sustainability Appraisal of the Core Strategy.

### 8.2 Proposals for Monitoring

**8.2.1** The following indicators are proposed for monitoring. These indicators are drawn from those set out within the SA framework. These indicators are also being used to monitor the sustainability impacts of the Core Strategy and as such, information should become available on these indicators as part of that process. However, these indicators may need to be amended to reflect the availability of information.

- 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 CO<sub>2</sub> 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-on-Severn)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions

# Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

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# A Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

## A Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

INTERNATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Johannesburg Declaration on Sustainable Development (2002)</b>	<ul style="list-style-type: none"> <li>Collective responsibility to advance and strengthen the pillars of sustainable development – economic, social development and environmental protection at local, national, regional and global levels.</li> <li>Responsibility to one another, to the greater community of life and to our children.</li> <li>Increase access to basic requirements - clean water, sanitation, adequate shelter, energy, health care, food security and the protection of biodiversity.</li> <li>Assist access to financial resources, benefit from the opening of markets, and ensure capacity building.</li> </ul>	Pillars of sustainable development are interwoven into the SA Process. The objectives consider social, economic and environmental issues.
<b>Rio Declaration on Environment &amp; Development (1992)</b>	<ul style="list-style-type: none"> <li>Environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it.</li> <li>Decrease the disparities in standards of living.</li> <li>Reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies.</li> <li>Facilitate and encourage public awareness and participation by making information widely available.</li> </ul>	Undertake public consultation on the SA and Core Strategy development to facilitate awareness and participation.
<b>Aarhus Convention (1998)</b>	<ul style="list-style-type: none"> <li>Sets out the obligation to safeguard the Environment for future generations.</li> <li>Links accountability and environmental protection.</li> <li>Imposes obligations re: access to information and public participation.</li> </ul>	Reflected in the SEA Directive the requirements of which need to be incorporated into the SA Report.
<b>Kyoto Protocol (1997)</b>	<ul style="list-style-type: none"> <li>Established to limit emissions of greenhouse gases.</li> <li>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.</li> </ul>	Include SA Objective on reducing greenhouse gas emissions within the District.
<b>The EU Sustainable Development Strategy (updated 2005)</b>	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.	Include SA objectives that work towards sustainable development and combating climate change.
<b>European Habitats Directive (1992)</b>	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.

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INTERNATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>European Birds Directive (1979)</b>	<ul style="list-style-type: none"> <li>Maintenance of the favourable conservation status of wild bird species.</li> <li>Identification and classification of Special Protection Areas for rare or vulnerable species.</li> <li>Establishment of a general scheme of protection for all wild birds.</li> </ul>	Include SA Objective on maintaining and enhancing biodiversity within the District.
<b>European Air Quality Directive (2000)</b>	<ul style="list-style-type: none"> <li>Introduction of new air quality standards for previously unregulated air pollutants. Including sulphur dioxide, nitrogen dioxide, particulate matter, lead and ozone.</li> <li>Pollutants governed by already existing ambient air quality objectives and benzene, carbon monoxide, polycyclic aromatic hydrocarbons, cadmium, arsenic, nickel and mercury.</li> <li>Establishes a community wide procedure for exchange of information and data on ambient air quality in the EC.</li> </ul>	Include SA Objective on promoting opportunities for sustainable travel to reduce transport emissions.
<b>European Water Framework Directive (2000)</b>	<ul style="list-style-type: none"> <li>Framework for the protection of inland surface waters, transitional waters, coastal waters and groundwater.</li> <li>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.</li> </ul>	Include SA Objective on preservation and enhancement of the District's water resources.
<b>European Sixth Environmental Action Plan (2001 – 2010)</b>	<ul style="list-style-type: none"> <li>High level of protection for the environment and human health, for general improvement in the environment and quality of life.</li> <li>Identifies areas at risk of flooding and possible future flooding problems.</li> </ul>	Include SA Objective on seeking opportunities to reduce the risk of flooding within the District.
<b>European Landscape Convention (2000)</b>	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	Include an SA objective on protecting and enhancing the landscape of the District.

INTERNATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
	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.	
NATIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>The Wildlife and Countryside Act 1981 (as amended)</b>	The Act protects in law wildlife (birds, animals and plants listed in the Annexes), the countryside, National Parks, and the designation of protected areas, and public rights of way.	Include SA objectives on preserving and enhancing the biodiversity of the region.
<b>The NERC (Natural Environment and Rural Communities) Act</b>	Section 40 of the Act places a duty upon all public bodies to have regard to the purpose of conserving biodiversity.	Include SA objectives on preserving and enhancing the biodiversity of the region.
<b>Conserving Biodiversity: The UK Approach DEFRA (2007)</b>	<p>This document sets out an approach to biodiversity conservation that is designed not only to meet the commitment to halt the loss of biodiversity by 2010, but to guide action well into the second decade of the 21st century at a time when the challenges faced by the natural environment are great.</p> <p>It comprises</p> <ul style="list-style-type: none"> <li>• A shared purpose in tackling the loss and restoration of biodiversity</li> <li>• The guiding principles that we will follow to achieve it</li> <li>• Our priorities for action in the UK and internationally</li> <li>• Indicators to monitor the key issues on a UK basis</li> </ul>	Include SA objectives on preserving and enhancing the biodiversity of the region.
<b>The Bern Convention (1979)</b>	The Bern Convention is a binding international legal instrument in the field of nature conservation, which covers most of the natural heritage of the European continent and extends to some States of Africa. Its aims are to conserve wild flora and fauna and their natural habitats and to promote European co-operation in that field.	Include SA objectives on preserving and enhancing the biodiversity of the region.

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	<p>The Convention places a particular importance on the need to protect endangered natural habitats and endangered vulnerable species, including migratory species.</p> <p>All countries that have signed the Bern Convention must take action to:</p> <ul style="list-style-type: none"> <li>● promote national policies for the conservation of wild flora and fauna, and their natural habitats;</li> <li>● have regard to the conservation of wild flora and fauna in their planning and development policies, and in their measures against pollution;</li> <li>● promote education and disseminate general information on the need to conserve species of wild flora and fauna and their habitats;</li> <li>● encourage and co-ordinate research related to the purposes of this Convention.</li> </ul> <p>and also co-operate to enhance the effectiveness of these measures through:</p> <ul style="list-style-type: none"> <li>● co-ordination of efforts to protect migratory species;</li> <li>● and the exchange of information and the sharing of experience and expertise.</li> </ul>
<b>Making Space for Water</b>	<p>This is a cross-government programme taking forward the developing strategy for flood and coastal erosion risk management in England.</p> <ul style="list-style-type: none"> <li>● Aims to protect and enhance biodiversity by embedding it into all types of public policy.</li> <li>● Sets out different actions to be taken in different areas, including urban areas, agriculture, water and woodland.</li> </ul> <p>Include an SA objective on flood risk.</p>
<b>Working with the Grain of Nature – A Biodiversity Strategy for England (DEFRA, 2002)</b>	<ul style="list-style-type: none"> <li>● Aims to protect and enhance biodiversity by embedding it into all types of public policy.</li> <li>● Sets out different actions to be taken in different areas, including urban areas, agriculture, water and woodland.</li> </ul> <p>Include SA objectives on preserving and enhancing the biodiversity of the region.</p>
<b>UK Waste Strategy (DEFRA, 2000)</b>	<ul style="list-style-type: none"> <li>● Tackling Waste is essential to securing sustainable development.</li> <li>● Sets targets to reduce the amount of waste going to landfill, landfill tax escalator will help to achieve this.</li> <li>● Key target: - recycle or compost 30% of household waste by 2010.</li> </ul> <p>Include SA objectives on reducing consumption and increasing recycling.</p>
<b>Waste Strategy for England 2007 (DEFRA)</b>	<p>Promotes a move towards 'One Planet Living'. Reducing waste is an important contributor to this goal.</p> <p>Need to break the link between economic growth and waste growth, and use fewer natural resources. Most products should be re-used or their materials recycled. Energy should be recovered from other wastes where possible. For a small amount of residual material, landfill will be necessary.</p> <p><b>VISION:</b> 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> <p>Include an SA objective on reducing waste, increasing recycling and promoting the waste hierarchy.</p>

NATIONAL	
<ul style="list-style-type: none"> <li>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.</li> <li>Retailers will have to reduce packaging, source and market products that are less wasteful, and help their consumers to be less wasteful.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>The Government's key objectives are to:               <ul style="list-style-type: none"> <li>decouple waste growth (in all sectors) from economic growth and put more emphasis on waste prevention and re-use;</li> <li>meet and exceed the Landfill Directive diversion targets for biodegradable municipal waste in 2010, 2013 and 2020;</li> <li>increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste;</li> <li>secure the investment in infrastructure needed to divert waste from landfill and for the management of hazardous waste; and</li> <li>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.</li> </ul> </li> </ul>	
<b>The Eddington Transport Study (2006)</b>	<ul style="list-style-type: none"> <li>Sets out the importance of a good transport system to maintaining a strong economy, and the importance of reducing congestion in urban areas.</li> <li>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.</li> </ul>
<b>Barker Review of Land Use Planning (DCLG, 2006)</b>	<ul style="list-style-type: none"> <li>Increase flexibility and responsiveness of the planning system through the quicker delivery of development plan documents and a more positive attitude to development.</li> </ul>
	<p>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.</p> <p>Develop SA objective on the efficient use of land, prioritising the use of PDL and protecting urban green space.</p>



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NATIONAL	
	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
<b>Strong and Prosperous Communities – the Local Government White Paper (October 2006)</b>	<ul style="list-style-type: none"> <li>Overall vision of revitalised local authorities working with their partners to reshape public services around the citizens and communities that use them.</li> <li>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.</li> </ul>
<b>UK Strategy for Sustainable Development (2005)</b>	<ul style="list-style-type: none"> <li>Living within environmental limits.</li> <li>Ensuring a strong, healthy and just society.</li> <li>Achieving a sustainable economy.</li> <li>Promoting good governance and using sound science responsibly.</li> <li>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.</li> <li>For each of these areas, the Strategy identifies indicators through which to review progress.</li> <li>Includes 20 UK Framework Indicators intended to cover key impacts and outcomes that reflect the priority areas across the UK.</li> </ul>
<b>Urban White Paper (2000)</b>	<ul style="list-style-type: none"> <li>People shaping the future of their community</li> <li>People living in attractive well-kept towns and cities which use space and buildings well.</li> <li>Good design and planning which makes it practical to live in a more environmentally sustainable way with less noise, pollution and traffic congestion.</li> <li>Towns and cities able to create and share prosperity investing to help all their citizens reach their full potential.</li> <li>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.</li> </ul>
	<p>The Local Development Framework should be the spatial expression of the Community Strategy.</p> <p>Engage the LSP in a visioning exercise.</p> <p>Pillars of sustainable development are interwoven into the SA Process. The objectives consider social, economic and environmental issues.</p> <p>Develop SA Objective on encouraging urban regeneration.</p>



NATIONAL		
<b>Rural White Paper (2000)</b>	<ul style="list-style-type: none"> <li>Support vital village services</li> <li>Modernise rural services</li> <li>Provide affordable homes</li> <li>Deliver local transport solutions</li> <li>Rejuvenate market towns and a thriving local economy</li> <li>Set a new direction for framing.</li> <li>Preserve what makes rural England special</li> <li>Ensure everyone can enjoy an accessible countryside</li> <li>Give local power to country towns and villages</li> <li>Establishes a rural proofing mechanism to ensure that all major policies are assessed for their rural impact.</li> </ul>	Develop SA Objective on promoting rural regeneration through improving housing choice and localised services in appropriate areas.
<b>Sustainable Communities Plan (2003)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Addressing low demand and abandonment</li> <li>Decent homes</li> <li>Liveability – improving local environments</li> <li>Protecting the countryside.</li> </ul>	Develop SA Objective to promote opportunities to improve housing choice and provide affordable housing opportunities.
<b>Transport 10 Year Plan (2000)</b>	<ul style="list-style-type: none"> <li>Ten-year strategy for investment in the future to create prosperity and a better environment. Approach based on integrated transport, public &amp; private partnership and new projects to deliver a broad package of improvement by 2010.</li> <li>50% increase in rail use</li> <li>80% increase in rail freight</li> <li>Traffic congestion reduced below current levels particularly in large urban areas</li> <li>10% increase in bus passenger journeys</li> <li>Safer cycling and walking routes, more 20mph areas and Home Zones for safer roads.</li> </ul>	Develop SA Objective to improve transport choice for local residents and to reduce the dependency on the private car as a mode of transport.
<b>UK Climate Change Programme (1994)</b>	<ul style="list-style-type: none"> <li>Improve business use of energy, stimulate investment and cut costs.</li> <li>Energy labels, standards, integrated pollution prevention and control, stimulate new more efficient sources of power generation,</li> <li>Cut emissions from the transport sector, promote better energy efficiency in the domestic sector, improve energy efficiency requirements of the building regulations, Protecting and enhancing forests,</li> <li>New targets for improving energy management of public buildings, energy efficiency targets for local authorities, schools and hospitals, developing green travel plans.</li> </ul>	Develop SA Objectives relating to increasing the amount of energy which is generated from renewable sources, reducing transport emissions and improving the energy efficiency of buildings.

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<b>Stern Review of the Economics of Climate Change (November 2006)</b>	<ul style="list-style-type: none"> <li>The Planning System's chief role will be encouraging buildings and infrastructure to take account of climate change, particularly by limiting development in floodplains.</li> <li>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.</li> </ul>	Develop SA Objective to take account of the effects of climate change and the location of new development in the District.
<b>Energy White Paper (2007)</b>	<ul style="list-style-type: none"> <li>Cut the UK's Carbon Dioxide emissions by some 60% by 2050 with real progress by 2020.</li> <li>To maintain the reliability of energy supplies.</li> <li>To promote competitive markets in the UK and beyond helping to raise the rate of sustainable economic growth and improve productivity.</li> <li>To ensure that every home is adequately and affordably heated.</li> <li>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.</li> </ul>	Develop SA Objective to promote opportunities for renewable energy facilities in appropriate circumstances and to improve the energy efficiency of new buildings.
<b>The Countryside and Rights of Way Act (CROW) (2000)</b>	<ul style="list-style-type: none"> <li>Extends the public's ability to enjoy the Countryside whilst also providing safeguards for landowners and occupiers.</li> <li>Creates a new statutory right of access to open country and registered common land.</li> <li>Modernise the Rights of Way system</li> <li>Give greater protection to SSSIs.</li> <li>Provide better management arrangements for AONBs</li> <li>Strengthen Wildlife Enforcement Legislation.</li> </ul>	Develop SA Objective to promote opportunities to access and enjoy the District's countryside in a sustainable manner.
<b>Diversity and Equality in Planning (2005)</b>	<ul style="list-style-type: none"> <li>Early and effective engagement between LPAs and the communities they serve.</li> <li>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.</li> </ul>	Develop SA Objective to promote opportunities to engage with local communities and address diverse local needs.
<b>Untapped Potential – Identifying and Delivering Residential Development on Previously Developed Land (CPRE, 2007)</b>	<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"> <li>Capacity assessments are underestimating actual PDL potential.</li> <li>The contribution of small sites is underestimated.</li> </ul>	Develop an SA objective to promote the re-use of previously developed land.

NATIONAL		
	<ul style="list-style-type: none"> <li>Strong density policy helps increase development on PDL.</li> <li>Rigorous monitoring is key to accurate assessment of supply.</li> <li>Proactive development of PDL stimulates sustainable urban renaissance.</li> </ul>	
<b>Waterways for Tomorrow (DEFRA, 2000)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>The report also encourages the use of waterways for recreation, education, regeneration, and both passenger and freight transport.</li> </ul>	Develop an SA objective which ensures that the District's inland waterways are protected and enhanced and that sustainable transport options are considered.
<b>Planning a Future for the Inland Waterways (IWAAC, 2001)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	Develop an SA objective which ensures that the District's inland waterways are protected and enhanced and that sustainable transport options are considered.
<b>The Historic Environment: A Force for Our Future (DCMS, 2001)</b>	<p>The report aims to:</p> <ul style="list-style-type: none"> <li>Ensure that the full potential of the historic environment as a learning resource is realised;</li> </ul>	Develop an SA objective to protect the historic environment.

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	<ul style="list-style-type: none"> <li>● Ensure that the historic environment is accessible to everybody and is seen as something with which the whole of society can identify and engage;</li> <li>● Ensure that the historic environment is protected and sustained for the benefit of our own and future generations;</li> <li>● Ensure that the historic environment's importance as an economic asset is skilfully harnessed.</li> </ul>	
<b>Heritage Protection White Paper (DCMS, March 2007)</b>	<p>The White paper sets out changes the 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"> <li>● World Heritage Site protection will be strengthened by the introduction of greater notification of major developments and strengthened protection against minor works.</li> <li>● 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.</li> <li>● Designation will now include complex sites of early human activity that do not have structures.</li> <li>● Subject to consultation; locally designated buildings could be protected from demolition and greater controls restored over Conservation Areas.</li> </ul>	Develop an SA objective that protects all aspects of the historic environment.
<b>Planning (Listed Buildings and Conservation Areas Act) 1990</b>	<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 special architectural or historical interest, the character or appearance of which should be preserved.</p>	Develop an SA objective which protects the historic environment.
<b>Ancient Monuments and Archaeological Areas Act 1979</b>	<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>	Develop an SA objective which protects the historic environment of the District.
<b>Code for Sustainable Homes – A step change in sustainable home building practice (DCLG, 2006)</b>	<ul style="list-style-type: none"> <li>● The Code has been developed to drive the construction of sustainable homes.</li> <li>● 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.</li> <li>● A star system indicates the overall sustainability performance of a home.</li> <li>● The Code promotes reduced greenhouse gas emissions, better adaptation to climate change and a reduced impact on the environment overall.</li> </ul>	<p>The SA process will ensure that sustainability is the central consideration in the Core Strategy.</p> <p>Develop SA objectives to promote the development of sustainable homes.</p>

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<b>Green Infrastructure Guidance, Natural England (2009)</b>	<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"> <li>• facilitate a co-ordinated and consistent approach to green infrastructure strategies</li> <li>• support colleagues and guide external partners in the effective delivery of sustainable green infrastructure</li> <li>• promote the contribution of green infrastructure to 'place-making', in addition to other government agendas and links to spatial planning</li> <li>• inspire through best practice examples and case studies of green infrastructure planning and delivery</li> <li>• inspire through best practice examples and case studies of green infrastructure planning and delivery</li> <li>• 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</li> </ul>	<p>Develop SA objectives relating to health and well-being, access to greenspace and safeguarding biodiversity.</p>
<b>National Planning Policy Framework (DCLG, March 2012)</b>	<ul style="list-style-type: none"> <li>• The National Planning Policy Framework is a radical streamlining of existing Planning Policy Statements, Planning Policy Guidance Notes and some circulars to form a single consolidated document.</li> <li>• The framework sets out the Government's key economic, social and environmental objectives and the planning policies to deliver them.</li> <li>• The framework has at its heart a 'presumption in favour of sustainable development'.</li> </ul>	<p>Ensure the SA framework considers economic, social and environmental sustainability.</p>
<b>Planning for Traveller Sites (DCLG, March 2012)</b>	<ul style="list-style-type: none"> <li>• Seeks to consolidate and streamline planning policy for sites for Gypsies, Travellers and Travelling Showpeople.</li> <li>• Seeks to bring the development of such sites within the Green Belt into line with residential development in the Green Belt.</li> <li>• Enables Local Planning Authorities to derive local targets for Gypsy and Traveller pitch provision.</li> </ul>	<p>Ensure that the LDF incorporates adequate framework incorporates adequate site allocations and criteria based policies for delivering sites for Gypsies, Travellers and Travelling Showpeople.</p>



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NATIONAL		Ensure that the content of the consultation document is considered when assumptions are made during the SA assessment of possible sites for Gypsies, Travellers and Travelling Showpeople.
PPS1 – Delivering Sustainable Development (2005)	<ul style="list-style-type: none"> <li>Contributing to sustainable economic development. Protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities.</li> <li>Ensuring high quality development through good and inclusive design and efficient use of resources.</li> <li>Community involvement to present a shared vision and strategy of how the area should develop to achieve more sustainable patterns of development.</li> <li>High quality inclusive design in the layout of new developments and individual buildings in terms of function and impact.</li> <li>Consider people's diverse needs and aim to break down unnecessary barriers and exclusions to benefit the whole community.</li> <li>Policies should take account of environmental issues such as: <ul style="list-style-type: none"> <li>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.</li> <li>Protection of the wider countryside and impact of development on landscape quality, conservation and enhancement of wildlife species and habitats. The promotion of biodiversity.</li> <li>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.</li> </ul> </li> </ul>	The SA process will ensure that sustainability is the central consideration in the Kidderminster Central Area Action Plan.
	<ul style="list-style-type: none"> <li>Sets out the role of planning in addressing climate change.</li> <li>Planning Authorities should provide a framework that promotes and encourages renewable and low carbon energy generation.</li> <li>When allocating land for development, sustainability criteria set out within the document should be considered.</li> </ul>	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.
PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)		



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PPG2 – Green Belts 1995	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	Develop SA Objective to safeguard the greenbelt and open countryside and maximise the use of previously developed land.
PPS3 – Housing (DCLG, 2010)	<ul style="list-style-type: none"> <li>Ensure wide choice of housing types available (both affordable and market).</li> <li>Deliver better balance between demand and supply and improve affordability.</li> <li>Create sustainable, inclusive and mixed communities in all areas.</li> <li>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.</li> <li>Housing land assessments and housing market assessments to be carried out by LPAs to inform LDFs and RSS.</li> <li>High quality housing that is designed and built to a high standard.</li> <li>A sufficient quantity of housing taking into account need and demand and seeking to improve choice.</li> <li>Removed garden land from the definition of 'brownfield'.</li> <li>Removes the minimum density requirement.</li> </ul>	<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> <p>Ensure that sites are assessed as greenfield where appropriate.</p>
PPS4 - Planning for Sustainable Economic Growth (2009)	<ul style="list-style-type: none"> <li>Sets out the national planning policy for economic development.</li> <li>The document defines economic development and sets out objectives for economies.</li> <li>Sets out policies for achieving the economic objectives.</li> </ul>	Ensure that economic growth is fully considered within the SA framework.
PPS5 - Planning for the Historic Environment (2010)	<ul style="list-style-type: none"> <li>Replaced PPG15 and PPG16 once finalised.</li> <li>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</li> </ul>	Ensures that the historic environment is adequately covered within the SA framework.

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	<ul style="list-style-type: none"> <li>protection legislation, but which have a level of interest which should be conserved and where possible, enhanced.</li> <li>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.</li> <li>A number of objectives and policies are set out for achieving the for vision.</li> </ul>	
<b>PPG8 – Telecommunications (1991)</b>	<ul style="list-style-type: none"> <li>Facilitate the growth of new and existing telecommunications systems whilst keeping the environmental impact to a minimum.</li> <li>Protect public health.</li> <li>Protect the countryside and urban areas – especially national parks, areas of outstanding natural beauty, SSSI's, Green Belts, and areas and buildings of architectural or historic importance.</li> <li>Authorities should seek not to prevent competition between operators and should not question the need for the proposed development.</li> <li>The sharing of masts and sites is strongly encouraged where that represents the optimum environmental solution in a particular case.</li> <li>Encourage roll out to rural areas whilst managing potentially undesirable impacts upon the environment.</li> </ul>	Include an SA objective relating to health and well-being.
<b>PPS9 – Biodiversity and Geological Conservation (2005)</b>	<ul style="list-style-type: none"> <li>Policies should seek to maintain, or enhance, or add to biodiversity and geological conservation interests</li> <li>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</li> <li>Development policies should promote opportunities for the incorporation of beneficial biodiversity and geological features within the design of development.</li> <li>Policies should aim to maintain, enhance, or add to, biodiversity and geological conservation interests, including incorporating features into development</li> </ul>	Include a sustainability objective to maintain/enhance biodiversity and geological conservation within the District.
<b>PPS10 – Planning for Sustainable Waste Management (2005)</b>	<ul style="list-style-type: none"> <li>Protect human health and the environment by producing less waste and by using it as a resource wherever possible.</li> <li>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.</li> <li>Waste management should be considered alongside other spatial planning concerns, such as transport, housing, economic growth, natural resources and regeneration.</li> </ul>	Include SA Objective to plan for sustainable waste management.

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	<ul style="list-style-type: none"> <li>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.</li> <li>The Waste Hierarchy: Reduction, Re-use, Recycling and Composting, Energy Recovery, Disposal.</li> </ul>	Ensure that these are fully considered in the Kidderminster Central Area Action Plan DPD.
<b>PPS12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)</b>	<p>Sets out a number of objectives for Local Spatial Planning:</p> <ul style="list-style-type: none"> <li>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;</li> <li>translate this vision into a set of priorities, programmes, policies, and land allocations together with the public sector resources to deliver them;</li> <li>create a framework for private investment and regeneration that promotes economic, environmental and social well being for the area;</li> <li>coordinate and deliver the public sector components of this vision with other agencies and processes [eg LAAs];</li> <li>create a positive framework for action on climate change; and contribute to the achievement of Sustainable Development.</li> </ul>	
<b>PPG13 – Transport (2001)</b>	<ul style="list-style-type: none"> <li>Promote development within urban areas at locations highly accessible by means other than the private car.</li> <li>Locate major generators of travel demand in existing centres, which are highly accessible by means other than the private car.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	Develop SA Objective to promote opportunities for sustainable modes of transport including walking, cycling and public transport.
<b>PPG14 – Development on Unstable Land (1990)</b>	<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>	Develop SA Objective to take account of the effects of climate change and the location of new development in the District.

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	<ul style="list-style-type: none"> <li>To minimise the risks and effects of land instability on property, infrastructure and the public.</li> <li>To help ensure that various types of development should not be placed in unstable locations without appropriate precautions.</li> <li>To bring unstable land, where possible, back into productive use.</li> <li>Any necessary protection or remedial works will not lead to significant adverse environmental effects at the site or elsewhere.</li> <li>Built development may not be appropriate unless adequate and environmentally acceptable slope stabilisation measures are included.</li> <li>Ensure that new development is suitable for the ground conditions at its location and will not be threatened by subsidence in the near future.</li> </ul>	
<b>PPG17 – Planning for Open Space, Sport &amp; Recreation (2002)</b>	<ul style="list-style-type: none"> <li>To maintain an adequate supply of open space and sports and recreational facilities.</li> <li>High quality/value open spaces should be recognised and protected through appropriate policies.</li> <li>Local authorities should; avoid any erosion of recreational function and maintain or enhance the character of open space.</li> <li>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.</li> <li>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.</li> </ul>	Develop SA Objective to preserve and enhance open space and recreational facilities within the District.
<b>PPG19 – Outdoor Advertisement Control</b>	To help everyone involved in the display of adverts to contribute positively to the appearance of an attractive and cared-for environment.	Include an SA objective relating to landscape and townscape.
<b>PPS22 – Renewable Energy (2004)</b>	<ul style="list-style-type: none"> <li>Should contain policies designed to promote and encourage rather than restrict the development of renewable energy resources.</li> <li>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.</li> <li>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.</li> <li>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.</li> </ul>	Develop an SA Objective to promote opportunities for renewable energy facilities within the District in appropriate circumstances.

NATIONAL		
PPS23 – Planning and Pollution Control (2004)	<ul style="list-style-type: none"> <li>Aim to keep apart housing and other developments sensitive to pollution from polluting or potentially polluting uses, where such uses cannot reasonably coexist.</li> <li>Policies for development on and remediation of existing contaminated and derelict land.</li> <li>Control and minimise pollution</li> <li>In terms of contaminated land, identify and remove unacceptable risks to human health and the environment</li> <li>The principles of sustainable development and the precautionary principal should be taken into account</li> </ul>	Develop SA Objectives to safeguard water, air and soil quality and to seek to remediate contaminated land.
PPG24 – Planning & Noise (2001)	<ul style="list-style-type: none"> <li>Noise-sensitive developments should be located away from existing sources of significant noise.</li> <li>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.</li> <li>The character of the noise (and frequency) should be taken into account, as well as its level.</li> <li>Consideration should be given to whether proposals for new noise sensitive development would be incompatible with existing facilities.</li> <li>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.</li> <li>Measures to control the source of, or limit exposure to, noise include; engineering, layout and restricting operation times/activities permitted on a site.</li> </ul>	Develop and SA indicator relating to quality of life.
PPS25 - Development and Flood Risk (2006)	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.	Develop SA objective to reduce and manage the risk of flooding in the District.
Good Practice Guide on Planning for Tourism (DCLG, 2006)	<ul style="list-style-type: none"> <li>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.</li> <li>The document pints 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 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.</li> <li>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</li> </ul>	Ensure that the SA takes into account the role of the planning system in developing opportunities for sustainable tourism.



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	<p>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><b>Physical Activity and the Environment</b> <b>National Institute for Health and Clinical Excellence (January 2008)</b></p>	<ul style="list-style-type: none"> <li>The guide presents the recommendations on 'Promoting and creating built or natural environments that encourage and support physical activity'.</li> <li>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.</li> <li>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.</li> <li>2) Ensure pedestrians and cyclists are given the highest level of priority when designing new developments</li> <li>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.</li> <li>4) Ensure public open spaces can be reached on foot or by bicycle and by public transport.</li> <li>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.</li> </ul>	<p>Ensure the SA contains an objective to increase walking and cycling and reduce the need to travel by the private car.</p>
<p><b>Lifetime Homes, Lifetime Neighbourhoods:</b> <b>A National Strategy for Housing in an Ageing Society (DCCLG, 2008)</b></p>	<ul style="list-style-type: none"> <li>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. 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.</li> <li>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.</li> <li>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.</li> </ul>	<p>Ensure the SA includes an objective on provision of homes to meet the needs of all people.</p>



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	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>	
<b>The Climate of the UK and Recent Trends (2009) Hadley Centre</b>	<ul style="list-style-type: none"> <li>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.</li> <li>It is very likely that man-made greenhouse gas emissions caused most of the observed temperature rise since the mid 20th century.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>There has been considerable variability in the North Atlantic Oscillation, but with no significant trend over the past few decades.</li> <li>Severe windstorms around the UK have become more frequent in the past few decades, though not above that seen in the 1920s.</li> <li>Sea-surface temperatures around the UK coast have risen over the past three decades by about 0.7 °C.</li> <li>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.</li> </ul>	The SA should include an indicator on climate change and emissions.
<b>The Portas Review - an independent review into the future of our high streets (Mary Portas, December 2011)</b>	<ul style="list-style-type: none"> <li>Provides a number of recommendations for improving high streets and town centres.</li> <li>Relevant recommendations include:               <ul style="list-style-type: none"> <li>Implement free controlled parking within town centres and have a parking league table.</li> </ul> </li> </ul>	Need to balance economic and environmental sustainability issues. Whilst free parking may stimulate the local economy by increasing retail spend in town centres it could

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	<ul style="list-style-type: none"> <li>Addressing the use class system to make it easier to change uses on the High Street.</li> <li>Putting betting shops into their own use class.</li> <li>Make explicit a presumption in favour of town centre development in the wording of the National Planning Policy Framework.</li> <li>Introduce Secretary of State "exceptional sign-off" for all new out-of-town developments and require all new large developments to have an 'affordable shops' quota.</li> <li>Run a high profile campaign to get people involved in Neighbourhood Plans.</li> <li>Promote the inclusion of the High Street in Neighbourhood Plans.</li> <li>Developers should make a financial contribution to ensure that the community has a strong voice in the planning system.</li> </ul>	<p>be detrimental to environmental sustainability if it encourages people to drive.</p> <p>Ensure that the SA framework directs retail development to town centres.</p>
REGIONAL		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
Regional Sustainable Development Framework – Refreshed Version (2008)	<ul style="list-style-type: none"> <li>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.</li> <li>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 dependence on fossil fuels, and encourage social and environmental responsibility amongst businesses and individuals.</li> <li>Climate Change and Energy: includes objectives to reduce energy consumption, increase the supply of renewable and low-carbon energy.</li> <li>reduce greenhouse gas emissions, and implement a managed response to the effects of climate change.</li> <li>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.</li> <li>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.</li> </ul>	<p>Ensure that the RSDF Objectives are reflected within the SA objectives.</p>

REGIONAL		
<b>Regional Historic Environment Strategy - Putting the Historic Environment to Work A Strategy for the West Midlands 2010-12015</b>	<p>Our heritage encompasses all that we wish to look after and pass on to future generations. The strategy focuses on one element – the historic environment - which includes historic buildings and structures, historic and designed landscapes, townscapes and archaeological sites and monuments. These assets have evolved over many centuries and make the West Midlands unique.</p> <p>This document sets out:</p> <ul style="list-style-type: none"> <li>• A brief description of the places and special qualities that make up the historic environment of the region.</li> <li>• Some of the successes and achievements of the many people and organisations who champion and care for historic places.</li> <li>• The strategy – People, Places and Policies – for making the most of the positive contribution of the historic environment.</li> <li>• An action plan (an annex to this document) – so that our vision can be realised over the coming years.</li> </ul>	<p>Ensure that consideration of the historic environment is fully incorporated within the SA process.</p>
<b>West Midlands Housing Strategy 2006 – 2021</b>	<ul style="list-style-type: none"> <li>• Create mixed, balanced and inclusive communities</li> <li>• Assist in the delivery of urban and rural renaissance as per RSS</li> <li>• Influence future development of new housing provision to facilitate and enhance economic development</li> <li>• Address variety of different housing needs</li> <li>• See that Decent Homes standards are met</li> <li>• Achieve social and other affordable housing</li> <li>• Achieve sustainable access to minimise environmental resource consumption and traffic and improve the quality of the environment</li> </ul>	<p>Develop SA Objective relating to the provision of housing for all people.</p>
<b>West Midlands Visitor Economy Strategy (2008)</b>	<ul style="list-style-type: none"> <li>• Need to create successful sustainable destinations</li> <li>• Need to focus on key destinations and gateways</li> <li>• Encourages the development of , and investment in, the destinations of the future</li> <li>• Developing sustainable tourism and transport initiatives</li> <li>• Focus public and private sector investment on the sustainable (re)development of key visitor destinations</li> <li>• Focus on 'sense of place', 'liveability' and authentic local products</li> <li>• Link destinations using information, signage and integrated public transport</li> </ul> <p>Develop sustainable projects:</p> <ul style="list-style-type: none"> <li>• To meet market needs</li> </ul>	<p>Develop an SA objective to promote the use of public transport in linking destinations.</p>

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	<ul style="list-style-type: none"> <li>To fit with established themes</li> <li>With professional business planning</li> <li>Through partnership working</li> </ul>	
<b>West Midlands Energy Strategy (2004)</b>	<ul style="list-style-type: none"> <li>Sets out how the region can contribute towards the development of renewable energy and greater take up of energy efficiency.</li> <li>2020 vision: Delivered the West Midlands commitment to the climate change challenge.</li> <li>Ensured a sustainable, secure and affordable supply of energy for everyone.</li> <li>Strengthened the Region's economic capability</li> <li>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.</li> <li>To provide focused and practical delivery.</li> </ul>	Include SA Objective to incorporate opportunities for renewable energy generation within the District's new developments.
<b>West Midlands Regional Forestry Framework (2004)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Aim to increase significantly woodland cover, linked to the Regional Spatial Strategy and local plans.</li> <li>To promote the role of woodland and forestry in the effective delivery of public benefits.</li> <li>Support the development of wood energy through the evolving renewable energy resource, through improved awareness and support.</li> <li>Increase the diversity, quality and accessibility of woodland recreation, for long-term public access.</li> <li>Social Inclusion. Enhancing opportunities for everyone to experience and enjoy trees and woodlands.</li> <li>Protecting and enhancing the biodiversity and ecological value of our woodlands.</li> <li>Improve the contribution that trees and woodlands provide for our natural, built and historic environment.</li> <li>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.</li> </ul>	Ensure that the SA framework recognises the importance of access to greenspace.
<b>West Midlands Regional Biodiversity Strategy (2005)</b>	<ul style="list-style-type: none"> <li>Maintain and improve the condition of habitats, species and ecosystems</li> <li>Develop an area based approach to restoring wildlife</li> <li>Monitor the condition of habitats, species and ecosystems</li> <li>Reconnect and integrate action for biodiversity with other environmental, social and economic activity</li> <li>Cope with the impact of climate change</li> </ul>	Develop SA objective to protect and enhance the biodiversity of the District.

REGIONAL		
Severn Trent Water Resources Plan 2005-2010	<ul style="list-style-type: none"><li>● Demand for water is projected to stay essentially flat, and is therefore not a driver.</li><li>● Abstraction reductions may be required to achieve environmental objectives such as reducing nitrate levels.</li><li>● 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.</li><li>● There are many assumptions and uncertainties in the calculations of available water supply and demand.</li></ul>	Include SA objectives relating to flooding and natural resources.
Choosing Health: Regional Health and Well-Being Strategy (WMRA, 2008)	<ul style="list-style-type: none"><li>● 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"</li><li>● Key aims include reducing health inequalities; eliminating child poverty; ensuring health issues are promoted in other strategies; partnership working; and promoting health and well-being and sustainable development as an integrated agenda.</li><li>● Planning can assist in delivering the vision by; creating sustainable communities; identifying sites for health and education facilities; and maximising investment through planning agreements.</li></ul>	Include an SA objective on improved health and well-being.
Fluvial Severn Flood Risk Management Strategy (2006)	<ul style="list-style-type: none"><li>● 50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management.</li><li>● Identify and assess potential solutions: economically, technically and environmentally.</li><li>● Identify preferred flood risk management options and any environmental enhancements.</li><li>● 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.</li><li>● A long term vision for development can deliver reduced flood risk.</li></ul>	Include SA Objective to identify flood risk management options and any environmental enhancements.
South Housing Market Area: South Housing Market Assessment (2007)	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.	Include an indicator on affordable housing.
South Housing Market Area: Gypsy and Traveller Accommodation Assessment (2007)	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.	Include an indicator on housing for all members of the community.



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<p><b>UKCIP 2009 West Midlands Region</b></p> <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"> <li> <b>2020s:</b> <ul style="list-style-type: none"> <li>Mean Winter temperature rise of between 0.5°C and 2.1°C</li> <li>Mean Summer temperature rise of between 0.7°C and 2.5°C</li> <li>Changes in annual mean precipitation of between -4% and +6%</li> <li>Changes in winter mean precipitation of between -1% and +15%</li> <li>Changes in mean summer precipitation of between -22% and +15%</li> </ul> </li> <li> <b>2050s:</b> <ul style="list-style-type: none"> <li>Mean Winter temperature rise of between 0.9°C and 3.5°C</li> <li>Mean Summer temperature rise of between 1°C and 4.8°C</li> <li>Changes in annual mean precipitation of between -5% and +6%</li> <li>Changes in winter mean precipitation of between 1% and 31%</li> <li>Changes in mean summer precipitation of between -38% and +13%</li> </ul> </li> <li> <b>2080s:</b> <ul style="list-style-type: none"> <li>Mean Winter temperature rise of between 1.4°C and 5.2°C</li> <li>Mean Summer temperature rise of between 1.3°C and 11.3°C</li> <li>Changes in annual mean precipitation of between -6% and +9%</li> <li>Changes in winter mean precipitation of between 3% and 51%</li> <li>Changes in mean summer precipitation of between -51% and +11%</li> </ul> </li> </ul>	<p>The SA will need to include an objective on climate change and seek to reduce the impact that new development has on emission levels.</p>
<p><b>Regional Renewable Energy Study (2011)</b></p> <p>The document assesses the capacity for renewable energy within the West Midlands region until 2030. The study uses the DECC methodology. The study has produced a comprehensive assessment of the available renewable energy resource by District. The key findings for Wyre Forest District are:</p> <ul style="list-style-type: none"> <li>The District has a potential capacity of 800MW of renewable energy, representing around 2% of the total capacity of the West Midlands region.</li> <li>69% of the total identified capacity is from wind resources and 30% is from micro-generation.</li> <li>3MW of potential hydropower has been identified within the District.</li> </ul>	<p>Ensure that the SA framework includes an indicator relating to renewable energy.</p>



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	<ul style="list-style-type: none"> <li>Energy from waste offers the most significant resource for the District to capitalise upon.</li> <li>Around 5% of the region's capacity for hydropower lies within the District.</li> <li>Micro-generation offers significant opportunities within the District.</li> </ul>	
COUNTY		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Worcestershire Local Area Agreement (2006)</b>	<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> <p>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> <p>Includes an outcome under A as follows:  A5: To improve the quality of life of people living in Broadwaters and Horsefair.</p>	Ensure that the LAA Objectives are reflected within the SA Framework.
<b>Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013</b>	<p>The Sustainable Community Strategy addresses six themes:</p> <ul style="list-style-type: none"> <li>Communities that are safe and feel safe</li> <li>A better environment for today and tomorrow</li> <li>Economic success that is shared by all</li> <li>Improving health and well being</li> <li>Meeting the needs of children and young people</li> <li>Stronger communities - covering a range of issues including housing, culture and volunteering.</li> <li>The thirty priorities to be tackled are set out under the six themes.</li> </ul> <p>Vision – "A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment"</p>	Ensure that the vision and key priorities are reflected in the SA framework.
<b>Worcestershire County Structure Plan (1996 – 2011)</b>	<ul style="list-style-type: none"> <li>Long term planning document covering the period 1996-2011.</li> <li>Encourage and promote land use activities that will lead to improvement in the quality of air, water and land.</li> </ul>	Ensure that the Structure Plan policies are incorporated into the SA Framework.

