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Wyre Forest District Local Plan Pre-Submission Publication – Foreword

Welcome to the Wyre Forest District Council consultation on the Pre-Submission Publication as part of the Review of the Local Plan. The Council is planning an Autumn/Winter of consultation on its Local Plan which includes proposals to accommodate its housing and employment needs up to 2036. This Local Plan Pre-Submission Publication Consultation is part of the process the Council has to follow to eventually adopt a new Local Plan to replace the current one which was adopted in 2013. The process of reviewing the Local Plan began in 2015 when the Council consulted on the broad Issues and Options, and was followed by the Preferred Options consultation held in 2017. The Council hopes the process will be complete when the Local Plan is adopted in 2020. The Local Plan that is finally adopted will have to respect the guidance provided to Local Authorities by Government's National Planning Policy Framework which requires Councils to plan positively for a period of at least 15 years for development in its area and particularly to meet the objectively assessed need for market and affordable housing.

1.1 Wyre Forest District Council believes that to have an up-to-date adopted Local Plan is essential in order to successfully plan for development to go where we want it and to enable the Council to make good decisions on planning applications.

The Council welcomes responses to this consultation which will run from 1st November 2018 until 5pm on 17th December 2018. This consultation is different from previous consultations as all comments submitted to us during this consultation will go to the government appointed planning inspector. The planning inspector will only consider two questions about the plan; whether the plan is within the law, and whether it can be considered 'sound'. Any comments received must address these issues.

We will be undertaking consultation drop-in sessions across the district throughout November and inviting people to respond. We need to work together to successfully adopt a new Local Plan and we need your help to do that. We therefore encourage you to let us have your views on this Local Plan Pre-Submission Publication.



Councillor Marcus Hart
Leader of the Council



Councillor Ian Hardiman
Deputy Leader and Cabinet Member for
Planning and Economic Regeneration

Introduction

1.1 This document is Wyre Forest District Council's Local Plan Pre-Submission Publication. In accordance with Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012 it has been published to allow representations to be made before the document is submitted to the Planning Inspectorate. Consultation on the Local Plan Pre-Submission Publication will run from 1st November 2018 to 17th December 2018. All representations received will be submitted with the Local Plan to the Secretary of State for examination in public.

1.2 Wyre Forest District Council (WFDC) is the local planning authority responsible for producing the Local Plan; town and parish councils can produce neighbourhood plans, and Worcestershire County Council is responsible for producing the minerals and waste local plans and also the Local Transport Plan. Together these plans make up the Development Plan, which sets out where development can take place, or where it should be avoided, and what form and type of development should take place.

What is the Local Plan Review?

1.3 This document is the latest stage in the preparation of the Wyre Forest Local Plan Review which sets out the long-term vision and strategic context for managing and accommodating growth within the District until 2036. The aim of the Local Plan is to set out:

- the areas where development will take place;
- the areas that will be protected; and
- policies that will be used to determine planning applications.

1.4 Under the planning system most development needs planning permission. The principal basis for making those decisions is the development plan; this emerging Local Plan once adopted will form the main part of it for Wyre Forest District, replacing the currently adopted Local Plan.

How has the Local Plan Review been prepared?

1.5 The key stages for preparing the Local Plan have included gathering evidence, identifying key issues and options and public consultation. The Council has consulted extensively on the development of the Local Plan. Key public consultations are listed below:

- Issues and Options consultation - Autumn 2015
- Preferred Options consultation - Summer 2017
- Pre-Submission Publication consultation - currently being undertaken (2018)

1.6 The Council received more than 1,600 responses to the Issues and Options public consultation, and over 5,000 responses to the Preferred Options public consultation, many of which were very detailed. Summaries of the consultation responses and key issues raised are available on the Council's website. In addition, a number of 'Call for Sites' has been undertaken

during which landowners were able to submit their sites for consideration. Various meetings have been held throughout the process including meetings with Worcestershire County Council, meetings with Statutory Consultees such as Historic England and Natural England, ongoing discussions with service and infrastructure providers and other local authorities and key bodies. Wherever possible, responses have been taken into account in the preparation of this emerging Local Plan.

National Planning Policy

1.7 The content of the Wyre Forest emerging Local Plan has to be in conformity to the Government's national planning policy as set out in the National Planning Policy Framework (NPPF), and the guidance contained in the National Planning Practice Guidance, the content of new relevant legislation and Government statements about planning. Whilst preparing this Pre-Submission Publication, the Government published its draft revised NPPF in March 2018 with the final version being published on 24th July 2018.

Background and Context

1.8 The current adopted Local Plan has served the District well. It has effectively directed development in a sustainable pattern and has brought forward sufficient land to meet the District's needs whilst at the same time protecting the District from speculative greenfield development. It has supported and encouraged the significant enhancement of the District during its lifetime.

1.9 It has however been necessary to undertake a review of the Local Plan, as the Council has a legal obligation to have an up-to-date Local Plan. This process commenced in September 2015 with the "Issues and Options" consultation which explained that it is necessary to review the current plan for a number of key reasons:

- To consider the amount of development that will be required in response to the most recent official data (including population trends, demand for housing, economic trends) and locally generated evidence.
- To respond to recent changes in legislation (including the Housing and Planning Act 2016) and national planning policy as reflected in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).
- To respond to the Government's demand that Local Planning Authorities should have a Local Plan that is regularly reviewed and evidence-based to enable them to respond strategically to changing development needs over at least a 15 year period.

1.10 It is important to note that the proposed Local Plan as set out by this Pre-Submission Publication document is a complete Plan and would be intended to replace all of the currently adopted Core Strategy (2010), Site Allocations and Policies Local Plan (2013), and the Kidderminster Central Area Action Plan (2013). As such the coverage of the new Local Plan will be:

- The **strategic element and policies** (Part A) as generally currently set out in the adopted Core Strategy;

- The **development management policies** (Part B) as generally currently set out by the adopted Site Allocations and Policies DPD;
- The **allocations policies** (Part C) as generally currently set out in the adopted "Site Allocations and Policies" and "Kidderminster Central Area Action Plan" DPDs;
- The proposed approach to **monitoring and implementation** (Part D).

1.11 This will assist the reader by placing all aspects of the Local Plan into a single document and will remove the repetition which is unavoidable in the current documentation.

Influences on the development of the Plan

1.12 National planning policy includes the National Planning Policy Framework (NPPF). The NPPF sets out a number of fundamental issues that need to be taken into account during the preparation of local plans, which include the following requirements:

- To set out a clear economic vision and strategy for the area which positively and proactively encourages sustainable economic growth.
- To use a robust and up-to-date evidence base to ensure that the local plan meets the objectively assessed needs for the market and affordable housing in the housing market area, as far as is consistent with the policies set out in the NPPF, including identifying key sites that are critical to the delivery of the housing strategy over the plan period.
- To set criteria, or identify strategic sites, that will help to encourage local and inward investment to match the strategy and meet anticipated needs over the plan period.
- To maintain a five-year supply of deliverable housing sites with an appropriate buffer.
- To recognise a duty to co-operate between public bodies and to implement a new soundness test, to ensure that plans are "positively prepared."

1.13 Wyre Forest District is unusual in that it currently constitutes a self contained Housing Market Area whilst at the same time it is a member of two Local Enterprise Partnerships (LEPs) - namely Greater Birmingham and Solihull LEP and Worcestershire LEP. This provides Wyre Forest with a range of opportunities to further enhance its economic position, access funding streams and ensure that the area is able to continue to look both towards the rest of Worcestershire and the conurbation in the same way that it has done for many years. It also brings a range of challenges in terms of ensuring that development is balanced, is proportionate to the capacity of the District and does not undermine the unique character of the area.

1.14 In 2013 leaders from Worcestershire's business, voluntary, community and public sector organisations pledged to work together to create a better future for Worcestershire. Expressed via "Worcestershire Next Generation" ⁽¹⁾ this provides an update to the Sustainable Community Strategy.

The Duty to Co-operate

1.15 The Duty to Co-operate was introduced through the Localism Act 2011 and places a requirement on Local Planning Authorities (as well as a number of other public bodies) to work together on cross-boundary strategic issues. Local Planning Authorities and other public bodies are required to engage constructively, actively and on an on-going basis to develop strategic policies. This requirement is also established in national planning policy (NPPF, paragraphs 24 to 27).

1.16 The NPPF introduces a new 'soundness' requirement to be met through the compliance with the Duty to Co-operate. Plans are to be positively prepared based on a strategy which seeks to meet objectively assessed development and infrastructure requirements, including unmet requirements from neighbouring authorities where it is reasonable to do so and consistent with achieving sustainable development. Joint working should be diligently undertaken for the mutual benefit of neighbouring authorities and enable Local Planning Authorities to work together to meet development requirements which cannot wholly be met within their own areas. Local Planning Authorities will be expected to demonstrate evidence of having effectively co-operated to plan for issues with cross boundary impacts when their Local Plans are submitted for examination. Co-operation should be a continuous process of engagement.

1.17 As part of its plan making process, Wyre Forest District Council has consulted and engaged with relevant Local Planning Authorities and other public bodies on emerging policies at key stages. The Duty to Co-operate formalises this process and places an emphasis on continuity.

1.18 Wyre Forest District Council is fully committed to continuing to work positively and proactively with other local authorities and public bodies to address strategic issues in the longer term, particularly with regards to addressing opportunities to meet unmet housing needs. Where necessary, Statements of Common Ground will be prepared for the purposes of the examination stage (in accordance with NPPF).

Evidence

1.19 In order to ensure that the Local Plan's policies are robust and supported by evidence, the Council has carried out and commissioned a wide range of studies. Work undertaken includes the following and can be viewed on the Council's Planning Policy webpages:

- Objectively Assessed Housing Needs (now the Housing Needs Study)
- Employment Land Review
- Green Belt Study

1 <http://www.wearethenextgeneration.co.uk>

- Strategic Flood Risk Assessment
- Water Cycle Study
- Heritage Impact Assessment
- Ecological Appraisals
- Open Space, Built Facilities and Playing Pitch Strategies
- A revised settlement hierarchy
- Retail and Commercial Leisure Needs Survey
- Traffic Modelling
- Infrastructure Delivery Plan
- Viability Assessment

1.20 A Sustainability Appraisal report is also required under European and government legislation, which has to assess the sustainability implications of the proposals and policies in the emerging Local Plan. A Sustainability Appraisal report has therefore been prepared to accompany the Local Plan.

Using this Local Plan Pre-Submission Publication Document

1.21 This Local Plan Pre-Submission Publication has been written with the intention that it should be read as a whole. Taken together, the policies and proposals within the Local Plan Pre-Submission Publication will form a coherent strategy for development in the Wyre Forest Plan area up to 2036 (Local Plan period is 2016 to 2036). It is therefore important that individual policies are not considered in isolation. (Note that the plan period has been extended by 2 years to that which was consulted on at Preferred Options stage. This is so the Local Plan will be in conformity with the NPPF, with a 15 year time period post adoption which is anticipated to be in 2020).

1.22 The policies in the emerging Local Plan will only apply where planning permission is required and not where permitted development rights exist as set out in the Town and Country Planning (General Permitted Development) (England) Order 2015.

1.23 This document is accompanied by a Policies Map which shows the area specific policies and proposals on an Ordnance Survey base map. The Policies Map identifies areas to be allocated for development and designations which need to be taken into account in applying policies. The Local Plan Policies Map does not replicate proposals and designations from the 'made' neighbourhood plans and their maps will need to be consulted separately.

How to Comment on the Local Plan Pre-Submission Publication document

1.24 The seven week consultation on the Local Plan Pre-Submission Publication will start on Thursday 1st November 2018 and will close promptly at 5:00pm Monday 17th December 2018. **No late responses will be accepted.**

1.25 The consultation response form follows the same structure as the standard response form issued by the Planning Inspectorate. This is so that consultation responses are set out in the way the Planning Inspector will consider comments at the public examination. The consultation response form is available to complete on the Council's website: www.wyreforestdc.gov.uk/localplanreview **We will only accept responses submitted using the consultation response form.**

1.26 The Council strongly encourages responses to be submitted using the on-line response form via the District Council's interactive consultation system. Consultation responses will only be accepted if submitted in one of the following ways:

- Via the On-line portal
- by downloading the form from our website: www.wyreforestdc.gov.uk/localplanreview
- collecting a hard copy from main reception at Wyre Forest District Council, Wyre Forest House, Finepoint Way, Kidderminster, Worcestershire, DY11 7WF, or from the Customer Service Centre (The Hub), Town Hall, Vicar Street, Kidderminster, DY10 1DB.
- forms should be emailed to: LPR@wyreforestdc.gov.uk or posted back to Planning Policy Team, Wyre Forest DC, Wyre Forest House, Finepoint Way, Kidderminster, Worcestershire, DY11 7WF.