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- 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.
- Encourage urban and rural regeneration
- Support the enhancement, development and integration of, and access to, a range of recreation facilities both within and around settlements.
- 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.
- Prudent use of natural resources in order to minimise their use and to conserve them for future generations.
- 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.
- Encourage development on previously developed land

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	<ul style="list-style-type: none"> <li>● Deliver sustainable patterns of development, which allow accessibility to jobs, education, health, shopping, leisure and other local services.</li> <li>● A key element of sustainability is to ensure that town centres within the County are not undermined by development proposals elsewhere.</li> <li>● Skylines and hill features and prominent views of such features contribute to local landscape character and as such should be protected from development.</li> <li>● 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.</li> <li>● Development will be expected to incorporate measures to prevent the pollution of watercourses and aquifers.</li> <li>● Support for proposals that incorporate renewable energy/energy efficiency measures.</li> </ul>
<b>Worcestershire Local Transport Plan 3 (2011)</b>	<p>The Transport Strategy for Wyre Forest has been reflected in the Adopted Core Strategy. The site specific DPDs will provide greater detail on these schemes. The SA framework reflects the principles of sustainable transport.</p> <p>Sets out the transport strategy for Worcestershire and identifies a number of schemes for Wyre Forest District including:</p> <ul style="list-style-type: none"> <li>● The Hoobrook Link Road.</li> <li>● Kidderminster Ring Road junction and public realm improvement scheme.</li> <li>● Kidderminster Station improvement scheme.</li> <li>● Kidderminster town centre public realm improvement scheme.</li> <li>● Kidderminster traffic and parking management study.</li> <li>● Kidderminster minor traffic improvement schemes.</li> <li>● Kidderminster secure cycle parking scheme.</li> <li>● Stourport A451 Minster Road/Worcester Street junction improvements.</li> <li>● Stourport Relief Road.</li> <li>● Stourport-on-Severn town centre public realm enhancements.</li> <li>● Stourport-on-Severn traffic and parking management study.</li> <li>● Stourport-on-Severn minor transport improvement schemes.</li> <li>● Stourport-on-Severn (Severnside to Areley Kings) walk/cycle bridge scheme.</li> <li>● Bewdley (Welch Gate) AQMA remediation scheme.</li> <li>● Bewdley town centre public realm enhancement scheme.</li> <li>● Bewdley traffic and parking management study.</li> <li>● Bewdley minor traffic improvement schemes.</li> <li>● Bewdley walk/cycle bridge scheme.</li> <li>● A456 Kidderminster - M5 - Junctions 3 and 4 - Inter-urban corridor maintenance and improvement.</li> </ul>

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	<ul style="list-style-type: none"> <li>● A448 - Kidderminster to Bromsgrove - Inter-urban corridor maintenance and improvement.</li> <li>● A449 - Kidderminster-Worcester - Inter-urban corridor maintenance and improvement.</li> <li>● Blakedown - Station Enhancement Scheme.</li> <li>● Stourbridge rail line enhancement scheme.</li> </ul>	Ensure that the SA framework includes on objective on sustainable waste management.
<b>Worcestershire Waste Core Strategy Submission Document (June 2011)</b>	<ul style="list-style-type: none"> <li>● 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.</li> <li>● 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.</li> <li>● It sets out the spatial strategy for the location of new waste facilities.</li> <li>● Safeguards existing waste facilities from non-waste related uses.</li> <li>● Requires new developments to provide space for separating and storing waste for recycling.</li> <li>● Identifies a number of areas of search for new facilities within the Kidderminster and Stourport-on-Severn areas.</li> </ul>	
<b>Worcestershire Biodiversity Action Plan (2008)</b>	<ul style="list-style-type: none"> <li>● Takes objectives/targets of UK BAP and translates them into a Worcestershire context</li> <li>● Contains Habitat Action Plans for 19 key wildlife habitats and Species Action Plans for 20 key species</li> <li>● Habitat Action Plans aim to preserve habitats and their associated species by protecting existing sites, restoring degraded sites and where appropriate creating new sites.</li> <li>● Species Action Plans aim to protect viable populations through protecting and enhancing them.</li> </ul>	Develop SA objective to safeguard and enhance biodiversity and promote creation of appropriate new habitats.
<b>Destination Worcestershire Tourism Strategy (2008)</b>	<ul style="list-style-type: none"> <li>● Help provide a high quality experience for all visitors, and to bring economic, social and environmental benefit through a growing and sustainable visitor economy</li> <li>● 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</li> <li>● Encourage walking, cycling, the development of 'quiet lanes', public transport interchange points and coach parties and other transport initiatives that strengthen appeal to visitors.</li> </ul>	Ensure that the SA framework recognises the importance of sustainable tourism.
<b>A Cultural Strategy for Worcestershire (2009-2013)</b>	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:	Include SA Objective to improve community consultation.

COUNTY		
	<ul style="list-style-type: none"> <li>● better understanding of the needs of environmental issues (through a crosscutting and integrated approach)</li> <li>● managing tourism and balancing the needs of local people with promoting sustainable growth (through awareness and a wider educational context)</li> <li>● direct and real improvements to natural assets</li> <li>● strengthening support for community-based projects</li> <li>● getting residents actively involved in environmental improvements</li> </ul>	Note the principles set out in the Minerals Local Plan and ensure the openness of the green belt is maintained.
<b>Worcestershire Minerals Local Plan (1997)</b>	<ul style="list-style-type: none"> <li>● Identifies preferred areas for the working of sand and gravel in the County and sets out detailed policies.</li> <li>● Proposals in the Green Belt must contribute to Green Belt purposes by maintaining openness and visual amenity and must be environmentally and ecologically acceptable.</li> <li>● All proposals must be accompanied by detailed proposals for the reclamation of the site to an agreed after use.</li> </ul>	Include SA Objective to promote recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside.
<b>Worcestershire Countryside Access and Recreation Strategy. (2003 – 2013)</b>	<ul style="list-style-type: none"> <li>● Provides the Strategic Management Framework for issues relating to countryside access and recreation within Worcestershire.</li> <li>● 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.</li> <li>● Ensuring opportunity is available to all sections of the community to enjoy the countryside.</li> <li>● Securing and promoting opportunities for countryside access.</li> <li>● Encouraging and enabling local communities to become involved in and take action to share and increase the local benefits of countryside recreation opportunities.</li> <li>● 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.</li> <li>● Making use of recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside.</li> <li>● 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.</li> <li>● Contributing to and promoting the associated health and well being qualities associated with countryside recreation activities.</li> <li>● 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.</li> <li>● Encourage and promote the use of a greater variety of transport modes to access the countryside and in particular alternatives to the car.</li> </ul>	



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<b>Fluvial Severn Flood Risk Management Strategy (2006)</b>	<ul style="list-style-type: none"> <li>50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management.</li> <li>Identify and assess potential solutions: economically, technically and environmentally.</li> <li>Identify preferred flood risk management options and any environmental enhancements.</li> <li>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.</li> <li>A long term vision for development can deliver reduced flood risk.</li> </ul>	Include SA Objective to identify flood risk management options and any environmental enhancements.
<b>Worcestershire Climate Change Strategy (2005)</b>	<ul style="list-style-type: none"> <li>Raise awareness of the issue of Climate Change &amp; its impact on the County.</li> <li>Reduce Climate Change causing gas emissions across the County by a minimum of 10% from 2005 levels by 2011 and 20% by 2020</li> <li>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 &amp; Public Service, Industry, New Developments, Public Transport and Waste.</li> </ul>	Include SA Objective on promoting opportunities for sustainable travel to reduce transport emissions.
<b>Planning for Water in Worcestershire – Technical Research Paper (2008)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>	Ensure that the SA reflects the key water related challenges and that these are addressed within the DPD where relevant.
<b>Planning for Renewable Energy in Worcestershire – Technical Research Paper (2008)</b>	<ul style="list-style-type: none"> <li>Identifies that there is potential to generate a greater level of renewable energy within Worcestershire than is presently achieved;</li> <li>Rivers, streams and watercourses within the County could be exploited to provide hydro-electric power;</li> <li>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;</li> <li>Biomass energy has significant potential in Worcestershire, with substantial existing woodland and high potential yields for energy crops;</li> <li>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;</li> </ul>	Incorporate an indicator relating to the generation of renewable energy within the District.



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	<ul style="list-style-type: none"> <li>Worcestershire falls within an area that is capable of utilising the heat of the ground, air and water to contribute towards heating energy needs.</li> <li>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.</li> </ul>	
<b>Planning for Climate Change in Worcestershire (Technical Research Paper) 2008</b>	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.	The SA should include an objective relating to climate change. Policies should consider fully the impacts of climate change both now and into the future.
<b>Planning for Soils in Worcestershire (Technical Research Paper) 2010</b>	The paper identifies the importance of soils which are a finite resource. The paper seeks to safeguard the best and most versatile agricultural land and direct developments to areas of lower soil quality which are less productive. Considers the importance of soils for biodiversity, geodiversity and green infrastructure.	The SA framework should include an objective relating to agricultural land classification in order to safeguard the best and most versatile agricultural land within the District.
<b>Worcestershire Local Investment Plan (March 2011)</b>	<p>The Worcestershire Local Investment Plan sets out 12 strategic priorities for the County:</p> <ul style="list-style-type: none"> <li>Developing high growth employment sites.</li> <li>Creating and sustaining employment in Worcestershire's main centres.</li> <li>Supporting the economic stability of Worcestershire's towns.</li> <li>Developing housing to support high growth employment sites and main employment centres.</li> <li>Supporting housing markets in Worcestershire's towns.</li> <li>Delivering sustainable rural housing.</li> <li>Meeting special needs.</li> <li>Improving existing housing stock.</li> <li>Strengthening the highways infrastructure.</li> <li>Improving public transport.</li> </ul>	Ensure that the SA objectives recognise the need to provide employment opportunities and a range of housing as well as the importance on town centres.

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	<ul style="list-style-type: none"> <li>Developing social, community and green infrastructure.</li> <li>Managing Worcestershire's resources.</li> </ul>	
Worcestershire Landscape Character Supplementary Guidance (October 2011)	<p>The Landscape Character SG seeks to explain the concepts of landscape and landscape character and to offer guidance in the application of Landscape Character Assessment.</p> <p>The document sets out detailed information on each of the landscape types found within the County.</p>	Ensure the SA framework includes an objective relating to landscape character.
DISTRICT		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
Wyre Forest District Sustainable Community Strategy (2008)	<ul style="list-style-type: none"> <li>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.</li> <li>The Sustainable Community Strategy is presented in inter-related blocks, each with its own priorities, these are set out below:</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>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,</li> </ul>	Imperative that the central themes of the Community Strategy are reflected in the SA Framework.

DISTRICT	
<ul style="list-style-type: none"> <li>especially those with a limiting long-term illness; To reduce health inequalities; Improved life choices for people with mental health problems.</li> <li>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.</li> <li>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 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.</li> </ul>	<p>Ensure that the SA framework recognises the policies within the Core Strategy.</p> <p>The SA Framework should reflect the aims of the development strategy.</p>
<b>Wyre Forest District Adopted Core Strategy (2010)</b>	<p>The Wyre Forest District Core Strategy was adopted in December 2010 and set out the vision for the District up until 2026. The Core Strategy provides the overall Development Strategy for the District and sets out a number of policies to deliver the vision. The Core Strategy focuses new residential and employment development on brownfield sites in and around Kidderminster and Stourport-on-Severn.</p>
<b>Wyre Forest District Adopted Local Plan (2004)</b>	<ul style="list-style-type: none"> <li>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."</li> <li>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.</li> </ul>

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	<ul style="list-style-type: none"> <li>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.</li> <li>Concentrate retail, commercial, leisure and office uses in Kidderminster Town Centre and to a lesser extent Stourport-on-Severn town centre.</li> <li>Enable the diversification of the rural economy whilst generally limiting rural housing provision to local needs.</li> <li>Conserve and enhance the District's environmental assets including the countryside, natural and built heritage.</li> <li>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.</li> <li>Maintain the existing adopted Green Belt boundaries unless exceptional circumstances require otherwise.</li> </ul>	Develop a SA objective centred around providing housing for all.
<b>Wyre Forest District Housing Strategy (2004)</b>	<p>Four key priorities:</p> <ul style="list-style-type: none"> <li>meeting affordable housing needs</li> <li>tackling homelessness and providing housing options</li> <li>maintaining independence of older and vulnerable people through housing and support</li> <li>improving conditions within private sector housing</li> </ul>	
<b>Wyre Forest District Cycle Strategy (2002)</b>	<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"> <li>To create safe cycle routes for local people to utilise.</li> <li>To ensure that cyclists' needs are catered for in new developments within the District.</li> <li>To improve the provision of facilities for cyclists at transport interchanges and to promote links between cycling and public transport.</li> <li>To support the creation of safer routes to schools in conjunction with Worcestershire County Council.</li> <li>To implement the Sustrans Route 45 Network within the District in partnership with Sustrans and Worcestershire County Council.</li> <li>To increase cycle parking provision within the town centres of Kidderminster, Stourport-on-Severn and Bewdley.</li> <li>To promote cycle routes for leisure and sustainable tourism purposes within the District.</li> <li>To promote the environmental and health benefits of cycling as a form of transport through partnership working.</li> </ul>	Develop an SA Objective to promote opportunities to increase cycling levels within the District.

DISTRICT		
	<ul style="list-style-type: none"> <li>To provide quality and usable cycle infrastructure through regular consultation with local cyclists.</li> <li>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.</li> </ul>	
<b>Wyre Forest District Design Supplementary Planning Guidance (2004)</b>	<ul style="list-style-type: none"> <li>Everyone deserves access to places, which are safe, welcoming, attractive and healthy.</li> <li>Good design adds value to development schemes in terms of environmental performance, community and social well being and commercial viability</li> <li>New development should remove real and perceived barriers to access and use</li> <li>Every opportunity should be taken to improve the environmental performance of development, at scheme and detailed level</li> <li>Sustainability relates to design, construction and operating costs of new development</li> <li>Development which scores 'Good' (or better) on the BREEAM rating system is encouraged</li> <li>Larger scale developments may need to demonstrate a commitment to sustainable design</li> <li>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</li> <li>Design new development to contribute to vitality by mixing uses and increasing densities and the intensity of uses within buildings</li> <li>Design for walking and forms of movement other than the car – which should not dominate</li> <li>Residential development should support more sustainable lifestyles</li> </ul>	Develop SA objective to ensure good, sustainable design in any (re)development.
<b>Wyre Forest District Community Safety Strategy</b>	<ul style="list-style-type: none"> <li>To reduce crime by 18% in the District by 2007/08</li> <li>To reassure the public, reducing the fear of crime and antisocial behaviour.</li> <li>To reduce the harm caused by illegal drugs.</li> <li>To increase voluntary and community engagement especially amongst those at risk of social exclusion.</li> </ul>	Develop SA Objective to contribute to the reduction of crime levels within the District.
<b>Wyre Forest District Air Quality Strategy (2005)</b>	<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"> <li>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.</li> <li>Implement procedures to liaise with neighbouring local authorities where developments within the District could adversely effect air quality within their area.</li> <li>Require air quality monitoring and modelling from developers for proposed development where appropriate.</li> <li>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</li> </ul>	Develop SA Objective to reduce the adverse effects on air quality within the District.



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	<p>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.</p>	Develop SA objective to ensure that there is an adequate range of affordable and social housing to meet the District's needs
<b>Wyre Forest District Housing Needs Survey</b>	<ul style="list-style-type: none"> <li>To reanalyse the change in the housing market locally in order to reassess income thresholds for access to market housing.</li> <li>To reanalyse housing survey database.</li> <li>To reanalyse population forecasts.</li> <li>To provide an affordable need forecast to 2006.</li> <li>To inform the Housing Strategy and support Local Plan policies for affordable housing.</li> </ul>	
<b>Wyre Forest District Housing Stock Condition Survey (2007)</b>	<ul style="list-style-type: none"> <li>The most recent housing stock condition survey was conducted in early 2007. 1,139 homes private rented and owner occupied homes were survey 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).</li> <li>The report estimates that 9,770 homes within the District fail to meet the decent homes standard.</li> </ul>	Develop an SA objective regarding the provision of decent, affordable housing.
<b>Wyre Forest District Contaminated Land Inspection Strategy (2001)</b>	<p>The principle aims of the strategy are:</p> <ul style="list-style-type: none"> <li>To comply with statute law on contaminated land.</li> <li>To remove any threat to human health.</li> <li>To remove any threat to controlled waters.</li> <li>To remove any threat to flora and fauna.</li> <li>To aid effective re-development of land within the Wyre Forest District.</li> <li>To protect historic sites and the historic environment.</li> <li>The Strategy sets out the Council's priorities for dealing with contaminated land. These are:</li> <li>To protect human health.</li> <li>To protect controlled waters.</li> <li>To protect designated ecosystems.</li> <li>To prevent damage to property.</li> <li>To prevent any further contamination of land.</li> <li>To encourage voluntary remediation of land.</li> <li>To ensure compliance with Statute Law.</li> <li>To aid effective re-development of land within the Wyre Forest District.</li> </ul>	Ensure that any contaminated land identified is recorded in the SA baseline.



DISTRICT		
	<ul style="list-style-type: none"> <li>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.</li> <li>To enable the Council to address liability issues associated with Council owned land.</li> <li>To encourage the remediation/redevelopment of brown field sites within the District.</li> <li>To have a comprehensive Strategy in place before the inspection of the District takes place.</li> <li>To focus its strategy on areas of the District where statutorily contaminated land is more likely to exist and on industries specific to the region.</li> </ul>	Ensure that the SA framework recognises the importance of regeneration in Kidderminster.
<b>Kidderminster Regeneration Prospectus (2009)</b>	<p>The Kidderminster Regeneration Prospectus aims to highlight the town's challenges and opportunities to a wide audience both inside and outside of the area in order to attract support and investment in order to transform the fortunes of the town to deliver a renaissance.</p> <p>Consultants estimate that the redevelopment of key sites could bring in more than £300million of private sector investment in addition to public sector funding including the £130million Building Schools for the Future programme, new medical centres and public transport interchange facilities.</p> <p>In short, Kidderminster could get significant investment and the Prospectus aims to highlight this and provide a pump priming framework to make sure that this major injection can be successfully realised in an integrated way. The ultimate goal is to maximise the vitality and viability of Kidderminster as a place to live and a driver for the economy west of the main Birmingham and Black Country conurbation. It is about recognising the town's position outside but serving the Rural Regeneration Zone which includes the western parts of Wyre Forest District. It is about maximising the overall sense of community well being in the town and achieving a sustainable and thriving community.</p>	

PARISH		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<b>Church Street (Kidderminster) Conservation Area Character Appraisal (2009)</b>	<p>Church Street Conservation Area was designated by Wyre Forest District Council in 1993. It is 1.6 hectares in extent and is located within Kidderminster Town Centre. The Conservation Area encompasses a group of eighteenth and nineteenth century buildings. These buildings may have been constructed as a mixture of houses and businesses but are now in business or commercial use. The character appraisal aims to set out the special architectural and historic characteristics of the Conservation Area.</p>	Ensure that the SA Framework includes an objective on the historic environment.
<b>Green Street (Kidderminster) Conservation Area Character Appraisal and Management Plan (2011)</b>	Wyre Forest District Council has designated the Green Street area of	Ensure that the SA Framework includes an

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	<p>Kidderminster as a Conservation Area.</p> <p>The Green Street area covers flat, low-lying land in the plain of the River Stour. The whole area, covering approximately 9 hectares, is within a 1 kilometre walk of Kidderminster town centre. It contains one of the most important and ancient buildings in Wyre Forest, but it is predominantly an area of former carpet manufacturing premises erected between 1850 and 1925. This group of industrial buildings, including one of the most intact factory complexes in the town, is of great significance.</p> <p>The Management Plan provides guidance on the following:</p> <ul style="list-style-type: none"> <li>• Proposed additions to the local list</li> <li>• education and information;</li> <li>• Local Development Framework policies;</li> <li>• guidance;</li> <li>• regeneration strategy;</li> <li>• enhancement schemes;</li> <li>• open spaces and green infrastructure;</li> <li>• enforcement and remediation.</li> </ul>	
<b>Vicar Street Conservation Area Character Appraisal (2003)</b>	<p>Vicar Street and Exchange Street Conservation Area was designated by Wyre Forest District Council on 16th. July 2003. It is 1.46 hectares (3.61 acres) in extent and is located within Kidderminster Town Centre.</p> <p>The Conservation Area encompasses civic, business and other buildings that date from the nineteenth and twentieth centuries; parts of an older street pattern; and a short length of the embankment to the River Stour. The purpose of the document is to describe the special architectural and historic interest of the Area, in order to assist all concerned with the use and development of land and buildings within and adjoining it to preserve and</p>	Ensure that the SA Framework includes n objective on the historic environment.

PARISH		
	enhance its character.	
<b>The Staffordshire and Worcestershire Canal Conservation Area Character Appraisal and Management Plan (2007)</b>	<p>The Staffordshire and Worcestershire Canal Conservation Area was designated by Wyre Forest District Council in 1978 and the boundary was reviewed and amended in 2007. Being a linear Conservation Area, it stretches from just north of the Basins area in Stourport-on-Severn, meandering through to the edge of the District north of Caunsall, for over 14 km, approximately following the path of the River Stour. The canal goes on north out of the District through South Staffordshire, eventually linking into the Trent and Mersey Canal at Great Hayward, South Staffordshire and is designated a Conservation Area from the Wyre Forest District Boundary Line, north to the junction of the Trent and Mersey Canal.</p> <p>Associated with the canal are several bridges, locks, tunnels, cottages, walls and the towpath which help to form part of its special interest. There are also many trees and shrubs along the canal side that add to the character of the area.</p> <p>The document aims to set out the special architectural and historic characteristics of the Conservation Area.</p>	Ensure that the SA Framework includes an objective on the historic environment.



## B Baseline Data and Trends

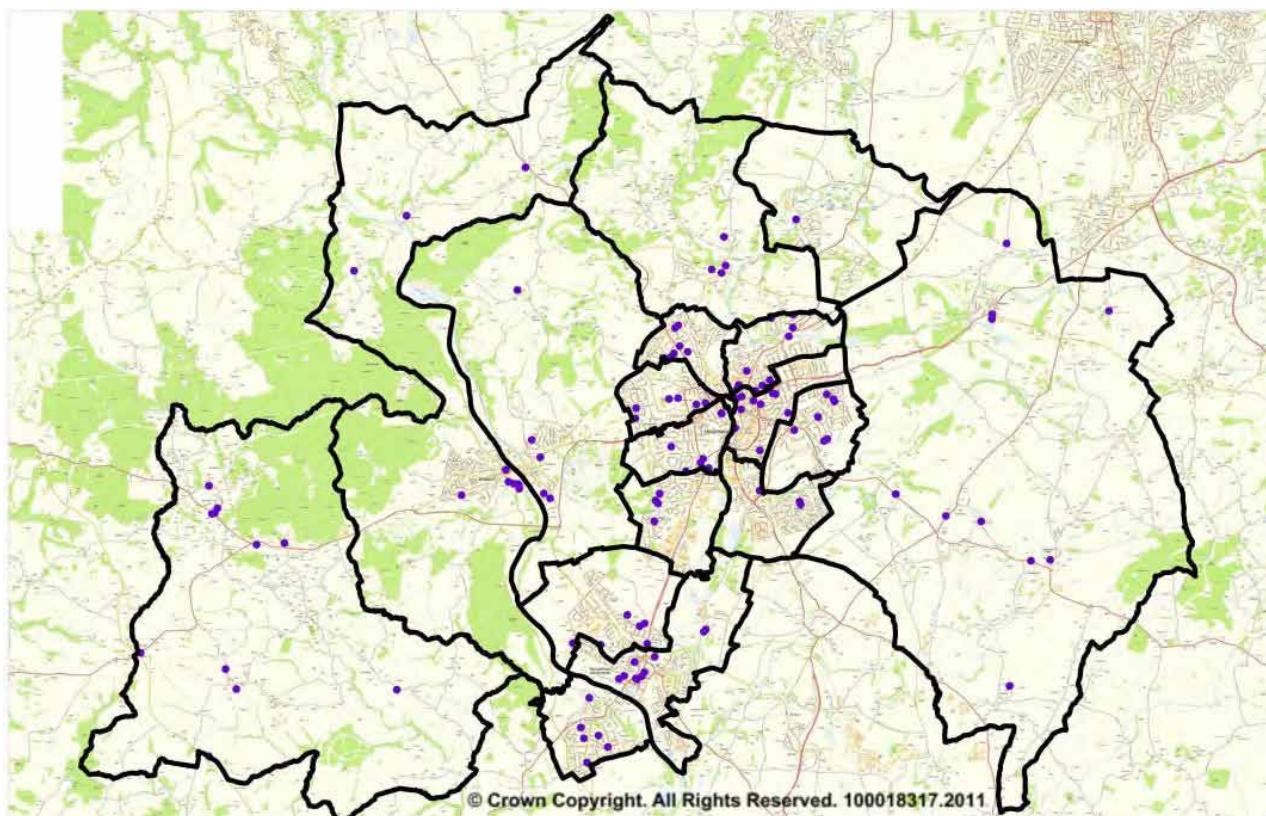
### B.1 Baseline Data for Key Sustainability Issues

#### Social

##### Community Facilities Audit

**B.1** 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**



#### Local Centres

The table below sets out information relating to the local centres which fall within the 8 urban wards of Kidderminster.

### Local Centres

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
<b>KIDDERMINSTER</b>					
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	Braodwaters 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				



Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
<b>KIDDERMINSTER</b>					
	Fish and Chip Shop				
	Convenience Store with Integral Post office				
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				

## Play Facilities

### Provision of Facilities for Children (PPG17 Audit, October 2008) Kidderminster Wards

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
Broadwaters	7,787	0.360	0.05	0.0462309	0.38935	-0.02935
Franche	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
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
Sutton Park	7,167	0.220	0.05	0.0306962	0.35835	-0.13835

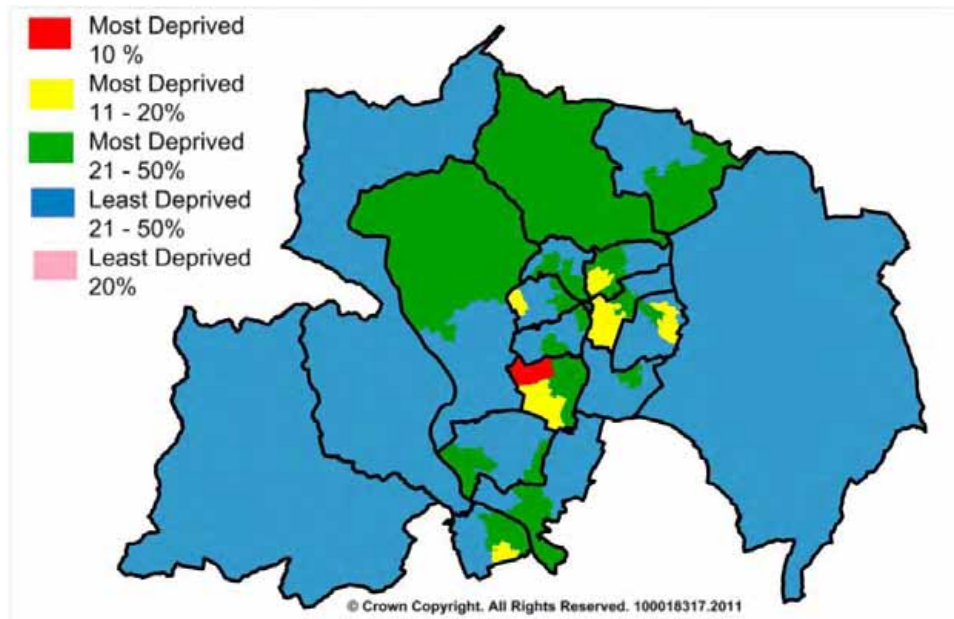
### Provision of Facilities for Young People (PPG17 Audit, October 2008) Kidderminster Wards

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
Broadwaters	7,787	0.16	0.03	0.0205471	0.23361	-0.07361
Franche	7,071	0	0.03	0	0.21213	-0.21213
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
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
Sutton Park	7,167	0.14	0.03	0.019534	0.21501	-0.07501

## Active People Survey

**B.2** The Sport England Active People Survey 5 (Oct 20010-Oct 2011) shows that 15.5% of the District's population take part in 30 minutes of moderate intensity sport 3 times per week. There is no significant change since Active People Survey 2 (Oct 2007-Oct 2008).

## Index of Multiple Deprivation (2007) - Health



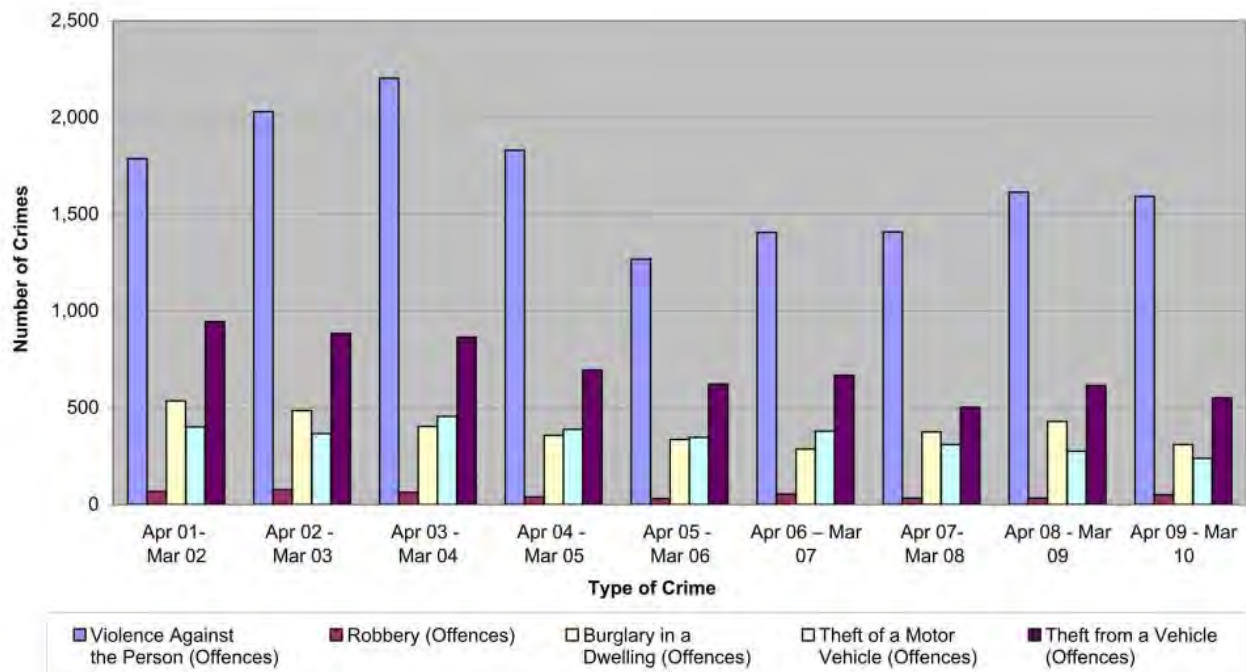
## Empty Homes

## Empty Homes Trend Data - Wyre Forest District

Year	Total Number of Empty Homes	% of Empty Homes
2005	1,800	3.94
2006	1,974	4.52
2008	2,057	4.65
2009	2,095	4.73

## Crime

### Crime in Wyre Forest District April 01 - March 10



## Drug and Alcohol Misuse <sup>(1)</sup>

### • Drugs:

- Wyre Forest had the second highest number of drug offences (413) in Worcestershire for 2002-2003. 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.

1 data taken from Wyre Forest Community Safety Partnership Strategy 2004-2008

- 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

### District Council Pay and Display Car Parks (2009/10)

Car Park	Duration	No of Spaces
<b>Kidderminster</b>		
Comberton Place	Short/Medium/Long	81
Market Street	Short Stay	82
Bateman Yard	Short/Medium/Long	57
Horsefair	Short/Medium/Long	33
Bromsgrove Street	Short/Medium/Long	301
Pike Mills	Short/Medium/Long	164
Aldi Store	Short/Medium/Long	72
Castle Road	Short/Medium/Long	38
St. Mary's Church	Short/Medium/Long	32
Youth Centre	Short/Medium/Long	60
Stadium Close	Short/Medium/Long	153
<b>Private</b> Carpark: Weavers Wharf	Short/Medium/Long	394



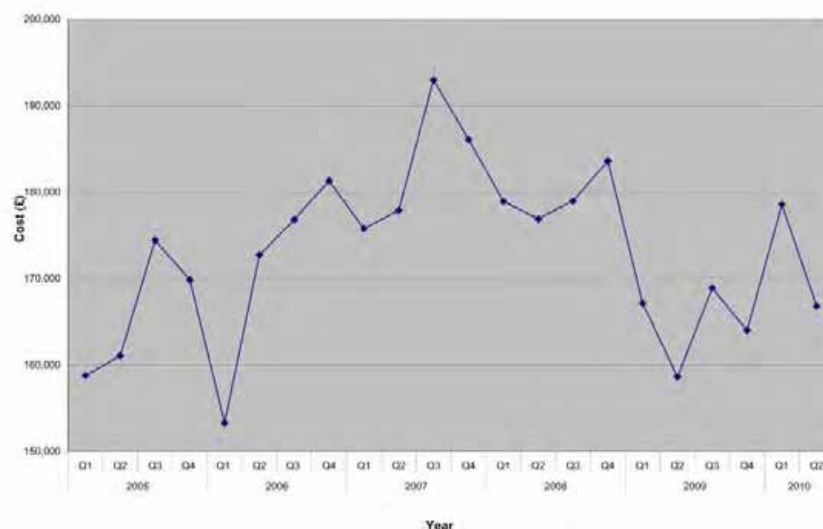
## Economic

### Fuel Poverty

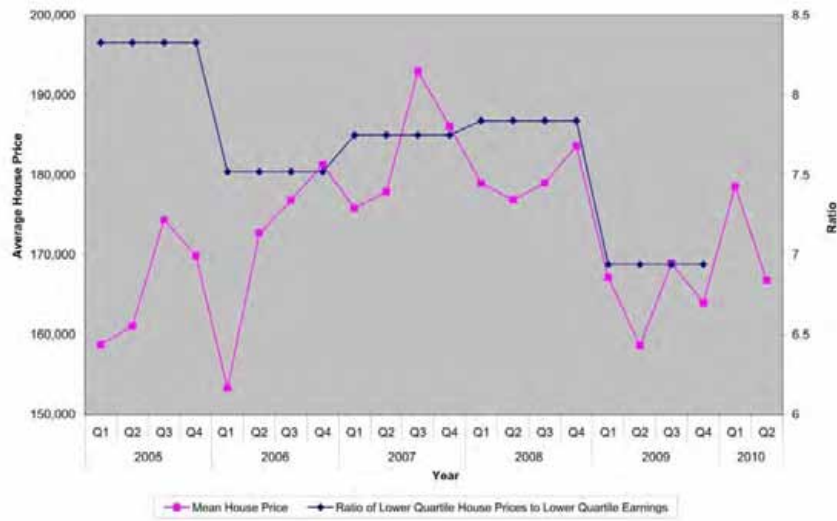
**B.3** 'Affordable Warmth for Worcestershire' defines fuel poverty as the inability to heat your home adequately for comfort and health without getting into debt as a result. It estimates the percentage of households in fuel poverty in each of the County's Districts. In Wyre Forest District, it is estimated 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**

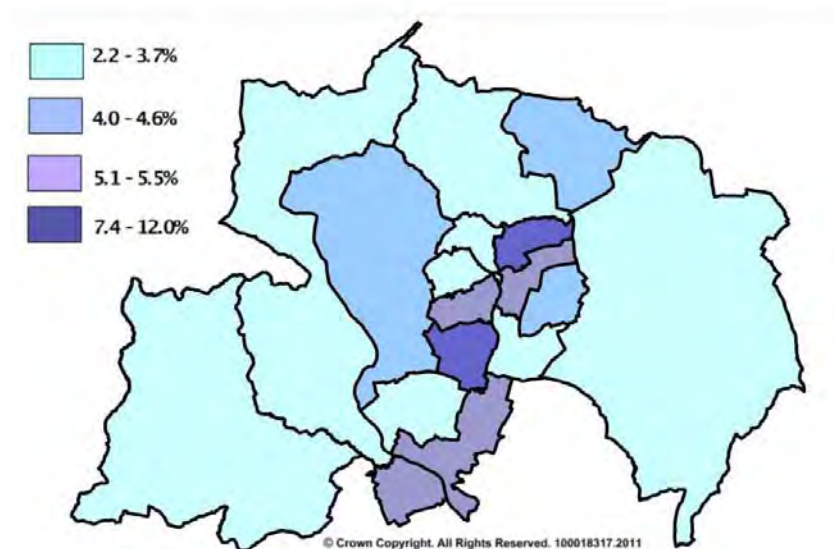


## House Price Trend Data - Wyre Forest District



## Unemployment

### Claimant Count Unemployment by Ward (Jan 2011)



The adjacent map indicates the claimant count unemployment level in the Wyre Forest by ward. The majority of wards have less than 5% of the resident population unemployed. There are pockets of higher unemployment, noticeably in the wards of Broadwaters and Oldington and Foley Park where the unemployment figures are 7.4% and 12.0% respectively.

The Wyre Forest District unemployment rate is 4.8% which, although slightly above the Worcestershire County rate of

4.0%, still compares favourably with the West Midlands rate of 6.5% and the England and Wales rate 5.2%.

Source: Worcestershire County Council Economic Summary (February 2011)

### Unemployment Trend within the District

Date	Unemployment Percentage
January 2000	2.4
January 2001	2.1
January 2002	1.9
January 2003	1.9
January 2004	1.9
January 2005	1.6
January 2006	2.1
January 2007	2.1
January 2008	1.8
January 2009	3.7
January 2010	4.5
January 2011	3.8

**B.4** The above figures give the claimant count rate based on the population aged 16-64 .  
Source: [www.nomisweb.co.uk](http://www.nomisweb.co.uk)

## Environmental

## Noise Complaints

## Noise Pollution Complaints 2005-2010

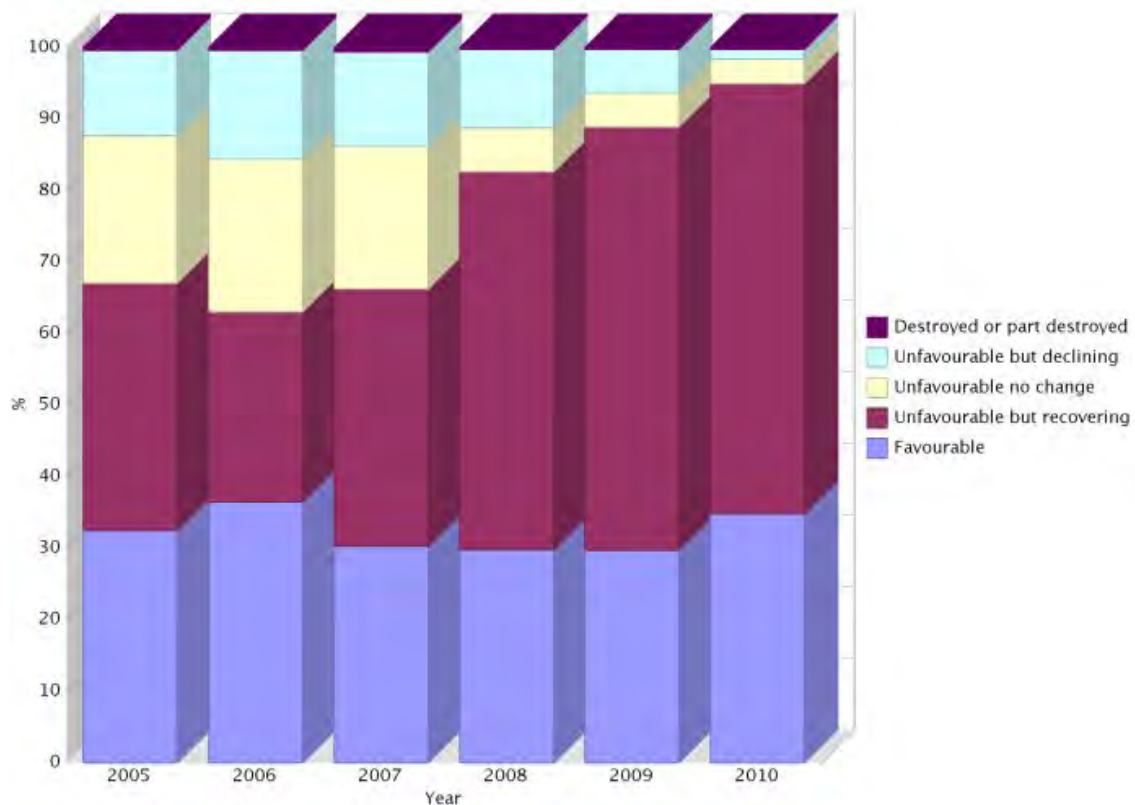
Nature of Complaint	Year to 31/03/2005	Year to 31/03/2006	Year to 31/03/2007	Year to 31/03/2008	Year to 31/03/2009	Year to 31/03/2010
Pubs - Loud music	14	37	39	29	40	57
Commercial	35	56	15	22	25	18
Bird Scarers	2	2	0	4	1	6
Industrial	12	12	10	7	8	2
Commercial Alarm	7	2	6	6	6	3
Industrial Alarm	2	0	3	0	0	0
Sports	9	20	13	7	2	6
Commercial - other	32	23	9	15	14	13
Domestic - Music	89	100	123	87	103	116
Domestic - TV	5	8	5	3	2	1
Domestic - Dog	88	100	86	63	102	90
Domestic - DIY	8	8	12	9	6	5
Domestic - Car repairs	9	6	6	2	3	8
Domestic - Banging	4	3	6	3	14	8
Domestic - Alarm	12	8	10	5	6	0
Domestic - Shouting	16	12	20	22	19	24
Domestic - Other	38	49	32	26	41	35
Domestic - Children	2	7	4	3	7	5
Rail	0	0	1	0	0	0
Traffic	2	2	0	0	0	0
Air	0	0	1	0	0	1
Construction/Demolition	0	0	5	11	8	4
Equipment in Street	0	0	2	0	1	2
Vehicle in street	4	4	9	3	12	6
Vehicle Alarm	0	0	2	5	1	1
Vehicle stereo	2	1	3	0	1	1
Refridgeration Vehicle	0	0	1	0	1	0
Agricultural	0	0	1	0	1	7
Fireworks	0	0	0	3	0	0

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	Year to 31/03/2010
TOTAL	392	460	424	335	425	419



## SSSI Condition Survey

## Conditions of SSSIs in Wyre Forest District



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

## 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, Hurcott 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

Habitat	Location (Examples, not exhaustive)
Canals	Staffordshire and Worcestershire Canal
Rivers and Streams	River Stour, River Severn

**Protected Species (Source: Worcestershire Biodiversity Action Plan - July 2008)****Protected Species and their Locations**

<b>Species</b>	<b>Location (Examples, not exhaustive)</b>
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

**B.5** 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 (November 2010) Flood Zones 2, 1:100 and 3, 1:1000

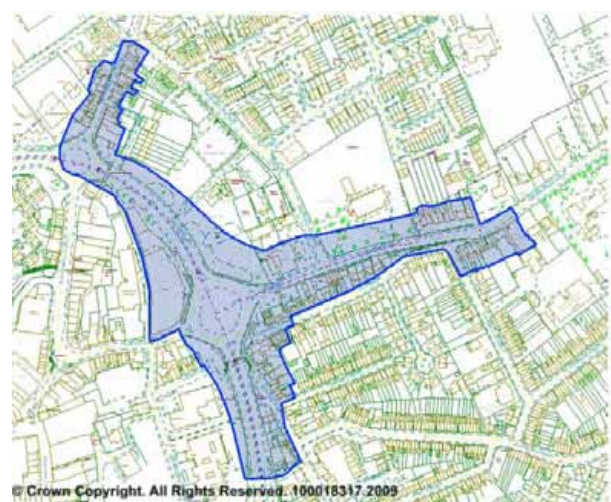


**B.6** A Level One Strategic Flood Risk Assessment (SFRA) has been produced for the District and is available on the District Council's website. Following recommendations in the Level One SFRA a more detailed Level Two SFRA has been produced. This study has considered in more detail a number of issues including overtopping and breaching of flood defences in Kidderminster and Bewdley as well as providing information on appropriate Sustainable Drainage techniques for the District and giving guidance on appropriate

policies to deal with flood risk. In addition, a Water Cycle Strategy has also been undertaken for the District. This study has interrogated 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:

### Kidderminster Ring Road



## Historic Environment

**B.7** The historic environment elements which have significance because of their interest (historic, architectural or otherwise), are referred to as Heritage Assets. Many of these are protected through Statutory designations including Listed Buildings and Conservation Areas, whilst others are identified at local level, including Locally Listed Buildings. Both Statutory and non-Statutory designations are recognised for their contribution to creating a sense of place and local identity, and for their heritage interest.

### **B.8** *Listed Buildings and Conservation Areas:*

At April 2010 there were 6 Grade I, 29 Grade II\* and 853 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 17 Conservation Areas as shown on the map below:



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### Conservation Areas within the KCAAP Area

Areas in bold have a Character Appraisal Areas in <i>italic</i> have management plans	
Map Ref.	Conservation Area
6	<b>Staffs &amp; Worcs canal</b>
7	<b>Church Street</b>
8	<b>Vicar &amp; Exchange St.</b>
17	<b><i>Green Street</i></b>

### **B.9** *Locally Listed Buildings:*

Wyre Forest District Council has developed a Local List for Kidderminster. 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.

#### **B.10** *Heritage at Risk:*

The term 'Heritage at Risk' is the new approach to identifying the extent to which the variety of statutory heritage assets, registered as protected, are 'at risk'. It includes conservation areas at risk as well as Grade I and II\* listed buildings, scheduled monuments, registered parks and gardens, registered battlefields and protected wreck sites. The District does not have any conservation areas, Scheduled Ancient Monuments, Registered Battlefields, or Registered parks and Gardens identified as being at risk.

#### **B.11** *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 2010 and features 2 buildings within the District both of which fall outside of the KCAAP area. The national List does not include Grade II Listed Buildings.

**B.12** 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:

#### **B.13**

##### **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:

##### **Historic Environment Record Data**

Type of Feature	Number of Entries
Scheduled Ancient Monuments	9
Registered Parks and Gardens	1
Listed Buildings	691 <sup>(1)</sup>
Registered Battlefields	0
Non-designated Monuments	1077



Type of Feature	Number of Entries
Non-designated Historic Parks and Gardens	40
Non-designated Historic Buildings	702
Landscape Components <sup>(2)</sup>	152

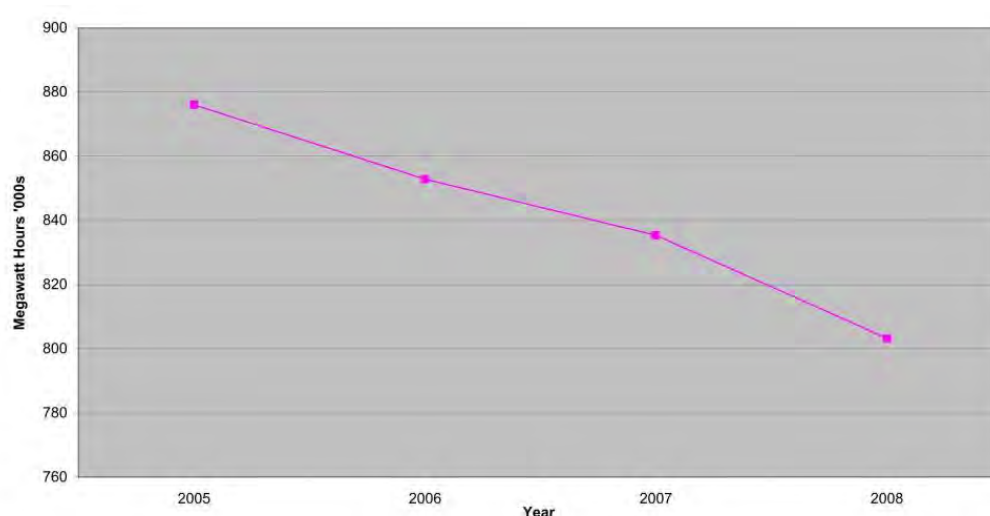
1. Individual entries may equate to more than one building
2. Landscape components are groups of monuments and/or buildings that are historically related and therefore form a coherent group of features in the landscape. E.g. a mill complex, nunnery, medieval village or historic airfield. Landscape Components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

## Energy

### *Energy Consumption:*

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

**Total Consumption of Domestic Electricity and Gas**



### *Renewable Energy:*

During 2008/09 and 2009/10 the District Council approved grants for, 1 ground source heat pump, 2 solar photovoltaic systems and 10 solar hot water systems.

### **B.14** CO<sub>2</sub> Emissions:

The table below shows the end user local and regional estimates of CO<sub>2</sub> emissions for 2005 to 2008.

### CO2 Emissions

Year	Domestic	Industrial and Commercial	Road Transport	Land-use Change	Total	Per Capita CO <sub>2</sub> Tonnes
2005	247	219	160	7	633	6.5
2006	249	220	156	6	631	6.5
2007	242	216	157	6	621	6.3
2008	243	195	152	7	596	6.1

#### B.15 Energy Efficiency:

#### SAP Rating for Private Sector (non RSL) Dwellings

Year	Average SAP rating	% of dwellings with SAP below 35
2009/10	54	9
2008/09	51.5	12
2007/08	52	12
2006/07	53	11
2005/06	51.1	~

**Climate Change:****B.16****Climate Change**

	<b>Winter Mean Temperature</b>	<b>S u m m e r            m e a n Temperature</b>	<b>W i n t e r            M e a n Precipitation</b>	<b>S u m m e r            M e a n Precipitation</b>
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%
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****Household Waste**

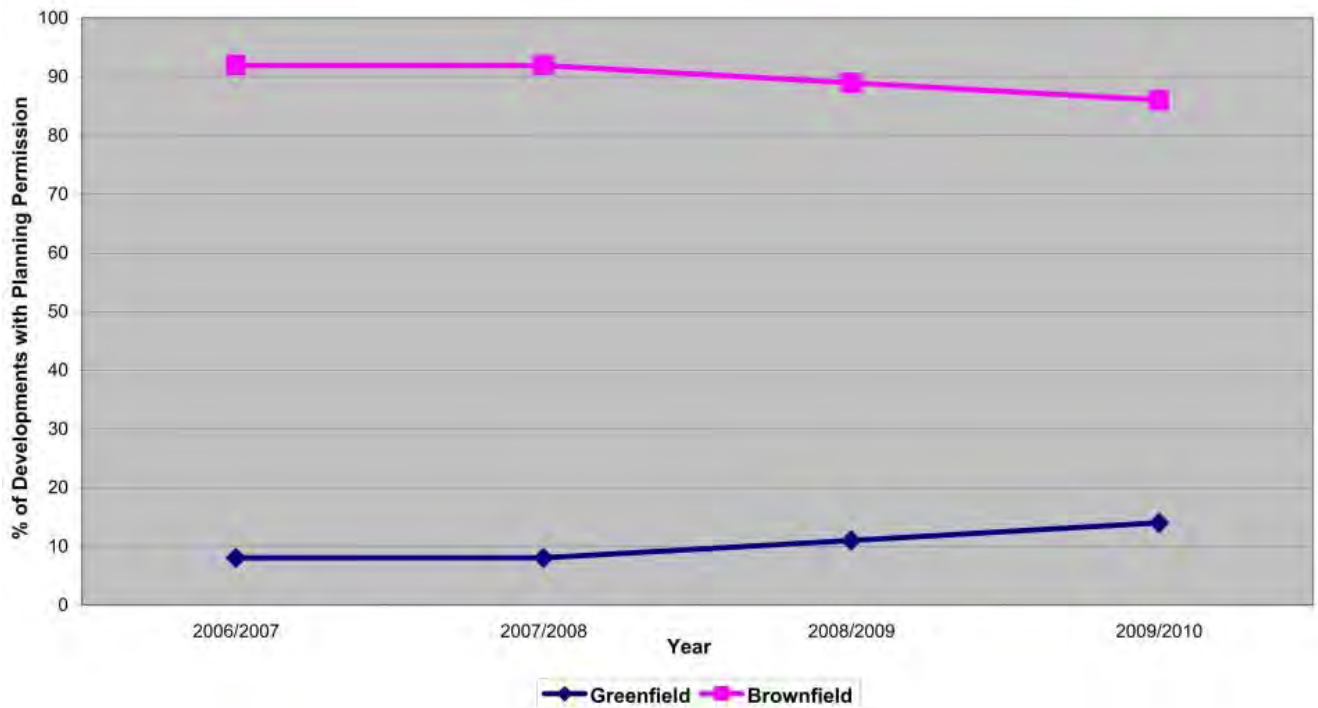
<b>Year</b>	<b>Domestic Waste (Tonnes)</b>
2009/10	28,309.97
2008/09	28,199.53
2007/08	28,925.75
2006/07	29,286.56
2005/06	30,442.97
2004/05	30,642.36

**Domestic Waste Recycled**

<b>Year</b>	<b>% of waste Recycled</b>
2009/10	26.66%
2008/09	28.47%
2007/08	28.45%
2006/07	27.9%
2005/06	25%
2004/05	24.5%

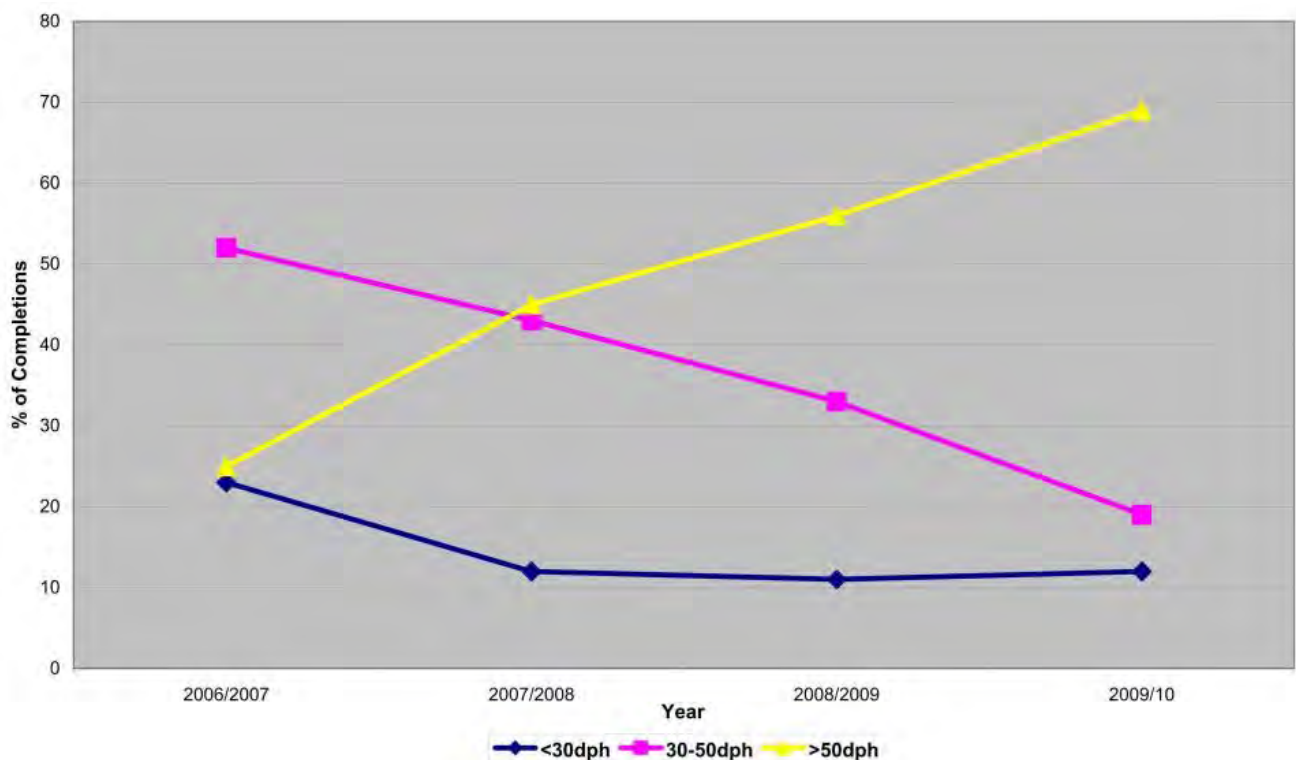
## Residential Planning Permission on Greenfield and Brownfield Sites:

Residential Planning permissions on Greenfield and Brownfield Sites



## Density of Housing Completions:

Density of Housing Completions



Insert info on school travel times increasing

### Rail Station Usage:

#### Rail Station Usage

Station	1994	2007	2008	2009	2010	% Change 1994-2010	% Change 2009-2010
Kidderminster	645,517	866,145	963,041	1,227,492	1,324,100	105%	7.8%

### Cycling

**B.17** Cycling data is collected by Worcestershire County Council from two sites within the District. Figures show that usage of the Canal Towpath has increased over the period 2003/04 to 2009/10.

#### Cycling in Wyre Forest District

Cycle Monitoring Station	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Minster Road Cycle Lane	66	58	67	63	71	68	66	61
Towpath, Gilgal, Stourport	N/A	49	61	59	65	64	60	67

### Bus Usage

**B.18** 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.

## B.2 Baseline Data for Objectives and 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	<b>2006-2008</b> Male: 78.18 Female: 82.47 (Neighbourhood statistics 2010)	<b>2005-2007</b> Male: 77.9 Female: 82.00 <b>2004-2006</b> Male: 77.7 Female: 81.6 <b>2001-2003</b> Male: 76 Female: 81	Life expectancy has improved for both males and females within the District.	Neighbourhood Statistics
% of new residential development within 30 minutes public transport travel time of key facilities.	<b>2009/10</b> GP: 96% Hospital: 94% Employment: 96% Primary School: 97% Secondary School: 97% Retail Centre: 96%	<b>2008/09</b> GP: 98% Hospital: 91% Employment: 92% Primary School: 98% Secondary School: 96% Retail Centre: 93% <b>2007/08</b> GP: 99% Hospital: 75% Employment: 96% Primary School: 99% Secondary School: 99% Retail Centre: 99%	Indicator is relatively static, no overall trend identifiable.	In-house monitoring (AMR)
% of villages with key facilities, i.e, primary school, post office, GP, Pub, convenience store, village hall	2009/10: 22% (2 of the District's 9) villages have the full range of facilities.	208/09: 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



Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of affordable housing completions (net of demolitions)	2009/10: 51	2008/09: 93 2007/08: 40	The number of affordable housing completions has fallen, however, overall residential completions have fallen.	In-house monitoring - Housing Land Availability Report
% of housing completions which are affordable (net of demolitions).	2009/10: 27%	2008/09: 39% 2007/08: 21% 2006/07: 3% 2005/06: 11%	Despite a fall in the percentage of housing completions which were affordable during 2009/10, the overall trend is an increasing number.	In-house monitoring - Housing Land Availability Report
% of housing completions by size (gross).	<b>2009/10</b> 1 bed flat: 26% 2 bed flat: 40% 1 bed house: 1% 2 bed house: 16% 3 bed house: 7% 4 bed house: 10%	<b>2008/09</b> 1 bed flat: 13% 2 bed flat: 37% 1 bed house: 1% 2 bed house: 17% 3 bed house: 21% 4 bed house: 11% <b>2007/08</b> 1 bed flat: 17% 2 bed flat: 31% 1 bed house: 1% 2 bed house: 22% 3 bed house: 18% 4 bed house: 11%	The number of residential completions which are flats has increased. There has been a slight decrease the number of two and three bed houses.	In-house Monitoring - Annual Monitoring Report
% of housing completions by tenure (net of demolitions).	<b>2009/10</b> Private Ownership: 83% Social Rented: 24% Shared Ownership: 3%	<b>2008/09</b> Private Ownership: 61% Social Rented: 19% Shared Ownership: 20% <b>2007/08</b> Private Ownership: 79% Social Rented: 16% Shared Ownership: 5%	A larger proportion of completions were for private ownership in 2009/10 with an increase in social rented and a significant decrease in shared ownership.	In-house monitoring - Housing Land Availability Report
Number of additional gypsy/traveller pitches granted permission.	2009/10: 7	No information available		Database to be established to monitor applications as they are determined.
Number of extra care units completed.	2009/10: 0	2008/09: 24 2007/08: 0	No extra care units were provided during 2009/10.	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)	2009/10: 55	2008/09: 27 2007/08: 30	More 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.

Indicator	Baseline Position	Identified Trend	Analysis	Source
% 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

### B.19

Indicator	Baseline Position	Identified Trend	Analysis	Source
NI3: Those who have participated in a local area	<p>2009 Place Survey: Number of people who in the last 12 months have:</p> <ul style="list-style-type: none"> <li>• Been a local councillor - 1%</li> <li>• Been a member of a group making decisions on local health or education services - 3%</li> <li>• Been a member of a decision-making group set up to regenerate the local area - 2%</li> <li>• Been a member of a local decision-making group set up to tackle crime problems - 2%</li> <li>• Been a member of a Tenant's Group decision-making committee - 2%</li> <li>• Been a member of a group making decisions on local services for young people - 3%</li> <li>• Been a member of another group making decisions on services in the local community - 5%</li> </ul>	<p>2008 Place Survey: Number of people who in the last 12 months have:</p> <ul style="list-style-type: none"> <li>• Been a local councillor - 1%</li> <li>• Been a member of a group making decisions on local health or education services - 3%</li> <li>• Been a member of a decision-making group set up to regenerate the local area - 2%</li> <li>• Been a member of a local decision-making group set up to tackle crime problems - 2%</li> <li>• Been a member of a Tenant's Group decision-making committee - 2%</li> <li>• Been a member of a group making decisions on local services for young people - 3%</li> <li>• Been a member of another group making decisions on services in the local community - 5%</li> </ul>	Indicator has remained constant.	Place Survey available via Covalent
Average number of Neighbour and Statutory consultation letters sent per planning application	<p><b>2009/10:</b> No. applications: 829 No. notification letters: 7098 Average per application: 9</p>	<p><b>2008/09:</b> No. applications: 882 No. notification letters: 9434 Average per application: 11</p> <p><b>2007/08:</b> No. applications: 1124 No. notification letters: 12209 Average per application: 11</p>	Number of applications per annum has fallen. There has been a slight reduction in number of notification letters per application.	In-house monitoring
Number of new developments incorporating 'Secured by Design'	<p>Applications cited 'Secured by Design' in their reasons for approval: 2009/10: 9</p>	<p>Applications cited 'Secured by Design' in their reasons for approval: 2008/09: 10 2007/08: 20</p>	No significant change from 2008/09	In-house monitoring - more robust system to be established.

Indicator	Baseline Position	Identified Trend	Analysis	Source
principles. (Applications determined using Policy D16 in the Wyre Forest 2004 Adopted Local Plan)	Applications cited 'Secured by Design' in their reasons for refusal: 2009/10: 1	Applications cited 'Secured by Design' in their reasons for refusal: 2008/09: 1 2007/08: 2		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)	2009/10: 26.65%	2008/09: 28.48% 2007/08: 28.45% 2006/07: 27.9% 2005/06: 25% 2004/05: 24.5%	Slight decrease for 2009/10, however, 100% of population is now served by recycling as opposed to 98.6% for 2008/09	National Indicator - available via Covalent
Household Waste Collected (excluding recycling) (tonnes)	2009/10: 28,309.97	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	The volume of waste collected from residential properties throughout the District has decreased.	In-house monitoring - Resources Directorate
District per capita CO <sub>2</sub> emissions	tonnes per capita: 2008: 6.1	tonnes per capita 2007: 6.3 2006: 6.5 2005: 6.5	Decrease in CO <sub>2</sub> emissions across the District from 2005-2008	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.	<b>2009/10</b> Kidderminster 63% Stourport 23% Bewdley 4%	<b>2008/09</b> Kidderminster 66% Stourport 22% Bewdley 2% <b>2007/08</b> Kidderminster 59% Stourport 25% Bewdley 4%	A greater % of development was located within the three main towns in 2009/10 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.

Indicator	Baseline Position	Identified Trend	Analysis	Source
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.	January 2011: The District has 2 AQMAs (Horsefair, Radford Avenue & Coventry Street, Kidderminster and Welch Gate, Bewdley) and 1 borderline AQMA (High Street, Stourport-on-Severn).	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 (permissions granted)	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 (permissions granted).	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	2009/10: 3 (7%)	2008/09: 4 (10%) 2007/08: 13 (18%)	Fewer permissions for new residential development in Flood Zone 2 or 3 were granted in 2009/10.	Database to be established to monitor applications as they are determined.
Number of planning permissions granted contrary to EA advice.	2009/10: 0	2008/09: 1 2007/08: 1	No applications were refused contrary to EA advice compared to 1 per annum for the previous 2 years.	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 / Total no. apps determined using CA policies	2009/10: 7 (9%)	2008/09: 9 (9%) 2007/08: 22 (20%)	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
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	2009/10: 75 (91%)	2008/09: 93 (91%) 2007/08: 90 (80%)	Indicator has remained constant.	Database to be established to monitor applications as they are determined.

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of Listed Building consents granted. % = No LB applications approved / No LB applications determined	2009/10: 51(98%)	2008/09: 61 (94%) 2007/08: 75 (90%)	A higher % of Listed Building consents were granted during 2009/10.	In-house monitoring
Number of new records added to the HER.	2009/10: 150	2008/09: 271 2007/08: 227	New records continue to be added to the HER	Data to be obtained from County Council Historic Environment Team annually.
Number of applications approved contrary to Natural England recommendation.	2009/10:0	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.	2010: Favourable - 34.8% Unfavourable but Recovering - 60.2% Unfavourable no Change - 3.4% Unfavourable but Declining - 1.4% Destroyed or Part Destroyed - 0.2%	2009: Favourable - 29.7% Unfavourable but Recovering - 59.2% Unfavourable no Change - 4.8% Unfavourable but Declining - 6.1% Destroyed or Part Destroyed - 0.2% 2008: 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	2009/10: 0	2008/09: 0 2007/08: 1 new Local Nature Reserve established.	No changes have occurred to areas of biodiversity importance this 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.
Number of demolition consents (Listed Buildings)	2009/10: 2	2008/09:0 2007/08:0	Two consents granted 2009/10 for partial demolition and rebuild.	Database to be established to monitor applications as they are determined.

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of demolition consents (Conservation Areas). Applications approved using policy CA2 of the Wyre Forest 2004 Adopted Local Plan	2009/10: 3	2008/09: 4 2007/08: 6	Fewer demolition consents were granted in Conservation Areas during 2009/10 than during 2008/09.	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.	2009/10: 56.25%	2008/09: 50%	The % of Conservation Area Character Appraisals updated in the last 5 years has increased.	In-house monitoring
% of Conservation Areas with Management Plans completed/updated within the last 5 years.	2009/10: 6.25%	2008/09: 6.25% 2007/08: 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 built 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	2009/10: 131 (90%)	2008/09:137 (84%) 2007/08:140 (75%)	The % of applications in the Green Belt that have been approved has increased.	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.	2009/10: 86%	2008/09: 88% 2007/08: 84%	Although there has been a drop in % of residential completions located in Kidderminster and Stourport-on-Severn the % remains high.	In-house monitoring - Residential Land Availability Report



Indicator	Baseline Position	Identified Trend	Analysis	Source
% of new residential completions in Kidderminster and Stourport-on-Severn located on brown-field land.	<b>2009/10</b> Kidderminster 91% Stourport-on-Severn 100%	<b>2008/09</b> Kidderminster 100% Stourport-on-Severn 100% <b>2007/08</b> Kidderminster 99% Stourport-on-Severn 100%	Slight decrease in the % of completions in Kidderminster located on brownfield land.	In-house monitoring - Residential Land Availability Report
Number of noise pollution complaints.	YE 31/03/2010 - 419	YE 31/03/2009 - 425 YE 31/03/2008 - 335	Noise pollution complaints have dropped slightly.	In-house monitoring - Pollution Control Team
Number of light pollution complaints received.	2009/10: 10	2008/09: 6 2007/08: 14 2006/07: 7	Light pollution complaints were highest in 2007/08 and having fallen during 2008/09 they have risen again 2009/10.	In-house monitoring - Pollution Control team

**B.20** Information on water quality within the District can be found at sections 2.6 and 7.4 of the Water Cycle Strategy (March 2010).

## Greater Learning and Prosperity

### B.21

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of school leavers with 5 A*-C grades.	2008/09 - 61.8%	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.	2009 - 22.2%	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.	2009/10: 100%	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>2009/10:</u> ● Core Strategy Publication	<u>2008/09:</u> ● Core Strategy Preferred Options Report and Sustainability Appraisal: 86	A greater number of representations were received in response to the Core Strategy Publication than at previous stages of consultation.	In-house monitoring

Indicator	Baseline Position	Identified Trend	Analysis	Source
		<ul style="list-style-type: none"> <li>Kidderminster Central Area Action Plan Issues and Options Paper:44</li> <li>Site Allocations and Policies Issues and Options Paper:125</li> </ul> <p><u>2007/08:</u></p> <ul style="list-style-type: none"> <li>Core Strategy Issues and Options Paper:106</li> <li>Core Strategy Revised Issues and Options Paper: 35</li> </ul>		

## Shared Prosperity

### B.22

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 businesses has fallen slightly since 2005.	Neighbourhood Statistics
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	2008: 3200 9.7% of workforce	2007: 3600 10.5% of workforce 2006: 3400 9.7% of workforce	The number of tourism related jobs has fallen.	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).	2009/10: 407 Sqm	2008/09: 9290Sqm 2007/08: 0 Sqm	Less retail development was completed within or adjacent to the primary shopping area, although retail completions overall were lower.	In - house monitoring (Indicator BD4-AMR)

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of employment land developed on brownfield land.	2009/10: 100%	2008/09: 7% 2007/08: 1% 2006/07: 100%	The % of employment land developed on brownfield sites increased significantly to return to 2006/07 levels.	I n - h o u s e monitoring - Annual Monitoring Report
Number of B1 completions.	2009/10: 0.6 ha	2008/09: 3.27ha 2007/08: 0.011ha	B1 completions were significantly lower than in 2008/09.	I n - h o u s e Monitoring - AMR



## C Site Testing Tables

Table C.0.1

Sustainability Appraisal Objective																						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
1. To improve the health and well-being of the population and reduce inequalities in health.		+	++	++	+	0	0	++	++	+	0	0	0	0	+	+	+	+	+	+	0	
2. To improve the quality of, and accessibility to, cultural services and local services and facilities.	+		0	++	+	0	0	++	0	0	0	0	0	0	0	0	0	0	0	0	0	
3. To provide decent, affordable housing for all of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	++	0		++	+	0	+	+	0	0	0	0	0	0	++	+	X (1)	0	0	0	0	
4. To enhance the quality of life for all residents within the District.	++	++	++		++	0	++	+	++	++	+	0	0	+	++	++	+	++	++	+	+	
5. To encourage pride and social responsibility in the community and reduce crime.	+	+	+	++		0	0	0	0	0	0	0	0	0	++	0	0	++	++	0	0	
6. To manage waste in accordance with the waste hierarchy: reduce, re-use, recycling and composting, disposal.	0	0	0	0	0		++	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	0	0	+	++	0	++		++	+	0	0	++	0	+	+	0	0	0	0	0	++	
8. To reduce the need to travel and move towards more sustainable travel modes.	++	++	+	+	0	0	++		++	0	0	0	0	++	++	0	0	0	0	++	0	
9. Protect the use of water, soil and air whilst maintaining or improving their quality.	++	0	0	++	0	0	+	++		++	0	+	0	++	0	0	0	0	0	0	0	
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.	+	0	0	++	0	0	0	0	++		0	0	0	0	X (2)	++	0	0	0	0	0	
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	0	0	0	+	0	0	0	0	0	0		0	++	0	0	0	0	0	0	0	0	
12. To conserve and enhance the District's biodiversity and geodiversity.	0	0	0	0	0	0	++	0	+	0	0		0	+	0	0	0	0	0	0	0	

Sustainability Appraisal Objective		Sustainability Appraisal Objective																				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	0	0	0	0	0	0	0	0	0	0	0	++	0		0	0	0	0	0	0	0	0
	0	0	0	+	0	0	0	+	++	0	0	0	+	0		++	0	+	0	0	0	0
	0	0	0	0	0	0	0	0	++	0	X (3)	0	0	0	++		0	++	0	0	++	0
16. Mitigate against the unavoidable negative impacts of climate change.	+	0	0	+	++	0		0	0	0	++	0	0	0	0	0		0	0	0	0	0
17. Reduce noise and light pollution.	+	0		X? (4)	+	0	0	0	0	0	0	0	0	0	+	++	0		0	0	0	0
18. To raise the skills levels and qualifications of the workforce.	+	0	0	0	++	++	0	0	0	0	0	0	0	0	0	0	0	0		0	++	++
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.	+	0	0	0	++	++	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0
20. Create and maintain a diverse, knowledge driven economy, ensuring all have the benefits, urban and rural.	+	0	0	0	+	0	0	0	+	0	0	0	0	0	0	++	0	0	++	0		++
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	0	0	0	0	+	0	0	++	0	0	0	0	0	0	0	0	0	0	++	0	++	

1. Housing growth may generate noise and light pollution.
2. Some town centre sites have flood risk issues.
3. Some town centre sites have flood risk issues.
4. Housing growth may generate noise and light pollution.



## Issues &amp; Options Aims &amp; Objectives

Table C.0.2

Aims of the KCAAP		
SA Objective	To maximise the economic vitality of central Kidderminster whilst enhancing the environment of the area as a place to live.	To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.
1	0 No likely impact.	0 No likely impact.
2	++ Aims to improve the cultural and leisure offer in the town.	++ Aims to improve the cultural and leisure offer in the town.
3	++ Seeks to increase housing to add vitality to central Kidderminster.	0 No likely impact.
4	0 No likely impact.	0 No likely impact.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night.	++ Aims to create a town with activity and natural surveillance at all times of the day and night.
6	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.
8	+ Focuses development on the town centre helping to reduce the need to travel.	+ Focuses development on the town centre helping to reduce the need to travel.
9	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.
11	+ Redevelopment will have a positive impact on the townscape.	+ Redevelopment will have a positive impact on the townscape.

Aims of the KCAAP		
12	<p>++</p> <p>Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land.</p>	<p>++</p> <p>Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land.</p>
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment.</p>	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment.</p>
14	<p>++</p> <p>Supports residential development on brownfield land.</p>	<p>++</p> <p>Supports residential development on brownfield land.</p>
15	<p>++</p> <p>Potential regeneration of key town centre sites.</p>	<p>++</p> <p>Potential regeneration of key town centre sites.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact</p>	<p>0</p> <p>No likely impact</p>
18	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
19	<p>0</p> <p>No likely impact</p>	<p>0</p> <p>No likely impact</p>
20	<p>+</p> <p>Could promote economic growth and diversity of economy.</p>	<p>+</p> <p>Could promote economic growth and diversity of economy.</p>
21	<p>+</p> <p>Could promote economic growth and diversity of economy.</p>	<p>+</p> <p>Could promote economic growth and diversity of economy.</p>

### Table C.0.3

Objectives of the KCAAP						
SA Objective	Maximise the economic potential of the town centre including shopping,	Release the potential of the area's canal-side setting.	Open up the river Stour to create an enhanced biodiversity potential	Improve the environment by enhancing streets and spaces for people.	Connect and integrate the main developments and	Provide a framework for proactive town

Objectives of the KCAAP						
	the evening and visitor economy, and office space.		and environmental setting.		environmental assets.	centre management.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	Improve ease and attractiveness of walking to facilities within the town centre.	0 No likely impact.
2	++ Aims to improve the cultural and leisure offer in the town.	0 No likely impact.	0 No likely impact.	+	Improve ease and attractiveness of walking to facilities within the town centre.	++ Aims to improve the cultural and leisure offer in the town.
3	++ Seeks to increase housing to add vitality to central Kidderminster.	+	The river could form part of a quality residential environments.	+	Included as part of high quality residential development and environments to help to raise quality of life.	0 No likely impact.
4	0 No likely impact.	+	Increase access to the green spaces.	+	Improve ease and attractiveness of walking to facilities within the town centre.	0 No likely impact.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night.	++ Development along the canal would improve community safety along it.	+	Development along the river would improve community safety along it.	+	++ Aims to create a town with activity and natural surveillance at all times of the day and night.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0	No likely impact.	0 No likely impact.

Objectives of the KCAAP									
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	Could increase the popularity of walking/cycling.	+	No likely impact.
8	+	Focuses development on the town centre helping to reduce the need to travel.	+	Promote the canal as part of the pedestrian/cycle network.	0 No likely impact.	+	Could increase the popularity of walking/cycling.	+	No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	No likely impact.	0 No likely impact.	No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	X Development sites alongside the river could well be prone to flood risk. Mitigation measures would need to be put in place.	0 No likely impact.	No likely impact.	0 No likely impact.	No likely impact.
11	+	Redevelopment will have a positive impact on the townscape.	++	Promotes development which has a positive relationship to the waterways.	++ Promotes development which has a positive relationship to the waterways.	+	Would contribute to a more attractive public realm.	+	Provide better organisation and management of public spaces.
12	++	Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land.	++	Policy requires the enhancement of the biodiversity value of the waterways.	++ Policy requires the enhancement of the biodiversity value of the waterways.	0 No likely impact.	No likely impact.	0 No likely impact.	No likely impact.
13	+	New developments can raise the quality of the landscape and townscape and preserve the historic environment.	+	Development can compliment the canal conservation area.	++ Development can compliment and enhance the river and its setting.	+	Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas.	0 No likely impact.	No likely impact.

Objectives of the KCAAP							
14	++ Supports residential development on brownfield land.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	++ Potential regeneration of key town centre sites.	++ Would help to promote the regeneration of Kidderminster by capitalising on an asset.	++ Would help to promote the regeneration of Kidderminster by capitalising on an asset.	++ Promotes regeneration by making the town a better environment.	++ Promotes regeneration by making the town a better environment.	0 No likely impact.	0 No likely impact.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	+ Could promote economic growth and diversity of economy.	+ Capitalising on the canal could help attract tourists.	+ Capitalising on the river could help attract tourists.	+ This could enable to holding of more events which could attract visitors.	+ This could enable to holding of more events which could attract visitors.	0 No likely impact.	0 No likely impact.
21	+ Could promote economic growth and diversity of economy.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
1	++ Within walking distance of town centre medical facilities and hospital.	++ Within walking distance of town centre medical facilities and hospital.	++ Within walking distance of town centre medical facilities and hospital.	+ Within walking distance of town centre medical facilities.	++ Within 15 minutes walk of GP, town centre medical facilities and hospital facilities.

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
2	++ Within the District's main town centre. Rail station also within 10 minutes walk. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre. Rail station also within 15 minutes walk. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre. Rail station also within 15 minutes walk. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre. Adjacent to the rail station. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre and within 10 minutes walk of the rail station. Long-term impact on sustainability and quality of life.
3	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.
4	+ Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.	+ Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.	+ Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.	+ Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.	+ Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.
5	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.
6	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.



SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
7	<p><b>+?</b></p> <p>Any development of the site will should implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy, however, the nature of the existing building might make this difficult.</p> <p>Long-term impact on sustainability.</p>	<p><b>+?</b></p> <p>Any development of the site will should implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy, however, the nature of the existing building might make this difficult.</p> <p>Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>
8	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>
9	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>
10	<p><b>++</b></p> <p>The site is not within a floodplain.</p>	<p><b>++</b></p> <p>The site is not within a floodplain.</p>	<p><b>X</b></p> <p>Flood zone 2 and 3 affects edge of site.</p> <p>Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>++</b></p> <p>The site is not within a floodplain.</p>	<p><b>X</b></p> <p>Part of the site affected by zone 2 and part affected by zone 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
11	<p>+</p> <p>Redevelopment of this site offers the opportunity to secure the future of a Listed Building. This will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Redevelopment of this site offers the opportunity to secure the future of a Locally Listed Building. This will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>
12	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Potential impact on Staffordshire &amp; Worcestershire Canal Special Wildlife Site. Opportunity to improve. Long-term impact which could be irreversible.</p>	<p>N/A</p>	<p>+</p> <p>Potential to improve wildlife corridor. Long-term impact.</p>
13	<p>+</p> <p>Redevelopment of this site offers the opportunity to secure the future of a Listed Building. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Redevelopment of this site offers the opportunity to secure the future of a Listed Building. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment of this site offers the opportunity to provide an more appropriate setting for the Staffordshire &amp; Worcester Canal Conservation Area and the surrounding listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>N/A</p>	<p>+</p> <p>Need to consider impact on adjacent Locally Listed building. Opportunity to improve setting. Short- and long-term impact on quality of the environment.</p>
14	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>
15	<p>++</p> <p>The redevelopment of this large town centre site will make a significant contribution towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will make a significant contribution towards regeneration the town centre's canal side areas. Short and long-term positive impact for the town.</p>	<p>++</p> <p>Could contribute to regeneration by improving key site on a main road but loss of businesses could have a detrimental impact. Short-term impact which could be reversible.</p>	<p>X</p> <p>Detrimental impact through loss of businesses. Short-term impact which could be reversible.</p>

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
16	<p><b>+?</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum , however, opportunities may be limited by the fact that the scheme will be conversion rather than new-build.</p> <p>Long-term impact on sustainability.</p>	<p><b>+?</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum , however, opportunities may be limited by the fact that the scheme will be conversion rather than new-build.</p> <p>Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p>
17	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>+</b></p> <p>Likely to reduce noise.</p> <p>Short-term impact.</p>	<p><b>0</b></p> <p>No effect likely.</p>	<p><b>+?</b></p> <p>Change from industrial use to residential could reduce noise.</p> <p>Short-term impact.</p>
18	N/A	N/A	N/A	N/A	<p><b>X?</b></p> <p>Loss of existing businesses could reduce training opportunities.</p> <p>Long-term impact on skills.</p>
19	N/A	N/A	N/A	N/A	N/A
20	<p><b>+</b></p> <p>A mixed-use scheme could help to boost the economy of the town.</p> <p>Short and long-term positive impact for the town.</p>	N/A	<p><b>+</b></p> <p>Mixed use development linking to Weavers Wharf would have a positive impact. However, existing business would need to be relocated.</p> <p>Short and long-term positive impact for the town.</p>	<p><b>X</b></p> <p>Loss of businesses would have a detrimental impact on the economy.</p> <p>Short-term impact which could be reversible.</p>	<p><b>X</b></p> <p>Loss of businesses would have a detrimental impact on the economy.</p> <p>Short-term impact which could be reversible.</p>
21	N/A	N/A	N/A	N/A	N/A

SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
1	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.
2	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and within 5 minutes walk of rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and within 5 minutes walk of rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and within 15 minutes walk of rail station. Long-term impact on sustainability and quality of life.
3	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.
4	++ Parks and play areas within 10 minutes walk.	++ Parks and play areas within 10 minutes walk.	++ Parks and play areas within 10 minutes walk.	++ Parks and play areas within 10 minutes walk.	++ Parks and play areas within 5 minutes walk.
5	++ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	++ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	++ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	++ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.	++ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.
6	++ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	++ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	++ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	++ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	++ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.

SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
7	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>
8	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>
9	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>++</b></p> <p>Comprehensive redevelopment of the site will contribute to significantly improving air quality in the adjacent Horsefair AQMA. Short- and long-term improvement to air quality.</p>
10	<p><b>++</b></p> <p>Site is not within the floodplain.</p>	<p><b>++</b></p> <p>Site is not within the floodplain.</p>	<p><b>++</b></p> <p>Site is not within the floodplain.</p>	<p><b>++</b></p> <p>Site is not within the floodplain.</p>	<p><b>++</b></p> <p>Site is not within the floodplain.</p>
11	<p><b>+</b></p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Redevelopment would remove an incongruous feature from the streetscene. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve streetscene at a key gateway. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>
12	<p><b>+</b></p> <p>Potential to improve adjacent Special Wildlife Site. Long-term impact on natural habitat.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p><b>+</b></p> <p>Potential to improve adjacent Special Wildlife Site. Long-term impact on natural habitat.</p>



SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
13	<p><b>+</b></p> <p>Potential to improve setting of locally listed buildings nearby. Short- and long-term impact on quality of the environment.</p>	<p><b>+</b></p> <p>Potential to improve setting of historical cottages adjacent to site. Short- and long-term impact on quality of the environment.</p>	N/A	N/A	<p><b>+</b></p> <p>Potential to improve the setting of locally listed carpet warehouses and secure their future. Short- and long-term impact on quality of the environment.</p>
14	<p><b>++</b></p> <p>The site is brownfield.</p>	<p><b>++</b></p> <p>The site is brownfield.</p>	<p><b>++</b></p> <p>The site is brownfield.</p>	<p><b>++</b></p> <p>The site is brownfield.</p>	<p><b>++</b></p> <p>The site is brownfield.</p>
15	<p><b>X?</b></p> <p>Detrimental impact through loss of businesses. Short-term impact which could be reversible.</p>	<p><b>X?</b></p> <p>Loss of existing businesses could have a detrimental impact on regeneration. Short-term impact which could be reversible.</p>	<p><b>+</b></p> <p>Mixed-use scheme could incorporate existing retail uses and have a positive impact on regeneration. Short and long-term positive impact for the town.</p>	<p><b>+</b></p> <p>Potential to contribute to regeneration of Kidderminster. Would improve the streetscene on a prominent site. Short and long-term positive impact for the town.</p>	<p><b>++</b></p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>
16	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>
17	<p><b>+</b></p> <p>Change from industrial use to residential could reduce noise. Short-term impact.</p>	<p><b>+</b></p> <p>Change from industrial use to residential could reduce noise. Short-term impact.</p>	<p><b>0</b></p> <p>No impact likely</p>	N/A	<p><b>+</b></p> <p>Change of use to residential could reduce noise. Short-term impact.</p>
18	<p><b>X?</b></p> <p>Loss of existing businesses could reduce training opportunities. Short-term impact which could be reversible.</p>	<p><b>X?</b></p> <p>Loss of existing businesses could reduce training opportunities. Short-term impact which could be reversible.</p>	N/A	N/A	N/A



SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
19	N/A	N/A	N/A	N/A	Churchfields Masterplan provides good opportunities for community involvement, as will subsequent stages of development. Short- and long-term impact on civic pride.
20	X Loss of businesses would have a detrimental impact on the economy. Short-term impact which could be reversible.	X Loss of businesses would have a detrimental impact on the economy. Short-term impact which could be reversible.	+? Mixed use scheme could enhance the attractiveness of existing retail businesses.	? Auction rooms would need to be relocated.	+? Loss of business premises, although all units are currently short-term let. Mixed-use development could provide opportunities for small/start-up business units. Long-term impact on business growth.
21	N/A	N/A	N/A	N/A	N/A

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
1	+ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of the town centre offering a range of medical facilities including GP. Also within 10 minutes walk of hospital. Long-term impact on quality of life.	+ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.	++ Within 15 minutes walk of GP, town centre medical facilities and hospital facilities. Long-term impact on quality of life.	++ Within 15 minutes walk of GP, town centre medical facilities and hospital facilities. Long-term impact on quality of life.	+ Within 10 minutes walk of GP, town centre medical facilities and within 15 minutes walk of hospital. Long-term impact on quality of life.

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
2	<p>++</p> <p>Within 10 minutes walk of town centre and within 15 minutes walk of rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Town centre is within 10 minutes walk offering a range of services and facilities. Retail facilities, including supermarket are within 5 minutes walk.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and within 15 minutes walk of rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre and within 10 minutes walk of the rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre and within 10 minutes walk of the rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre and within 10 minutes walk of the rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>
3	<p>++</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>
4	<p>++</p> <p>Parks and play areas within 5 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>++</p> <p>Open space within 10 minutes walk, play area within 15 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>++</p> <p>Parks and play areas within 5 minutes walk and Policy requires compensation for loss of existing green space.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>
5	<p>+</p> <p>Removal of derelict buildings will improve pride in the local area and will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	N/A	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>
8	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Good access to facilities on foot and good access to public transport network. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>
9	<p><b>++</b></p> <p>Site is adjacent to an AQMA, and comprehensive redevelopment provides opportunities to improve air quality. Short- and long-term improvement to air quality.</p>	<p><b>+</b></p> <p>The site is not within an AQMA.</p>	<p><b>++</b></p> <p>Site is adjacent to an AQMA, and comprehensive redevelopment provides opportunities to improve air quality. Short- and long-term improvement to air quality.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
10	<p><b>X</b></p> <p>Flood zone 2 affects a small area of the site. Mitigation would be required in the form of a suitable SUDS scheme. Long-term impact on flood risk.</p>	<p><b>XX</b></p> <p>Part of the site lies within the River Stour floodplain and as such any development would need to provide appropriate mitigation measures. Long-term impact on flood risk.</p>	<p><b>X</b></p> <p>Flood zone 2 affects a small area of the site. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>XX</b></p> <p>Entire site is within flood zone 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>X</b></p> <p>Within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>XX</b></p> <p>Partially within flood zone 3, remainder of site within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>
11	<p><b>++</b></p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Redevelopment offers the opportunity to improve the streetscene. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Development required to protect and enhance the proposed conservation area and locally listed buildings. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve streetscene. Required to maintained proposed locally listed buildings. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>
12	<p><b>+</b></p> <p>Potential to improve adjacent Special Wildlife Site and Site of Special Scientific Interest. Long-term impact on natural habitat.</p>	<p><b>++</b></p> <p>Offers the opportunity to enhance the River Stour Special Wildlife Site. Long-term impact on natural habitat.</p>	<p><b>+</b></p> <p>Potential to improve adjacent Special Wildlife Site. Long-term impact on natural habitat.</p>	<p><b>+</b></p> <p>Potential to improve adjacent Special Wildlife Site. Long-term impact on natural habitat.</p>	<p>N/A</p>	<p><b>+</b></p> <p>Opportunity to enhance Special Wildlife Sites alongside River Stour and Staffordshire &amp; Worcestershire Canal. Long-term impact on natural habitat.</p>

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
13	<p>++</p> <p>Development will enhance the setting of the Staffordshire &amp; Worcestershire Canal Conservation Area. Short- and long-term impact on quality of the environment.</p>	<p>N/A</p>	<p>++</p> <p>Development will enhance the setting of the Staffordshire &amp; Worcestershire Canal Conservation Area. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and locally listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Potential to improve the setting of adjacent locally listed building and proposed locally listed buildings on site. Short- and long-term impact on quality of the environment.</p>	<p>N/A</p>
14	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>
15	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>?</p> <p>Offers the opportunity to bring residents into Kidderminster. However, site is currently operational as a business. Short-term impact on employment.</p>	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>+</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>+</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>
16	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>
17	<p>N/A</p>	<p>X?</p> <p>Redevelopment could increase lighting required on the site. Mitigation required through use of low-impact lighting to minimise adverse affects.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>



SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
		Potential long-term effect on natural habitat.				
18	N/A	N/A	N/A	N/A	N/A	N/A
19	+ Churchfields Masterplan provides good opportunities for community involvement, as will subsequent stages of development. Short- and long-term impact on civic pride.	N/A	+ Churchfields Masterplan provides good opportunities for community involvement, as will subsequent stages of development. Short- and long-term impact on civic pride.	N/A	N/A	N/A
20	N/A	N/A	X Potential loss of existing business. Short-term economic impact.	N/A	X Existing Council Depot would need to be relocated.	X Potential loss of retailer. Short-term economic impact.
21	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
1	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.
2	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.



SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
3	<p><b>+</b></p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p><b>+</b></p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p><b>+</b></p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p><b>+</b></p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p><b>+</b></p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>
4	<p><b>+</b></p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p><b>+</b></p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p><b>+</b></p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p><b>+</b></p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p><b>+</b></p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>
5	<p><b>+</b></p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p><b>+</b></p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p><b>+</b></p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p><b>+</b></p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p><b>+</b></p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>
6	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p><b>+</b></p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
8	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p><b>++</b></p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>
9	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>+</b></p> <p>Site is not within an AQMA.</p>	<p><b>++</b></p> <p>Site could provide route for bypass link road around the Horsefair AQMA as part of the comprehensive redevelopment of Churchfields. Short- and long-term improvement to air quality.</p>
10	<p><b>X</b></p> <p>Front of site is within flood zone 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>X</b></p> <p>Part of site is within flood zone 3 and the remainder is within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>X</b></p> <p>Part of site is within flood zone 3 and the remainder is within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p><b>++</b></p> <p>Site is not within the floodplain.</p>	<p><b>++</b></p> <p>Site is not within the floodplain.</p>
11	<p><b>++</b></p> <p>Potential to improve the streetscene.</p>	<p><b>++</b></p> <p>Potential to improve the streetscene and heritage processions with development of a road frontage. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential to improve the streetscene and heritage processions with redevelopment of the frontage. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential for redevelopment to address the ring road at this landmark site. Short- and long-term impact on quality of the environment.</p>	<p><b>++</b></p> <p>Potential for redevelopment to address the ring road at this landmark site. Short- and long-term impact on quality of the environment.</p>

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
12	N/A	+? Potential impact on the River Stour Special Wildlife Site. Could facilitate biodiversity improvements. Long-term impact on natural habitat.	+ Potential impact on the River Stour Special Wildlife Site. Could facilitate biodiversity improvements. Long-term impact on natural habitat.	0 No impact likely.	0 No impact likely.
13	N/A	+ Could contribute to the New Road heritage processions. Long-term impact on the historic environment.	+ Castle Mills is worthy of retention and redevelopment offers the opportunity to improve its setting. However, it has no statutory designation so could be lost. Long-term impact on the historic environment.	N/A	N/A
14	++ The site is brownfield.	++ The site is brownfield.	++ The site is brownfield.	++ The site is brownfield.	++ The site is brownfield.
15	? The site is brownfield.	X Would result in reduced retail offer within Kidderminster which may increase travelling. Short-term negative impact on the town's economy.	0 Retail unit would be lost from this location but can be consolidate elsewhere. Short-term negative impact on the town's economy.	+ Would aid regeneration by removing a vacant unit from a prominent site. Short-term positive impact on the town's regeneration.	++ Comprehensive redevelopment of the wider Churchfields area will significantly enhance the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
20	N/A	X Loss of large retailer would lead to a loss of employment opportunities within the town. Short-term impact which could be reversible.	0 Retail unit would be lost from this location but can be consolidate elsewhere. Short-term impact which could be reversible.	N/A	0 Loss of business could result in loss of employment opportunities. However, business can relocate within the District. Short-term impact which could be reversible.
21	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
1	+	+	+	0	0
	Policy seeks to create a high quality residential environment. Short- and long-term impacts on environmental quality.	Seeks redevelopment of a poor residential environment. Short-term impact on environmental quality.	Redevelopment could include health facilities. Short-term impact on facilities.	No likely impact.	No likely impact.
2	++	+	+	+	+
	Policy seeks to improve retail, employment, and recreation opportunities as well as improving links to the town centre. Short- and long-term impacts.	Close to the town centre.	Close to the town centre and redevelopment could include health facilities. Short-term impact.	Provide new employment opportunities. Long-term impact.	Provide new employment and retail opportunities. Short- and long-term impacts.
3	+	++	++	0	0
	Promotes the delivery of affordable housing. Short- and long-term impacts on housing delivery.	100% affordable housing site. Short-term impact.	Site would be expected to deliver affordable housing. Short-term impact.	No likely impact.	No likely impact.

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
4	<p>+</p> <p>Policy seeks to create a high quality residential environment and improved access to surrounding green space. Improve long-term access to green space.</p> <p>Short- and long-term impacts.</p>	<p>+</p> <p>Seeks redevelopment of a poor residential environment. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Close to retail centre and local schools.</p>	<p>+</p> <p>Provide new employment opportunities. Long-term impact.</p>	<p>+</p> <p>Provide new employment and retail opportunities. Short- and long-term impacts.</p>
5	<p>+</p> <p>Promotes active frontages onto streets and spaces. Positive short- and long-term impact on community safety/Short- and long-term impacts.</p>	<p>+</p> <p>Promotes active frontages onto streets and spaces. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>Promotes active ground floor frontages. Positive short- and long-term impact on community safety</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
8	<b>+</b> Seeks to improve pedestrian links to surrounding areas. Short- and long-term impact on pedestrian movement into town centre.	<b>+</b> Good access to services and facilities by foot and public transport. Short-term impact on accessibility.	<b>+</b> Good access to services and facilities by foot and public transport. Short-term impact.	<b>x</b> Not good access by public transport. Could be mitigated through improved public transport. Long-term impact.	<b>+</b> Good access to services and facilities by foot and public transport. Short-term impact.
9	<b>+</b> Promotes greater movement choices that could ease congestion on existing AQMA. Long-term impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	N/A	<b>++</b> Site not in flood risk zone.	<b>++</b> Site not in flood risk zone.	<b>XX</b> Site within flood zones 2 & 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	<b>++</b> Site not in flood risk zone.
11	<b>++</b> States the development should work with existing landscape, landmarks, and heritage assets. Short- and long-term impact on quality of the environment.	<b>+</b> Seeks redevelopment of a poor residential environment. Short- and long-term impact on quality of the environment.	<b>+</b> Potential to improve the streetscene on Hurcott Road. Short- and long-term impact on quality of the environment.	<b>+</b> Potential to improve aspect onto the canal. Short- and long-term impact on quality of the environment.	<b>++</b> Aims to repair and improve historic street frontage. Short- and long-term impact on quality of the environment.
12	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.



SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
13	<p><b>++</b></p> <p>Seeks the safeguarding of heritage assets. Short- and long-term impact on quality of the environment.</p>	N/A	N/A	N/A	<p><b>++</b></p> <p>Aims to repair and improve historic street frontage. Short- and long-term impact on quality of the environment.</p>
14	<p><b>++</b></p> <p>Promotes development on a brownfield site.</p>	<p><b>++</b></p> <p>Promotes development on a brownfield site.</p>	<p><b>xx</b></p> <p>Development on a greenfield site. Mitigation would be required in the form of on-site green infrastructure provision and compensatory provision for the playing pitches. Medium/long-term impact.</p>	<p><b>xx</b></p> <p>Development on a greenfield site. Mitigation would be required in the form of on-site green infrastructure provision. Medium/long-term impact.</p>	<p><b>++</b></p> <p>Promotes development on a brownfield site.</p>
15	<p><b>++</b></p> <p>The regeneration of Churchfields will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p><b>++</b></p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p><b>++</b></p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p><b>++</b></p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p><b>++</b></p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>
16	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p><b>+</b></p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>X</b> Potential to increase noise and light pollution to the canal. Mitigation would be required to provide minimal impact upon river wildlife corridor and improve habitats. Long-term impact on biodiversity,	<b>0</b> No likely impact.
18	<b>+</b> Supports the development of additional employment provision. Long-term impact on skill levels.	N/A	N/A	<b>+</b> Supports the development of additional employment provision. Long-term impact on skill levels.	<b>+</b> Supports the development of additional employment provision. Long-term impact on skill levels.
19	<b>++</b> Masterplan developed with extensive consultation. Long-term impact on civic pride.	N/A	N/A	N/A	N/A
20	<b>++</b> Supports additional retail and office development. Long-term impact on economic growth.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>++</b> Supports additional retail and office development. Long-term impact on economic growth.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
1	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Redevelopment could include health and community facilities. Long-term impact on quality of life.	<b>+</b> Within walking distance of town centre medical facilities. Long-term impact on quality of life.
2	<b>+</b> Provide new employment and retail opportunities. Long-term impact on economic growth.	<b>++</b> Provide improved public transport facilities. Short- and long-term impact on accessibility.	<b>++</b> Improve accessibility to the town centre/Comberton Hill. Short- and long-term impact on pedestrian movement into town centre.	<b>++</b> Site is within the town centre and could include additional community facilities. Long-term impact.	<b>+</b> Provide new employment and retail opportunities. Long-term impact on economic growth.
3	<b>0</b> No likely impact.	<b>0</b> No likely impact.	N/A	<b>+</b> Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact.	<b>+</b> Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact.
4	<b>+</b> Provide new employment and retail opportunities. Long-term impact on economic growth.	<b>++</b> Provide improved public transport facilities. Short- and long-term impact on accessibility.	<b>++</b> Improve accessibility to the town centre/Comberton Hill. Short- and long-term impact on pedestrian movement into town centre.	<b>++</b> Site is within the town centre and could include additional community facilities. Long-term impact.	<b>+</b> Close to retail, employment, community, and health facilities.
5	<b>+</b> Promotes active ground floor frontages. Positive short- and long-term impact on community safety	<b>0</b> No likely impact.	<b>+</b> Removing subways and their crime risk. Positive short- and long-term impact on community safety	<b>+</b> New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety	<b>+</b> New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
6	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. <b>+</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. <b>+</b>	Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. <b>+</b>
7	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability. <b>+</b>	Provide improved public transport facilities. Short- and long-term impact on accessibility. <b>+</b>	No likely impact. <b>0</b>	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability. <b>+</b>	Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability. <b>+</b>
8	Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility. <b>+</b>	Provide improved public transport facilities. Short- and long-term impact on accessibility. <b>++</b>	Encourages more walking and cycling. Short- and long-term impact on accessibility. <b>++</b>	Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility. <b>+</b>	Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility. <b>+</b>
9	No likely impact. <b>0</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>
10	Site not in flood risk zone. <b>++</b>	Site not in flood risk zone. <b>++</b>	Site not in flood risk zone. <b>++</b>	Site not in flood risk zone. <b>++</b>	Site not in flood risk zone. <b>++</b>
11	Aims to repair and improve historic street frontage. Short- and long-term impact on quality of the environment. <b>++</b>	Improve the townscape around station forecourt. Short- and long-term impact on quality of the environment. <b>++</b>	Improve the streetscene for pedestrians. Short- and long-term impact on quality of the environment. <b>+</b>	Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment. <b>++</b>	Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment. <b>++</b>
12	No likely impact. <b>0</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>	No likely impact. <b>0</b>

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
13	++ Aims to repair and improve historic street frontage. Long-term impact on the historic environment.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
14	++ Promotes development on a brownfield site.	++ Brownfield site.	++ Brownfield site.	++ Promotes development on a brownfield site.	++ Promotes development on a brownfield site.
15	+ Development in this area will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of these facilities will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ Improvement of pedestrian route will contribute to the regeneration of Kidderminster. Short and long-term impact on pedestrian movement into town centre.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	++ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	++ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	+ Supports the development of additional employment provision. Long-term impact on skill levels.	0 No likely impact.	0 No likely impact.	++ Support the development of additional employment provision. Long-term impact on skill levels.	++ Support the development of additional employment provision. Long-term impact on skill levels.
19	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
20	++ Supports additional retail and office development. Long-term impact on economic growth.	++ Improved transport facilities make the town a more attractive business location. Long-term impact on economic growth.	0 No likely impact.	++ Supports additional retail and office development. Long-term impact on economic growth.	++ Supports additional retail and office development. Long-term impact on economic growth.
21	0 No likely impact.	++ Improved transport facilities make the town a more attractive business location. Long-term impact on economic growth.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canalside	Policy 37 Weavers Wharf
1	++ Within walking distance of town centre medical facilities. Long-term impact on quality of life.	++ Within walking distance of town centre medical facilities. Long-term impact on quality of life.	0 No likely impact.	++ Improve connections to town centre medical facilities. Long-term impact on quality of life.	++ Within walking distance of town centre medical facilities. Long-term impact on quality of life.
2	++ Provide new employment and retail opportunities. Long-term impact on economic growth.	++ Provide new employment and retail opportunities. Long-term impact on economic growth.	++ Provide new employment and retail opportunities and improve links to the town centre. Long-term impact on economic growth.	++ Provide new employment, retail and leisure opportunities and improve links to the town centre. Long-term impact on economic growth.	++ Provide new employment, retail and leisure opportunities. Long-term impact on economic growth.



SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canal-side	Policy 37 Weavers Wharf
3	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision.</p>
4	<p>+</p> <p>Provide new employment and retail opportunities.</p> <p>Long-term impact on economic growth.</p> <p>Long-term impact on economic growth.</p>	<p>++</p> <p>Provide new employment and retail opportunities and improve access to St. George's Park.</p> <p>Long-term impact on economic growth.</p>	<p>+</p> <p>Provide new employment and community/cultural opportunities.</p> <p>Long-term impact on economic growth.</p>	<p>+</p> <p>Provide new employment and community/cultural opportunities.</p> <p>Long-term impact on economic growth.</p>	<p>+</p> <p>Provide new employment and retail opportunities.</p> <p>Long-term impact on economic growth.</p>
5	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canalside	Policy 37 Weavers Wharf
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>
8	<p>++</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>	<p>++</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>	<p>++</p> <p>Seeks to improve access to the town centre. Short- and long-term impact on pedestrian movement into town centre.</p>	<p>++</p> <p>Seeks to improve access to the town centre. Short- and long-term impact on pedestrian movement into town centre.</p>	<p>++</p> <p>Good access to services and facilities by foot and public transport.</p>
9	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
10	<p>++</p> <p>Site not in flood risk. Zone.</p>	<p>++</p> <p>Site not in flood risk zone.</p>	<p>++</p> <p>Site not in flood risk zone.</p>	<p>++</p> <p>Site not in flood risk zone.</p>	<p>x?</p> <p>Site not in flood risk zone.</p>
11	<p>++</p> <p>Development could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Development could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p>
12	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
13	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Seeks to retain the Rock Works building. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Seeks to retain buildings of heritage value and safeguard canal conservation area. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Seeks to safeguard buildings of heritage value and the canal conservation area. Short- and long-term impact on quality of the environment.</p>

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canalside	Policy 37 Weavers Wharf
14	++ Promotes development on a brownfield site.	++ Promotes development on a brownfield site.	++ Promotes development on a brownfield site.	++ Promotes development on a brownfield site.	++ Promotes development on a brownfield site.
15	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	+ Support the development of additional employment provision. Long-term impact on skill levels.	+ Support the development of additional employment provision. Long-term impact on skill levels.	+ Support the development of additional employment provision. Long-term impact on skill levels.	+ Support the development of additional employment provision. Long-term impact on skill levels.	+ Support the development of additional employment provision. Long-term impact on skill levels.
19	N/A	N/A	N/A	N/A	N/A
20	+ Supports additional retail and office development. Long-term impact on economic growth.	+ Supports additional retail and office development. Long-term impact on economic growth.	0 Development may lead to relocation of existing businesses, but could provide opportunity for new. Long-term impact on economic growth.	+ Supports additional retail and office development. Long-term impact on economic growth.	+ Supports additional retail and office development. Long-term impact on economic growth.

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canalside	Policy 37 Weavers Wharf
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
1	+	0 No likely impact.	0 No likely impact.	0 No likely impact.	+
2	++ Site is within the town centre. Long-term impact on quality of life.	+	++ Improve accessibility to culture/performance space. Long-term impact on quality of life.	0 No likely impact.	++ Area is within the town centre. Long-term impact on quality of life.
3	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Medium/long-term impact.	0 No likely impact.	N/A	N/A	+
4	+	+	+	0 No likely impact.	+

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
5	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>Promotes active ground floor frontages. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>Providing more civic spaces. Positive short- and long-term impact on community safety</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	N/A	N/A	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	N/A	N/A	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>
8	<p>+</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>	<p>++</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>	N/A	N/A	<p>+</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>
9	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
10	<p>XX</p> <p>Partially within flood zone 3, remainder of site within flood zone 2. Mitigation would be required in the</p>	<p>???</p> <p>Site not in flood risk zone.</p>	<p>++</p> <p>Sites are not in flood risk zone.</p>	N/A	<p>X</p> <p>Some areas within flood zones 2 and 3. Mitigation would be required in the</p>

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
	form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.				form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.
11	++ Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.	+ Seeks to preserve and enhance strong building line. Short- and long-term impact on quality of the environment.	++ Improve the public realm of the town centre. Short- and long-term impact on quality of the environment.	++ Improve the public realm of the town centre. Short- and long-term impact on quality of the environment.	++ Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.
12	+ Opportunity to enhance Special Wildlife Sites alongside River Stour and Staffordshire and Worcestershire Canal. Long-term impact on natural habitat.	+ Policy requires enhancement to green infrastructure and biodiversity network where possible, mainly along the River Stour corridor. Long-term impact on natural habitat.	0 No likely impact.	0 No likely impact.	+ Opportunity to enhance River Stour environment. Long-term impact on natural habitat.
13	++ Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.
14	++ Promotes development on a brownfield site.	++ Promotes development on brownfield sites.	+ Site is brownfield.	N/A	++ Promotes development on brownfield sites.



SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
15	<b>++</b> The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	<b>+</b> Development in this area will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	<b>+</b> Policy will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	<b>+</b> Policy will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	<b>+</b> Policy will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	<b>+</b> Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	<b>+</b> Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	<b>X</b> Potential to increase noise and light pollution to the canal and river. Mitigation would be required to provide minimal impact upon river wildlife corridor and improve habitats. Long-term impact on natural habitat.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>+</b> Support the development of additional employment provision. Long-term impact on skill levels.	<b>+</b> Support the development of additional employment provision. Long-term impact on skill levels.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Support the development of additional employment provision. Long-term impact on skill levels.
19	N/A	N/A	N/A	N/A	N/A
20	<b>+</b> Support the development of additional employment provision. Long-term impact on economic growth.	<b>+</b> Support the development of additional employment provision. Long-term impact on economic growth.	N/A	N/A	<b>+</b> Support the development of additional employment provision. Long-term impact on economic growth.

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
21	0 No likely impact.	0 No likely impact.	N/A	N/A	0 No likely impact.

SA Objective	Policy 45 Bus Depot
1	0 No likely impact.
2	+ Close to the town centre. Long-term impact on quality of life.
3	+ Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact.
4	+ Provide new employment opportunities. Long-term impact on economic growth.
5	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety
6	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.
7	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.
8	+ Improve transport infrastructure and pedestrian and cycle links. Short-and long-term impact on pedestrian movement into town centre.

SA Objective	Policy 45 Bus Depot
9	<b>0</b> No likely impact.
10	<b>++</b> Site not in flood risk zone.
11	<b>++</b> Seeks to extend heritage processional route and improve relationship to ring road. Short- and long-term impact on quality of the environment.
12	<b>0</b> No likely impact
13	<b>0</b> No likely impact
14	<b>++</b> Promotes development on a brownfield site
15	<b>++</b> The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	<b>+</b> Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	<b>0</b> No likely impact
18	<b>+</b> Supports the development of additional employment provision. Long-term impact on skill levels.
19	N/A
20	<b>+</b> Supports the development of additional employment provision. Long-term impact on economic growth.

SA Objective	Policy 45 Bus Depot	N/A
21		







## D Policy Testing Tables

Table D.0.1

Aims of the KCAAP		
SA Objective	To maximise the economic vitality of central Kidderminster whilst enhancing the environment of the area as a place to live.	To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.
1	0 No likely impact.	0 No likely impact.
2	++ Aims to improve the cultural and leisure offer in the town. Long-term impact.	++ Aims to improve the cultural and leisure offer in the town. Long-term impact.
3	++ Seeks to increase housing to add vitality to central Kidderminster.  Short- and long-term impact as housing is delivered.	0 No likely impact.
4	0 No likely impact.	0 No likely impact.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.
6	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.
8	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.
9	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.
11	+ Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.	+ Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.

Aims of the KCAAP		
12	++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.
13	+ New developments can raise the quality of the landscape and townscape and preserve the historic environment.	+ New developments can raise the quality of the landscape and townscape and preserve the historic environment.
14	++ Supports residential development on brownfield land.	++ Supports residential development on brownfield land.
15	++ Potential regeneration of key town centre sites. Short- and long-term impacts as developments are progressed.	++ Potential regeneration of key town centre sites. Short- and long-term impacts as developments are progressed.
16	0 No likely impact.	0 No likely impact.
17	0 No likely impact	0 No likely impact
18	0 No likely impact.	0 No likely impact.
19	0 No likely impact	0 No likely impact
20	+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.	+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.
21	+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.	+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.

Table D.0.2

Objectives of the KCAAP						
SA Objective	Maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.	Release the potential of the area's canalside setting.	Open up the river Stour to create an enhanced biodiversity potential and environmental setting.	Improve the environment by enhancing streets and spaces for people.	Connect and integrate the main developments and environmental assets.	Provide a framework for proactive town centre management.

Objectives of the KCAAP						
1	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Short- and long-term impacts.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Short- and long-term impacts.	<b>0</b> No likely impact.
2	<b>++</b> Aims to improve the cultural and leisure offer in the town. Long-term impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Short- and long-term impacts.	<b>++</b> Improve access to cultural and leisure facilities. Long-term impact.	<b>++</b> Aims to improve the cultural and leisure offer in the town. Long-term impact.
3	<b>++</b> Seeks to increase housing to add vitality to central Kidderminster. Short- and long-term impact as housing is delivered.	<b>+</b> Canals could form part of a quality residential environments. Long-term impact.	<b>+</b> The river could form part of a quality residential environments. Long-term impact.	<b>+</b> Included as part of high quality residential development and environments to help to raise quality of life. Long-term impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
4	<b>0</b> No likely impact.	<b>+</b> Increase access to the green spaces. Short- and long-term impacts.	<b>+</b> Increase access to the green spaces. Short- and long-term impacts.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Short- and long-term impacts.	<b>+</b> Increase access to the green spaces. Short- and long-term impacts.	<b>0</b> No likely impact.
5	<b>++</b> Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.	<b>++</b> Development along the canal would improve community safety along it. Short- and long-term impact as developments are progressed.	<b>+</b> Development along the river would improve community safety along it. Short- and long-term impact as developments are progressed.	<b>+</b> Encourage use of streets and create additional natural surveillance. Short- and long-term impact as developments are progressed.	<b>+</b> Encourage use of streets and create additional natural surveillance. Short- and long-term impact as developments are progressed.	<b>++</b> Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.

Objectives of the KCAAP						
						are progressed.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Objectives of the KCAAP						
	on the townscape. Short- and long-term impacts as developments are progressed.	positive relationship to the waterways. Short- and long-term impacts as developments are progressed.	which has a positive relationship to the waterways. Short- and long-term impacts as developments are progressed.	attractive public realm. Short- and long-term impacts as developments are progressed.	Short- and long-term impacts as developments are progressed.	management of public spaces. Short- and long-term impacts as developments are progressed.
12	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	<b>++</b> Policy requires the enhancement of the biodiversity value of the waterways. Short- and long-term impacts as developments are progressed and improves delivered.	<b>++</b> Policy requires the enhancement of the biodiversity value of the waterways. Short- and long-term impacts as developments are progressed and improves delivered.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impacts as developments are progressed.	<b>+</b> Development can compliment the canal conservation area. Short- and long-term impacts as developments are progressed.	<b>+</b> Development can compliment and enhance the river and its setting. Short- and long-term impacts as developments are progressed.	<b>+</b> Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	<b>++</b> Supports residential development on brownfield land.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact.	<b>++</b> Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact.	<b>+</b> Promotes regeneration by making the town a better environment. Short- and long-term impacts as	<b>+</b> Promotes regeneration by making the town a better environment. Short- and long-term impacts as	<b>0</b> No likely impact.

Objectives of the KCAAP						
				developments are progressed.	developments are progressed.	
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	<p>+</p> <p>Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>	<p>+</p> <p>Capitalising on the canal could help attract tourists. Long-term impact on tourism.</p>	<p>+</p> <p>Capitalising on the river could help attract tourists. Long-term impact on tourism.</p>	<p>+</p> <p>This could enable to holding of more events which could attract visitors. Long-term impact on tourism.</p>	0 No likely impac	0 No likely impact.
21	<p>+</p> <p>Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>	0 No likely impact	0 No likely impact	0 No likely impact.	0 No likely impac	0 No likely impact.

Table D.0.3

Housing Density and Type			
SA Objective	Concentrate mixed-use development formats incorporating new homes in the central part of town.	Recognise the constraints of many town centre sites will lead to the development of apartments.	Recognise that, in the Kidderminster central Area, there will be a need for dedicated car-parking for new homes.
1	<p>++</p> <p>Town centre location provides easy access to a range of health facilities. Short- and long-term impacts as developments are progressed.</p>	0 No likely impact.	0 No likely impact.
2	<p>++</p> <p>Town centre location provides easy access to a range of cultural facilities. Short- and</p>	0 No likely impact.	0 No likely impact.



	long-term impacts as developments are progressed.		
3	<b>+</b> A mix of tenures and types of housing will be required. However, the viability issues associated with developing in the town centre may restrict provision of affordable housing. Long-term impact on housing provision.	<b>X</b> Apartment developments could reduce the variation of housing types available. Long-term impact on housing provision.	<b>0</b> No likely impact.
4	<b>++</b> Town centre location provides easy access to health facilities and education and employment opportunities. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
5	<b>++</b> Mixed use and residential developments in the town centre provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.	<b>++</b> Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.	<b>0</b> No likely impact.
6	<b>0</b> No likely impact	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>+</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>X</b> Discourages travel by more sustainable methods by making car travel easier. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.
8	<b>++</b> Sustainable town centre location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>X</b> Discourages travel by more sustainable methods by making car travel easier. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.
9	<b>+</b> Providing a mix of uses could discourage car uses and impact on air quality. Long-term impact on pollution.	<b>0</b> No likely impact.	<b>X</b> More cars in the area could increase problems with air quality. Long-term impacts on pollution.
10	<b>X</b>	<b>0</b> No likely impact.	<b>0</b> No likely impact.

	A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.		
11	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.	<b>X</b> High density apartments could limit the design of buildings and possible lead to less sympathetic developments. Effects could be mitigated through high quality design. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.
12	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impacts as developments are progressed.	<b>X</b> High density apartments could limit the design of buildings and possible lead to less sympathetic developments. Effects could be mitigated through high quality design. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.
14	<b>++</b> Supports residential development on brownfield land.	<b>++</b> Supports residential development on brownfield land.	<b>0</b> No likely impact.
15	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>0</b> No likely impact.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

20	<b>+</b> A mixed-use scheme could help to boost the economy of the town. Long-term impact on diversity and growth.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.4

Housing Density and Type			
SA Objective	Recognise the specific economic challenges of redeveloping the town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane (north).	Deliver a mix of densities and types elsewhere within KCAAP including Churchfields.	Deliver housing in both the town centre and elsewhere within the KCAAP area.
1	<b>0</b> No likely impact.	<b>+</b> Easy access to the town centre to access to a range of health facilities. Short- and long-term impacts as developments are progressed.	<b>++</b> Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.
2	<b>0</b> No likely impact.	<b>+</b> Easy access to the town centre to access to a range of cultural facilities. Short- and long-term impacts as developments are progressed.	<b>++</b> Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.
3	<b>XX</b> The viability of residential development in these locations may have a negative impact on the provision of affordable housing. Long-term impact on housing provision and choice.	<b>++</b> A mix of tenures and types of housing will be required. This will be more viable in sites outside of the town centre. Long-term impact on housing provision and choice.	<b>+</b> A mix of tenures and types of housing will be required. However, the viability issues associated with developing in the town centre may restrict provision of affordable housing. Affordable housing outside the centre will be easier to deliver. Long-term impact on housing provision and choice.
4	<b>0</b> No likely impact.	<b>+</b> Easy access to the town centre to access to health facilities and education and employment opportunities.	<b>++</b> Easy access to health facilities and education and employment opportunities in the town centre.
5	<b>0</b> No likely impact.	<b>++</b> Mixed use and residential developments provide the opportunity deliver Secured by	<b>++</b> Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance.

Housing Density and Type			
		Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.	Short- and long-term impacts as developments are progressed.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact
7	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.
8	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.
9	<b>+</b> Providing a mix of uses could discourage car uses and impact on air quality. Long-term impact on pollution.	<b>+</b> Providing a mix of uses could discourage car uses and impact on air quality. Long-term impact on pollution.	<b>+</b> Providing a mix of uses could discourage car uses and impact on air quality. Long-term impact on pollution.
10	<b>X</b> A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.	<b>X</b> A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk..	<b>X</b> A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.
11	<b>X</b> The viability of residential development in these locations could potentially impact on the quality of development. Short- and long-term impact on the townscape.	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impact on the townscape.	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impact on the townscape.
12	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land.

Housing Density and Type			
		town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	Short- and long-term impacts as developments are progressed.
13	<b>X</b> The viability of residential development in these locations could potentially impact on the quality of development. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.
14	<b>++</b> Supports residential development on brownfield land.	<b>++</b> Supports residential development on brownfield land.	<b>++</b> Supports residential development on brownfield land.
15	<b>++</b> Potential regeneration of key sites in the town. Long-term impact on the town.	<b>++</b> Potential regeneration of key sites in the town. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>0</b> No likely impact.	<b>+</b> A mixed-use schemes could help to boost the economy of the town. Long-term impact on diversity and growth.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.5

Affordable Housing				
<b>SA Objective</b>	<b>Recognise that the constraints of many town centre sites will lead to the development of apartments and many of these will not be standard sizes or shapes and do not lend themselves to standard housing formats.</b>	<b>Recognise the specific economic challenges of redeveloping town centre sites when assessing the level of affordable housing provision within the town centre ring road and the environment of</b>	<b>Deliver a mix of types and tenure and up to 40% affordable housing elsewhere within KCAAP including Churchfields</b>	<b>The current 30% policy on affordable housing is suitable for residential development in the KCAAP area.</b>

Affordable Housing				
		Park Lane (north) i.e 30%		
1	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.
2	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.
3	XX Apartment developments could reduce the variation of housing types available and may not meet standards for affordable housing size. Long-term impact on housing provision and choice.	XX The viability of residential development in these locations may have a negative impact on the provision of affordable housing. Long-term impact on housing provision and choice.	++ Provide a high level of affordable housing and a mix of tenures. Long-term impact on housing provision and choice.	+ Provide a good level of affordable housing. Long-term impact on housing provision and choice.
4	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.
5	++ Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	++ Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.	++ Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel.	+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel.	+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel.	+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel.



Affordable Housing				
8	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	<b>++</b> Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.
9	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	<b>X</b>  A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.	<b>X</b>  A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.	<b>X</b>  A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.	<b>X</b>  A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.
11	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impact on the townscape.	<b>++</b> Redevelopment will have a positive impact on the townscape. Short- and long-term impact on the townscape.
12	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.
13	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.

Affordable Housing				
14	<b>++</b> Supports residential development on brownfield land.	<b>0</b> No likely impact.	<b>++</b> Supports residential development on brownfield land.	<b>++</b> Supports residential development on brownfield land.
15	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

**Table D.0.6**

Employment Uses			
SA Objective	Within the KCAAP area the focus should be on new retail, commercial, leisure and office developments and not B1(c)/B2/B8 land uses.	Should Light industrial uses be retained within the KCAAP.	Allow office development outside the KCAAP area (i.e. The SREC).
1	<b>+</b> Employment locations within the KCAAP would be close to health facilities in the town centre.	<b>+</b> Employment locations within the KCAAP would be close to health facilities in the town centre.	<b>X</b> Locations outside the KCAAP are more likely to be away from health facilities in the town centre. Could be mitigated through improvements to public transport. Long-term impact on access to services.
2	<b>+</b> Employment locations within the KCAAP would be close to cultural facilities in the town centre.	<b>+</b> Employment locations within the KCAAP would be close to cultural facilities in the town centre.	<b>X</b> Locations outside the KCAAP are more likely to be away from cultural facilities in the town centre. Could be mitigated through improvements to public transport. Long-term impact on access to services.