1.27 *Please note that representations made at this stage in the process cannot remain anonymous, but details will only be used in relation to the Wyre Forest District Local Plan Review. Your response will be made available to view as part of the Examination process.*

1.28 The Planning Policy Team will host a number of drop-in sessions during the consultation period where you can come along and speak to us about the Local Plan Pre-Submission Publication and how it might affect you. These sessions will be as follows:

Table 1.0.1

Date	Time	Venue
Friday 16th November 2018	3pm - 7pm	Cookley Village Hall
Saturday 17th November 2018	10am - 2pm	Offmore Evangelical Church Hall, Kidderminster
Tuesday 20th November 2018	5:30pm - 8pm	Heronswood Primary School, Spennells, Kidderminster
Friday 23rd November 2018	3pm - 7pm	Areley Kings Village Hall

Date	Time	Venue
Saturday 24th November 2018	10am - 2pm	Stourport Civic Hall
Tuesday 27th November 2018	3pm - 7pm	St Georges Hall, Bewdley
Thursday 29th November 2018	3pm - 7pm	Kidderminster Town Hall
Friday 30th November 2018	3pm - 7pm	St Oswalds Church Centre, Broadwaters Drive, Kidderminster

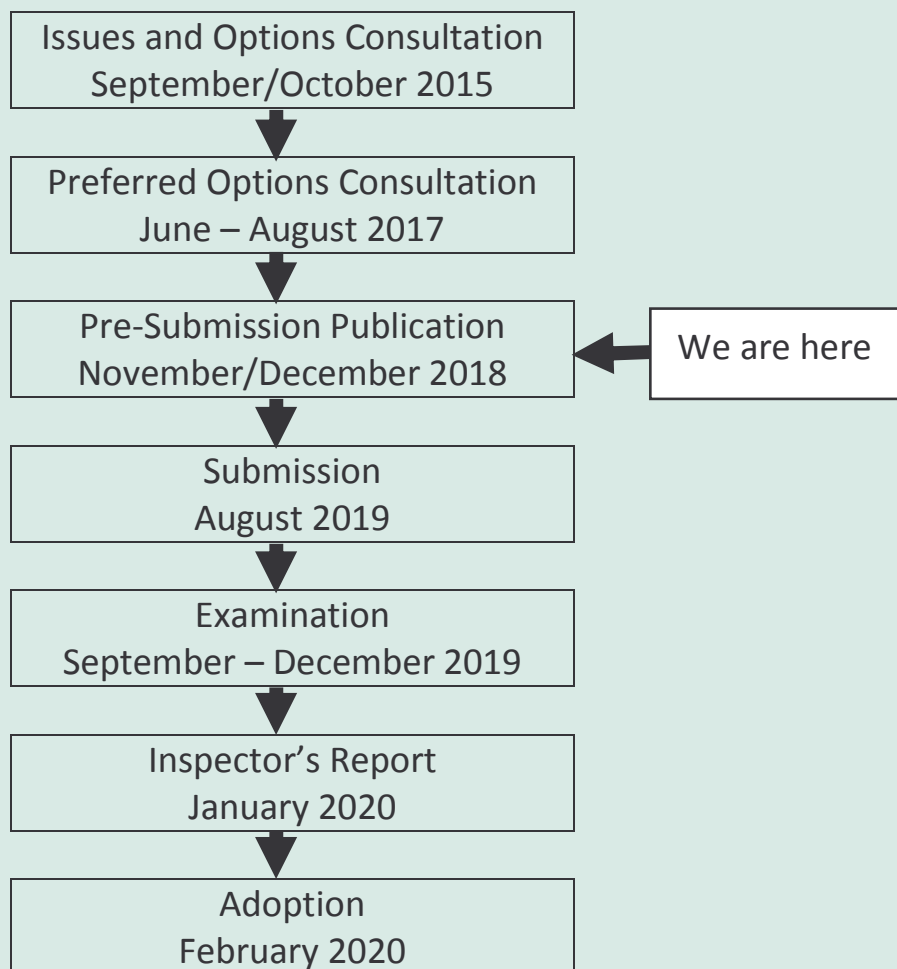
The Next Stages

1.29 After the Local Plan Pre-Submission Publication consultation period ends, we will consider all of the consultation responses received during the consultation period and may, as a result, update the Submission version of the Local Plan. The Submission version will be approved by a meeting of the full Council which is expected to happen in July 2019. We will then submit the Submission version of the Local Plan for examination by an independent Government appointed Planning Inspector. Consultation responses received for this Local Plan Pre-Submission Publication document and the updated evidence base studies will be passed to the Planning Inspector.

1.30 The Council anticipates that an examination in public will be held on the plan in late 2019 with adoption of the Local Plan taking place in 2020. **However, the timetable after submission is beyond the Council's control and will be in the hands of the Government appointed Planning Inspector.**

Key stages of the Wyre Forest District Local Plan Review

Picture 1.1



Wyre Forest today – a pen picture

2.1 This section paints a picture of Wyre Forest District and provides a snapshot of its key features. It also summarises the key issues facing the District. These include continuing to make the most of brownfield regeneration, ensuring that we have thriving communities with suitable jobs and homes and ensuring that the natural environment is enhanced, used and enjoyed by all. The narrative below reflects the feedback provided via the Preferred Options consultation which ran from 15th June to 14th August 2017 and the “Issues and Options” consultation which ran from 1st September to 16th October 2015.

The Settlement Hierarchy

2.2 Wyre Forest District is named after one of the largest ancient semi-natural woodlands in the country and is situated in north-west Worcestershire. The local authority area covers 75 sq.miles and has an estimated population of around 100,600 people in 2018⁽²⁾.

2.3 The population increased by 1.1% (2001-2011), by a further 1.1% from 2013 to 2015 and again by a further 1.1% 2015 to 2017. The rate of growth in Wyre Forest District is below that of Worcestershire which is 6.7%, the West Midlands 8.9%, or England 10.8% (Amion 2017). The population of Wyre Forest District is projected to increase by 4.9% over the course of the Plan Period 2016-2036. This means that the population is likely to rise to 105,300 in 2036⁽³⁾. The District has an ageing population and therefore there will be a higher number and percentage of older residents. The population aged 65 years and over is expected to increase by 28.1% from 24,200 in 2016 to 31,800 in 2036⁽⁴⁾.

2.4 The District is largely rural, and has three towns: Kidderminster, Stourport-on-Severn and Bewdley. The three towns form a triangle of settlements at the centre of the District; between each of the towns is a narrow area of countryside. Each of the towns has its own character and community identity.

2.5 Kidderminster (pop.56,538 in 2016), is the largest of the three towns and is the main centre for retail, industry and housing. The town developed rapidly in the 19th Century as a world leading centre for the production of carpet. This manufacturing industry has been in decline since the 1970s.

2.6 Stourport-on-Severn (pop.20,542 in 2016), developed as an important industrial Georgian Canal Town at the confluence of the River Severn and River Stour with the construction of the Staffordshire and Worcestershire Canal. For over 100 years this attractive town with its riverside meadows has been a popular day trip destination for residents from Birmingham and the Black Country.

2.7 Bewdley has a population of approximately 9,000 (including the surrounding rural area the population is approximately 13,802) and is a Georgian riverside town, an inland port with surviving wharves which saw significant development during the 1960s. Today Bewdley is an attractive historic market town and a popular visitor destination.

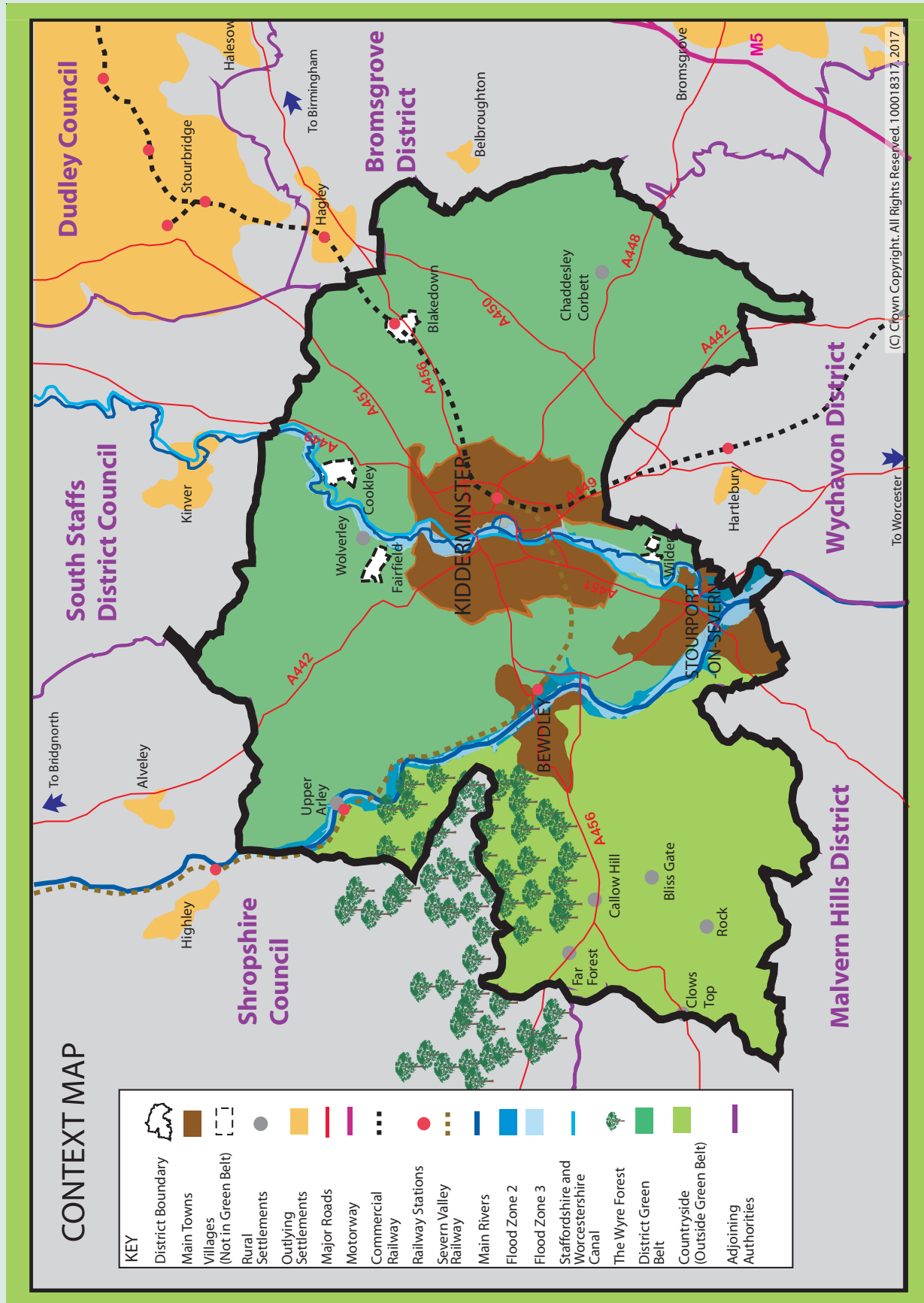
2 ONS 2016 Subnational Population Projections

3 ONS 2016 Subnational Population Projections

4 ONS 2016 Subnational Population Projections

2.8 To the east, the larger more accessible villages include Blakedown and Cookley which are served by both facilities and public transport, Blakedown having a railway station. Villages in the west, which include Rock and Far Forest, are smaller with fewer facilities and more limited public transport.

Context Map



Issues facing Wyre Forest

2.9 The Preferred Options consultation conducted in June – August 2017 together with the Issues and Options consultation conducted in September - October 2015, considered a range of challenges that face the Wyre Forest District area. The consultations provided valuable feedback to the development of the Pre-Submission document which has helped to steer the strategy's development.

2.10 The issues set out in Table 2.0.1 were proposed by the Issues and Options paper and are divided into three categories: social; economic; and environmental.

Table 2.0.1 Issues highlighted in Preferred Options and Issues and Options Consultation documents

Social issues for Wyre Forest District:

- Ageing population. Low percentage of residents in the 0-19 and 20-39 age groups. High proportion of residents aged 45-64; very high proportion of residents aged 65+.
- The ageing population means that more care facilities are needed for elderly/end of life as well as specialist accommodation.
- The elderly may want to downsize to smaller residential units which could free up family sized accommodation. Need to ensure that residential development caters for all groups in society.
- There are high obesity levels.
- The District has a low level of in-migration.
- Whilst the population has increased, the number of households has increased at a greater rate as the quantity of residents per unit of accommodation is falling.
- Housing affordability problems.
- Need to ensure that residential development caters for all groups in society.
- Fuel poverty.
- Noticeable variations in health between those living in the most affluent wards and those living in the most deprived wards in the District.
- High costs of providing healthcare for an ageing population with high obesity which results in more medical intervention; for example, hospital stays or visits to GPs.
- Low availability of services in the District's rural areas.
- Leisure and sport facilities should be accessible to local residents. Participation in swimming and attending the gym are highest within the District with over 10% of the public accessing these activities.

Economic issues for Wyre Forest District:

- Reduction in traditional manufacturing industries – need for employment opportunities and suitable housing. Working age people need to be attracted to the District as economically active people improve the area. This helps retail and regenerates the area; more people spending money encourages more shops; this in turn improves the town centre so that more retailers wish to open shops, restaurants and provide services.
- The ratio of economically dependent people to economically active people is high. Therefore, we need to attract more economically active people to the District to ensure that communities are better balanced.