Employment Uses			
3	<p><b>+</b></p> <p>Reducing the amount of industrial development in KCAAP area would improve the urban environment in terms of design quality and public realm. Short- and long-term impact on the townscape.</p>	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
4	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
5	<p><b>++</b></p> <p>Provide the opportunity deliver Secured by Design principles and provide natural surveillance. Less industrial development means less inactive frontages and spaces that will help to improve natural surveillance. Short- and long-term impacts as developments are progressed.</p>	<p><b>X</b></p> <p>The design industrial development does not generally lend itself well to secure by design and struggles to offer much natural surveillance. Short- and long-term impacts as developments are progressed.</p>	<p><b>0</b></p> <p>No likely impact.</p>
6	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
7	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>+</b></p> <p>Sustainable employment locations within the KCAAP reduce the need for employees to travel by car. Long-term impact on transport choice.</p>	<p><b>X</b></p> <p>Locations outside the KCAAP area are more likely to encourage travel by less sustainable means where public transport and walking links are not as good. Could be mitigated through improvements to public transport. Long-term impact on transport choice.</p>
8	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>+</b></p> <p>Sustainable employment locations within the KCAAP reduce the need for employees to travel by car. Long-term impact on transport choice.</p>	<p><b>X</b></p> <p>Locations outside the KCAAP area are more likely to encourage travel by less sustainable means where public transport and walking links are not as good. Could be mitigated through improvements to public transport. Long-term impact on transport choice.</p>
9	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>X</b></p> <p>Focusing employment uses on areas outside the KCAAP area could increase potential for congestion and air quality issues. Could be mitigated through improvements to public transport. Long-term impact on transport choice.</p>
10	<p><b>X</b></p>	<p><b>X</b></p>	<p><b>0</b></p> <p>No likely impact.</p>

Employment Uses			
	A number of town centre sites are within Flood Zone 2 or 3. However, employment uses are less vulnerable than residential (for example) and therefore flood risk impact is not as great. Mitigation would be required in the form of a suitable SUDS scheme. Short- and long-term impacts on flood risk.	A number of town centre sites are within Flood Zone 2 or 3. However, industrial use is a less vulnerable use than residential (for example) and therefore flood risk impact is not as great. Mitigation would be required in the form of a suitable SUDS scheme. Short- and long-term impacts on flood risk.	
11	<b>+</b> Will improve the potential to provide high quality developments which add positively to the townscape. Short- and long-term impact on the townscape.	<b>X</b> The design industrial development does not generally lend itself well to good town centre design and protecting the townscape. Short- and long-term impact on the townscape.	<b>+/X</b> Removes the opportunity to provide townscape improvements to the KCAAP area, but provides the opportunity for other areas of the District.
12	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>+</b> Will improve the potential to provide high quality developments which add positively to the townscape. Short- and long-term impact on the townscape.	<b>X</b> The design industrial development does not generally lend itself well to good town centre design and protecting the townscape. Short- and long-term impact on the townscape.	<b>+/X</b> Removes the opportunity to provide townscape improvements to the KCAAP area, but provides the opportunity for other areas of the District.
14	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.	<b>0</b> No likely impact.
15	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>+</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>X</b> Could detract from the regeneration of Kidderminster and Stourport by taking potential investment away from the town centres. Long-term impact on the regeneration of the town centre.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>X</b> Could potentially increase noise pollution. Mitigation could be used in the form of sensitive screening, acoustic barriers and siting. Short-term impact on quality of life.	<b>0</b> No likely impact.

Employment Uses			
18	<b>0</b> No likely impact.	<b>++</b> Would provide greater variety employment and training opportunities in the KCAAP area. Long-term impact on skills and education.	<b>+</b> Would provide greater variety employment and training opportunities for residents within the KCAAP area. Although reducing accessibility to them. Long-term impact on skills and education.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>X/+</b> To restrict certain employment uses could stifle economic growth in the KCAAP area. However it will support tourism, retail and leisure growth. Long-term impact on diversity and growth.	<b>+</b> Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.	<b>X</b> Could promote economic growth in the wider District, but have a detrimental impact on the economy of the KCAAP area. Long-term impact on diversity and growth.
21	<b>+</b> Could promote industrial growth and encourage the development of new technologies. Long-term impact on diversity and growth.	<b>+</b> Could promote industrial growth and encourage the development of new technologies. Long-term impact on diversity and growth.	<b>+</b> Could promote industrial growth and encourage the development of new technologies. Long-term impact on diversity and growth.

Table D.0.7

Retail					
SA Objective	Include Bromsgrove Street in the Primary Shopping Area.	Do not include Bromsgrove Street in the primary Shopping Area.	Use the WYG proposed extension to the Primary Shopping Area.	Include Morrisons within the Primary Shopping Area.	Primary Shopping Area as defined in the Preferred Option.
1	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
2	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
3	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
4	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
5	<b>++</b> Promotes new development in Bromsgrove Street	<b>0</b> No likely impact.	<b>+</b> New development could provide improved natural	<b>+</b> New development could provide improved natural	<b>++</b> Promotes new development in Bromsgrove Street

Retail					
	which could improved natural surveillance and activity. Short- and long-term impacts as developments are progressed.		surveillance and activity to some areas. Short- and long-term impacts as developments are progressed.	surveillance and activity to some areas. Short- and long-term impacts as developments are progressed.	which could improved natural surveillance and activity. Short- and long-term impacts as developments are progressed.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	+	0 No likely impact.	+	+	+
	Help to concentrate retail development in a sustainable location, reducing the need to travel. Long-term impact on transport choice.		Help to concentrate retail development in a sustainable location, reducing the need to travel. Long-term impact on transport choice.	Help to concentrate retail development in a sustainable location, reducing the need to travel. Long-term impact on transport choice.	Help to concentrate retail development in a sustainable location, reducing the need to travel. Long-term impact on transport choice.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	++ Promotes new development on Bromsgrove Street that could dramatically improve the urban environment and townscape. Short- and long-term impact on the townscape.	0 No likely impact.	+	+	++ Promotes new development on Bromsgrove Street that could dramatically improve the urban environment and townscape. Short- and long-term impact on the townscape.
			New development could provide some improvement to the townscape and reuse of empty buildings. Short- and long-term impact on the townscape.	New development could provide some improvement to the townscape and reuse of empty buildings. Short- and long-term impact on the townscape.	
12	++ Redevelopment of sites could provide opportunities to enhance the green infrastructure provision within the town. Short- and long-term impacts as developments are progressed.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town. Short- and long-term impacts as developments are progressed.



Retail					
13	<b>+</b> New development could provide some improvement to the townscape and reuse of empty buildings. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.	<b>+</b> New development could provide some improvement to the townscape and reuse of empty buildings. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	<b>++</b> Supports development on brownfield land.	<b>X</b> Reduce the amount of brownfield land available for development.	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.
15	<b>++</b> Supports the regeneration of Kidderminster town centre and the strengthening of its retail offer. Supports the redevelopment of a key regeneration area. Long-term impact on the economy of the town.	<b>XX</b> Does not support the regeneration of the eastern side of the town centre. Long-term impact on the economy of the town.	<b>X</b> Supports the strengthening of the towns retail offer. But could further stretch the town's retail offer away from the centre and impact upon its viability. Long-term impact on the economy of the town.	<b>XX</b> Supports the strengthening of the towns retail offer. But could further stretch the town's retail offer away from the centre and impact upon its viability. Long-term impact on the economy of the town.	<b>++</b> Supports the regeneration of Kidderminster town centre and the strengthening of its retail offer. Supports the redevelopment of a key regeneration area. Long-term impact on the economy of the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>++</b> New retail development in the town will strengthen the economy and support the shopping hierarchy. Long-term impact on the economy of the town.	<b>X</b> May stifle economic and retail growth by not providing suitable expansion space that supports the regeneration of the town. Long-term impact on the	<b>X</b> New retail development in the town will strengthen the economy but could impact on the viability of the town centre. Long-term impact on the economy of the town.	<b>X</b> New retail development in the town will strengthen the economy but could impact on the viability of the town centre. Long-term impact on the economy of the town.	<b>++</b> New retail development in the town will strengthen the economy and support the shopping hierarchy. Long-term impact on the economy of the town.

Retail					
		economy of the town.			
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

**Table D.0.8**

Mixed Uses		
SA Objective	Do you think that it is appropriate to encourage mixed use development within the central area?	Do not promote mixed use development within the central area.
1	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.	X Separating uses can lead to an increased need to travel and make facilities less accessible. Long-term impact on access to essential facilities.
2	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.	X Separating uses can lead to an increased need to travel and make facilities less accessible. Long-term impact on access to essential facilities.
3	0 No likely impact.	0 No likely impact.
4	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	X Separating uses can lead to an increased need to travel and make facilities less accessible. Long-term impact on access to essential facilities.
5	++ A mix of uses encourages activity and natural surveillance at different times of the day and night. Short- and long-term impacts as developments are progressed.	X Segregated uses can lead to areas of inactivity during certain times of the day and decrease natural surveillance. Short- and long-term impacts as developments are progressed.
6	0 No likely impact.	0 No likely impact.
7	++ Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choice.	X Segregating uses may mean an increase in the need to travel by unsustainable means. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.

Mixed Uses		
8	<p><b>++</b></p> <p>Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choice.</p>	<p><b>X</b></p> <p>Segregating uses may mean an increase in the need to travel by unsustainable means. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.</p>
9	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
10	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
11	<p><b>+</b></p> <p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>	<p><b>+</b></p> <p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>
12	<p><b>+</b></p> <p>New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.</p>	<p><b>+</b></p> <p>New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.</p>
13	<p><b>+</b></p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>	<p><b>+</b></p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>
14	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
15	<p><b>++</b></p> <p>Potential regeneration of key town centre sites. Long-term impact on the town.</p>	<p><b>+</b></p> <p>Potential regeneration of key town centre sites. Long-term impact on the town.</p>
16	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
17	<p><b>X</b></p> <p>Potential noise pollution issue from neighbouring uses. Could be mitigated against through policy to ensure complimentary uses are grouped together, Short- and long-term impact on quality of life.</p>	<p><b>0</b></p> <p>No likely impact.</p>
18	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>
19	<p><b>0</b></p> <p>No likely impact.</p>	<p><b>0</b></p> <p>No likely impact.</p>

Mixed Uses		
20	<p>+</p> <p>Mixed-use schemes could help to boost the economy of the town. Long-term impact on diversity and growth.</p>	<p>+</p> <p>Mixed-use schemes could help to boost the economy of the town. Long-term impact on diversity and growth.</p>
21	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

Table D.0.9

Economics				
SA Objective	Recognise the importance of retail and housing as enabling development for wider regeneration and community infrastructure.	Reduce and limit ambitions for new and improved community infrastructure.	Continue to diversify the economic base of Kidderminster and create development opportunities for creative industries and media in the Green Street area.	Work with partners to identify other sources of funding and through the promotion of 'Connecting Kidderminster' the prospectus for regeneration.
1	<p>++</p> <p>Could help to provide increased and improved community and health facilities. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>Limit the potential for addition community and health facilities. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
2	<p>++</p> <p>Could help to provide increased and improved cultural and community facilities. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>Limit the potential for addition community facilities. Short- and long-term impact on provision.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
3	<p>+</p> <p>Enabling housing development could provide additional affordable housing. Long-term impact on housing provision and choice.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
4	<p>++</p> <p>Could help to provide increased and improved community facilities. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>Limit the potential for addition community facilities. Short- and long-term impact on provision.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
5	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

Economics				
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>+</b> More facilities within communities could reduce the need to travel. Long-term impact on transport choice.	<b>X</b> Less facilities within communities could increase the need to travel.	<b>+</b> More jobs in the town centre could reduce the need to travel by unsustainable means. Long-term impact on transport choice.	<b>0</b> No likely impact.
8	<b>+</b> More facilities within communities could reduce the need to travel. Long-term impact on transport choice.	<b>X</b> Less facilities within communities could increase the need to travel. Long-term impact on transport choice.	<b>+</b> More jobs in the town centre could reduce the need to travel by unsustainable means. Long-term impact on transport choice.	<b>0</b> No likely impact.
9	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Could encourage the reuse of empty buildings - including some of the town's heritage assets, particularly in Green Street. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.
12	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Could encourage the reuse of empty buildings - including some of the town's heritage assets, particularly in Green Street. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>++</b> Supports development on brownfield land.	<b>0</b> No likely impact.
15	<b>++</b> Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.	<b>0</b> Limit the potential for addition community facilities. Short- and long-term impact on provision.	<b>++</b> Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.	<b>++</b> Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.

Economics				
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	+ Potential for additional training facilities to be delivered.	0 No likely impact.	+ Would provide greater variety employment and training opportunities in the KCAAP area. Long-term impact on skills and education.	+ Could provide greater variety employment and training opportunities in the KCAAP area. Long-term impact on skills and education.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	+ Could promote economic growth and encourage the development of new technologies. Long-term impact on skills and education.	+ Could promote economic growth and encourage the development of new technologies. Long-term impact on skills and education.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Could promote economic growth and encourage the development of new technologies. Long-term impact on skills and education.

Table D.0.10

Urban Environment				
SA Objective	Create a sense of enclosure and ensure that backs of buildings do not face onto the pedestrian environment.	Enhance the quality of the streetscape through the de-cluttering of street furniture, the re-paving of footpaths, and the inclusion of more urban greenery.	Refurbish existing poor quality buildings to provide a more attractive frontage.	Promote high quality design and workmanship on any future development.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.



Urban Environment				
3	<b>+</b> Provide quality residential developments and environments. Short- and long-term impacts as developments are progressed	<b>+</b> Provide quality residential developments and environments. Short- and long-term impacts as developments are progressed	<b>+</b> Provide quality residential developments and environments. Short- and long-term impacts as developments are progressed	<b>+</b> Provide quality residential developments and environments. Short- and long-term impacts as developments are progressed
4	<b>+</b> Quality residential developments and environments help to raise quality of life. Short- and long-term impacts as developments are progressed	<b>+</b> Quality residential developments and environments help to raise quality of life. Short- and long-term impacts as developments are progressed	<b>+</b> Quality residential developments and environments help to raise quality of life. Short- and long-term impacts as developments are progressed	<b>+</b> Quality residential developments and environments help to raise quality of life. Short- and long-term impacts as developments are progressed
5	<b>++</b> Improve natural surveillance and activity onto streets and spaces. Short- and long-term impacts as developments are progressed.	<b>+</b> Could improve peoples pride in their environment and encourage them to take more responsibility for it. . Long-term impact on civic pride.	<b>++</b> Providing more active frontages improve natural surveillance and activity onto streets and spaces. Short- and long-term impacts as developments are progressed.	<b>++</b> Improve natural surveillance and activity onto streets and spaces. Short- and long-term impacts as developments are progressed.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
8	<b>+</b> Could increase the popularity of walking/cycling into town if the public realm is more attractive. Long-term impact on transport choice.	<b>+</b> Could increase the popularity of walking/cycling into town if the public realm is more attractive. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
9	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>++</b> Promotes high quality development that improves design quality and sense of place.	<b>++</b> Promotes high quality development that improves design quality and sense of place and enhances conservations and historic character.	<b>++</b> Promotes high quality development that improves design quality and sense of place and enhances conservations and historic character.	<b>++</b> Promotes high quality development that improves design quality and sense of place.
12	<b>0</b> No likely impact.	<b>+</b> Provide the opportunity to improve biodiversity habitats	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Urban Environment				
		as part of a quality urban environment. Long-term impact on biodiversity in the town.		
13	<b>++</b> Policy promotes high quality development that respects conservation areas.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>+</b> Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	<b>+</b> Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	<b>+</b> Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	<b>+</b> Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.11

Character and Place Identity		Open Space		
<b>Public Art to create Place Identity</b>	<b>No more Public Art</b>	<b>Would you like to see more public open space within the town centre?</b>	<b>No more public open space within the town centre.</b>	
<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	

Character and Place Identity			Open Space	
	<b>0</b> 2 No likely impact.	<b>0</b> No likely impact.	<b>+</b> Would have a positive impact on the town's green infrastructure network. Long-term impact on open space provision.	<b>X?</b> Reduce opportunities for addition to the town's green infrastructure network. Mitigate through requiring contributions to other forms of green infrastructure provision. Long-term impact on open space provision.
	<b>0</b> 3 No likely impact.	<b>0</b> No likely impact.	<b>+</b> Would help to raise quality of life for residents in the town centre. Short- and long-term impacts as developments are progressed.	<b>X</b> Town centre residents may suffer from a lack of open space. Particular those in apartments. Mitigate through requiring contributions to other forms of green infrastructure provision. Short- and long-term impacts as developments are progressed.
	<b>+</b> Included as part of high quality developments and environments to help to raise quality of life. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.	<b>+</b> Would have a positive impact on the town's green infrastructure network and raise quality of life for people in the town centre due to existing lack of open space.. Long-term impact on open space provision.	<b>X</b> Town centre residents may suffer from a lack of open space. Particular those in apartments. This option would restrict the opportunities for any additional provision. Mitigate through requiring contributions to other forms of green infrastructure provision. Long-term impact on open space provision.
	<b>+</b> Could improve peoples pride in their environment. Long-term impact on civic pride.	<b>0</b> No likely impact.	<b>+</b> Could improve peoples pride in their environment. Long-term impact on civic pride.	<b>0</b> No likely impact.
	<b>0</b> 6 No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
	<b>0</b> 7 No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
	<b>0</b> 8 No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
	<b>0</b> 9 No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

	Character and Place Identity		Open Space	
0	1 0 No likely impact.	0 No likely impact.	+ SUDS could be implemented as part of open space provision.  Long-term impact on flood risk.	0 No likely impact.
1	++ Promotes high quality development that improves design quality and sense of place. Short- and long-term impact on the townscape.	0 No likely impact.	++ Open space would help to add to the character and sense of place in the town. Short- and long-term impact on the townscape.	0 No likely impact.
2	1 0 No likely impact.	0 No likely impact.	+ Open space could help to provide additional biodiversity habitats. Long-term impact on open space provision and biodiversity provision..	X? Reduce opportunities for addition to the town's biodiversity habitats. Mitigate through requiring contributions to other forms of green infrastructure provision. Long-term impact on open space and biodiversity provision.
3	++ Promotes high quality development that improves design quality and sense of place. Short- and long-term impact on the townscape.	0 No likely impact.	+ Could compliment the towns heritage assets. Short- and long-term impact on the townscape.	0 No likely impact.
4	1 0 No likely impact.	0 No likely impact.	+ Enhance the districts open space provision.	0 No likely impact.
5	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	0 No likely impact.	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	0 No likely impact.
6	1 0 No likely impact.	0 No likely impact.	+ Open space could include additional SUDS measures. Long-term impact on flood risk.	X Reduces the opportunity for SUDS and could mean greater levels of hard surfacing. Long-term impact on flood risk.
7	1 0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	1 0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Character and Place Identity		Open Space	
<sup>1</sup>	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
<sup>2</sup>	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
<sup>2</sup>	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.12

Reconnecting with the waterways			
SA Objective	Do you agree that the town should better utilise the waterways that run through it?	Are the river treatments made through the Tesco and Morrisons developments something you would like to see more of?	Should the areas adjacent to watersides be developed to make better use of them?
1	<b>+</b> Improve residents quality life by improving access to open space associated with the waterways. Potential to improve health by encouraging physical activity. Long-term impact on quality of life.	<b>+</b> Improve residents quality life by improving access to open space associated with the waterways. Potential to improve health by encouraging physical activity. Long-term impact on quality of life.	<b>+</b> Improve residents quality life by improving access to open space associated with the waterways. Potential to improve health by encouraging physical activity. Long-term impact on quality of life..
2	<b>+</b> Promotes improved access to the waterways which provides a pedestrian link to countryside areas outside of the town. Long-term impact on quality of life.	<b>+</b> Promotes improved access to the waterways which provides a pedestrian link to countryside areas outside of the town. Long-term impact on quality of life.	<b>+</b> Promotes improved access to the waterways which provides a pedestrian link to countryside areas outside of the town. Long-term impact on quality of life..
3	<b>+</b> Waterside ares can be part of a high quality residential development. Short- and long-term impacts as developments are progressed.	<b>+</b> Waterside ares can be part of a high quality residential development. Short- and long-term impacts as developments are progressed.	<b>+</b> Waterside ares can be part of a high quality residential development. Short- and long-term impacts as developments are progressed.
4	<b>+</b> Improve residents quality life by improving access to open space associated with the waterways. Long-term impact on quality of life.	<b>+</b> Improve residents quality life by improving access to open space associated with the waterways. Long-term impact on quality of life.	<b>+</b> Improve residents quality life by improving access to open space associated with the waterways. Long-term impact on quality of life.
5	<b>+</b> Promotes increased use of the waterways which will improve natural surveillance. Long-term impact on community safety.	<b>+</b> Promotes increased use of the waterways which will improve natural surveillance. Long-term impact on community safety.	<b>+</b> Promotes development that has a positive relationship will the waterways - improving natural surveillance. Long-term impact on community safety.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Reconnecting with the waterways			
7	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
8	<b>+</b> Promotes sustainable modes of transport as the canal provides a pedestrian route through the town centre.  Long-term impact on transport choice.	<b>+</b> Promotes sustainable modes of transport as the canal provides a pedestrian route through the town centre.  Long-term impact on transport choice.	<b>+</b> Promotes sustainable modes of transport as the canal provides a pedestrian route through the town centre.  Long-term impact on transport choice.
9	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b>  Development could provide opportunities to improve water quality. Long-term impact on environmental quality.
10	<b>X</b> Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	<b>X</b> Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	<b>X</b> Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.
11	<b>++</b> Promotes development which has a positive relationship to the waterways.	<b>++</b> Promotes development which has a positive relationship to the waterways.	<b>++</b> Promotes development which has a positive relationship to the waterways.
12	<b>++</b> Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.	<b>++</b> Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.	<b>++</b> Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.
13	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>++</b> Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.	<b>++</b> Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.	<b>++</b> Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.



Reconnecting with the waterways			
17	<b>X</b> Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.	<b>X</b> Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.	<b>X</b> Development on the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>+</b> Improving and opening waterside areas can make the town more attractive to tourists. Long-term impact on the economy of the town.	<b>+</b> Improving and opening waterside areas can make the town more attractive to tourists. Long-term impact on the economy of the town.	<b>+</b> Improving and opening waterside areas can make the town more attractive to tourists. Long-term impact on the economy of the town.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.13

Ring Road				
SA Objective	Should surface level crossings be introduced to provide easier routes across the ring road?	Should the existing subway network be improved to make it more attractive?	Should bridges be constructed over the ring road?	Should speed restriction measures and environmental improvements be introduced to enhance the pedestrian experience?
1	<b>++</b> Improve ease of walking to facilities within the town centre. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>0</b> No improvement to ease of walking. Long-term impact on transport choice.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.
2	<b>++</b> Improve ease of walking to facilities within the town centre. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>0</b> No improvement to ease of walking. Long-term impact on transport choice.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.
3	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Ring Road				
4	<b>+</b> Improve ease of walking to facilities within the town centre. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>0</b> No improvement to ease of walking. Long-term impact on transport choice.	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.
5	<b>++</b> Creates safer and more attractive routes into the town centre. Reducing the risk and fear of crime. Long-term impact on transport choice.	<b>X</b> Would maintain subways which provide greater opportunities for crime and are feared. Long-term impact on transport choice.	<b>X</b> Bridges still carry a greater crime risk. Long-term impact on transport choice.	<b>+</b> Creates safer and more attractive routes into the town centre. Long-term impact on transport choice.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>++</b> Could increase the popularity of walking/cycling into town.	<b>+</b> Making the subways more attractive may increase walking/cycling into town.	<b>0</b> No likely impact.	<b>++</b> Could increase the popularity of walking/cycling into town.
8	<b>++</b> Could increase the popularity of walking/cycling into town.	<b>+</b> Making the subways more attractive may increase walking/cycling into town.	<b>0</b> No likely impact.	<b>++</b> Could increase the popularity of walking/cycling into town.
9	<b>+</b> Could improve air quality by encouraging more people to walk rather than drive into the town. Potential increase in congestion due to restricting traffic? Long-term impact.	<b>+</b> Making the subways more attractive may encourage more people to walk rather than drive into the town. Long-term impact.	<b>0</b> No likely impact.	<b>+</b> Could improve air quality by encouraging more people to walk rather than drive into the town. Potential increase in congestion due to restricting traffic? Long-term impact.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>++</b> Would contribute to a much more attractive public realm, following good urban design principles. Short- and long-term impact on the townscape.	<b>+</b> Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.	<b>++</b> Would contribute to a much more attractive public realm. Short- and long-term impact on the townscape.
12	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Opportunities to integrate green infrastructure network into environmental improvements. Long-term impact.

Ring Road				
13	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
14	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	+	0 No likely impact.	0 No likely impact.	+
	Promotes regeneration by making the town a better environment and increasing more visitors into the town and improving its image. Long-term impact on the town.			Promotes regeneration by making the town a better environment. Long-term impact on the town.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Table D.0.14

Movements around Town			
SA Objective	Would more attractive and well signposted pedestrian routes encourage more people to walk or cycle within or around the town centre?	Would improvements to the bus infrastructure encourage more people to use public transport?	Would improvements to the rail station interchange encourage more people to use public transport?
1	+	+	+
	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	Improve accessibility to facilities within the town centre. Long-term impact on transport choice.
2	+	+	+
	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	Improve accessibility to facilities within the town centre. Long-term impact on transport choice.
3	0 No likely impact.	0 No likely impact.	0 No likely impact.

Movements around Town			
4	<b>+</b> Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	<b>+</b> Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	<b>+</b> Improve accessibility to facilities within the town centre. Long-term impact on transport choice.
5	<b>+</b> Creates safer and more attractive routes into the town centre. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>+</b> Could increase the popularity of walking/cycling into town. Long-term impact on transport choice.	<b>+</b> Increase the number of people using public transport. Long-term impact on transport choice.	<b>+</b> Increase the number of people using public transport. Long-term impact on transport choice.
8	<b>+</b> Could increase the popularity of walking/cycling into town. Long-term impact on transport choice.	<b>+</b> Increase the number of people using public transport. Long-term impact on transport choice.	<b>+</b> Increase the number of people using public transport. Long-term impact on transport choice.
9	<b>+</b> Could improve air quality by encouraging more people to walk rather than drive into the town. Long-term impact.	<b>+</b> Could improve air quality by encouraging more people us public transport to travel. Long-term impact.	<b>+</b> Could improve air quality by encouraging more people us public transport to travel. Long-term impact.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>++</b> Would contribute to a much more attractive public realm. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
12	<b>+</b> Opportunities to integrate green infrastructure network into environmental improvements.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>+</b> Promotes regeneration by making the town a better environment. Long-term impact.	<b>+</b> Improving access and encouraging more people to come into the town. Long-term impact on the economy of the town.	<b>+</b> Improving access and encouraging more people to come into the town. Long-term impact on the economy of the town.

Movements around Town			
16	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	+	+
		Could allow for greater access to job and education opportunities by public transport.	Could allow for greater access to job and education opportunities by public transport.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	+	+
		Could allow for greater access to job and education opportunities by public transport. Long-term impact on skills and education.	Could allow for greater access to job and education opportunities by public transport. Long-term impact on skills and education.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.

Table D.0.15

Space for pedestrians			
SA Objective	Could the incorporation of more 'shared space' areas reduce the dominance of cars in the town centre?	Could existing footpaths be widened to create more secure pedestrian routes?	Is there a need for more dedicated cycle lanes within the town centre?
1	+	+	+
	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	Improve ease and attractiveness of cycling to facilities within the town centre. Long-term impact on transport choice.
2	+	+	+
	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	Improve ease and attractiveness of cycling to facilities within the town centre. Long-term impact on transport choice.
3	+	+	+
	Included as part of high quality residential development and environments to help to raise quality of life. Short- and long-term impact on quality of life.	Included as part of high quality residential development and environments to help to raise quality of life. Short- and long-term impact on quality of life.	Included as part of high quality residential development and environments to help to raise quality of life. Short- and long-term impact on quality of life.

Space for pedestrians			
4	<p>+</p> <p>Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.</p>	<p>+</p> <p>Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.</p>	<p>+</p> <p>Improve ease and attractiveness of cycling to facilities within the town centre. Long-term impact on transport choice.</p>
5	<p>+</p> <p>Encourage use of streets and create additional natural surveillance. Short- and long-term impact on community safety.</p>	<p>+</p> <p>Encourage use of streets and create additional natural surveillance. Short- and long-term impact on community safety.</p>	<p>+</p> <p>Encourage use of streets and create additional natural surveillance. Short- and long-term impact on community safety.</p>
6	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
7	<p>+</p> <p>Could increase the popularity of walking/cycling. Long-term impact on transport choice.</p>	<p>+</p> <p>Could increase the popularity of walking/cycling. Long-term impact on transport choice.</p>	<p>+</p> <p>Could increase the popularity of cycling. Long-term impact on transport choice.</p>
8	<p>+</p> <p>Could increase the popularity of walking/cycling. Long-term impact on transport choice.</p>	<p>+</p> <p>Could increase the popularity of walking/cycling. Long-term impact on transport choice.</p>	<p>+</p> <p>Could increase the popularity of cycling. Long-term impact on transport choice.</p>
9	<p>+</p> <p>Reducing the dominance of cars could improve air quality. Long-term impact.</p>	<p>+</p> <p>Encouraging walking and cycling could result in lower car use and lead to improvements in air quality. Long-term impact.</p>	<p>+</p> <p>Encouraging walking and cycling could result in lower car use and lead to improvements in air quality. Long-term impact.</p>
10	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
11	<p>+</p> <p>Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.</p>	<p>0</p> <p>No likely impact.</p>
12	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
13	<p>+</p> <p>Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas. Short- and long-term impact on the townscape.</p>	<p>0</p> <p>No likely impact.</p>
14	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>



Space for pedestrians			
15	<b>+</b> Promotes regeneration by making the town a better environment. Long-term impact on the town.	<b>+</b> Promotes regeneration by making the town a better environment. Long-term impact on the town.	<b>+</b> Promotes regeneration by making the town a better environment. Long-term impact on the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.16

Air Quality				
SA Objective	Could there be a possibility of bypassing Blackwell Street with a new road through the adjacent Churchfields area?	Could Blackwell Street possibly be pedestrianised in the future?	Could Blackwell Street become a one way street, enabling the pavements to be widened?	Provide a new multi-modal bridge across the canal to Crossley Park.
1	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.	<b>+</b> ? Improve pedestrian access to the town centre along Blackwell Street but questionable improvements to traffic flow. Long-term impact on transport choice and urban environment.	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.
2	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.	<b>+</b> ? Improve pedestrian access to the town centre along Blackwell Street but questionable improvements to traffic flow. Long-term impact on transport choice and urban environment.	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.
3	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Air Quality				
4	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice.	<b>+?</b> Improve pedestrian access to the town centre along Blackwell Street but questionable improvements to traffic flow. Long-term impact on transport choice	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice	<b>+</b> Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice
5	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>+</b> Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.	<b>+</b> Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	<b>+</b> Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	<b>+</b> Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.
8	<b>+</b> Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.	<b>+</b> Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	<b>+</b> Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	<b>+</b> Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.
9	<b>++</b> Would contribute to solving the issue of the Horsefair AQMA by halving levels of traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	<b>++</b> Would contribute to solving the issue of the Horsefair AQMA by removing traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	<b>++</b> Would contribute to solving the issue of the Horsefair AQMA by reducing levels of traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	<b>+</b> Would help to bypass traffic away from Blackwell Street and help the AQMA but wouldn't solve the issue it is own right. Long-term impact on air quality and pollution.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>0</b> No likely impact.	<b>+</b> Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	<b>+</b> Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	<b>X</b> Potential negative impact on the canal conservation area. However, bridge must be designed to compliment the conservation area. Short- and long-term impact on the townscape.

Air Quality				
12	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>X</b> Could have a negative impact on the biodiversity of the canal. Mitigation would be required to provide minimal impact upon the canalside and improve habitats. Long-term impact on biodiversity.
13	<b>0</b> No likely impact.	<b>+</b> Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	<b>+</b> Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	<b>X</b> Potential negative impact on the canal conservation area. However, bridge must be designed to compliment the conservation area. Short- and long-term impact on the townscape.
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>++</b> Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	<b>+</b> Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	<b>++</b> Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	<b>+</b> Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>0</b> No likely impact.	<b>XX</b> Detract from the viability of the Horsefair local centre by removing traffic flow past the shops. Long-term economic impact.	<b>+</b> Improve the viability of the Horsefair local centre by improving vehicle access to it. Long-term economic impact.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.17

SA Objective	Conservation Areas		Heritage	
	Do you think the existing Conservation Area designations adequately cover the areas of historic interest within the town centre?	Do not create any further Conservation Areas.	Do you think that the town centre celebrates its manufacturing heritage as much as it should?	Could the use of public art help to celebrate this heritage further?
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
4	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	++ Designating conservation areas help to conserve the towns historic environment and protect its character and identity.	X Would risk the loss of heritage assets and character of the area. Could be mitigated against through requiring high quality in developments.	0 No likely impact.	++ Promotes high quality development that improves design quality and sense of place.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Conservation Areas			Heritage	
13	<b>++</b> Designating conservation areas help to conserve the towns historic environment and protect its character and identity. Short- and long-term impact on the townscape.	<b>X</b> Would risk the loss of heritage assets and character of the area. Could be mitigated against through requiring high quality in developments. Short- and long-term impact on the townscape.	<b>+</b> Encourage the maintenance and improvement of the historic landscape and Conservation Areas. Short- and long-term impact on the townscape.	<b>++</b> Promotes high quality development that improves design quality and sense of place. Long-term impact on civic pride
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>+</b> Promotes regeneration by making the town a better environment. Long-term impact for the town.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Promotes regeneration by making the town a better environment. Long-term impact for the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>+</b> Could help promote the tourism economy by retaining buildings of historic interest and importance. Long-term impact.	<b>0</b> No likely impact.	<b>+</b> Could help promote the tourism economy by retaining buildings of historic interest and importance. Long-term impact.	<b>+</b> Could help promote the tourism economy by adding to the character and identity of the town. Long-term impact.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.18

Tourism		
SA Objective	Do you think that the Kidderminster central area is an appropriate location for a new hotel development?	No new hotels in the Kidderminster central area.
1	<b>0</b> No likely impact.	<b>0</b> No likely impact.
2	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Tourism		
3	<b>0</b> No likely impact.	<b>0</b> No likely impact.
4	<b>0</b> No likely impact.	<b>0</b> No likely impact.
5	<b>0</b> No likely impact.	<b>0</b> No likely impact.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>0</b> No likely impact.	<b>0</b> No likely impact.
8	<b>0</b> No likely impact.	<b>0</b> No likely impact.
9	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>+</b> New development could enhance the townscape. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.
12	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>+</b> New development could enhance the townscape. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.
14	<b>++</b> Supports development on brownfield land.	<b>0</b> No likely impact.
15	<b>++</b> Supports the regeneration of Kidderminster by encouraging more visitors into the town. Long-term impact on visitor numbers and the economy.	<b>XX</b> Limits the capacity for Kidderminster to attract visitors and restricts growth of the tourism economy. Long-term impact on visitor numbers and the economy.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>++</b> Would help to support and grow the tourism economy in the town. Long-term impact on visitor numbers and the economy.	<b>XX</b> Limits the capacity for Kidderminster to attract visitors and restricts growth of the tourism economy. Long-term impact on visitor numbers and the economy.



Tourism		
21	0 No likely impact.	0 No likely impact

Table D.0.19

Climate Change			Flood Risk		
SA Objective	Do you support the Council's policy towards sustainable development and its support for the Code for Sustainable Homes and the BREEAM standards?	Would like to see more developments in the town centre built to excellent sustainability standards such as the Morrisons store?	Focus residential development out of the flood zone.	Reduce development densities in areas liable to flood.	Require developers to provide off-site compensatory flood storage capacity.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	++ Improve quality of housing, particularly energy efficiency. Short- and long-term impacts as developments are progressed.	+ Could improve quality of housing, particularly energy efficiency. Short- and long-term impacts as developments are progressed.	++ Provide housing in a safer area away from flood risk. Long-term impact on flood risk.	+ Provide housing in a safer environment. Long-term impact on flood risk.	++ Reduce flood risk to residential areas. Long-term impact on flood risk.
4	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
6	++ Provides opportunities to incorporate recycling and sustainable construction. Long-term impact on sustainability.	++ Provides opportunities to incorporate recycling and sustainable construction. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	++ Provides opportunities to incorporate recycling and sustainable construction, including energy efficiency. Long-term impact on sustainability.	++ Provides opportunities to incorporate recycling and sustainable construction, including energy efficiency. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Climate Change			Flood Risk		
8	<b>+</b> Improve facilities to make walking and cycling to attractive. Long-term impact on transport choice.	<b>+</b> Improve facilities to make walking and cycling to attractive. Long-term impact on transport choice.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
9	<b>++</b> BREEAM and Code for Sustainable Homes will encourage water efficiency in new developments.  Long-term impact on sustainability.	<b>++</b> BREEAM and Code for Sustainable Homes will encourage water efficiency in new developments.  Long-term impact on sustainability	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	<b>++</b> BREEAM and Code for Sustainable Homes deal with surface water run-off and flood risk.  Long-term impact on flood risk.	<b>++</b> BREEAM and Code for Sustainable Homes deal with surface water run-off and flood risk.  Long-term impact on flood risk..	<b>++</b> Protects the floodplain from residential development. Long-term impact on flood risk.	<b>+</b> Less contribution toward surface run off and flooding in high risk areas. Long-term impact on flood risk.	<b>++</b> Protect against future flood risk. Long-term impact on flood risk.
11	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
12	<b>++</b> BREEAM and Code for Sustainable Homes deal with ecological impacts. Long-term impact on biodiversity.	<b>++</b> BREEAM and Code for Sustainable Homes deal with ecological impacts. Long-term impact on biodiversity	<b>+</b> Protects the biodiversity habitat of floodplain areas. Long-term impact on flood risk and biodiversity.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>X</b> Could have a negative impact as many key regeneration sites are near to the River Stour and in flood zones. Mitigation would be required in the	<b>X</b> Could have a negative impact as many key regeneration sites are near to the River Stour and in flood zones. Reducing densities could impact on viability.	<b>+</b> Improve the development potential of key regeneration sites.

Climate Change			Flood Risk		
			form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	
16	<b>+</b> Sustainable design can help mitigate against the impacts of climate change. Long-term impact on sustainability.	<b>+</b> Sustainable design can help mitigate against the impacts of climate change. Long-term impact on sustainability.	<b>++</b> Protects against more frequent flood risk. Long-term impact on flood risk.	<b>+</b> Protects against more frequent flood risk. Long-term impact on flood risk.	<b>++</b> Protects against more frequent flood risk. Long-term impact on flood risk.
17	<b>++</b> BREEAM and Code for Sustainable Homes deal with noise and light impacts. Long-term impact on pollution.	<b>++</b> BREEAM and Code for Sustainable Homes deal with noise and light impacts. Long-term impact on pollution..	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
21	<b>++</b> BREEAM and Code for Sustainable Homes encourage the use of environmentally friendly technologies. Long-term impact.	<b>++</b> BREEAM and Code for Sustainable Homes encourage the use of environmentally friendly technologies. Long-term impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.20

Green Infrastructure			
SA Objective	Do you think the town would benefit from having more access to green open space?	Do you think improving the pedestrian links to Brinton Park would encourage more people to use it?	Could the town's car parks be enhanced with softer landscaping and street trees?

Green Infrastructure			
1	<b>+</b> Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	<b>+</b> Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	<b>0</b> No likely impact..
2	<b>+</b> Promotes improved access to green spaces. Long-term impact on quality of life.	<b>+</b> Promotes improved access to green spaces. Long-term impact on quality of life.	<b>0</b> No likely impact.
3	<b>+</b> Promotes the inclusion of green infrastructure as part of new developments. Short- and long-term impacts as developments are progressed.	<b>+</b> Promotes the inclusion of green infrastructure as part of new developments. Short- and long-term impacts as developments are progressed.	<b>0</b> No likely impact.
4	<b>+</b> Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	<b>+</b> Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	<b>0</b> No likely impact.
5	<b>+</b> Could encourage more pride in the environment. Long-term impact on quality of life.	<b>+</b> Could encourage more pride in the environment. Long-term impact on quality of life.	<b>+</b> Could encourage more pride in the environment. Long-term impact on quality of life.
6	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
7	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
8	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
9	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>+</b> Increased green infrastructure can improve sense of place and form part of an attractive townscape. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.	<b>+</b> Increased green infrastructure can improve sense of place and form part of an attractive townscape. Short- and long-term impact on the townscape.
12	<b>++</b> Policy promotes the enhancement of green infrastructure and biodiversity habitats. Long-term impact of open space and biodiversity provision.	<b>0</b> No likely impact.	<b>++</b> Policy promotes the enhancement of green infrastructure and biodiversity habitats. Long-term impact of open space and biodiversity provision.

Green Infrastructure			
13	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	<b>+</b> Promote increase in open space provision. Long-term impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>+</b> Promotes regeneration by making the town a better environment and encouraging people to visit and spend time. Long-term impact on visitor numbers and the economy.	<b>+</b> Promotes regeneration by making the town a better environment and encouraging people to visit and spend time. Long-term impact on visitor numbers and the economy.	<b>+</b> Promotes regeneration by making the town a better environment and encouraging people to visit. Long-term impact on visitor numbers and the economy.
16	<b>+</b> Could mitigate against impacts of climate change through mitigating flood risk and temperature rise.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>+</b> Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.	<b>+</b> Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.	<b>+</b> Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.
21	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.21

Community Safety		
SA Objective	Should the focus be on creating new development which provides natural surveillance.	Should the focus be on providing CCTV and other mechanical surveillance?
1	<b>0</b> No likely impact.	<b>0</b> No likely impact.
2	<b>0</b> No likely impact.	<b>0</b> No likely impact.
3	<b>++</b> Contribute towards a safer environment. Long-term impact on community safety.	<b>++</b> Contribute towards a safer environment.
4	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Community Safety		
5	++ Promotes secured by design principles and would contribute towards reducing opportunities for crime. Long-term impact on community safety.	+ Contribute towards a safer environment. Long-term impact on community safety.
6	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.
11	+ Encourages active frontages that contribute positively to the streetscene. Long-term impact on community safety.	0 No likely impact.
12	0 No likely impact.	0 No likely impact.
13	+ Encourages active frontages that contribute positively to the streetscene. Long-term impact on community safety.	0 No likely impact.
14	0 No likely impact.	0 No likely impact.
15	+ Active streets will contribute positively towards regeneration. Long-term impact on the town.	0 No likely impact.
16	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	0 No likely impact.