- Generally low unemployment within the District; however, there are pockets of higher unemployment in Foley Park and Hoobrook ward and Broadwaters ward.
- Lower earnings, both by location of employment and by residence than the West Midlands or Great Britain. It is likely that many people are commuting to Worcester or Birmingham for higher paid jobs. About 40% of residents commute to outside the district for work. Need to raise wage levels by attracting employers with higher wages, thus reducing the wages gap between the district and neighbouring local authority areas, and reducing commuting.
- Development of brownfield sites - current Government policy states that 90% of suitable brownfield sites should have a Local Development Order for residential development by 2020. This could potentially push industrial development into other areas such as the Green Belt. Diversify the economy, create more skilled jobs to reduce out of District commuting and increase the retention of young educated residents.
- Need to deliver infrastructure to support housing and employment development.
- Improve rates of qualification at both GCSE level and higher and further education.
- Greater diversity of shops as improvements are made to Kidderminster shopping centre to encourage more visitors to the town centres and to tourist attractions throughout Wyre Forest District.
- Need to regenerate the town centres, areas of the town centre which have been traditionally retail could change to other uses and the primary shopping area could be redefined.

Environmental issues for Wyre Forest District:

- Pressure for development in the Green Belt as over half of the District falls within the West Midlands Green Belt.
- Pressure for development in flood zones.
- Safeguarding the best and most versatile agricultural land.
- Improving air quality and water quality.
- Ensuring that new development reflects Wyre Forest District's distinctive character.
- Protecting, conserving and, where it is possible to do so, enhancing the District's rich natural environment and historic assets.
- Planning for the impact of climate change, which includes flooding, in new development.
- Poor air quality (AQMA) at Horsefair, Kidderminster and Welch Gate, Bewdley.

2.11 These Issues from the Preferred Options consultation and the Issues and Options consultation were broadly supported by respondents with a range of specific comments being made which primarily related to:

- Very poor public transport and high levels of traffic congestion with poor strategic transport infrastructure. It was strongly felt by consultees that these issues need to be addressed to encourage further investment in the District.

- Concern felt that the proposed Eastern Relief Road would not solve the problem of congestion in Kidderminster.
- Concern that infrastructure i.e GP surgeries and schools are at capacity and more dwellings would mean more population that would add to the problem.
- Concern raised regarding the number of dwellings required and amount of employment land required as many considered the amount required is too high.
- Many residents concerned that development of dwellings or employment may take place in the Green Belt.
- Many residents wanted brownfield sites to be developed before greenfield or Green Belt sites.
- Many local residents raised the importance of protecting the Green Belt and concerns over increased recreational pressures on the countryside.
- A number of comments were received regarding the future role of the Severn Valley Railway and the part it could play in improving passenger transport.
- A number of landowners and others involved in the development industry registered their concern that the relationship between the Green Belt, brownfield land availability, housing completions and employment opportunities had not been addressed.
- Many residents commented that Kidderminster town centre needs regeneration and a range of uses introduced into the centre including residential.

2.12 These additional issues from both the Preferred Options consultation and the Issues and Options consultation have been considered within the development of this Local Plan Pre-Submission Publication document together with evidence from the evidence base studies.

3.1 In the same way that the issues facing Wyre Forest District were previously consulted on so were the Vision and Objectives for the District. Again there was general support for these although with some suggested changes. Table 3.0.1 below presents the proposed amended Vision and Objectives.

Table 3.0.1 What will Wyre Forest District be like in 2036?

1. In 2036 the three main towns of Kidderminster, Stourport-on-Severn and Bewdley in Wyre Forest District continue to maintain their distinctive and separate identities. The outlying villages have grown organically to meet their own needs. The Rivers Severn and Stour and the Staffordshire and Worcestershire Canal together with other green infrastructure are valued links for both wildlife and residents within and between the town centres, the surrounding countryside and villages.
2. The District's varied natural habitats, together with its diverse and historic landscapes are thriving, and offer a range of outdoor interests, contributing to local educational opportunities and sustainable tourism. Residents and businesses rely increasingly on energy from locally generated renewable sources. Water management forms an integral part of the planning and design of developments. This includes the mitigation of flood risk, water efficiency and widely used SuDS.
3. Kidderminster has benefited from sustainable brownfield regeneration. The attractive and accessible town centre provides a range of retail and commercial leisure opportunities as well as civic spaces and urban greenspace. Kidderminster supports a vibrant visitor economy and a flourishing evening economy. Through its links with the region's Universities and Colleges, Kidderminster provides an important educational and vocational training centre. The transformation of the town has been enhanced by an improved transport infrastructure through which traffic congestion in the town centre has been considerably reduced with an associated improvement in air quality and opportunity for regeneration.
4. Stourport-on-Severn offers a range of facilities to local residents and visitors alike and its canal and riverside remain a key visitor attraction. Its public realm is enhanced through the restoration of its unique heritage including the canal basins and the regeneration of Bridge Street.
5. Bewdley remains a thriving market town which meets the local community's needs. The town's historic character is preserved and its flourishing riverside environment continues to attract visitors.
6. To the east of the District, the larger villages of Cookley and Blakedown continue to provide local residents and the surrounding rural hinterlands with key local services. There remain more limited services, focussing on the needs of local communities, in settlements to the west such as Rock, Clows Top and Far Forest.
7. The District's housing market provides a choice of accommodation responding well to local needs and catering for single households, families and the elderly in particular. Job creation is balanced with housing delivery, encouraging younger people to remain within and be attracted to the District to create a better balanced population structure.
8. A vibrant and sustainable economy exists, primarily focussed around Kidderminster, Stourport-on-Severn and the Stourport Road Employment Corridor providing a range of jobs across the service, retail, research and development and manufacturing sectors, with the infrastructure and a skilled population in place to support it. The urban areas of Kidderminster and Stourport-on-Severn and the South Kidderminster Enterprise Park are the main focus for employment but they are supported by the rural economy including several existing and significant industrial estates where sustainable growth will have occurred, and sustainable tourism.
9. The three towns and rural areas are well served by a sustainable transport network that delivers high levels of accessibility to key services and attractions by a variety of modes of transport. The urban environments have experienced reduced levels of traffic congestion and improved air quality within the town centres which has encouraged the renaissance of Kidderminster town centre. Kidderminster Railway Station acts as a high quality gateway to the District providing convenient interchange for pedestrians and cyclists alike. Frequent rail links to the nearby regional centre of Birmingham and the sub-regional centre of Worcester give access to higher order services. There will also be traffic calming measures in place around schools that are properly enforced.

10. Crime and disorder in the District remain low and local residents feel safer. Residents have the opportunity to lead healthier lifestyles with improved access to clean and attractive green spaces, facilitated by a comprehensive network of routes suitable for vulnerable users (e.g. walkers, cyclists, horse riders). Young residents can access a variety of activities and facilities in the three towns and can make better use of community facilities in the rural villages. Educational achievement rates have improved, particularly in the wards of Oldington & Foley Park and Broadwaters.⁽⁵⁾ Local residents are more skilled through improved access to training opportunities within the community. As they get older, residents' good health and wellbeing continues through easy access to quality health care and community facilities.
11. New development in Wyre Forest is properly supported by the timely provision of suitable infrastructure.
12. Lea Castle Village will be a new sustainable village with enough housing to generate a new village centre with its own local shop, primary school, employment uses and new and upgraded sports pitches. It will be set within an extensive woodland/landscape setting.
13. The Kidderminster Eastern Extension will be a well-designed residential development offering a choice of high quality new homes to meet local needs set within an extensive area of green space which is readily accessible to everyone in the area.

Development Plan Aim and Objectives

3.2 The following plan objectives (Table 3.0.2) will help address the key challenges facing Wyre Forest District and will contribute to the achievement of the Vision expressed above.

Table 3.0.2 Wyre Forest Development Plan – Aim and Objectives

Plan Aim

By 2036 Wyre Forest will be a District where people want to live *and* work *and* fulfil their potential without the need for excessive travel.

Plan Objectives

1. To encourage the long term sustainable development of Wyre Forest and its communities.
2. To address the key challenges facing the District especially in terms of housing, employment, health and transport.
3. To address housing needs in order that existing and future residents' requirements are met and the economic development of the area is supported.
4. To recognise the changing nature of employment, encourage economic diversification and make sufficient high quality employment sites available.
5. To maximise the use of previously developed land in order to ensure the best use is made of available land both within and beyond the main towns.
6. To protect and support the role of the Green Belt through a strategic review and to identify limited strategic Green Belt release to enable the delivery of the plan whilst reinforcing the role and integrity of the Green Belt for future Plan periods.
7. To maximise opportunities for the inclusion of green infrastructure into high quality development in order to provide a good quality of life and maximise the benefits of walking and cycling. Safeguard and enhance the District's biodiversity and geodiversity assets.
8. To promote the historic environment and landscape and conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.
9. To increase provision and to facilitate greater access to sport, recreational and other community facilities in order to encourage healthier lifestyles and improve the health and wellbeing of the District's population.

⁵ Pre May 2015 Wards are referred to as data is not yet available for new Wards.

10. To improve connectivity within the District and achieve more sustainable travel patterns and reduce the need to use the private car through improved public transport services (bus and rail), and new and enhanced cycleways and footpaths. These actions will contribute to an improvement in air quality.
11. To protect the District's water supply and quality, and reduce the risk of flooding.

Document Structure

3.3 To address this range of challenges and issues within the space of a single document is both challenging and complex. In order to achieve this, the document is ordered according to the following structure:

Table 3.0.3

Part	Description	Associated Policies	
		Section	Policy Title
A	Strategic Policies	5	Overarching Sustainable Development Principles
		6	A Sustainable Future – Development Strategy
		7	Strategic Green Belt Review
		8	A Desirable Place to Live
		9	Health
		10	A Good Place to Do Business
		11	A Unique Place
		12	Strategic Infrastructure
		13	Transport and Accessibility
		14	Strategic Green Infrastructure
		15	Water Management
		16	Pollution, Minerals and Waste
	Key Diagram		
B	Development Management Policies	18	A Desirable Place to Live
		19	Providing Accommodation for Gypsies, Travellers and Travelling Showpeople
		20	Community Facilities
		21	Employment Land
		22	Retail
		23	Sustainable Tourism
		24	Telecommunications and Renewable Energy
		25	Safeguarding the Green Belt
		26	Safeguarding the Historic Environment

Part	Description	Associated Policies	
		Section	Policy Title
		27	Quality Design and Local Distinctiveness
		28	Rural Development
C	Proposed Allocations	30	Kidderminster Town
		31	Lea Castle Village
		32	Kidderminster Eastern Extension
		33	Stourport-on-Severn
		34	Bewdley
		35	Previously Developed Sites in the Green Belt
		36	Rural Wyre Forest
D	Monitoring and Implementation Framework	37	Monitoring and Implementation Framework

Wyre Forest District Council is satisfied that this Local Plan has been designed to achieve sustainable economic growth throughout the plan period, in accordance with the requirements of the NPPF. It has identified and promoted a range of sites suitable for housing, employment-generating activity, mixed-use, commercial and retail growth and appropriate rural diversification and enterprise activities.

4.1 The remainder of Part A of this Plan sets out the primacy of the need for sustainable, positively planned development required to meet the needs of Wyre Forest District throughout this plan period (2016 - 2036). In doing so it describes the Development Strategy necessary to address the identified issues and challenges and to guide development to ensure that it is appropriate in scale and balanced.

4.2 In setting out the Development Strategy this section proposes a range of Strategic Policies intended to provide the context and necessary framework for the subsequent Development Management and Site Allocations policies (Sections B and C respectively) of this document. This Section's policies consider:

- **Section 5 Overarching Sustainable Development Principles**
- **Section 6 A Sustainable Future – Wyre Forest Development Strategy**
- **Section 7 Strategic Green Belt Review**
- **Section 8 A Desirable Place to Live**
- **Section 9 Health**
- **Section 10 A Good Place to do Business**
- **Section 11 A Unique Place**
- **Section 12 Strategic Infrastructure**
- **Section 13 Transport and Accessibility**
- **Section 14 Strategic Green Infrastructure**
- **Section 15 Water Management**
- **Section 16 Pollution, Minerals and Waste**
- **Key Diagram**

5.1 The purpose of the planning system is to contribute to the achievement of sustainable development. The Government defined sustainable development via the National Planning Policy Framework (NPPF) which, when taken as a whole constitutes their view of what this means in practice for the planning system in England.

5.2 Government's overall requirement is summarised at NPPF paragraph 11 which considers that plans and decisions should apply a presumption in favour of sustainable development. As with the Government's view that the meaning of sustainable development is expressed by the entirety of the NPPF, Wyre Forest District Council considers that the meaning of sustainable development for its area is embodied by the whole of this document and the policies it contains.

5.3 The following policy integrates the presumption in favour of sustainable development into the Wyre Forest District Local Plan. It should be noted that this policy does not affect or remove statutory consultation on planning applications.

Summary of Preferred Options Responses

General support that Policy 5A broadly reflects national guidance and is consistent with the presumption in favour of sustainable development that is at the heart of the National Planning Policy Framework (NPPF).

Summary of Issues and Options Responses

General support for the concept of sustainable development and the need to maximise the benefit of existing and future supporting and strategic infrastructure.

Policy 5A - Sustainable Development

- A. When considering development proposals, Wyre Forest District Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework (NPPF). The Council will always work jointly and proactively with applicants in a positive and creative way which mean that proposals can be approved wherever possible, and to secure development that improves economic, social and environmental conditions in the District.
- B. Planning applications that accord with the policies in the Development Plan (and where relevant, with policies in Neighbourhood Plans) will be approved unless material considerations indicate otherwise.
- C. Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- i. the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
- ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.