Table D.0.22 A Desirable Place to Live

SA Objective	Policy 1: Sites for Housing	Policy 2: Mixed-Use
1	<p style="text-align: center;"><b>+</b></p> <p>High quality residential developments can create good urban environments that people enjoy being in. Long-term impact on quality of life.</p>	<p style="text-align: center;"><b>+</b></p> <p>High quality mixed developments can create urban environments that people enjoy being in. Long-term impact on quality of life.</p>
2	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>	<p style="text-align: center;"><b>+</b></p> <p>A mix of uses encourages residential developments with local service and facilities. Long-term impact on quality of life and transport choice.</p>
3	<p style="text-align: center;"><b>++</b></p> <p>Policy requires a mix of tenure and type of houses that delivers adequate amenity space. Long-term impact on housing provision and quality of life.</p>	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>
4	<p style="text-align: center;"><b>+</b></p> <p>Quality residential developments and environments help to raise quality of life. Long-term impact on quality of life.</p>	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>
5	<p style="text-align: center;"><b>++</b></p> <p>Quality residential developments and environments help to raise quality of life and improve natural surveillance. Long-term impact on quality of life and community safety.</p>	<p style="text-align: center;"><b>++</b></p> <p>A mix of uses encourages activity and natural surveillance at different times of the day and night. Long-term impact on community safety.</p>
6	N/A	N/A
7	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>
8	<p style="text-align: center;"><b>++</b></p> <p>Encouraging residential development within the KCAAP which is well served by public transport and has key facilities within walking distance. Long-term impact on transport choices.</p>	<p style="text-align: center;"><b>++</b></p> <p>Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choices.</p>
9	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>
10	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>	<p style="text-align: center;"><b>0</b></p> <p>No likely impact.</p>
11	<p style="text-align: center;"><b>+</b></p> <p>Well designed residential developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>	<p style="text-align: center;"><b>+</b></p> <p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>
12	<p style="text-align: center;"><b>+</b></p> <p>New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.</p>	<p style="text-align: center;"><b>+</b></p> <p>New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.</p>

SA Objective	Policy 1: Sites for Housing	Policy 2: Mixed-Use
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>
14	<p>++</p> <p>Supports residential development on brownfield land.</p>	<p>0</p> <p>No likely impact.</p>
15	<p>++</p> <p>Potential regeneration of key town centre sites. Long-term impact on the town.</p>	<p>++</p> <p>Potential regeneration of key town centre sites. Long-term impact on the town.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>X</p> <p>Potential noise pollution issue from neighbouring uses. Could be mitigated against through policy to ensure complimentary uses are grouped together, Short- and long-term impact on quality of life.</p>
18	N/A	N/A
19	N/A	N/A
20	N/A	<p>+</p> <p>Supports the development of tourism and associated leisure facilities. Long-term impact on visitor numbers and the economy.</p>
21	N/A	N/A

**Table D.0.23 A Good Place to Do Business**

SA Objective	Policy 3: Retail Development	Policy 4: Primary and Secondary Shopping Frontages	Policy 5: Outside of the Shopping Frontages	Policy 6: Edge of Centre and Out of Centre Retailing
1	N/A	N/A	N/A	N/A
2	<p>++</p> <p>Encourage the provision of retail facilities. Short- and long-term impact on service provision.</p>	<p>++</p> <p>Encourage the provision of retail facilities. Short- and long-term impact on service provision.</p>	<p>++</p> <p>Encourage flexible approach to uses within the retail area. Short- and long-term impact on service provision.</p>	<p>+</p> <p>Encourages the provision of retail facilities within the town centre. Short- and long-term impact on service provision.</p>
3	N/A	<p>+</p> <p>Supports provision of housing within the retail area. Long-term impact on housing provision.</p>	<p>+</p> <p>Supports provision of housing within the retail area. Long-term impact on housing provision.</p>	N/A

SA Objective	Policy 3: Retail Development	Policy 4: Primary and Secondary Shopping Frontages	Policy 5: Outside of the Shopping Frontages	Policy 6: Edge of Centre and Out of Centre Retailing
4	N/A	<b>+</b> A mix of uses encourages activity and natural surveillance at different times of the day and night. Short- and long-term impact on community safety.	<b>+</b> A mix of uses encourages activity and natural surveillance at different times of the day and night. Short- and long-term impact on community safety.	N/A
5	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A
7	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
8	<b>++</b> Encouraging concentration of retail uses within the town centre which is well served by public transport. Long-term impact on transport choice.	<b>++</b> Encouraging concentration of retail uses within the town centre which is well served by public transport. Long-term impact on transport choice.	<b>++</b> Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choice.	<b>++</b> Encouraging concentration of retail uses within the town centre which is well served by public transport. Long-term impact on transport choice.
9	N/A	N/A	N/A	N/A
10	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
11	<b>+</b> Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.	N/A	N/A	N/A
12	<b>+</b> New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity.	N/A	N/A	N/A
13	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	N/A	N/A	N/A
14	<b>++</b> Supports development on brownfield land.	<b>+</b> Supports development on brownfield land.	<b>+</b> Supports development on brownfield land.	<b>+</b> Supports development on brownfield land.

SA Objective	Policy 3: Retail Development	Policy 4: Primary and Secondary Shopping Frontages	Policy 5: Outside of the Shopping Frontages	Policy 6: Edge of Centre and Out of Centre Retailing
15	<b>++</b> Promotes Kidderminster as the retail centre of the District. Long-term impact on the regeneration of the town.	<b>++</b> Promotes Kidderminster as the retail centre of the District. Promotes vibrancy and vitality of the town centre. Long-term impact on the regeneration of the town.	<b>++</b> Promotes vibrancy and vitality of the town centre. Short- and long-term impact on the regeneration of the town.	<b>++</b> Promotes concentration of retail in town centre as its vibrancy and vitality. Short- and long-term impact on the regeneration of the town.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A
20	<b>+</b> Retail facilities will add to the economy. Long-term economic impact.	<b>+</b> Retail facilities will add to the economy. Also Supports the development of tourism and associated leisure facilities. Long-term economic impact.	<b>+</b> Supports the development of tourism and associated leisure facilities. Long-term economic impact.	<b>+</b> Retail facilities will add to the economy. Long-term economic impact.
21	N/A	N/A	N/A	N/A

Table D.0.24

SA Objective	Policy 7: Employment Development	Policy 8: Tourism Development	Policy 9: Leisure Development	Policy 9: Evening Economy
1	<b>+</b> Supports the provision of new health care facilities. Long-term impact on accessibility.	N/A	N/A	N/A
2	N/A	<b>+</b> Encourages the provision of cultural facilities. Long-term impact on accessibility.	<b>+</b> Encourages the provision of leisure facilities. Long-term impact accessibility.	<b>+</b> Encourages the provision of leisure facilities accessibility.
3	N/A	N/A	N/A	N/A
4	<b>+</b> Contribute to the provision of more job opportunities. Long-term impact on employment and the economy.	<b>+</b> Encourages the provision of cultural facilities which can raise quality of life. Long-term impact on quality of life.	<b>+</b> Encourages the provision of leisure facilities which can raise quality of life. Long-term impact on quality of life.	<b>+</b> Encourages the provision of leisure and cultural facilities. Long-term impact on quality of life.

SA Objective	Policy 7: Employment Development	Policy 8: Tourism Development	Policy 9: Leisure Development	Policy 9: Evening Economy
5	N/A	N/A	N/A	<p>+</p> <p>Reduce crime in the town by providing activity later in the day. Short- and long-term impact on community safety.</p>
6	N/A	N/A	N/A	N/A
7	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
8	<p>++</p> <p>Promoting employment uses within the town centre which is well served by public transport. Long-term impact on transport choice.</p>	<p>++</p> <p>Promotes tourism facilities within the town centre which is well served by public transport. Long-term impact on transport choice.</p>	<p>++</p> <p>Promotes leisure facilities within the town centre which is well served by public transport. Long-term impact on transport choice.</p>	<p>++</p> <p>Promotes leisure facilities within the town centre which is well served by public transport. Long-term impact on transport choice.</p>
9	N/A	N/A	N/A	N/A
10	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
11	<p>+</p> <p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>	N/A	<p>+</p> <p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p>
12	<p>+</p> <p>New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity in the town.</p>	N/A	<p>+</p> <p>New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity in the town.</p>	<p>+</p> <p>New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity in the town.</p>
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>	N/A	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>
14	<p>++</p> <p>Supports development on brownfield land.</p>	<p>+</p> <p>Supports development on brownfield land.</p>	<p>+</p> <p>Supports development on brownfield land.</p>	

SA Objective	Policy 7: Employment Development	Policy 8: Tourism Development	Policy 9: Leisure Development	Policy 9: Evening Economy
15	<b>++</b> Promotes the diversification of the town's economy as well as its vibrancy and vitality. Long-term economic impact.	<b>++</b> Promotes Kidderminster as the tourism hub of the District. Long-term economic impact.	<b>++</b> Promotes Kidderminster as major leisure destination in the District. Long-term economic impact.	<b>++</b> Promotes Kidderminster as major leisure destination in the District. Long-term economic impact.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+/-</b>  Potential for noise & light pollution but policy looks to control this.
18	<b>+</b> New employment opportunities can help to raise skill levels. Long-term impact on skills and education.	<b>+</b> New employment opportunities can help to raise skill levels. Long-term impact on skills and education.	N/A	N/A
19	N/A	N/A	N/A	N/A
20	<b>++</b> Promotes the diversification of the town's economy. Long-term economic impact.	<b>++</b> Promotes the development of the tourist industry. Long-term economic impact.	<b>+</b> Promotes the diversification of the town's economy. Long-term economic impact.	<b>+</b> Promotes the diversification of the town's economy. Long-term economic impact.
21	<b>++</b> Promotes the diversification of the town's economy. Long-term economic impact.	N/A	N/A	N/A

Table D.0.25

SA Objective	Policy 10: Sustainable Transport	Policy 11: Walkable Town
1	<b>++</b> Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.	<b>++</b> Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.
2	<b>++</b> Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.	<b>++</b> Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.
3	N/A	<b>+</b> Seeks to provide well connected, accessible residential developments. Long-term impact on transport choice and accessibility.



SA Objective	Policy 10: Sustainable Transport	Policy 11: Walkable Town
4	<p>+</p> <p>Promotes a well connected, accessible town thereby improving access to green space and other facilities. Short- and long-term access to green space.</p>	<p>+</p> <p>Promotes a well connected, accessible town thereby improving access to green space and other facilities. Short- and long-term access to green space.</p>
5	<p>+</p> <p>Promotes more walking and cycling which can provide vital natural surveillance. Long-term impact on community safety.</p>	<p>+</p> <p>Promotes more walking and cycling which can provide vital natural surveillance. Long-term impact on community safety.</p>
6	N/A	N/A
7	<p>++</p> <p>Promotes more walking, cycling and use of public transport. Long-term impact on transport choice.</p>	<p>++</p> <p>Promotes more walking and cycling. Long-term impact on transport choice.</p>
8	<p>++</p> <p>Promotes more walking, cycling and use of public transport. Long-term impact on transport choice.</p>	<p>++</p> <p>Promotes more walking and cycling. Long-term impact on transport choice.</p>
9	N/A	N/A
10	N/A	N/A
11	N/A	N/A
12	N/A	N/A
13	N/A	N/A
14	N/A	N/A
15	<p>++</p> <p>Aids regeneration by making the town a more accessible place. Long-term impact on regeneration.</p>	<p>++</p> <p>Aids regeneration by making the town a more accessible place. Long-term impact on regeneration.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
18	N/A	N/A
19	N/A	N/A
20	<p>+</p> <p>Improved accessibility provides a more attractive location for businesses. Long-term economic impact.</p>	<p>+</p> <p>Improved accessibility provides a more attractive location for businesses. Long-term economic impact.</p>
21	<p>+</p> <p>Improved accessibility provides a more attractive location for businesses. Long-term economic impact.</p>	<p>+</p> <p>Improved accessibility provides a more attractive location for businesses. Long-term economic impact.</p>

**Table D.0.26 A Unique Place**

SA Objective	Policy12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
1	N/A	N/A	N/A	N/A	<p>+</p> <p>Improved access to the canal can improve quality of life</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Improved access to the river can improve quality of life.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Increased green infrastructure can improve quality of life.</p> <p>Short- and long-term impact on quality of life.</p>
2	<p>++</p> <p>Promotes accessibility and legibility in developments - improving access to services and facilities. Long-term impact on transport choice and accessibility.</p>	<p>+</p> <p>Promotes quality public realm to improve accessibility. Long-term impact on transport choice and accessibility.</p>	<p>+</p> <p>Promotes surface level crossings over the ring road. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes surface level crossings over the ring road. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes improved access to the canal. Long-term impact on transport choice and accessibility</p>	<p>+</p> <p>Promotes improved access to the river. Long-term impact on transport choice and accessibility</p>	<p>+</p> <p>Promotes improved access to green spaces. Long-term impact on transport choice and accessibility</p>
3	<p>+</p> <p>Promotes high quality development including public realm. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>Promotes quality public realm and spaces within neighbourhoods. Short- and long-term impact on the townscape.</p>	N/A	N/A	<p>+</p> <p>Canalside areas can be part of a high quality residential development. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>Riverside areas can be part of a high quality residential development. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>Promotes the inclusion of green infrastructure as part of new developments. Long-term impact on biodiversity.</p>
4	<p>+</p> <p>Promotes accessibility and legibility in developments. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes quality public realm to improve accessibility. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes surface level crossings over the ring road. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes surface level crossings over the ring road. Long-term impact on transport choice.</p>	<p>+</p> <p>Improved access to the canal can improve quality of life. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Improved access to the river can improve quality of life. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Increased green infrastructure can improve quality of life. Short- and long-term impact on quality of life.</p>

SA Objective	Policy 12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
5	<b>+</b> States that development should reduce opportunities for crime. Long-term impact on community safety.	<b>+</b> Promotes more walking and cycling which can provide vital natural surveillance. Long-term impact on community safety.	<b>+</b> Increase frontages on the ring road, improving natural surveillance. Long-term impact on community safety.	<b>+</b> Increase frontages on the ring road, improving natural surveillance. Long-term impact on community safety.	<b>+</b> Promotes development that fronts the canal to provide natural surveillance. Long-term impact on community safety.	<b>+</b> Promotes development that has a positive relationship with the river - improving natural surveillance. Long-term impact on community safety.	N/A
6	N/A	N/A	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A	N/A	N/A
8	<b>++</b> Promotes more walking and cycling. Long-term impact on transport choice.	<b>++</b> Promotes more walking and cycling. Long-term impact on transport choice.	<b>++</b> Promotes more walking and cycling. Long-term impact on transport choice.	<b>++</b> Promotes more walking and cycling. Long-term impact on transport choice.	<b>+</b> Improvement of canalside public realm can encourage walking and cycling. Long-term impact on transport choice.	N/A	N/A
9	N/A	N/A	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Development could provide opportunities to improve water quality. Long-term impact on environmental quality.	<b>+</b> Development could provide opportunities to improve water quality. Long-term impact on environmental quality.	N/A
10	N/A	N/A	N/A	N/A	N/A	<b>X</b> Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable	N/A

SA Objective	Policy12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
						uses not to be located on lower levels. Long-term impact on flood risk.	
11	<b>++</b> Promotes high quality design and local distinctiveness. Short- and long-term impact on the townscape.	<b>++</b> Promotes high quality public realm and open spaces. Short- and long-term impact on the townscape.	<b>++</b> Promotes the improvement of the ring road as a boulevard. Short- and long-term impact on the townscape.	<b>++</b> Promotes the improvement of the ring road as a boulevard. Short- and long-term impact on the townscape.	<b>++</b> Policy promotes high quality development that respects the canal conservation area. Short- and long-term impact on the townscape.	<b>++</b> Promotes development which has a positive relationship to the river. Short- and long-term impact on the townscape.	<b>+</b> Increased green infrastructure can improve sense of place. Long-term impact.
12	<b>++</b> States that development must respect the town's blue and green infrastructure. Long-term impact on environmental quality.	N/A	<b>+</b> Promotes increased street trees. Short-term impact on environmental quality	<b>+</b> Promotes increased street trees. Short-term impact on environmental quality	<b>+</b> Could provide opportunities to improve the biodiversity value of the canal. Long-term impact on environmental quality.	<b>++</b> Policy requires the enhancement of the biodiversity value of the river. Long-term impact on environmental quality.	<b>++</b> Policy promotes the enhancement of green infrastructure and biodiversity habitats. Long-term impact on environmental quality.
13	<b>++</b> Promotes high quality design and local distinctiveness. Short- and long-term impact on the townscape.	<b>+</b> Promotes the creation of locally distinct public realm. Short- and long-term impact on the townscape.	<b>+</b> Improve the ring road environment which is adjacent to some heritage assets. Short- and long-term impact on the townscape.	<b>+</b> Improve the ring road environment which is adjacent to some heritage assets. Short- and long-term impact on the townscape.	<b>++</b> Policy requires new development to respect the canal conservation area. Short- and long-term impact on the townscape.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
14	N/A	N/A	N/A	N/A	N/A	N/A	N/A
15	N/A	N/A	N/A	N/A	N/A	N/A	N/A
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

SA Objective	Policy 12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Softening of the ring road could reduce noise pollution. Long-term impact on quality of life.	<b>+</b> Softening of the ring road could reduce noise pollution. Long-term impact on quality of life.	<b>X</b> Development on the canalside could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the canal side and implement measures to improve wildlife habitats. Long-term impact on biodiversity habitat.	<b>X</b> Development on the riverside could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the canal side and implement measures to improve wildlife habitats. Long-term impact on biodiversity habitat.	<b>0</b> No likely impact.
18	N/A	N/A	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A	N/A	N/A
20	<b>+</b> Improved public realm and event spaces can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.	<b>+</b> Improved public realm and event spaces can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.	N/A	N/A	<b>+</b> Improving the canal can increase the amount of boating tourism. Long-term impact on visitor numbers and the economy.	<b>+</b> Improving and opening riverside areas can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.	<b>+</b> Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.
21	N/A	N/A	N/A	N/A	N/A	N/A	N/A

## Publication Policy Amendments

Table D.0.27

SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire & Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	++ Potentially increase accessibility of cultural and local services. Long-term impact on transport choice and accessibility.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	++ Increase the amount of housing in the KCAAP area. Long-term impact on housing provision.	++ Enable more residential development in Churchfields. Long-term impact on housing provision.	++ Protect the amenity of residential units.. Short- and long-term impact on quality of life.	++ Improve the quality of residential environments. Short- and long-term impact on quality of life.	0 No likely impact.
4	0 No likely impact.	++ Will improve the environmental quality of the area. Short- and long-term impact on quality of life.	++ Protect the amenity of residential units. Short- and long-term impact on quality of life.	++ Improve quality and access to greenspace. Short- and long-term impact on quality of life.	0 No likely impact.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	0 No likely impact.	0 No likely impact.



SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire & Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Protect water quality. Long-term impact on environmental quality.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Improve flood risk measures. Long-term impact on flood risk.
11	0 No likely impact.	+ Improve design quality. Short- and long-term impact on the townscape.	0 No likely impact.	+ Improve the quality of the canal conservation area. Short- and long-term impact on the townscape.	0 No likely impact.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Improve the biodiversity of the canalside. Long-term impact on biodiversity.	+ Improve the biodiversity value of the river. Long-term impact on biodiversity.
13	0 No likely impact.	+ Improve design quality. Short- and long-term impact on the townscape.	0 No likely impact.	+ Improve the quality of the canal conservation area. Short- and long-term impact on the townscape.	0 No likely impact.
14	++ Supports development on brownfield land.	++ Supports development on brownfield land.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire & Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
15	<b>++</b> Promotes greater activity in the town centre. Long-term impact on regeneration.	<b>0</b> No likely impact.	<b>++</b> Promotes greater activity in the town centre. Long-term impact on regeneration.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>+</b> Will help to control light and noise pollution. Short- and long-term impact on quality of life.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
18	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
20	<b>+</b> Could promote economic growth and diversity of economy. Long-term economic impact.	<b>X</b> Could reduce economic activity in Churchfields. Long-term economic impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
21	<b>0</b> No likely impact.	<b>X</b> Could reduce economic activity in Churchfields. Long-term economic impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.

Table D.0.28

SA Objective	Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	+ Open space to contribute towards residential environment. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
4	+ Maintains access to green space. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	0 No likely impact.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.

SA Objective	Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.
12	<b>+</b> Potentially contribute towards biodiversity. Long-term impact on biodiversity.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
13	<b>0</b> No likely impact.	<b>++</b> Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	<b>++</b> Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	<b>++</b> Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	<b>++</b> Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.
14	<b>0</b> No likely impact.	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.
15	<b>0</b> No likely impact.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.
16	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
17	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
18	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
19	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
20	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
21	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact

## Publication Strategic Objectives

Table D.0.29

Publication Strategic Objectives						
SA Objective	Develop Kidderminster as the strategic centre of the District and beyond.	Deliver the growth of residential, retail, and employment development.	Deliver the regeneration of key town centre sites, re-using brownfield land and buildings.	Drive up the quality of urban design and architecture.	Conserve and enhance the town's heritage assets.	Develop and enhance the Blue and Green Infrastructure provision within the town.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	++ Aims to improve the cultural and leisure offer in the town. Short- and long-term impact on quality of life.	++ Aims to improve the cultural and leisure offer in the town. Short- and long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	++ Seeks to increase housing to add vitality to central Kidderminster. Long-term impact on housing provision and vibrancy.	++ Seeks to increase housing to add vitality to central Kidderminster. Long-term impact on housing provision and vibrancy.	+ Seeks to deliver residential development. Long-term impact on housing provision.	++ Seeks to provide high quality residential developments. Long-term impact on quality of life.	0 No likely impact.	+ The waterways and GI could form part of a quality residential environments. Long-term impact on quality of life.
4	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Increase access to the green spaces. Long-term impact on quality of life.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Incorporate secured by design principles and improve natural surveillance. Long-term impact on community safety.	+ Could help to promote civic pride. Long-term impact.	+ Activity along the waterways would improve community safety along it. Long-term impact on community safety.

Publication Strategic Objectives						
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Potential to improve water quality. Long-term impact on environmental quality.
10	0 No likely impact.	X? Some key regeneration sites are within flood zone areas. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	X? Some key regeneration sites are within flood zone areas. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	0 No likely impact.	0 No likely impact.	X Development sites alongside the river could well be prone to flood risk. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.
11	+ Redevelopment will have a	+ Redevelopment will have a	+ Redevelopment will have a	++ Good design will strengthen	++ Conserving historic assets	++ Promotes development



Publication Strategic Objectives						
	positive impact on the townscape. Short- and long-term impact on the townscape.	positive impact on the townscape. Short- and long-term impact on the townscape.	positive impact on the townscape. Short- and long-term impact on the townscape.	the quality of the townscape and promote local distinctiveness. Short- and long-term impact on the townscape.	will help to strengthen local distinctiveness. Short- and long-term impact on the townscape.	which has a positive relationship to the waterways. Short- and long-term impact on the townscape.
12	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Long-term impact on environmental quality.	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Long-term impact on environmental quality.	<b>++</b> Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Long-term impact on environmental quality.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>++</b> Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on environmental quality.
13	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>+</b> New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	<b>++</b> Good design will enhance the historic and built environment. Short- and long-term impact on the townscape.	<b>++</b> Aims to enhance the town's historic environment. Short- and long-term impact on the townscape.	<b>+</b> Contribute towards enhancing the river and its setting. Short- and long-term impact on the townscape.
14	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.	<b>++</b> Supports development on brownfield land.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.
15	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Potential regeneration of key town centre sites. Long-term impact on the town.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on the town.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on the town.	<b>++</b> Would help to promote the regeneration of Kidderminster by capitalising on assets and improve the urban environment.

Publication Strategic Objectives						
						Long-term impact on the town.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact	0 No likely impact	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact	0 No likely impact	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact
20	++ Could promote economic growth and diversity of economy. Long-term economic impact.	++ Could promote economic growth and diversity of economy. Long-term economic impact.	++ Could promote economic growth and diversity of economy. Long-term economic impact.	0 No likely impact.	0 No likely impact.	++ Improving the town's environmental quality could help attract more visitors into the town. Long-term economic impact.
21	++ Could promote economic growth and diversity of economy. Long-term economic impact.	++ Could promote economic growth and diversity of economy. Long-term economic impact.	++ Could promote economic growth and diversity of economy. Long-term economic impact.	0 No likely impact.	0 No likely impact.	0 No likely impact

Table D.0.30

Publication Strategic Objectives						
SA Objective	Safeguard and replenish the town's biodiversity and geo-diversity contribution.	Ensure the town is equipped to adapt to and mitigate against the impacts of climate change.	Safeguard the town against flood risk and ensure good water management.	Improve air quality around the town, with a particular focus on the Horsefair AQMA.	Increasing the provision and use of sustainable modes of transport and create a walkable environment.	Ensure the town is safe and enjoyable for all users.

Publication Strategic Objectives						
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	+	+
				Improving air quality could help improve health. Long-term impact on quality of life.	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility.	Improve the attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	+
					Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility.	Improve the attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility.
3	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	+	+
				Create a better environment for local residents. Long-term impact on quality of life.	Create a better environment for local residents. Long-term impact on quality of life.	Create a better environment for local residents. Long-term impact on quality of life.
4	+	0	0	+	0	0
	Could improve access to green space. Long-term impact on quality of life.	No likely impact	No likely impact	Create a better environment for local residents. Long-term impact on quality of life.	No likely impact	No likely impact
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	+
					Increasing activity on streets will help with community safety. Long-term impact on community safety.	Increasing activity on streets will help with community safety. Long-term impact on community safety.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	+	0	0	++	+
		Aims to increase sustainable development and practices. Long-term impact on sustainability.	No likely impact.	No likely impact	Looks to improve and encourage sustainable transport. Long-term impact on transport choice.	Encourage walking and cycling. Long-term impact on transport choice.

Publication Strategic Objectives						
8	0 No likely impact.	0 No likely impact	0 No likely impact	0 No likely impact	++ Looks to improve and encourage sustainable transport. Long-term impact on transport choice.	+ Encourage walking and cycling. Long-term impact on transport choice.
9	+ Could help improve water quality as an important biodiversity habitat. Long-term impact on environmental quality.	0 No likely impact.	+ Potential to improve water quality. Long-term impact on environmental quality.	++ Help to improve air quality in an AQMA. Long-term impact on environmental quality.	0 No likely impact	0 No likely impact
10	0 No likely impact.	0 No likely impact	++ Mitigate against the flood risk in new developments. Long-term impact on flood risk.	0 No likely impact	0 No likely impact	0 No likely impact
11	+ Enhance the character of the landscape. Short- and long-term impact on the townscape.	0 No likely impact.	0 No likely impact.	+ Improving the environment of a historic street in the town. Short- and long-term impact on the townscape.	+ Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.	+ Help improve sense of place in the town. Short- and long-term impact on the townscape.
12	++ Will help to maintain and enhance bio- and geo-diversity in the town.	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact
13	0 No likely impact.	0 No likely impact	0 No likely impact.	+ Improving the environment of a historic street in the town which contains locally listed buildings.	0 No likely impact	0 No likely impact
14	0 No likely impact.	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact

Publication Strategic Objectives						
15	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on environmental quality.	<b>0</b> No likely impact	<b>0</b> No likely impact.	<b>++</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on environmental quality.	<b>+</b> Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on environmental quality.	<b>++</b> Promotes greater activity in the town centre. Long-term impact.
16	<b>0</b> No likely impact.	<b>++</b> Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	<b>+</b> Help to mitigate against the impacts of climate change. Long-term impact on sustainability	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
17	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
18	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
19	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
20	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact
21	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact.	<b>0</b> No likely impact	<b>0</b> No likely impact	<b>0</b> No likely impact





## **E List of Consultees**

**E.1** The following organisations were consulted on the SA Scoping Report:

- Bromsgrove District Council
- Wychavon District Council
- Malvern Hills District Council
- South Staffordshire District Council
- Bridgnorth District Council
- South Shropshire District Council
- Staffordshire County Council
- Shropshire County Council
- Dudley MBC
- Highways Agency
- National Playing Fields Association
- The Home Builders Federation
- Registered Social Landlords (RSLs)
- Sport England
- Worcestershire Wildlife Trust
- WyreForest Community Housing
- Advantage West Midlands
- British Waterways



## F Consultation Responses and How They Have Been Addressed

Table F.0.1

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
<b>Bob Sharples</b> (Sport England)	KCSA-SASC-100-01	The following documents should be scoped for both documents: <ul style="list-style-type: none"> <li>○ The Regional Facilities Strategy</li> <li>○ The Regional Plan for Sport</li> </ul>	Scope these plans for inclusion in Initial SA Report.  Note - Information not included, documents could not be found.
	KCSA-SASC-100-02	Active People Survey data should be included in both Appendix Bs.	Include Active People Survey data in Appendix B.
	KCSA-SASC-100-03	There is a need to ensure ready access to sports facilities for all members of the community; this will have an impact on anti-social behaviour and improving health. There should be a draft indicator in SA Objective 2 which underpins this. Eg, amend draft indicators 1-3 to include sports facilities.	Indicators used are based on County accessibility mapping, this is not produced for sports facilities and therefore this indicator would be difficult to measure on a regular basis.
<b>Paul Allen</b> (Property and Operational Services)	KCSA-SASC-INT-01	The following should be scoped in both Appendix As: <ul style="list-style-type: none"> <li>○ The NERC (Natural Environment and Rural Communities) Act</li> <li>○ Conserving Biodiversity: The UK Approach (DEFRA, 2007)</li> <li>○ Landscapes for Living (Natural England)</li> <li>○ The Bern Convention</li> </ul>	Scope these documents in both Appendix As.
	KCSA-SASC-INT-02	It is worth noting that the Habitats Directive contains species conservation policy.	Scope this document in both Appendix As.
	KCSA-SASC-INT-03	Biodiversity as set out by the NERC Act needs to be cross-cut into A Better Environment; Health and Well-being and Economic Success sections.	Noted.
	KCSA-SASC-INT-04	One of our areas principle habitat types, which we are regionally significant for, is acid grassland.	Refer to this in Appendix B.
	KCSA-SASC-INT-05	Some reference needs to be made to National Indicator 197 and its Directive to the conservation of Local Sites by Local Authorities.	Noted.
	KCSA-SASC-INT-06	The achievement of some Local Biodiversity Action Plan targets is a significant objective.	Noted.
<b>Steven Bloomfield</b> (Worcestershire Wildlife Trust)	KCSA-SASC-120-01	It is important that both the Site Allocations and KCAAP are guided by the NERC Act 2006 with specific reference to the Section 41 duty to have regard to conserving biodiversity. Additionally, Section 41 sets out the list of species and habitats considered by the Government to be of principle importance for nature conservation. This must be reflected in both of the DPDs and their SA Reports.	Scope the NERC Act at Appendix A.
	KCSA-SASC-120-02	It is important to recognise that the lists of habitats and species given in Appendix B are not necessarily comprehensive and should be considered as a representative sample only. There are a number of species listed within the local BAP and under Section 41 of the NERC Act which should be considered as well as those usually regarded as protected.	Alter text within Appendix B to clarify that the list of species is a representative sample only.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
	KCSA-SASC-120-03	Whilst the Worcestershire Wildlife Trust leads work on Special Wildlife Sites, we are part of a much wider Special Wildlife Site Partnership engaged in site selection and management. This should be recognised in the relevant wording in Appendix B.	Amend wording in Appendix B to reflect this.
	KCSA-SASC-120-04	There are a number of additional sites with Hornet Robberfly.	Noted. Request further information on exact locations.
	KCSA-SASC-120-05	It is important to recognise that there may be additional species and sites of interest which should be considered by the DPDs and SA reports.	Noted. Outline this in Appendix B.
	KCSA-SASC-120-06	The SA objectives appear to be suitable, we particularly support objective 12 on biodiversity. It should be worth noting that it should not only be the Environment Agency's opinion reflected under objective 16 on climate change. There are a number of organisations capable of giving advice on this subject and these should also be considered in monitoring of planning decisions.	Support for objective 12 is noted.
<b>Amanda Smith (English Heritage)</b>	KCSA-SASC-161-01	Throughout the appraisal process the historic environment should be broadly defined - all designated historic assets should be considered together with potential impacts on non-designated features of local historic or architectural interest and value since these can make an important contribution to creating a sense of place and local identity. Statutory designations include Listed Buildings, Scheduled Ancient Monuments plus other nationally important archaeological sites, Registered Historic Parks and Gardens, Registered Battlefields, Conservation Areas, and the settings of all these assets. Other important elements of the historic environment, which are often without any statutory protection, include other archaeological sites, locally listed buildings, parks and gardens, landscape and townscape features, the character of the wider landscape/townscape, as well as the potential for as yet unrecorded archaeology.	Noted, this definition is set out within the introduction to the Historic Environment section of Appendix B.
	KCSA-SASC-161-02	Strongly advises that the District and County conservation and archaeological staff are involved throughout the preparation of the LDF.	Noted, District and County staff will be involved throughout the process.
	KCSA-SASC-161-03	International: <ul style="list-style-type: none"> <li>Welcome the inclusion of the European Landscape Convention. It should be noted in devising an objective that the convention applies to both urban and rural landscapes and hence should extend to cover the District's townscapes.</li> </ul>	Noted.
	KCSA-SASC-161-04	National: <ul style="list-style-type: none"> <li>Welcome the inclusion of The Historic Environment: A Force for our Future (DCMS, 2001). With regard to identified implications, protection and enhancement of the historic environment should be covered. This similarly applies to the heritage Protection White Paper. A key strand of the above is given in the opening statements which outline and endorse the contribution of the historic environment to creating sustainable communities – this would be a useful point under the analysis of the document.</li> </ul>	Add this point into the analysis of these documents at Appendix A.
	KCSA-SASC-161-05	Regional: <ul style="list-style-type: none"> <li>The Regional Historic Environment Strategy is currently in preparation and due to be completed by the end of the year.</li> </ul>	Scope this once completed.
	KCSA-SASC-161-06	Parish: <ul style="list-style-type: none"> <li>Any completed Conservation Area Appraisal and Management Plans should be included.</li> </ul>	cope all current Conservation Area Appraisals in Appendix A.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
	KCSA-SASC-161-07	<p>Additional Baseline Data:</p> <ul style="list-style-type: none"> <li>● Landscape/Landscape Character Assessment: The cultural dimension of landscape character should ideally be recognised here as well as under the historic environment section and a cross-reference made to the County Historic Landscape Characterisation (at page 26).</li> <li>● Latest BAR register was published in August 2007. It should be clarified in the text that grade II Listed Buildings are not covered. In early July English heritage will launch its National 'Heritage at Risk' programme, this will provide updated information.</li> <li>● We welcome the outline of the county-wide historic landscape characterisation project.</li> <li>● The importance of preserving the settings of designated assets could usefully be given greater prominence, particularly within the context of these DPDs.</li> <li>● The first stage of the County's historic farm buildings project is complete and the second is underway. Preliminary results may be available to draw on.</li> <li>● <b>Kidderminster AAP:</b> With regard to the Kidderminster AAP baseline data, we draw your attention to comments made on the Core Strategy Issues and Options Paper in March 2008. In this we advised:</li> </ul> <p><i>"In view of the major change that is envisaged for Kidderminster Town Centre and the production of the AAP, we recommend that this is informed by a thorough understanding of the area's historic environment resource, its opportunities and sensitivities to development as a central part of the plan's evidence base. Useful models for such a study include that recently applied in Dudley MBC for the Brierley Hill AAP (contact: Pete Boland) and in the North Staffordshire HMRA where a programme of extensive and intensive surveys have been undertaken following English Heritage's model brief (<a href="http://www.helm.org.uk/server/show/nav.05003006001">http://www.helm.org.uk/server/show/nav.05003006001</a>). We would be happy to discuss this further".</i></p> <p>Beyond the outlines for Kidderminster's Conservation Areas, local list buildings at risk, we recommend that a concise overview is given for any archaeological remains – this could be linked to an overview of the growth and evolution of the town.</p>	<p>Noted. Incorporate a summary of the key characteristics of Wyre Forest District Landscape into Appendix B.</p> <p>Noted. Amend Appendix B to reflect this.</p> <p>Noted.</p> <p>Noted.</p> <p>Noted. Contact County to find out if data is available which could be included.</p> <p>Noted.</p> <p>Noted.</p>
	KCSA-SASC-161-09	<p>Main Sustainability Issues:</p> <p><b>Kidderminster AAP:</b> The identified issues should apply more broadly to all the town's historic assets not just conservation areas. More specific issues may also be capable of being drawn out for the AAP area, e.g:</p> <ul style="list-style-type: none"> <li>●</li> <li>● Areas of significantly degraded townscape or areas where, on current trends, there is likely to be further significant loss of townscape character or quality.</li> <li>● Areas where development has had or is likely to have a significant impact upon the historic environment and/or people's enjoyment of it.</li> <li>● Declining condition of historic assets because of poor maintenance and management etc.</li> </ul>	<p>Agreed. This will be further progressed through the SA Interim Paper.</p>

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		<ul style="list-style-type: none"> <li>Traffic congestion, air quality, noise pollution and other problems affecting the historic environment.</li> <li>Opportunities for heritage-led regeneration and development of the environmental economy.</li> <li>Opportunities for the sustainable reuse of historic buildings.</li> <li>Opportunities for delivering the improved maintenance and management of historic assets.</li> <li>Opportunities for providing better access and understanding of the historic environment.</li> </ul>	
	KCSA-SASC-161-10	<p>Developing the SA Framework:</p> <ul style="list-style-type: none"> <li>Welcome the changes to the SA Framework which largely reflect our previous comments.</li> <li>Welcome and support the amended objective (11) on the landscape/townscape and its supporting decision-making criteria.</li> <li>Welcome and support the inclusion of a specific objective (13) on the historic environment and its supporting decision-making criteria.</li> </ul> <p>With regard to the suite of indicators for both the headline objectives, we attach for information a list of indicators for SA/SEA. The draft indicators proposed generally fit well with this but may need to be further refined to monitor identified and potential significant impacts relating to the District's historic environment resource.</p>	<p>Support is noted.</p> <p>Support is noted.</p> <p>Support is noted.</p> <p>Noted. This is helpful information.</p>
<b>Suzanne Clear</b>  <b>Advantage West Midlands</b>	KCSA-SASC-702-01	<p><i>Connecting to Success</i>, the West Midlands Economic Strategy (WMES), was launched on 10 December 2007. The Agency welcomes the fact that the Sustainability Appraisal Scoping Reports include reference to the WMES as part of the evidence base for the emerging DPD's. The Action Plan which will provide the framework for the delivery of the WMES will be published this month, so it will be good for the ambitions of this delivery document to be considered as part of the Scoping exercise.</p>	Support is noted.
	KCSA-SASC-702-02	<p>Whilst most of the evidence base that will assist the scoping of the DPD's will lie within the Place section of the WMES, the People section will also be of use, for example in achieving full potential and opportunities for all. In monitoring performance of the People section of the WMES skills development is an important indicator of success. It is important within both DPD's that the opportunities to link areas of skills development and employment are maximised.</p>	Noted.
	KCSA-SASC-702-03	<p>When looking at travel to work times, it can be useful to also take into account where the slowest journeys are on the local network and how these could be positively affected (for example by targeting infrastructure funding through the DPD work). Given the importance of the rural economy both in terms of the businesses located and the people who live and commute within the District, it is important to include</p>	Noted. These are the sorts of issues which will be considered through the Kidderminster Central Area Action Plan DPD.



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		indicators to highlight how the Kidderminster Central Area DPD can improve its offer as a sustainable centre of services, shopping, leisure and employment, as well as enabling Issues and Options for the wider District to be considered in the Site Allocations DPD. The possible tourism development role is also important for both documents to consider.	
<b>Hayley Pankhurst</b>  <b>Natural England</b>	KCSA-SASC-819-01	Natural England is a recently formed organisation which has been established under the Natural Environment and Rural Communities Act 2006. It has been formed by bringing together English Nature and parts of the Rural Development Service and the Countryside Agency. Natural England has been charged with the responsibility to ensure that England's unique natural environment including its flora and fauna, land and seascapes, geology and soils are protected and improved. Natural England's purpose as outlined in the Act is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.	Noted.
	KCSA-SASC-819-02	It is noted that throughout the SA reference is made to English Nature, and to Natural England as incorporating English Nature, the Countryside Agency and the Rural Development Service. Natural England was formed in October 2006, from which point it replaced these legacy agencies. References to the legacy agencies should be corrected to reflect this.	Noted. Check references throughout the Scoping Reports and amend accordingly.
	KCSA-SASC-819-03	<p>The <i>National</i> section of Appendix A of both reports should be amended to include the following Acts/Strategies:</p> <ul style="list-style-type: none"> <li>• The Natural Environment and Rural Communities (NERC) Act 2006.</li> </ul> <p>Section 40 of the NERC Act places a duty upon all public bodies to have regard to the purpose of conserving biodiversity. More information can be found in Defra's <i>Guidance for Local Authorities on Implementing the Biodiversity Duty</i>.</p> <ul style="list-style-type: none"> <li>• The Wildlife and Countryside Act 1981 (as amended).</li> </ul> <p>This Act provides protects in law wildlife (birds, animals and plants listed in the Annexes), the countryside, National Parks, and the designation of protected areas, and public rights of way.</p> <ul style="list-style-type: none"> <li>• Making Space for Water.</li> </ul> <p>This is a cross-government programme taking forward the developing strategy for flood and coastal erosion risk management in England.</p> <ul style="list-style-type: none"> <li>• Natural England's State of the Natural Environment Report.</li> </ul> <p>This recently released report brings together for the first time the evidence about the current state of our natural environment, and as such may be useful in informing this SA. It is available from our website at: <a href="http://www.naturalengland.org.uk/sone/default.htm">http://www.naturalengland.org.uk/sone/default.htm</a></p>	<p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p>
	KCSA-SASC-819-04	The main table in <i>Section 8: Identification of Main Sustainability Issues</i> (pg9) of the main report illustrates a good scope of environmental issues, and the inclusion of the SEA subjects appears to be thorough. A number of small changes/additions would further complete the report.	Noted.