Reasoned Justification

5.4 The economic, social and environmental aspects that make up sustainable development need to be balanced carefully to accomplish a positive outcome. The NPPF makes it clear that the purpose of the planning system is to contribute to the achievement of sustainable development.

5.5 In order to achieve a sustainable end result, the Plan (through its overall approach and policies) needs to perform a number of roles:

- a. **An economic role** – contributing to building a strong, responsive and competitive Wyre Forest economy by:
 - i. Ensuring that sufficient land of the right type is available in the right locations and at the right time to support economic and social growth and innovation.
 - ii. Identifying and co-ordinating development requirements, including the provision of infrastructure.
 - iii. Promoting accessibility to everyday facilities for all, especially those without a car or those seeking to achieve a modal shift away from the car.
 - iv. Implementing the Worcestershire LEP Strategic Economic Plan.
 - v. Implementing the Greater Birmingham and Solihull Strategic Economic Plan.
- b. **A social role** – supporting strong, vibrant and healthy communities in Wyre Forest by:
 - i. Ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations.
 - ii. Fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being.

- iii. Creating a strong sense of place by strengthening the distinctive and cultural qualities of towns and villages.
 - iv. Creating safe and accessible environments where crime, disorder and the fear of crime do not undermine quality of life or community cohesion.
- c. **An environmental role** – contributing to protecting and enhancing Wyre Forest’s unique natural, built and historic environment by:
- i. Making effective use of land.
 - ii. Helping to improve biodiversity.
 - iii. Using natural resources prudently.
 - iv. Minimising waste and pollution.
 - v. Safeguarding and enhancing landscape character.
 - vi. Protecting significant historic buildings, monuments, sites of archaeological significance and the integrity of local planning designations.
 - vii. Protecting and enhancing green infrastructure.
 - viii. Mitigating and adapting to climate change and flood risk, including moving to a low carbon economy and reducing flood risk and wastewater through water management.

5.6 These roles should be delivered through the application of the policies within the NPPF and the Development Plan.

5.7 Economic growth can secure higher social and environmental standards and well-designed buildings and places can improve the lives of people and communities. For example, the promotion of local food production can help support and diversify the local agricultural economy, promote healthier lifestyles and provide valuable habitats or wildlife. Similarly, sustainable drainage can provide a cost-effective measure to reduce the environmental impact of surface water run-off and increase resilience to flooding. To achieve sustainable development, economic, social and environmental gains will be sought jointly and concurrently wherever possible.

5.8 The Local Plan will seek to guide development to achieve sustainable solutions and the policies, taken as a whole, constitute the authority’s view of what sustainable development means in practice for Wyre Forest when promoted through the planning system.

5.9 Development proposals will need to accord with the Development Plan, which comprises the adopted Local Plan, neighbourhood plans that have been made, the Waste Core Strategy, Minerals Local Plan, and the Local Transport Plan. Neighbourhood plans that have been

approved at referendum are also part of the Development Plan, unless the District Council decides that the neighbourhood plan should not be made. Any relevant adopted Supplementary Planning Documents should also be considered as part of the planning application process.

Introduction

6.1 The Development Strategy sets out the broad framework for future development within the District for the 2016-2036 time period. It takes forward the vision and development objectives into a strategy to address the issues and challenges facing the District and to guide development into the future. Importantly it also establishes a clear role for the District's settlements in accommodating future development.

Summary of Preferred Options Responses

Some of the key issues raised during the Preferred Option consultation included the following:

- A number of respondents disagreed with the OAHN requirement of 300 dwellings per annum and thought the figure should be lower.
- Concerns over Green Belt release for future development. Loss of agricultural land and wildlife.
- The proposed Eastern Relief Road proved to be unpopular with criticism that this relief road would not be sufficient to alleviate the traffic problems in Kidderminster.
- Brownfield land should be built out first before releasing any Green Belt land.
- The Plan period should be extended beyond 2034 to be NPPF compliant, i.e. Local Plans should have a 15 year time horizon from adoption.
- Concerns that infrastructure will be insufficient to support new development, i.e. not enough school places, GP surgeries already fully stretched, and congestion on road network.
- Concern that there are insufficient jobs to sustain the number of extra people.
- In terms of the proposed options A and B, there was criticism of both options and a number of respondents considered a combination of the two options would provide both deliverable and sustainable growth for the district.

Summary of Issues and Options Responses

The Issues and Options consultation was broadly supportive of the matters identified. Consultees' particular concerns related to:

- Very poor public transport and high levels of traffic congestion with poor strategic transport infrastructure. It was considered that these issues need to be addressed to encourage further investment in the District.
- The need to meet the District's housing and other requirements and that a pro-growth agenda should be pursued. This needs to look beyond just brownfield redevelopment and should address the relationship between the Green Belt, brownfield land availability, the deliverability of current Plan allocations, housing completions and employment opportunities.
- Other issues included the need to look at Green Infrastructure strategically, the potential to focus new development around strategic transport infrastructure and the progression of a strategic Green Belt Boundary Review.

- General support for the re-utilisation of brownfield land (Option 1) continues though there are concerns about the viability of some of these sites. Similarly support continues for the emphasis of concentrating development in and around the main settlements.
- Support for a sustainable urban extension to the north of Kidderminster based on the Lea Castle Hospital site (Option 2) and the Hurcott Lane ADR: although in respect of the latter concern was expressed in respect of traffic and impact on the SSSI.
- Local opposition from local residents (particularly the Spennells Housing Estate) in respect of an Eastern Kidderminster extension (Option 3) although some support for this approach was expressed from other quarters.
- Continuing widespread support for the brownfield regeneration of Stourport (Option 4) with some querying whether further greenfield development there is necessary.
- Concerns over the recent lack of development in Bewdley were expressed with the acknowledged need for some development to meet local requirements (Option 5). This may need a redrawing of the settlement boundary if the Air Quality Management Area problems are not worsened.
- Little enthusiasm was expressed for allocating development to the Rural East villages (Option 6). Where development takes place this should be proportionate.
- Due to its isolation and poor sustainability little enthusiasm was expressed for directing development to the Rural West (Option 7) though the requirement to meet local need is acknowledged.

6.2 The Development Strategy is made up of six policies which consider:

- the Development Needs – or amount of development - to be delivered within the Plan period (Policy 6A);
- the general location strategy for new development and Settlement Hierarchy (Policy 6B);
- the role of Kidderminster as the strategic centre (Policy 6C);
- the role of the Strategic Allocation Sites (Policy 6D);
- the role of Stourport-on-Severn and Bewdley as market towns (Policy 6E); and
- the role of the villages and other rural settlements (Policy 6F).