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	KCSA-SASC-81905	Under the Identified Sustainability Issue " <i>The need to conserve and enhance the rich variety of habitat types within the District</i> " is identified, and the Worcestershire BAP (1999) highlighted as a source of data. This is welcomed. It should be noted that the Worcestershire BAP is currently under review, with a new version due to be launched 14 <sup>th</sup> July 2008.	Noted. This will be scoped once available and could potentially be used as a source of baseline data.
	KCSA-SASC-81906	" <i>The need to protect the variety of protected species from adverse development</i> " is an Identified Sustainability Issue, with the Worcestershire BAP again identified as a source of information. In addition to this, reference should be made to Section 41 of the NERC Act. This lists species and habitats of principle importance. The protection of these species would help to comply with the biodiversity duty imposed by Section 40 of the Act. More information is available through the Biodiversity Action Reporting (BARS) section of the UK BAP website, at:  <a href="http://www.ukbap-reporting.org.uk/news/details.asp?X=45">http://www.ukbap-reporting.org.uk/news/details.asp?X=45</a>	Noted. This issue will be updated to include reference to Section 41 of the NERC act.
	KCSA-SASC-81907	The " <i>Need to focus new development on brownfield sites to preserve Greenfield land and reduce the need to travel</i> " and " <i>Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve Greenfield land</i> " are Identified Sustainability Issues. Both of these Issues seem to make an unexplained leap between avoiding Greenfield development and reducing the need to travel. Reducing the need to travel is a complicated issue, the achievement of which depends upon wider issues and careful siting of development beyond whether it is green- or brownfield, or at a given density. It might be more suitable to separate these subjects into two separate Issues.	Noted. Set out the need to focus development on brownfield sites, the need to develop at higher densities and the need to reduce the need to travel as three separate sustainability issues.
	KCSA-SASC-81908	It should be noted that development of brownfield land in preference to Greenfield may not always be the most sustainable option, and any sites considered for development must be carefully judged on a site-by-site basis. Brownfield land can be of high biodiversity value and can also provide opportunities for provision of open space, whereas Greenfield sites could have little value. New development needs to be carefully sited so as to ensure the most sustainable option, and it should be noted that the most sustainable option may not always be the most obvious choice.	Noted. All site allocations will be tested against the sustainability appraisal framework. This will ensure that the most sustainable sites for development are identified. In those circumstances where the most sustainable option is not selected appropriate mitigation measures will be identified.
	KCSA-SASC-81909	The table of SA Objectives, Decision Making Criteria and Draft Indicators in <i>Section 9: Developing the SA Framework</i> (pg 12) in the main Report is welcomed as a clear way of showing the scope of consideration given to SA Objectives.	Support is noted.
	KCSA-SASC-81910	In addition to the Draft Indicators already given consideration regarding the sustainability of housing development, such as SA Objective numbers 7, 9 and 11, it may be worth including an indicator around ratings under the Code for Sustainable Homes. This would give a broader take on the overall sustainability of a housing development and make use of an existing and nationally recognised measurement method.	Noted. This will be considered as an indicator.
	KCSA-SASC-81911	<b>Kidderminster Central AAP DPD SA Scoping</b>  The list of SSSI's given in Appendix B (pg 8) is missing Puxton Marsh. This should be added, and any other references throughout the reports amended to reflect this.	Noted. The Scoping reports will be updated accordingly.

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	KCSA-SASC-819-12	The Introduction to Appendix B states that the document will set out <i>"what baseline data has been collected and why, how the data was collected, and its limitations"</i> . However, this intention does not appear to have been consistently met. The <i>"A Better Environment for Today and Tomorrow"</i> section does not include data relevant to topics required under the SEA Directive, and does not cover all of the SA Objectives, Decision Making Criteria and Draft Indicators given in the table in <i>Section 9: Developing the SA Framework</i> of the main SA Scoping Report (pg 12).	Noted. Information specific to Kidderminster was selected for the Kidderminster Central AAP DPD. Both the Core Strategy and Site Allocations Scoping Reports set out more detailed baseline data which is relevant to the whole District. This is pertinent to the Local Development Framework of which the KCAAP will be part of.
	KCSA-SASC-819-13	Baseline data regarding carbon emissions, climate change adaptation, or water quality has not been included. These topics are fundamental to the SEA part of this SA, and as such are a requirement of the SEA Directive. The table in Section 9 of the main SA Scoping Report poses decision aiding questions and Draft Indicators regarding these issues; it is unclear why this evidence has not been collated/presented. This evidence is needed to ensure that this SA is fit-for-purpose.	Noted. Gather data on these issues for publication in the Full SA Report.  Indicators are currently draft and baseline information is not available for all of these.
	KCSA-SASC-819-14	In the SA Scoping Report under the table given in Section 9 (pg 12), SA Objective 12 <i>"To conserve and enhance the District's biodiversity and geodiversity"</i> includes the Draft Indicator <i>"Condition of SSSIs, SWSs and RIGS"</i> . This does not seem to be fully considered in Appendix B. The SSSI section here is incomplete, with data only presented for one of the three SSSI. It is unclear why this is, and if it is available then information on the status of the other SSSI should be included.	Noted. However, the Kidderminster Central Area Action Plan DPD SA Scoping Report sets out data relevant to the 8 urban wards which make up the Kidderminster urban area. The other 2 SSSIs fall outside this area and have therefore been excluded from the baseline data presented for this DPD. Please see response to comment KCSA-SASC-819-12.
	KCSA-SASC-819-15	The Sites of Special Scientific Interest section of Appendix B needs to be amended to give SSSI their full acronym, rather than referring to them as SSI. The references to English Nature should be amended to Natural England as English Nature no longer exist, unless it is a reference to work done by this legacy agency.	Noted. Amend the document accordingly.
	KCSA-SASC-819-16	The Special Wildlife Sites section of Appendix B currently gives their location only, with no information on their status. RIGS are not included in Appendix B at all- it should be remembered that geodiversity is covered by PPS9, as well as biodiversity. While monitoring information should be readily available for SSSIs through Natural England's rolling assessments of the favourability of their conservation status, such information may be more difficult to come by regarding SWS and RIGS. Ability to access the necessary information should be given thought as lack of data may be a concern which future monitoring needs to address. The Worcestershire Wildlife Trust and the Hereford and Worcestershire Earth Heritage Trust may be able to provide further assistance with this.	Noted. Contact WWT and Worcestershire Earth Heritage Trust to see if they are able to provide further information on this.

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	KCSA-SASC-819-17	There is currently no baseline data provided regarding greenspace, or access to this. The table in <i>Section 9: Developing the SA Framework</i> (pg 12) of the main report includes as SA Objective 4 "To enhance the quality of life for all residents within the District", with the Decision Making Criteria "Does it promote opportunities for easy access to the District's greenspace?", and the Draft Indicator of "Hectares of greenspace per head of population". Reference to Natural England's Accessible Natural Greenspace Standards (ANGST) could provide an appropriate measurement criterion for this Objective, and compliance towards this could be included as baseline evidence. ANGST are government endorsed English Nature (as was) greenspace standards, and as such RPG 11 (2004) provides information on these in its appendices (ODPM September 2002). Reference to these standards would help to ensure that open space provision includes natural areas. High quality natural greenspace has the potential to contribute to all elements of sustainable development, including biodiversity conservation and health and well being. As such this is relevant to both the "Improved Health and Well Being" and "A Better Environment for Today and Tomorrow" themes of the SA.	Include data from the PPG17 audit once available.
	KCSA-SASC-819-18	Some of the data provided in the Site Allocations DPD Appendix B could easily be incorporated into this AAP SA in order to make it more complete. This should include data on <i>water consumption, aquifers and water pollution</i> , as this appears to be relevant to the area.	Noted. Re-consider the level of data which is included in the SA Scoping Report for the KCAAP. However refer to response KCSA-SASC-819-12 and the need to avoid duplication of effort on the LDF.
	KCSA-SASC-819-20	The inclusion of <i>Landscape</i> and evidence around this is welcomed	Support is noted.
		The added detail on SWS compared to the Kidderminster AAP makes this section more complete, although it may be possible to add still more detail after discussion with the Wildlife Trust. There is no information on RIGS, and this needs to be provided.	Noted. Include information on RIGS within the Appendix B to the Full SA Scoping Report.
	KCSA-SASC-819-21	The inclusion of <i>Equestrian Developments</i> is interesting, however, it is currently unclear why this has been included. If the intention is to provide evidence of overgrazing and poaching in relation to nature conservation then this should be clarified.	Noted. This has been included because there is a large concentration of horiculture within the District which has an impact on the landscape. This would be further clarified through the Landscape Character SPD.
Grady McLean  Environment Agency	KCSA-SASC-25-01	<b>Flood Risk</b>  Flood Risk is highlighted as a 'Main Sustainability Issue' (page 10) and it is recognised that the district is affected by fluvial, surface water, groundwater and foul water flooding. It should be noted that flooding can also occur from other water bodies such as reservoirs and canals.	Noted, this will be highlighted in the production of the Full SA Report.
	KCSA-SASC-25-02	LPA's should look to ensure that no new development is located within the 1% floodplain and development does not pose an increased risk to land or property elsewhere e.g. through flood storage loss, or interruption to land drainage (including surface water). This is in line	Support for objective 10 is noted.

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		with PPS25 - Development and Flood Risk. To this end we support SA objective 10 (page 14) which suggests that development should not occur in high risk flood zones or contribute to flooding in other areas.	
	KCSA-SASC-25-03	The Strategic Flood Risk Assessment (SFRA) level 1 and 2 (see para 5.2 of the Site Allocations SA scoping report) will assist in applying the sequential test to site allocations as directed in Planning Policy Statement 25: Development & Flood Risk (PPS25).	Noted. This will be highlighted in the Full SA Report.
	KCSA-SASC-25-04	The potential for "managed" retreat in the functional flood plain should be given consideration as part of planning for long term sustainable development particularly when climate change is taken into account.	Noted. This has been considered through the Revised issues and Options paper.
	KCSA-SASC-25-05	We welcome the emphasis on Sustainable Drainage techniques (SuDS) as stated in SA objective 10, criteria 4 as the increased use of these has a beneficial effect on flood risk reduction as well as improving water quality.	Support is noted.
	KCSA-SASC-25-06	Regarding your specific questions, the Severn Catchment Flood Management Plan Draft is now available, also another appropriate document might be the Interim Report of the 'Learning Lessons from the 2007 Floods - <a href="http://www.cabinetoffice.gov.uk/thepittreview/interim_report.aspx">http://www.cabinetoffice.gov.uk/thepittreview/interim_report.aspx</a> '. The West Midlands Regional Flood Risk Appraisal (RFRA) may also affect or influence this DPD.  The SFRA level 1 and 2 and the Water Cycle Study being undertaken by your authority will identify all baseline data as will the RFRA and should be included in the list of plans reviewed.	Noted. These additional documents will be scoped in the production of the Full SA Report.
	KCSA-SASC-25-07	As stated above we would support SA objective 10 and would like to suggest another such as 'Protecting and improving the condition of watercourses'. Decision making criteria could include 'Does the application make a positive contribution towards the biodiversity and condition of the river environment'. While the Indicator could be the length of watercourse within the area that has been improved.	Noted, however it is felt that this is sufficiently covered by objective 9.
	KCSA-SASC-25-08	It should be noted that an updated Practice Guide to PPS25 was produced in June 2008, to be reviewed every six months as a living document.	Noted.
	KCSA-SASC-25-09	<b>Water Quality</b>  Rivers and groundwater are subject to a number of stresses, including pollution (e.g. from foul drainage, diffuse pollution and siltation), habitat degradation, low flows (linked to drought, abstraction and climate change) and recreational activities. They are important for water supply (domestic and agricultural/industrial use). Both the Rivers Stour and Severn flow through the district together with several smaller watercourses and as such it is important to consider water quality.  In addition to the rivers there are several Source Protection Zones in the district and much of the area is designated a major aquifer by the Environment Agency.	Noted.

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	KCSA-SASC-25-10	We are pleased that the need to conserve water resources is identified as a Main Sustainability Issue (page 10) and recognises that much of WyreForest's water supply comes from groundwater abstraction. We would thus expect due consideration to be given to the quality of water as well.	Noted, however it is felt that this is sufficiently covered by objective 9.
	KCSA-SASC-25-11	The issue of proliferation of non-mains drainage should be considered as it cuts across environmental, economic and health spheres. An increase in non-mains drainage would be contrary to SA objective 9 as it could have an adverse impact on water quality and habitats.	Noted.
	KCSA-SASC-25-12	<b>Contaminated Land</b>  The level of contamination depends on the former use of a site. The quality of the land and soils needs to be protected and restored to enable them to be used beneficially and safely, and so that they are not a source of contamination to controlled waters. Wyre Forest and especially Kidderminster, as a historic centre for the manufacture of carpets has large areas of land that are potentially contaminated, we are therefore disappointed that contamination is not highlighted as a sustainability issue despite the fact that it may have a significant impact on water quality and the condition of SSSI habitats which is a main sustainability issue.	Noted.
	KCSA-SASC-25-13	We note that SA objective 12 aims to conserve and enhance the biodiversity and geodiversity of the district and we feel that reducing / investigating potential contamination could be associated with this. Possible decision making criteria could include 'is the site contaminated?' 'Will it provide opportunities to investigate / remediate potential contamination?' The indicator could be the amount of land that has been investigated and remediated.	Noted. This decision-making criteria will be considered in the production of the Full SA Report.
	KCSA-SASC-25-14	<b>Biodiversity</b>  We note that Natural England have been consulted, on the above DPD's, who will provide you with detailed information related to SSSI's (and their condition), as well as other areas of biodiversity interest that exist throughout the district .	Noted.
	KCSA-SASC-25-15	We would recommend providing an emphasis on integrating biodiversity into the fabric of the district by properly considering biodiversity in all developments where possible. Existing wildlife sites should be enlarged and corridors provided in order to link up other wildlife sites to create networks of wildlife sites rather than isolated sites, which are too small to be able to sustain viable populations of flora and fauna. The LPA should adopt a district wide approach to integrating biodiversity into the landscape, rather than concentrating solely upon getting designated sites into favourable condition.	Noted. The District Council is currently in the early stages of producing a green infrastructure study, this will look at green linkages across the District.
	KCSA-SASC-25-16	<b>Resource Efficiency</b>  We support the inclusion of renewable energy schemes, energy efficiency, waste minimisation and sustainable transport within the document.	Noted.
	KCSA-SASC-25-17	Planning policy should be used to encourage suitable schemes at householder level upward to minimise water use and promote recycling and re-use. For example developers should be required to commit to installing water efficient products.	Noted. This will be considered through the Core Strategy.



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	KCSA-SASC-25-18	A strategy to reduce water consumption should be developed to; undertake water efficiency initiatives, promote and encourage rainwater-harvesting techniques in new developments, encourage use of metering to reduce water consumption, encourage adoption of water efficient fittings and appliances and introduce standards for water efficiency for households, industry, commercial etc.	Noted.
<b>Katherine Burnett</b>  <b>British Waterways</b>	KCSA-SASC-71-01	In February 2003, BW published 'Waterways ad Development Plans' which explores the planning policy issues generated by the multi-functional nature, use and management of the waterways. We would encourage WFDC to take a holistic and sustainable approach to unlocking the economic, environmental and social benefits offered by the waterway. The Waterways and Development plans document also encourages LPA's to identify waterways and their associated corridors, and major waterside sites, as priorities or the focus for future detailed action plans and topic plans.	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-02	<p><b>SA Para1.2 – Allocate and designate Areas of Land – Uses</b></p> <p>The canal corridor can be included as an area of land to be allocated and designated for particular uses and/or environmental protection.</p> <p>The canal navigation can provide opportunities for a variety of uses from water based leisure and recreation to residential and commercial development including mixed-use developments.</p> <p>The canal network can provide biodiversity, ecological, heritage, transport, health, sustainable energy, flood defence, leisure and recreational benefits for both existing and future residents, contributing to the allocation of particular uses.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-03	<p><b>SA Para1.2 – Allocate and designate Areas of Land –Environmental Protection</b></p> <p>The canal corridor can be identified as and area of land for environmental protection and improvement. The natural waterway environment and its wider landscape character could be improved and protected through biodiversity, control of pollution and habitat enhancement and creation, and ensuring any new development seeks to protect and enhance landscape quality and biodiversity of waterway corridors.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-04	<p><b>Policies</b></p> <p>Policies to be applied to the areas adjacent to the canal could include boatyards, use of the towing path, waterway and towpath improvements (S106 contributions) access for all, recreation, tourism, waterbourne freight and public transport and waterside design.</p> <p>BW promotes key urban design principles that could underpin any area specific design policy for a waterway corridor include ensuring where development is proposed to be adjacent to the waterway, development should be sited and orientated to face the waterway and should enhance the waterway's edge and define external waterside spaces. Create attractive mixed use waterfront development, integrate and utilise the waterspace and the towing path, have a strong sense of place, which creates active edges to the waterspace. Respect the topography, relate to the waterspace and design to a human scale, improve access to and, where possible, the use of these waterways. Improve pedestrian and cycle access as well as public transport provision both within the</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.

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		development and from adjoining areas and improve the appearance of the site from the towing path and from the water at boat level and the waterway corridor as a whole.	
	KCSA-SASC-71-05	<b>SPDs etc</b>  BW would welcome the opportunity to contribute to the preparation of SPDs, site development briefs and/or masterplans which relate to the waterway corridor and development adjacent to the canal corridor.	Noted. BW will be consulted during the preparation of all LDF documents.
	KCSA-SASC-71-06	<b>Para 2.4:</b>  The canal corridor can provide a multi-functional asset accommodating uses such as residential, commercial, leisure and recreation, marinas, moorings etc. BW supports proposals to redevelop and regenerate vacant and under-utilised land along the waterway network by allocating and designating areas of land for a particular use.	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-07	There is little mention of baseline information, in which the canal infrastructure could be referred to. For example, baseline information could include biodiversity, water, cultural heritage, landscape, social, economy, to name a few, and all of which could incorporate the canal infrastructure.  The canal infrastructure can certainly provide environment, economic and social benefits as well as contribute to meeting environment, economic and social objectives.  Example environmental benefits and objectives could include, support the development of integrated community facilities and opportunities, promote, support and sustain healthy communities and lifestyles, and promote sports and leisure.  Example economic benefits and objectives could include, encourage and develop investment, ensure sustainable regeneration of local areas, create thriving town centres and villages.  The identification of sites including key sustainable sites should include the canal corridor.  Allocating sites for sustainable development could include the use of the canal corridor in regeneration improving use of green energy, e.g. use if water for heating and cooling, economic growth by redevelopment of sites along and adjacent to, enhance biodiversity and use of towpaths etc. The canal towpath can provide a linear route for networks such as broadband which can contribute to sustainable living in rural locations.	Noted. These issues will be considered further during the development of the DPDs.
	KCSA-SASC-71-08	<b>KCAAP – Para 1.1 – Regeneration</b>  The regeneration of Kidderminster Central Area and its surrounding environment is of importance, particularly in regard to the relationship of the central area with the canal which runs through Kidderminster. The waterway network can make a major contribution to the regeneration and planning aims of the district, not just as a tourism and heritage resource.	Noted. This will be considered further thorough the drafting of Issues and Options papers.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
		<p>From a regeneration perspective, the waterways act as a catalyst for economic and social renewal, increase development value and the opportunity for investment, focus and link regeneration opportunities in urban and rural area, contribute to delivery of market towns initiative, generate long term economic activity and opportunities for employment, and promote inclusion and quality of life.</p> <p>The canal network can contribute to Kidderminster's range of facilities and its sustainability. The historic character of the canal should not be seen to restrict the regeneration of Kidderminster Central Area.</p>	
	KCSA-SASC-71-09	<p><b>Paragraph 1.3 – Allocate and Designate Areas of Land – Uses</b></p> <p>The allocation and designation of the canal corridor for particular uses and/or environmental protection would support the regeneration of the Kidderminster Central Area.</p> <p>The canal navigation can provide opportunities for a variety of uses from water based leisure and recreation to residential and commercial development including mixed-use developments.</p> <p>The canal network can provide biodiversity, ecological, heritage, transport, health, sustainable energy, flood defence, leisure and recreational benefits for both existing and future residents, contributing to the allocation of particular uses.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-10	<p><b>SA Para1.2 – Allocate and designate Areas of Land –Environmental Protection</b></p> <p>The canal corridor can be identified as an area of land for environmental protection and improvement. The natural waterway environment and its wider landscape character could be improved and protected through biodiversity, control of pollution and habitat enhancement and creation, and ensuring any new development seeks to protect and enhance landscape quality and biodiversity of waterway corridors would contribute to regeneration of Kidderminster's central areas.</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.
	KCSA-SASC-71-11	<p><b>Policies</b></p> <p>Policies to be applied to the areas adjacent to the canal could include boatyards, use of the towing path, waterway and towpath improvements (S106 contributions) access for all, recreation, tourism, waterbourne freight and public transport and waterside design.</p> <p>BW promotes key urban design principles that could underpin any area specific design policy for a waterway corridor include ensuring where development is proposed to be adjacent to the waterway, development should be sited and orientated to face the waterway and should enhance the waterway's edge and define external waterside spaces. Create attractive mixed use waterfront development, integrate and utilise the waterspace and the towing path, have a strong sense of place, which creates active edges to the waterspace. Respect the topography, relate to the waterspace and design to a human scale, improve access to and, where possible, the use of these waterways. Improve pedestrian and cycle access as well as public transport provision both within the</p>	Noted. This will be considered further thorough the drafting of Issues and Options papers.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
		development and from adjoining areas and improve the appearance of the site from the towing path and from the water at boat level and the waterway corridor as a whole.	
	KCSA-SASC-71-12	<p><b>SPDs etc</b></p> <p>BW would welcome the opportunity to contribute to the preparation of SPDs, site development briefs and/or masterplans which relate to the waterway corridor and development adjacent to the canal corridor.</p>	Noted. BW will be consulted during the preparation of all LDF documents.
	KCSA-SASC-71-13	<p><b>Paragraph 2.4</b></p> <p>By utilizing the canal infrastructure the central area can be connected to surrounding neighbourhoods. The canal system widens travel choice. The waterway infrastructure can provide travel by foot, cycle and boat as alternatives to the car and alternative means of transport reflecting the healthy living agenda and supporting sustainable regeneration.</p> <p>The canal corridor can provide links along its length but also over by use of bridges and locks. The waterways can be utilised as a multifunctional space as well as an artery.</p> <p>Improved access to and from canal corridors as well as improvements to towpaths, bridges and locks can assist with urban regeneration of Kidderminster.</p>	Noted. This will be given further consideration as part of the District Council's green Infrastructure study and also during the development of the KCAAP DPD.
	KCSA-SASC-71-14	<p>There is little mention of baseline information, in which the canal infrastructure could be referred to. For example, baseline information could include biodiversity, water, cultural heritage, landscape, social, economy, to name a few, and all of which could incorporate the canal infrastructure.</p> <p>The canal infrastructure can certainly provide environment, economic and social benefits as well as contribute to meeting environment, economic and social objectives.</p> <p>Example environmental benefits and objectives could include, support the development of integrated community facilities and opportunities, promote, support and sustain healthy communities and lifestyles, and promote sports and leisure.</p> <p>Example economic benefits and objectives could include, encourage and develop investment, ensure sustainable regeneration of local areas, create thriving town centres and villages.</p> <p>The identification of sites including key sustainable sites should include the canal corridor.</p> <p>Regenerating Kidderminster Central Area and identifying opportunities for sustainability development could include the use of the canal in regeneration improving use of green energy, e.g. use of water for heating and cooling, economic growth by redevelopment of sites along and adjacent to enhance biodiversity and use of towpaths etc.</p>	Noted. These issues will be considered further during the development of the DPDs.

**F.1** The following representations were received in response to consultation on the Draft SA Report which covered both the Site Allocations and Policies and KCAAP DPDs.

**Table F.0.2**

Name	ID	Section	Summary	Officer Response
Lawson J	<a href="#">DSA2</a>	Whole Document	Overall paperwork and documentation well presented and helpfully explained. We all ought to be more active in development and supporting transport action plans to make people come to WyreForest area.	Support is noted and welcomed.
Natural England	<a href="#">DSA8</a>	Whole Document	It is our view that the SA/SEA elements relating to the Kidderminster Centre AAP are appropriate.	Comments are noted.
Chaddesley Corbett Parish Council	<a href="#">DSA14</a>	Summary and Outcomes	Chaddesley Corbett is grouped with Blakedown who do have facilities for Children, but Chaddesley Corbett does not have any children's facilities in the Parish. This is therefore not a true representation.	Comments are noted. The figures are taken from the PPG17 audit which looked at facilities for children and young people on a ward basis. The full audit acknowledges that there are localised deficiencies within these areas. Consider including a more detailed explanation within the final SA Report.
Natural England	<a href="#">DSA3</a>	Section 5.1	We would like to reiterate our previous recommendation to add the Wildlife and Countryside Act 1981 and the Natural Environment and Rural Communities Act 2006 to your list of national plans/policies.	Comments are noted. Include these documents within the Final Sustainability Appraisal Report.
English Heritage	<a href="#">DSA15</a>	Section 5.1	Suggests including West Midlands Historic Environment Strategy - Putting the Historic Environment to Work (2009).	Include this within the Final Sustainability Appraisal Report.
English Heritage	<a href="#">DSA16</a>	Section 5.2	As already indicated in the context of the main consultation documents, it would be useful to clarify whether the county HER has been checked with regard to the potential impacts on non designated assets, including non designated archaeological remains.	Comments are noted. This information is not currently included. Consider including this information as part of the baseline and to inform the appraisal of sites within the Final SA Report.
Natural England	<a href="#">DSA4</a>	Paragraph 5.2.11	In paragraph 5.2.11, it would be useful to include comment/figures to illustrate the condition of the District's SSSI.	Comments are noted. Include figures relating to the condition of the District's SSSIs within the body of the Final Sustainability Appraisal Report.
Natural England	<a href="#">DSA5</a>	Section 5.5	The indicators provided under objective 11 "Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place" don't really measure impacts on the landscape. We recommend reference to the county's Landscape Character Assessment and perhaps capturing the number of applications approved contrary to the advice of landscape specialists.	Comments are noted. Consider revising these indicators as part of the Final Sustainability Appraisal Report.
Natural England	<a href="#">DSA6</a>	Section 5.5	Objective 16 "Mitigate against the unavoidable negative impacts of climate change" could include additional indicators around insulation, orientation etc, drawing upon the Code for Sustainable Homes and the TCPA's Climate Change Adaptation by Design.	Comments are noted. Consider including additional or alternative indicators under this objective, however, indicators have been explored in detail and the amount of data available in this area is very restrictive.
Bradley J	<a href="#">DSA1</a>	Table 6.2.1	Please note, our land 'Bradley's Paddocks' is included within H129.	Comments are noted. Re-consider the loss of views, re-check the agricultural land classification map.

Name	ID	Section	Summary	Officer Response
			<p>Comments re Negative Impacts:</p> <ul style="list-style-type: none"> <li>Loss of open views - the open views are only visible by actually entering the site.</li> <li>Agricultural Grading - the land is predominantly Grade 3b with a considerable proportion as Grade 3a - not grade 2 as stated.</li> <li>Any new development on undeveloped land will impact on Kidderminster and Stourport-on-Severn regeneration and of course noise and light pollution are increased but this subsequently means that the tight band of development around the towns will never expand and cater for the growing population. This subsequently means higher property prices and greater demands on social housing.</li> </ul>	<p>With regards to the regeneration of Kidderminster and Stourport-on-Severn the priority is to bring forward brownfield sites within these areas as set out through the Core Strategy. It is acknowledged that most new development will have an impact on noise and light pollution and that mitigation measures will need to be put in place to address this.</p>
Natural England	<a href="#">DSA7</a>	Table 6.2.2	<p>In Table 6.2.1 the SA identifies the potential for the housing development at the Former British Sugar Site to negatively affect biodiversity. This is equally true of employment development and as such we suggest this point is added to table 6.2.2. In addition, we suggest that there is the potential for development of either kind to negatively impact the Wilden Marsh and Meadows SSSI</p>	<p>Comments are noted. Include this within the Final Sustainability Appraisal Report.</p>
English Heritage	<a href="#">DSA17</a>	Paragraph 11.2.1	<p>The proposed set of indicators for monitoring the historic environment and heritage assets appear useful and support their practical implementation.</p>	<p>Support is noted and welcomed.</p>
Sport England	<a href="#">DSA9</a>	Appendix A	<p>The document 'Sign Up For Sport: A Regional Plan for Sport in the West Midlands 2004-2008' is out of date, and while a few of the policies may have some or limited relevance for today, this document should be deleted from p.72. Also the WyreForest does not have a robust and current playing field strategy, therefore, it does not have a complete PPG17 compliant audit.</p>	<p>Comments are noted. Remove this reference to this document.</p> <p>The Worcestershire County Playing Pitch Strategy provides a detailed analysis of playing pitches by typology. This informed the PPG17 audit.</p>
Sport England	<a href="#">DSA10</a>	Appendix A	<p>Sport England would also like to advise that the previous National Sports Strategy 'Game Plan', the Government's strategy for delivering sports and physical activity, has been replaced by Sport England's strategy 2008-2011. This can be accessed on our website at: <a href="http://www.sportengland.org/about_us/what_we_do.aspx">http://www.sportengland.org/about_us/what_we_do.aspx</a>.</p>	<p>Comments are noted. Include this document in Appendix A of the Final SA Report.</p>
Sport England	<a href="#">DSA11</a>	Section B.1	<p><b>Health and Well-being</b></p> <p>Suggests including data from the following:</p> <ul style="list-style-type: none"> <li>Active People Survey</li> <li>Local Sport Profile</li> <li>Culture and Sport Evidence Programme</li> <li>Sport England Market Segmentation</li> </ul>	<p>Comments are noted. Include these statistics within the final Sustainability Appraisal Report.</p>
Sport England	<a href="#">DSA12</a>	Section B.1	<p>Emphasis the importance of sport and sport related expenditure in the West Midlands economy and includes some information from Active People and Market Segmentation for the District.</p>	<p>Include some information relating to the importance of sport in the District's economy within the Final Sustainability Appraisal Report.</p>



Name	ID	Section	Summary	Officer Response
Sport England	<a href="#">DSA13</a>	Appendix C	Objects to sites H064 and H058 being allocated for residential development in the absence of a robust playing field assessment. Includes an extract from Sport England's Playing Field policy highlighting the circumstances under which playing fields may come forward for development.	Comments are noted. Both sites H058 and H064 were identified through the SHLAA process and have been assessed against the SA framework but were not considered suitable for inclusion within the Preferred Options Paper.



## **G Cumulative Impact Assessment**

### **Kidderminster Central Area Action Plan, Publication Version, May 2012**

The Kidderminster Central Area Action Plan DPD provides multiple benefits in regard to the regeneration of Kidderminster through the promotion of economic growth, diversifying the economy of the town and contributing towards raising skill levels and creating job opportunities. It also promotes non-retail activity in certain areas which will help to provide vibrancy and activity in the town. Economic growth and housing development will lead to increased resource use, including energy, water and materials, and increased waste generation.

The KCAAP DPD will help to promote sustainable travel, concentrating services and facilities in a sustainable town centre location, as well as improving the quality and accessibility of these services for people a more accessible town, particularly in regard to pedestrian and cyclists, and as result would improve the urban environment. It supports energy efficiency and renewable energy generation. It will also improve safety and provide high quality residential environments, promoting healthier lifestyles and creating a more attractive environment and helping to enhance the town's heritage assets, although the level of redevelopment overall may risk adverse impacts on the integrity of the historic environment. Promoting a mix of uses may lead to additional noise and light in the areas where growth occurs.

The DPD will improve the accessibility of The Staffordshire & Worcestershire Canal and River Stour and promote using them to create high quality environments, although this may increase the potential impacts from noise and light pollution onto the waterside environments and associated biodiversity. The DPD will help to improve green infrastructure provision, biodiversity habitats and quality of life generally. Developments will provide opportunities to improve soil, water and air quality and mitigate flood risk.

### **Site Allocations and Policies DPD, Publication Version May 2012**

The Site Allocations and Policies DPD has a largely positive impact on sustainability objectives. It will deliver development that has good access to services and facilities including schools and employment and reduces the need to travel, enhances the public realm and provides increased housing and employment opportunities including additional affordable housing. This will help to regenerate the main towns and lead to positive effects on communities and their quality of life, and reduce pressure on road networks.

The SALP DPD will help deliver an enhanced green infrastructure network, increase the supply of energy from renewable and low-carbon sources and help to tackle inequalities in health.

However, housing and employment growth will inevitably lead to additional noise and light in the areas where growth occurs. Concentrating this growth within the existing urban areas will prevent the spread of noise and light pollution to rural areas. Increased construction will bring an increase in greenhouse gas emissions including through embodied energy and heating, lighting and powering the building once in use as well as increased transport movements arising from a greater number of people living in or accessing the District. The three towns are all susceptible to flood risk and therefore it is essential to manage this risk and ensure that any development delivers betterment. New development will increase overall water and energy

use and waste generation, although it can be built so as to minimise these effects. New development will put increased pressure on open space and biodiversity but can also bring improvements to these areas. New development could also have a detrimental impact on the historic environment, although good design can enhance the historic environment and the setting of Listed Buildings. However, the scale of redevelopment overall may risk adverse impacts on the integrity of the historic environment.

The allocated sites have been chosen to minimise the impacts associated with travel. The sites are mainly within Kidderminster and Stourport-on-Severn which are served by public transport and provide key services and facilities within walking distances in most cases. However, a number of sites have sewerage capacity constraints which will need to be overcome. In addition, some sites have flood risk constraints which should be addressed by development. Several sites have the potential to adversely affect wildlife. Further mitigation should be required to address these potential impacts.

#### **Severn Trent Water Resources Plan 2005-2010**

No cumulative impacts likely.

#### **River Severn Catchment Flood Management Plan Summary Report December 2009**

No cumulative impacts likely.

#### **Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire Second Edition 2008 – 2013**

No cumulative impacts likely

#### **Worcestershire Integrated Passenger Transport Strategy 2007**

No cumulative impacts likely

#### **Worcestershire Economic Partnership Joint Investment Plan (2011)**

The Plan recognises that for Kidderminster, there are opportunities for major new mixed use developments in the town identified in the ReWyre prospectus for regeneration. The town centre is the focus of a 30 year vision to restructure the economy and revitalise the area, with a strategy in place to significantly improve retail and leisure provision and develop new office space, allied to investment to improve the living environment. Bromsgrove Street and Worcester Street, together with the Weavers Wharf area, will be the focal point for redevelopment. There are also major opportunities for employment development on the former British Sugar site and the wider South Kidderminster Business and Nature Park initiative, connecting the Severn Valley Railway and the surrounding countryside to an employment location that could create up to 2,000 new jobs on the strategically important Kidderminster-Stourport corridor. Plans for the further development of two key tourism assets - West Midlands Safari and Leisure Park and the Severn Valley Railway – are also seen as opportunities to create new employment for the area.

Stourport's close proximity to Kidderminster and the importance of the South Kidderminster Business and Nature Park initiative means that the northern side of the town will have a key role to play in providing employment.

Large scale proposed developments in Kidderminster are essential both in maintaining the town's status as an important employment centre and in the regeneration of the town centre and surrounding area. There are plans for major housing developments in the Churchfields regeneration area, which will deliver around 350 units, including a key affordable housing development of 97 units on Hurcott Road which help to unlock the wider development of the area. There is potential to develop a further 300 houses on the former British Sugar site, which is currently the subject of a masterplanning exercise.

There are opportunities for significant new housing development in Stourport. New housing provision in the town is important both to strengthen its role as a local employment centre and visitor destination, and to its strategic connection with Kidderminster (Kidderminster to Stourport employment corridor, South Kidderminster Business and Nature Park). Bewdley also has a smaller but still important contribution to make to housing provision in Wyre Forest, with potential for residential development in the Load Street regeneration area.

Maintaining and improving the road network is critical to Worcestershire's capacity to accommodate further housing and employment growth. A substantial list of schemes are in need of investment ranging from improvements to the motorway and major road infrastructure. This is about replacing ageing infrastructure, dealing with significant congestion problems (e.g. central Worcester, Kidderminster-Stourport corridor) and developing new infrastructure to facilitate growth.

LTP3 includes Kidderminster Transport Strategy Major Scheme – a major package of investments including improvements to the town's central road network.

Schemes in Kidderminster as part of the Wyre Forest Transport Strategy including the Hoo Brook link road and ring road improvements. Key schemes for Stourport include the A451/Minster Road junction improvement scheme and the Stourport relief road. A package of rural road improvements is also earmarked in the LTP3 for Wyre Forest covering the A456 (Kidderminster to M5 Junctions 3 and 4), the A448 and A449.

LTP3 also includes railway station redevelopment or enhancement schemes in Kidderminster. Potential to better connect the Severn Valley railway to the national network has been highlighted by Wyre Forest.

The main investment schemes for Wyre Forest are:

#### *Creating the Conditions to Sustain and Generate Employment*

- South Kidderminster Business and Nature Park (Kidderminster-Stourport corridor)
- Kidderminster Town Centre
- West Midlands Safari and Leisure Park
- Load St. regeneration area, Bewdley

#### *Housing for All Communities*

- Churchfields regeneration area, Kidderminster
- Former British Sugar Site, Kidderminster
- Other sites in Kidderminster including Wolverley Park
- Steatite Way and Bewdley Road, Stourport
- Carpets of Worth, Stourport
- Parson's Chain, Stourport
- Other Kidderminster sites including Harriers Trading Estate, Wolverley Park, Clent Avenue
- STC.4 Bridge St. Basins Link, Stourport
- Rural sites including Chaddersley Corbett, Sebright Road (Wolverley), Former Nursery Site, Blakedown
- Bromsgrove St. foyer scheme, Kidderminster
- Supported affordable housing for young people with chaotic lifestyles
- Remodelling of housing stock for elderly people
- Gypsy and traveller pitches (30 additional pitches over 5 years)
- Insulation grant scheme (up to 400 p.a.)
- Bringing empty homes back into use

#### *Developing Worcestershire's Infrastructure*

- Kidderminster Transport Strategy Major Scheme. LTP3 package may include Hoo Brook Link Road (A451), Kidderminster Town Centre Ring Road (including access to Churchfields); Stourport Relief Road; and Stourport and Bewdley package measures
- Kidderminster station improvement package
- Kidderminster Town Centre Pedestrianisation - including new bridges in Churchfields and Town Centre
- Enhanced Kidderminster and Stourport Bus Networks
- Severn Valley Railway to national rail network, including possible halts at British Sugar and West Midland Safari Park
- Improved Kidderminster and Stourport cycling and walking links
- Wyre Forest Schools Review - fit for purpose school buildings - review following closure of BSF
- Medical - Consolidation and fit for purpose modern GP Practices including proposed replacement/ consolidation of at least 4 practices in Kidderminster
- Stourport Community Facilities Project - on-going review of facilities
- Bewdley Community Facility Project including new arts and medical (health centre) facilities
- Civic administration - Wyre Forest District Council single site office accommodation
- SUDS measures for new developments

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs arises mainly from the infrastructure projects. However, a number of these are promoted by developments proposed within the DPDs themselves and therefore the potential for cumulative effects is reduced. The principal effects will be an improvement in sustainable transport networks, air quality improvements and enhanced community facilities.



**Worcestershire Local Transport Plan 3 (2011)**

Recognises that on the principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. However, there are still congestion issues on Kidderminster Ring Road and its approaches and the A448 between Kidderminster and Bromsgrove. Also notes the AQMAs at Welchgate in Bewdley Town Centre and on Kidderminster Ring Road at the Horsefair.

Sets out the transport strategy for Worcestershire and identifies a number of schemes for Wyre Forest District including:

- The Hoobrook Link Road
- Kidderminster Ring Road junction and public realm improvement scheme
- Kidderminster Station improvement scheme
- Kidderminster town centre public realm improvement scheme
- Kidderminster traffic and parking management study
- Kidderminster minor traffic improvement schemes
- Kidderminster secure cycle parking scheme
- Stourport A451 Minster Road/Worcester Street junction improvements
- Stourport Relief Road
- Stourport-on-Severn town centre public realm enhancements.
- Stourport-on-Severn traffic and parking management study
- Stourport-on-Severn minor transport improvement schemes
- Stourport-on-Severn (Sevenside to Areley Kings) walk/cycle bridge scheme
- Bewdley (Welch Gate) AQMA remediation scheme
- Bewdley town centre public realm enhancement scheme
- Bewdley traffic and parking management study
- Bewdley minor traffic improvement schemes
- Bewdley walk/cycle bridge scheme
- A456 Kidderminster - M5 - Junctions 3 and 4 - Inter-urban corridor maintenance and improvement
- A448 - Kidderminster to Bromsgrove - Inter-urban corridor maintenance and improvement
- A449 - Kidderminster-Worcester - Inter-urban corridor maintenance and improvement.
- Blakedown - Station Enhancement Scheme
- Stourbridge rail line enhancement scheme.

There are seven proposed major schemes in Worcestershire over the LTP3 timeframe. These include the Kidderminster Town Strategy Package Phase 1 and the Kidderminster Modal Interchange (Station redevelopment and enhancement), subject to external funding.

The SEA of LTP3 made the following assessments for these two packages.

***Kidderminster Town Package***

The information regarding this major scheme is limited and therefore it is largely uncertain. However it has been assumed that improved traffic management and public realm would have positive effects on the SEA objectives related to accessibility, severance, safety, air quality and active travel as well as cultural heritage.

### *Kidderminster Modal Interchange (railway station redevelopment and enhancement)*

The scheme is likely to have a relatively neutral or uncertain effect on the majority of SEA objectives. Minor positive effects are predicted for accessibility, cultural heritage, active travel and safety once operational. Negative effects are confined to the construction phase and relate to waste.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is uncertain. Key areas with the potential for positive effects are the improvement of accessibility and poor air quality, and protection of cultural heritage.

### **Worcestershire Waste Core Strategy Submission Document (June 2011)**

Identifies a number of areas of search for new facilities within the Kidderminster and Stourport-on-Severn areas:

- Birchen Coppice Trading Estate
- Finepoint Business Park
- Foley Business Park
- Foley Industrial Estate
- Former British Sugar Site
- Gemini Business Park
- Oldington Trading Estate
- Vale Industrial Estate
- Hoo Farm Industrial Estate
- Cursley Distribution Park
- Greenhill Industrial Estate
- Hartlebury Trading Estate
- Ikon Trading Estate

In addition, Rushock Trading Estate is identified as an area of search in the Droitwich area.

A planning application has been submitted for a waste facility on the Hartlebury Trading Estate.

The WCS also contains policies to promote reuse, recycling and recovery of resources and energy.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is low, as most of the sites identified above are also identified within the SALP and KCAAP DPDs for economic development. The first nine sites in the list are within the South Kidderminster Enterprise Park (policy SAL.SK1), while Rushock Trading Estate is identified for development in policy SAL.MDS1. Of the remaining sites, only Greenhill Industrial Estate has potential to

give rise to cumulative effects, in relation to traffic on roads between the estate and Kidderminster, particularly on the A456 and A451. The WCS will support greater resource and energy efficiency and thereby contribute to reducing greenhouse gas emissions.

### **Worcestershire Biodiversity Action Plan (2008)**

(Canals Habitat Action Plan 2010, Rivers and Streams Habitat Action Plan 2010, Urban Habitat Action Plan 2010)

No cumulative impacts likely.

### **Catchment Abstraction Management Strategies**

(Worcestershire Middle Severn CAMS, Severn Corridor CAMS)

No cumulative impacts likely.

### **A Cultural Strategy for Worcestershire (2009-2013)**

No cumulative impacts likely.

### **Worcestershire Minerals Local Plan (1997)**

No cumulative impacts likely.

### **An Economic Strategy for Worcestershire 2010-2020 (2010)**

The Worcestershire Economic Strategy covers a range of issues including:

- Areas of market failure and disadvantage – Rural Regeneration Zone
- Concentrations of knowledge assets – Central Technology Belt
- Strategic Growth Point (Impact Investment Location) – Worcester City, which is the key economic development priority
- Towns undergoing economic restructuring – Kidderminster, Redditch (which are the secondary priority areas).
- Larger towns providing a focus for economic activity – Bromsgrove, Droitwich, Malvern
- Market towns as a focus for rural regeneration – Pershore, Evesham, Bewdley, Stourport, Tenbury Wells, Upton on Severn

The Economic Vision for the next 10 years is that “In ten years time, technology-led growth will have contributed to the sustainable development of Worcestershire and strengthened its role as an economic driver for the region – acting as a catalyst for all sectors of the economy and areas of the County to benefit and providing well paid and highly skilled jobs and high quality of life for residents”

Three strategic objectives:

1. To support the development of a dynamic and diverse business base through engagement with existing businesses and encouraging growth of new businesses. The revised priorities identified related to business are:
  - Establishing clear links with and providing sustained long term support including leadership to strategic businesses and companies in their supply chains
  - Developing Strategic Employment Sites, particularly the Worcester Technology Park.
  - Building on economic strengths and heritage.
  - Providing support for business retention and new business creation
  - Supporting key growth sectors particularly environmental technologies and tourism
  - Supporting new business formation
  - Retaining and developing a skilled workforce to support high tech jobs and businesses especially future growth sectors
  - Improving the environmental performance of businesses
  - Working with employers and education providers to deliver the skills levels of the workforce to meet future business needs, especially for growth sectors
  
2. Supporting the sustainable development of the county through infrastructure development especially transport, and continue supporting Worcester as an accessible West Midlands Growth Point. Priorities under this objective are:
  - Implementing Worcester City's West Midlands Growth Point Status as a first priority
  - Developing the transport infrastructure where resources permit in line with Integrated Transport Strategy
  - Revitalising the rest of the county's towns, especially Redditch and Kidderminster
  - Regenerating the rural parts of the county
  - Exploiting the potential of key regeneration sites
  - Ensuring the right supply of land and property
  - Developing the ICT infrastructure especially the provision of Super Fast Broadband in the county
  - Marketing the county and attracting inward investment
  - Improving resilience to the impact of climate change
  
3. To enhance employability levels removing barriers to employment and improving skills. The revised priorities identified are:
  - Supporting job creation at all levels including self employment
  - Addressing worklessness especially:
    - Reducing youth unemployment
    - Economic inclusion of the most deprived communities and groups who are farthest away from the job market
  - Supporting people to gain at least NVQ 2 skills including improvements to the quality of training and education to meet employers' needs

- Increasing Apprenticeships especially in Engineering and Manufacturing
- Supporting people who are made redundant
- Facilitating employer engagement with the skills agenda
- Improving opportunities for those who are not in Education, employment and Training (NEET), particularly around the age of 19
- Improving the quality of the training infrastructure

#### Potential Contribution to Cumulative Effects

The Economic Strategy seeks to promote economic growth inter alia through increasing the business base, regenerating and revitalising areas, improving infrastructure including transport infrastructure, attracting businesses to the county and improving skills and employability. While this will create jobs to benefit the population, it will also increase the demand for travel and increase energy, water and other resource consumption and waste generation, while at the same time the strategy aims to improve the environmental performance of businesses. The overall balance of effects on travel, water and energy consumption, greenhouse gas emissions and waste generation is uncertain. Air quality may reduce through increased demand for transport. The focus on key settlements could support increased economic activity and demand for employment land particularly in Worcester, Redditch and Kidderminster, but also in all the other main towns. This will help to avoid impacts on ecosystems but may or may not have adverse impacts on cultural heritage, depending on the location and quality of development.

#### **Wyre Forest District Sustainable Community Strategy (2008)**

Many key partnerships within the District have a significant impact on the implementation of the strategy, particularly through attracting significant inward investment. These include Stourport Forward, Bewdley Development Trust and Kidderminster Town Centre Partnership.

According to Stourport Forward, Stourport Town Council could take over ownership and management of the town's Civic Centre. The Stourport Facilities Project Steering Group is seeking interest from local businesses, community groups and public sector bodies who may be interested in developing the centre's lower ground floor. The Civic group, which plans to manage the civic hall and theatre, will continue to hold events at the facility and extend the hire and use of the hall to the community.

Bewdley Development Trust current activities (January 2012):

- Asset acquisition and management
  - Supporting the refurbishment of St. George's Hall and the Load Street Development
  - Supporting the refurbishment of Wribbenhall Parish Rooms
  - Developing business units
- Marketing, Events promotion and Town Centre Management
  - Supporting Bewdley Business and Marketing Partnership
  - Supporting the Environment & Town Centre Group

- Running Discover Bewdley Spring and Harvest Fairs and Marketing Bewdley's Calendar of Events
- Running the monthly Bewdley Local Produce Market
- Sustainability
  - Promoting Low Carbon Communities
  - Encouraging the use of local woodfuel
  - Supporting other renewable energy initiatives
  - Delivering Selling the Wyre project to support local food and other rural businesses
  - Supporting the development of Transition Bewdley including Land, Food and Energy groups

Kidderminster Town Centre Partnership's aims are:

- To broaden the visitor offer of the town centre
- To ensure the town centre offers a safe and secure retail and leisure experience to visitors and residents alike
- To ensure the town centre offers an inviting, clean environment to be enjoyed and enhanced
- To diversify and strengthen the economic base - to encourage the birth and growth of both new and existing business

Oldington and Foley Park Neighbourhood Management Pathfinder:

Working in the most deprived ward in Worcestershire, the Pathfinder aims to improve the quality of life of the residents living in the area. Their aims include making the neighbourhood safer, cleaner and helping to shape services that are better joined up, more accessible and more responsive to local needs. As a broad programme across the themes of multiple deprivation, the Pathfinder also focuses on helping residents develop their skills and employability, improve their health and strengthen the educational attainment of the children and young people.

*Horsefair, Broadwaters and Greenhill Partnership:*

This partnership was commissioned by Wyre Forest Matters to be set up to focus on the issues of the neighbourhoods and engage residents and partners in finding solutions to them. Many of the priorities within the Sustainable Community Strategy are shared with this partnership.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is limited. In Bewdley, activities are likely to help support low carbon and renewable energy initiatives thereby limiting or reducing the emission of greenhouse gases. In Kidderminster, activities of the Town Centre Partnership will contribute to economic regeneration and improving security and cleanliness, benefitting people through access to jobs and an improved quality of life. In Oldington and Foley Park, the Pathfinder will help to improve access to services and jobs, enhancing skills, improving health and educational attainment and creating safer cleaner neighbourhoods.



**Wyre Forest District Air Quality Strategy (2005)***Planning and Land Use*

Apply the Local Plan transport initiatives on the following themes:

- Where appropriate S106 Obligations will be sought for contributions towards improved bus services, bus priority measures and upgrading of bus infrastructure.
- Developers will be encouraged to include cycle facilities in their proposals when submitting applications for planning permission.
- Where appropriate S106 Obligations will be sought for developers to enhance pedestrian access to development and its surrounding environment.
- All major new developments that would create specific transport related problems must be accompanied by travel plans as part of the proposals for consideration.
- Promote use of public transport, BQPs and other forms of sustainable transport. Continued involvement in the Wyre Forest Bus Quality Partnership, Freight Quality Working Group and Wyre Forest Cycle Forum. Work with WCC to implement LTP2 policies, in particular to improve linkages with the rail station and the town centre, and to implement cycle routes outlined in the Wyre Forest Cycle Strategy.

*Transport*

- Implement policies to reduce traffic demand on roads in the District
- Reduce the use of fuel by Wyre Forest District Council vehicles and implement initiatives to reduce vehicle emissions
- Work with Worcestershire County Council to develop travel plans and transport strategies
- Support Council initiatives to replace existing fleet vehicles with greener alternatives when they need replacing.
- Review taxi licensing schemes to give incentives for the use of smaller, more efficient or less polluting vehicles
- Support initiatives to remove from the road gross polluting vehicles and those without a MOT

*Energy Efficiency*

- Review energy use in Council owned property and investigate initiatives such as those promoted by the Carbon Trust.
- Provide advice to residents about energy efficiency.
- Promote energy efficiency and green energy initiatives to residents and businesses within the District.

*Industry*

- Enforce legislation (such as the Pollution Prevention and Control Act 1999) to control and, where possible, reduce air pollution from industry
- Support appropriate business initiatives to reduce their air pollution
- Encourage the adoption of environmental management systems that include working policies which take air quality and pollution into account

- Support business initiatives to adopt EMAS or ISO 14001
- Work with business to provide advice and, where appropriate, assistance to adopt sustainable practices and reduce air pollution.

#### *Domestic Sector*

- Enforce legislation (e.g. smoke nuisance under the Environmental Protection Act 1990) to control and reduce air pollution from dwellings
- Maintain and control all designated smoke control areas within the district under the Clean Air Act 1993.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is through the promotion of sustainable modes of transport and reducing private car use, and supporting and encouraging energy efficiency. This will lead to improved air quality and reduced greenhouse gas emissions.

#### **Kidderminster Regeneration Prospectus (2009)**

Efforts will focus on four main 'Action Areas' where the majority of strategic development opportunities exist as follows:

##### A : Town Centre;

- Creating a vibrant high quality mixed use town centre;
- Strengthening the shopping environment and pedestrian circuit by reviving Worcester Street;
- Remodelling the southern gateway by extending New Road and Green Street;
- Realising opportunities to deliver new homes;
- Maximising the potential for sites to create a stronger and more welcoming edge to the town centre;
- Recreating a stronger network of streets and spaces to improve vitality, legibility and movement choices.

##### B: Comberton Hill Gateway;

- Helping to develop the tourism potential of the town and establishing Kidderminster as a base for tourists;
- Improving transport infrastructure and the gateway to the town centre and wider district.

##### C: Churchfields;

- A new mixed use 'urban village' adjacent to the town centre and Horsefair;
- A key role in delivering new homes

##### D: The former British Sugar Factory ('The Beet')

- Establish South Kidderminster Business & Nature Park as a regionally significant development opportunity anchored by 'the Beet'

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is small, as the SALP and KCAAP DPDs seek to implement the development aims of the Regeneration Prospectus and will not lead to effects in combination with it.

#### **Core Strategy (2006-2026), Wyre Forest District Council, December 2010**

1. Development objectives include:
2. 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.
3. To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
4. Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
5. Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
6. 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.
7. Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
8. 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.

The Core Strategy seeks to:

- Ensure that new development does not exacerbate flood risk within the District.
- Address the low uptake of renewable energy schemes and domestic micro-generation.
- Overcome the District's reliance on the private motor car as the preferred mode of travel and providing sustainable transport choice.
- Delivering higher levels of affordable housing across the District.
- Ensuring that development continues to be deliverable on brownfield sites to assist with the regeneration of Kidderminster and Stourport-on-Severn.
- Address the need to provide strategic infrastructure to support diversification and regeneration, particularly within the Kidderminster area.

The Core Strategy provides for 4000 net additional dwellings to 2026, and 44 ha of employment land for the long term. It also provides for 25,000 sq m of comparison retailing, and 40,000 sq m of office space.

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.

Preference will be given to the following sequential approach to the allocation and subsequent phased release of sites:

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

Kidderminster will meet 60% of the housing requirement and all of the comparison retail and large office space requirements.

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

Up to 44 hectares of employment land will be brought forward in the period up to 2026 in line with Policy DS01: Development Locations. Major new employment development will be located within the urban area of Kidderminster, particularly within the Stourport Road Employment Corridor (SREC). All future employment development within the urban areas will be on previously developed land and should be located in highly accessible locations. A portfolio of employment sites for a range of businesses (B1, B2 and B8)(26) will be provided in terms of location, size and quality. The development of small-scale businesses and starter units will be particularly encouraged.

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.

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

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

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

A minimum of 10% of the energy requirements of major new developments should be met on-site from low or zero-carbon energy sources. 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.

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

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

Contributions towards these strategic transport infrastructure schemes will be sought from major development proposals throughout the plan period. Future development proposals that will include part of an identified strategic transport route or transport infrastructure, must be designed to accommodate this provision and reserve the land required for the scheme.

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.

#### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in the District will support opportunities for new jobs and more affordable housing in Wyre Forest, leading to positive effects for communities. It is also likely to lead to increased consumption of resources, increased waste generation and increased greenhouse gas emissions, and may contribute to reduced air quality from higher levels of traffic. However, the Core Strategy gives significant support to the use of sustainable transport, renewable energy and recycling, CHP use in new developments and siting development in accessible locations, which will help to offset these potential negative effects. The Core Strategy will also help to safeguard greenfield land, thereby largely protecting ecosystems, but with an uncertain effect on cultural heritage.

Notwithstanding this assessment, the Core Strategy will not give rise to cumulative impacts in combination with the SALP and KCAAP DPDs, as these DPDs seek to provide development sites to implement the provisions of the Core Strategy.

## Draft Core Strategy 2, Bromsgrove District Council, January 2011

The Draft Core Strategy 2 aims to provide 4000 dwelling units by 2021 and 26ha of employment land by 2026. The Council's Strategic Housing Land Availability Assessment identifies that there are insufficient amounts of brownfield land available to meet these targets and greenfield development will be required. Areas of potential growth are identified on the key diagram on the northern, western and southeastern fringes of Bromsgrove, on the outskirts of Redditch, and in Hagley, Catshill, Barnt Green, Alvechurch and Wythall.

A large site is identified at Hagley, located to the south of Kidderminster Road (A456) and to the west of the A491 and is almost 22 hectares. It is predominantly agricultural land with some residential development to the southern end of the site. It is considered that this site could provide a sustainable mixed use development comprising community leisure, employment and residential development, with a minimum of 219 dwellings. The site is located close to an Air Quality Management Area (AQMA) at Kidderminster Road, Hagley. The design of any new development will need to take the existence of the AQMA into full consideration to avoid any additional adverse impact.

A sustainable urban extension is proposed around the west and north of Bromsgrove Town. The urban extension contains three development opportunities: Norton Farm, Birmingham Road; Perryfields Road; Whitford Road. Individually and collectively these are of such scale and significance that they are central to the success of the Core Strategy. They will consist of a minimum of 1850 dwellings, 5 hectares of employment land, local centre(s) and retail and community facilities.

Other housing development sites include Wagon works/St Godswalds Road. This development site is located south of existing residential development at Scaife Road, south/west of St Godswalds Road and in relative close proximity to Bromsgrove railway station. This site comprises almost 8 hectares of land currently used for grazing purposes. The maximum capacity is 212 dwellings.

Economic growth will primarily be focused on Bromsgrove Town and Longbridge. Bromsgrove will maintain low levels of unemployment by providing a range of jobs in various sectors, with growth primarily focussed on knowledge based industries and high tech manufacturing situated at the Bromsgrove Technology Park and at Longbridge.

Outside the Town Centre and Longbridge, employment growth is expected to be provided primarily in existing industrial estates and business parks, often located close to motorway junctions. These include Bromsgrove Technology Park, which has been established but is not yet operating at full capacity.

All major developments:

- will be accessible by safe and sustainable modes of transport;
- will support increased public transport usage and;
- will incorporate proposals to increase the scope for walking and cycling in a safe environment.



Sustainable travel will be promoted by improving pedestrian priority, linkages and mobility within and across the Town Centre; improving pedestrian and cycle linkages between Bromsgrove Railway Station and the Town Centre, and improving key junctions including Birmingham Road/Stourbridge Road. Significant improvements in public transport, will be encouraged particularly to bus services in order to provide an integrated and regular bus service which will connect new and existing residential areas to the Railway Station, with the Town Centre acting as the focal transport hub.

Opportunities will also be encouraged in new schemes to mitigate against and adapt to the effects of climate change, for example, renewable energy and recycling.

The Council will deliver climate resilient developments with low impact on the climate through:

- Ensuring developments are located away from high risk areas (e.g. floodplain, areas that have high risks of fire and subsidence).
- Ensuring developments are in locations well-served by public/ sustainable transport and existing local facilities and infrastructure.
- Ensuring the construction and design of developments follow the energy and waste management hierarchies.
- Supporting developments to incorporate zero or low carbon energy generation technologies, especially for developments in the rural areas.
- Where there is a firm delivery plan of such schemes, developments nearby are expected to provide infrastructure/ to connect to the zero/ low-carbon energy scheme.

#### Potential Contribution to Cumulative Effects

There is the potential for development at Hagley to give rise to cumulative effects in combination with proposed developments at Blakedown. The A456 between Blakedown and Hagley is noted in the LTP3 as being susceptible to congestion of varying severity. In addition, Kidderminster Road in Hagley has recently been designated an AQMA. Development at Blakedown should be required to demonstrate no adverse impact on air quality and congestion on the A456.

#### **South Worcestershire Development Plan Preferred Options, Malvern Hills District Council, Worcester City Council and Wychavon District Council, September 2011**

Worcester city will act as the sub-regional focus for housing and employment development needs in the longer term and the principal settlement with respect to meeting retailing, leisure and commercial needs. Development beyond Worcester, the main and other towns will be limited to that necessary to meet local needs associated with the rural areas.

New development should be located in accordance with the following settlement hierarchy:

- Worcester will be the focus for strategic housing and employment development and city centre development.

- Malvern, Droitwich Spa, Evesham provide a comprehensive range of local services for residents and surrounding rural areas, and offer numerous employment opportunities. A number of the larger allocations for employment and housing are proposed.
- Tenbury Wells, Upton-upon-Severn, Pershore provide a range of services and employment opportunities for rural hinterlands and act as local service centres.

Development throughout the rural areas will be smaller scale and limited to meet local needs. Development within the open countryside (beyond development boundaries) will be strictly controlled.

The total amount of development will be as follows.

**Table G.0.1 Development Allocations**

District	Dwellings (no.)	Employment land (ha)
Worcester City	8402	124
Wychavon District	7803	146
Malvern Hills District	4156	39

**Table G.0.2**

Total for South Worcestershire	20361	309
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The majority of development for Wychavon and Malvern Hills Districts is to be focused within the towns of Droitwich Spa, Evesham, Malvern and Pershore. A number of urban extensions are necessary for all these towns. The remaining development will be accommodated through smaller site allocations within the development boundaries of the towns.

The Worcester Transport Strategy as set out in the Worcestershire Local Transport Plan 3 is considered essential to deliver sustainable growth. Proposals must demonstrate that the location for development will minimise demand for travel, offer genuine sustainable travel choices, improve road safety and support the delivery of Local Transport Plan Objectives. Travel Plans will be required for all sites of 10 or more units. These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport.

Urban transport packages for the towns of Malvern, Tenbury Wells, Upton-upon-Severn, Pershore, Evesham and Droitwich Spa as identified within the Worcestershire Local Transport Plan 3 will be prioritised.

#### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Worcester, Malvern Hills and Wychavon are unlikely to lead to cumulative effects in combination with development proposed in the SALP and KCAAP DPDs .

#### Halesowen Area Action Plan Preferred Options, January 2012

The objectives for Halesowen Town Centre include:

### Land Use

- To maintain and build upon Halesowen Town Centre's recognised role in providing for local needs in an accessible and sustainable way by providing appropriate day-to-day shopping facilities and other suitably scaled town centre land uses such as employment, housing, leisure, entertainment, culture and tourism.
- To provide for and safeguard ease of movement, particularly for pedestrians and cyclists, to and within the town centre;
- Dudley Council will seek to ensure that Halesowen continues to enjoy the social and economic benefits to be gained from the town's successful and diverse range of education facilities, and will encourage appropriate improvements to town centre facilities and infrastructure in this regard;

### Nature Conservation

- To capitalise on Halesowen's unique natural assets by protecting, improving access to and enhancing the River Stour, its bank-side habitats and other green open spaces and infrastructure leading to and within the town centre for people and nature;
- To enhance the town's natural assets by bringing them into active use for everyone to enjoy;
- To strengthen the town's evening economy by providing more family orientated cultural and leisure activities.

Halesowen Town Centre should complement Brierley Hill's role as Dudley Borough's strategic centre, and it thus remains important that Halesowen continues to serve as a town centre catering for the largely day to day shopping needs of its local community and hinterland.

Development adjacent or in close proximity to the River Stour will be expected to enhance the river and its setting, improve access to and along the river, guard against adding to flood risk, and safeguard and enhance biodiversity.

The design and layout of new development will be required to take into consideration surface water issues, and to mitigate for such problems that may arise such as surface water run off and flooding.

The town centre must also continue to provide the necessary supporting services and infrastructure, including public transport facilities, walking and cycling infrastructure and publicly available car parks. It is important that there is a good public transport, walking and cycling network to develop sustainable connectivity supporting all developments in the area. Dudley Council will continue to develop and manage the highway network to improve access to the town centre.

### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Halesowen are unlikely to lead to cumulative effects in combination with development proposed in the SALP and KCAAP DPDs

### **Stourbridge Area Action Plan, Publication Stage, March 2012**

Aims include:

- To enable the "rediscovery" of the River Stour by increasing its visibility and returning it to a more natural state, and by providing continuous footpath and cycleway linkages along its length, and between the river and the town centre core.
- To protect and enhance the wildlife, biodiversity and geological value of Stourbridge by substantially improving the cleanliness and nature conservation value of the watercourses and significantly upgrading an ecologically functional, green wildlife corridor along the River Stour and Stourbridge Branch Canal corridor.
- To contribute to mitigating the causes and effects of climate change by shaping development and providing opportunities so as to promote sustainable travel choices, improve air quality and minimise the use of non-renewable energy resources.
- To protect and enhance the locally distinctive character of Stourbridge with reference to its historic environment and cultural and built heritage, including the historic canalside at Stourbridge Wharf, and where appropriate, to foster this heritage to enhance Stourbridge's role as a visitor destination.
- To enhance the vitality and viability of the town centre, by supporting the establishment of a major food retail store, facilitating a vibrant night time economy, supporting the provision of an outdoor market and helping to facilitate improvements which allow for an enhanced shopper experience within an improved townscape, with an emphasis on pedestrian accessibility and permeability.
- To provide for ease of movement, particularly for less mobile persons, pedestrians and cyclists within the plan area through the integration of a network of well connected and direct pathways and spaces and by helping to promote and facilitate Stourbridge as a "cycle friendly town".
- To facilitate and shape housing led regeneration on the Opportunity Sites, focused on the River Stour and Stourbridge Branch Canal Corridor, and to ensure the delivery of a range of types and tenures of new homes to meet the needs of the local community and to retain and attract professional, managerial and entrepreneurial households.
- To ensure that existing businesses, which are viable and offer employment opportunities, continue to thrive, and that planned development around them is complementary and not detrimental to their continued viability.
- To provide space for new employment opportunities, particularly with regard to the promotion of creative industry and those employment activities which are locally distinctive and/or associated with high/green technologies.

The amount of additional retail and office floorspace (gross) which will be allowable within the town centre within the plan period, unless any floorspace in excess of this can be demonstrated to meet the exception criteria set out in adopted Black Country Core Strategy (February 2011) Policy CEN4, and subject to a review when required, are:

- Office (B1a Use) floorspace = 5,000 square metres
- Convenience retail floorspace = 3,900 square metres
- Comparison retail floorspace = 6,800 square metres

The extension of the Crystal Leisure Centre and Stourbridge Town Hall will be supported, along with their role as town centre community and leisure facilities.

The re-use of the upper floors of premises within the town centre, particularly for residential purposes or business/office uses, will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision.

The majority of new housing development will be concentrated within, and focused towards existing industrial areas on the northern edge of Stourbridge Town Centre. This should reflect the needs of the community and secure a mixed and balanced community

It is important to encourage high quality, modern, future growth sector businesses to the plan area (such as green energy companies), and ensure that viable existing businesses continue to thrive, in order to help support and maintain local job opportunities. Mixed use development will be encouraged within the plan area. Of particular importance, will be mixed use development which help to support local job creation opportunities and creative industries locally-distinctive to Stourbridge, and which help stimulate the vitality and viability of the town centre core and help attract inward investment, or which encourage locally distinctive and green technology industries within the plan area such as companies specialising in renewable energy technologies.

#### Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Stourbridge could lead to cumulative effects in combination with development proposed at the Lea Castle Hospital site. The Worcestershire LTP3 identifies the A451 between Kidderminster and Stourbridge as being subject to congestion of varying degrees of severity, and therefore it is recommended that development at the Lea Castle Hospital site should be required to demonstrate no significant adverse effect on the road network.

#### **Shropshire Local Development Framework Adopted Core Strategy, Shropshire County Council, March 2011**

#### **Site Allocations and Management of Development Preferred Options, March 2012**

Objectives include:

- Develop the roles of Shrewsbury as a sub-regional centre, and Shropshire's Market Towns and Key Centres as more sustainable and self sufficient settlements, providing the main focus for new housing, employment and infrastructure development and the preferred location for a range of services and facilities to serve the wider needs of their respective hinterlands.
- Rebalance rural communities through the delivery of local housing and employment opportunities appropriate to the role, size and function of each settlement, or group of settlements, ensuring that development delivers community benefit.
- Provide and maintain a sufficient and appropriate supply of housing land in sustainable locations, prioritising the use of brownfield sites, where available, and taking into account the availability and capacity of existing and proposed infrastructure.
- Promote sustainable economic development and growth by providing a flexible and responsive supply of employment land and premises, and the development of further/higher education and training opportunities, to support business development, satisfy the changing needs and demands of the Shropshire economy, promote inward investment, and help

generate skilled, well paid employment opportunities. The eastern area (including Bridgnorth and Highley) could deliver 13ha of employment land. The southern area (including Cleobury Mortimer) could deliver 18ha of employment land.

- Support the improvement of Shropshire's transport system in a sustainable and integrated way and locate development to improve accessibility by quality public transport, cycling and walking, help reduce car dependency and the impact of traffic on local communities and the environment.
- Promote a low carbon Shropshire, delivering development which mitigates, and adapts to, the effects of climate change, including flood risk, by promoting more responsible transport and travel choices, more efficient use of energy and resources, the generation of energy from renewable sources, and effective and sustainable waste management.

Bridgnorth will provide a focus for development within the constraints of its location on the edge of the Green Belt and on the River Severn. It should deliver 598 new dwellings in the period to 2026.

Highley and Cleobury Mortimer will have development that balances environmental constraints with meeting local needs. Highley should deliver 30 new dwellings to 2026, and Cleobury Mortimer should deliver 88.

Shrewsbury, the strategic centre, will be the preferred location for major comparison retail, large scale office and other uses attracting large numbers of people. Market Towns including Bridgnorth will act as principal centres to serve local needs and the wider service and employment needs of communities within their respective spatial zones. The Key Centres including Cleobury Mortimer and Highley will act as district centres within their respective spatial zones, serving the needs of their immediate rural hinterlands.

Support will be given to appropriate regeneration schemes and tourism development proposals that seek to enhance the economic, social and cultural value of canals and heritage railways including the Severn Valley Railway.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is low, given the scale of development proposed in areas adjoining Wyre Forest District. However, there may be positive cumulative effects in the support given to tourism and regeneration proposals for the Severn Valley Railway, benefitting the population through increased access to jobs and reducing pressure on the road networks.

#### **South Staffordshire Core Strategy Proposed Changes, February 2012**

Objectives include:

- To ensure the delivery of a minimum of 644 decent homes for members of the community including the provision of affordable homes which match in type, tenure and size the needs of the residents of South Staffordshire and to meet the needs of an ageing population.



- To meet local housing and employment needs in a way that enables the existing villages within South Staffordshire to develop in a sustainable way that secures their future viability and prosperity, and supports the regeneration of rural communities.
- To support the urban regeneration of the Black Country Major Urban Area by distributing new housing and employment growth within South Staffordshire in a way that supports existing local communities and in particular discourages out-migration from the Black Country Major Urban Area.
- To reduce the need to travel, to secure improvements to public transport infrastructure and services and make it safer and easier for the community to travel to jobs and key services by sustainable forms of transport, such as public transport, walking and cycling.

Main Service Villages including Kinver will be the main focus for housing growth, employment development and service provision. Village centres will be the focus for new shopping and small scale office development to maintain their vitality and viability. Kinver will be required to deliver at least 91 new dwellings between 2006 and 2028.

The Council will support development or other initiatives where they protect, conserve and enhance the District's natural and heritage assets including ecological networks internationally, nationally and locally important designations. Such assets include Kinver Edge. Particular support will be given to initiatives to improve the natural environment where it is poor and increase the overall biodiversity of the District including the development of green infrastructure links and to improve the historic environment where it is identified as at risk. There is the potential for links with Kingsford Country Park in Wyre Forest District.

Proposals for new canalside facilities such as moorings, service facilities and marinas will be supported where they conserve and enhance the scenic and wildlife value of canals conserve their heritage and enhance their recreation and tourism value.

The Council will also support proposals for the enhancement of blue corridors such as canals, rivers, and other watercourses and promote the maintenance of undeveloped buffer zones along the banks of watercourses. Proposals to enhance the biodiversity value of the green infrastructure network providing opportunities for habitat creation and linkages

will also be supported.

#### Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the SALP and KCAAP DPDs is low, given the scale of development proposed in areas adjoining Wyre Forest District. However, there is potential for beneficial cumulative effects on the Kinver Edge SSSI, Kingsford Country Park and the Staffordshire and Worcestershire Canal under policy SAL.UP5.

#### **Assessment of Cumulative Impact Effects of the KCAAP DPD Sites**

The groupings of sites in the following table has been made on the basis that the location of the sites gives rise to the potential for cumulative impacts. Sites have been grouped as follows.

Churchfields:

- Policy 20 Grasmere Close
- H054 (EMP 5.2) Georgian Carpets, Clensmore Street
- Policy 22 Former Sladen School
- H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
- H148: CMS Car Showroom, Churchfields
- H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street
- Policy 25 Crossley Park
- Policy 26 Horsefair

#### Eastern Gateway:

- H052: Kidderminster Market Auctions, Comberton Place
- Policy 27 Comberton Hill Area
- Policy 28 Kidderminster Railway Station
- H039: Comberton Place
- Policy 30 Comberton Island
- H025: KTC3 Worcester Street
- Policy 31 Bromsgrove Street Area
- Policy 32 Worcester Street Retail Development
- Policy 33 Lion Street
- H146: Cheshires Site, Coventry Street
- Policy 34 Waterloo Street Area

#### Western Gateway:

- H047 (EMP 7.1) Industrial Estate, Park Street
- H026: Rock Works, Park Lane
- Policy 35 Park Street Industrial Estate & Rock Works
- H027: Timber Yard, Park Lane
- Policy 36 Park Lane Canalside
- Policy 37 Weavers Wharf

#### Castle Wharf and Heritage Processions:

- H098: Carters, New Road
- H113: Netto, New Road
- H135: Bed City MCF Complex, New Road
- Policy 38 Castle Wharf
- Policy 39 Mill Street Mixed Use Area
- Policy 40 Civic Spaces
- Policy 41 Street Improvements
- Policy 42 Heritage Processions
- H073: Frank Stones, Green Street
- H083: Depot, Green Street
- Policy 45 Bus Depot

**Table G.0.3**

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
1	+ Likely to create a high quality residential environment and may improve access to healthcare facilities	+ Development will be located with good access to healthcare facilities and is likely to create high quality residential environments.	+ Development will be located with good access to healthcare facilities and is likely to create high quality residential environments.	+ Development will be located with good access to healthcare facilities and is likely to create high quality residential environments.	+ Developments will be located with good access to healthcare facilities and are likely to create high quality residential environments.
2	++ Mixed uses and access to town centre will improve access to services and facilities	++ Mixed uses and access to town centre and station will improve access to services and facilities	++ Mixed uses and access to town centre will improve access to services and facilities	++ Mixed uses and access to town centre will improve access to services and facilities	++ Mixed uses and access to town centre and station will improve access to services and facilities
3	++ Likely to significantly improve the quality and range of housing, including affordable housing	+ Likely to improve the quality and range of housing, including affordable housing	+ Likely to improve the quality and range of housing, including affordable housing	+ Likely to improve the quality and range of housing, including affordable housing	++ Likely to significantly improve the quality and range of housing, including affordable housing
4	+ Improved residential environments will enhance residents' quality of life	+ Improved residential environments will enhance residents' quality of life	+ Improved residential environments and better access to green space will enhance residents' quality of life	+ Improved residential environments and enhancements to green infrastructure will enhance residents' quality of life.	+ Improved residential environments and enhancements to green infrastructure will enhance residents' quality of life.
5	++ Likely to improve public safety through design	++ Likely to improve public safety through design	++ Likely to improve public safety through design	++ Likely to improve public safety through design	++ Likely to improve public safety through design of developments.
6	+ Waste minimisation and recycling will be a feature of development	+ Waste minimisation and recycling will be a feature of development	+ Waste minimisation and recycling will be a feature of development	+ Waste minimisation and recycling will be a feature of development	+ Waste minimisation and recycling will be a feature of development
7	++ Developments will be required to incorporate energy efficiency and renewable energy generation.	++ Developments will be required to incorporate energy efficiency and renewable energy generation.	++ All developments will be required to incorporate energy efficiency and renewable energy generation.	++ All developments will be required to incorporate energy efficiency and renewable energy generation.	++ Developments will be required to incorporate energy efficiency and renewable energy generation.
8	++ Development will enable very good access to services and facilities by foot and public transport.	++ Development will enable very good access to services and facilities by foot and public transport. Station	++ Development will enable very good access to services and facilities by foot and public transport.	++ Development will enable very good access to services and facilities by foot and public transport.	++ The location of developments will enable very good access to services and facilities by foot and public transport.

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
		improvements will promote public transport use.			Station improvements will promote public transport use.
9	++ Air quality should be improved through development, notably for the AQMA	0 Unlikely to significantly affect air, water and soil.	+ The environment and quality of the waterways in the area are likely to be improved.	+ Development is likely to provide an opportunity to remediate any soil and groundwater contamination.	+ Some opportunities are likely to arise with developments to improve soil, water and air quality.
10	+ Three sites include flood risk zones, one of which includes zone 3. Development should provide opportunities to reduce flood risk.	++ Sites are not in flood risk areas.	+ One site includes flood zones 2 and 3. Flood risk is required to be appropriately mitigated.	+ All 8 sites contain flood zones 3 and/or 2. Flood risk is required to be appropriately mitigated.	+ A significant number of development sites are affected by flood risk, but risks are required to be appropriately mitigated and some developments may provide opportunities to reduce flood risk.
11	++ Development provides opportunities to significantly improve the townscape.	++ Developments likely to significantly improve the townscape.	++ Developments are likely to significantly improve the townscape.	++ Developments are likely to significantly improve the townscape.	++ Developments are likely to significantly improve the townscape.
12	+ Potential to improve Special Wildlife Site, and policy within the Core Strategy requires development to enhance biodiversity especially along the river and canal.	0 No impacts likely	+ Improvements to green and blue infrastructure are likely to support biodiversity gains.	+ Improvements to green and blue infrastructure are likely to help support biodiversity gains.	+ Development at some sites are required to make enhancements to green and blue infrastructure, and this is likely to help support some biodiversity gains.
13	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.
14	++ Most of the development will be on brownfield land.	++ All developments are on brownfield land.	++ All developments are on brownfield land.	++ All developments are on brownfield land.	++ All developments bar two are on brownfield land.
15	++ Significant contribution to the regeneration of Kidderminster	++ Significant contribution to the regeneration of Kidderminster	++ Significant contribution to the regeneration of Kidderminster	++ Significant contribution to the regeneration of Kidderminster	++ Significant contribution to the regeneration of Kidderminster
16	+ Development will incorporate climate change mitigation measures	+ Development will incorporate climate change mitigation measures	+ Development will incorporate climate change mitigation measures	+ Development will incorporate climate change mitigation measures	+ Development will incorporate climate change mitigation measures

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
17	0/x Significant impacts are unlikely, although there is some potential for increased noise and light on a wildlife site.	0 Impacts are unlikely.	0 Unlikely to significantly affect noise and light levels.	0/x Significant impacts are unlikely, although there is some potential for increased noise and light on a wildlife site.	0/x Significant impacts are unlikely, although there is some potential for increased noise and light on two wildlife sites. However policy in the SALP DPD requires development to protect and enhance biodiversity on designated sites.
18	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels
19	+ Opportunities for civic involvement	N/A	N/A	N/A	+ The DPD provides some opportunities for civic involvement in Churchfields, but overall opportunities are likely to be limited.
20	+/-x Some loss of existing businesses, but also new office and retail development.	++/-x Some loss of existing businesses, but also supports additional retail and office development. Improved rail facilities will support economic growth.	++/-x Some loss of existing businesses, but also supports additional retail and office development.	++/-x Loss of existing retailers and council depot, but also supports new office, workshop and light industrial development.	++/-x Development will give rise to some loss of existing business premises, but the DPD also supports additional retail, office and light industrial development. Improved rail facilities will support economic growth.
21	0 No impact likely	0 No impact likely	0 No impact likely	0 No impact likely	0 No impact likely

## **Site Allocations and Policies and Kidderminster Central Area Action Plan Pre-Submission Publication and Submission Consultation Arrangements**

### **Background:**

Regulation 19 of The Town and Country Planning (Local Planning) (England) Regulations 2012 requires that before submitting a local plan the Local Authority must undertake a six-week consultation in relation to the soundness of the proposed submission documents.

### **Consultation Proposals:**

The following arrangements will be put in place for the six week pre-submission publication representation period Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs:

- The consultation on the pre-submission Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs and Sustainability Appraisal Reports will take place for six weeks. It is anticipated it will commence in early September 2012. Representations will be invited on the publication documents, which the District Council intends to submit for independent examination.
- All representations must be made within the time-frame set out and should specify which of the tests of soundness they relate to.
- A statement of representations covering the previous consultation stages - the Issues and Options stage, and Preferred Options stage, will be developed prior to publication as set out in Regulation 17 (d). This statement will set out: who was invited to be involved in the plan preparation; how they were invited; and a summary of the main issues raised and how they have been addressed. A Statement of Representation Procedures will also be prepared in accordance with Regulation 17. This will set out detailed advice on how to make a representation on the publication documents.
- The Publication period will be advertised in the Kidderminster Shuttle.
- A copy of the following pre-submission publication documents will be placed at the Worcestershire Hubs and libraries in Kidderminster, Stourport-on-Severn and Bewdley:
  - Site Allocations and Policies DPD
  - Kidderminster Central Area Action Plan DPD;
  - the Site Allocations and Policies Final Sustainability Appraisal Report;
  - the Kidderminster Central Area Action Plan Final Sustainability Appraisal Report;
  - the Consultation Statement (Regulation 17(d))
  - the Statement of Representations Procedure
- A copy of the above documents will be published on the District Council's website together with a statement setting out that the documents are available for inspection and the times and locations at which the documents can be inspected.



- A copy of the Statement of Representations Procedure and a statement setting out that documents are available to view and when and where they may be viewed, will be sent to all of the specific and general consultation bodies and consultees invited to comment at the Issues and Options and Preferred Options stages. Specific consultees will also receive a copy of the DPDs either electronically or hard copy.

**Regulation 22(c) Statement:**

A summary of the main issues raised by the representations received will be prepared in accordance with Regulation 22(c). Representations received will be submitted to the Secretary of State to examine as part of the submission material.

The Local Authority must be of the opinion that the pre-submission Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs which it publishes are sound. Should any representation received lead the authority to question its earlier view that the plans are sound, then the authority has the ability to make changes to the proposed DPD and publish any addendum for a further six-week period before submitting the DPD for examination.

**Submitting the Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs**

The submission of the DPDs will be publicised in the following ways in accordance with Regulation 22:

- All relevant submission documents will be made available for viewing at the Worcestershire Hubs and libraries in Kidderminster, Stourport-on-Severn and Bewdley.
- All relevant submission material will be published on the District Council's website.
- Specific and general consultation bodies will be notified and will receive notification of where the submission documents are available for inspection.