6.3 The 'Key Diagram' supports the Development Strategy by showing the opportunities and constraints to guide new development and significant future infrastructure. The Key Diagram is the principal illustration of the spatial strategy. The diagram identifies broad locations for development, key areas of constraint, the main patterns of movement and also outlines the classification of settlements, reflecting the settlement hierarchy included within the Spatial Development Strategy. The Key Diagram can be viewed at end of Part A.

Policy 6A - Development Needs 2016 - 2036

- A. During the Plan Period (2016-2036) Wyre Forest District Council will make provision for, monitor and manage the delivery of housing, employment land, retail and offices

at the levels of development contained in Table 6.0.1. This delivery will be in accordance with the site allocations set out in Part C of this document.

- B. As required by the Duty to Co-operate⁽⁶⁾, due consideration will be given, through a future review of the WFDC Local Plan where appropriate, to the housing needs of neighbouring local authorities in circumstances when it has been clearly established through the local plan process that these needs must be met through provision in the Wyre Forest District area.

Table 6.0.1 Wyre Forest Development Needs 2016-2036

Type of Development	Amount of Development Required	Annual requirement
Dwellings (net additional)	5,520	276
C2 use (Institutional / Care home bed spaces)	487 bed spaces	Not applicable
Employment Land	29 hectares	Not applicable
Comparison Retailing	Zero	Not applicable

Reasoned Justification

6.4 Housing provision will be made for 5,520 dwellings (net) which includes market housing and affordable housing provision. A separate provision for 487 C2 (e.g. care homes / nursing homes bed spaces) will also be made. This level of housing is considered appropriate by Wyre Forest District Council in order to meet the challenges posed by the need for economic regeneration of the District and the provision of an improved level of affordable housing without undermining the local housing market. Key objectives of the Development Strategy include making provision for:

- The right amount of land and type of employment uses at readily accessible locations in which business will thrive and be resilient to current and future challenges;
- Sufficient housing provision that enables the labour force to live locally and contributes to achieving the right mix of housing types so that the wide range of housing needs can be met;
- Whilst the current quantum of available retail provision is considered to be broadly correct it will be necessary to ensure that the retail offer is appropriate to the future requirements of the District. Therefore, whilst it is not anticipated that there will be a need for any additional large scale provision, it may be appropriate for the offer to evolve in order to meet future requirements. Where additional requirements are anticipated to be required to support housing allocations these will be detailed by the specific site allocation policies in Part C of this document.
- Infrastructure that supports communities which are housing the labour force and facilitates the movement of people to their employment, education and other services through the

6 Section 110, Localism Act (2011) relating to unmet need.

alignment of the phasing of development and supporting infrastructure, including green infrastructure.

6.5 The National Planning Policy Framework (2018) requires that Local Planning Authorities, as a minimum, meet their objectively assessed needs (OAN) for both market and affordable housing (as far as is consistent with other policies in the Framework). The most up-to-date work on OAN, and that which is used in this Local Plan is the Housing Needs Study 2018 (HNS, 2018). This 2018 study uses an updated set of demographic projections, taking account of information including 2016 based Sub-National Population Projections from ONS and the 2016 based Household Projections. It also takes account of the Government's new standardised methodology for calculating housing need. This HNS (2018) study supercedes all previous Objectively Assessed Needs Reports published by the Council.

6.6 As such the figure of 5,520 (from the HNS study, 2018) reflects the necessary housing requirement to satisfy housing need plus additional need arising from the necessity to provide additional affordable housing and opportunities for economic growth. The same report separately identifies an additional requirement of 487 C2 (e.g. care homes / nursing homes bed spaces).

6.7 The Employment Land Review (ELR) (2018) report appraised a range of employment land projections for Wyre Forest District using a variety of methodologies in accordance with the former Planning Practice guidance (as this being the most up-to-date PPG at the time). A range of factors were considered within the report to help inform the judgement on the appropriate level of employment need for the district. The ELR report concludes that the employment land requirement for Wyre Forest District should be 29ha of land between 2016 and 2036. The Local Plan seeks to allocate sufficient employment land to accommodate this employment need of 29ha.

Annual requirements

6.8 Table 6.0.1 also sets out the annual housing requirement for the Wyre Forest District. This is derived by a simple division of the housing requirement (5,520) by the number of years that the Plan will apply (20 years). This equates to an annual housing requirement of 276 dwellings. As discussed in Policy 8B (Affordable Housing) there will be a number of elements that make up the affordable housing component.

6.9 Sites considered unsuitable (e.g. because of flood risk), not viable or not deliverable have been excluded. As in all plan-making it is also necessary to adopt a precautionary approach to allow for sites that may not be delivered - this is particularly the case for sites with a poor viability (such as brownfield sites). It is therefore necessary to identify some additional sites so that in the event of a site not coming forward, or sites being excluded from the final Plan (consequent to further evidence including consultation outputs), the District is able to demonstrate that the housing and employment requirements can still be met and flexibility is demonstrated.

6.10 In order to achieve the required flexibility it is necessary to propose allocations in excess of the housing requirement of 5,520. The Plan therefore includes an over allocation of 15%, to allow for sites not coming forward and to be able to maintain a five year housing land supply. At the time of preparation of this consultation document the Council's understanding of how this might be informed was guided by the following available data.

Table 6.0.2

Source of Supply	No. of Dwellings (approx)
Completions (1st April 2016 to 1st September 2018)	521
Under Construction (1st April 2016 to 1st September 2018)	97
Commitments not yet started (1st April 2016 to 1st September 2018) ⁽⁷⁾	557
Kidderminster Strategic Allocation Site - Lea Castle Village	1,400
Kidderminster Strategic Allocation Site - Kidderminster Eastern Urban Extension	1,440
Remaining Development Sites:	
Kidderminster Town	988
Stourport-on-Severn	1,069
Bewdley	225
Rural Settlements	65
Total:	6,362

Duty to Co-operate

6.11 It is clearly demonstrated by the HNS (2018) that, unusually in the West Midlands, the Wyre Forest District Council area is co-terminus with the Wyre Forest Housing Market Area. As such the housing requirement reflected by this Plan is based solely on that required for the needs of Wyre Forest District. However, this does not negate the need for the Plan to be prepared in consultation with neighbouring and near-by authorities (e.g. other Worcestershire districts, Birmingham and the Black Country, South Staffordshire, Shropshire); accordingly Wyre Forest District has co-operated with authorities that are both adjoining and beyond in order to consider strategic priorities for the delivery of homes, including cross-boundary requirements. The evidence base documents the joint working and other activities demonstrating effective co-operation consistent with the Duty to Cooperate legal requirement and the NPPF.

Management of land supply

6.12 The Council's monitoring of the provision of dwellings demonstrates that, whilst under normal economic circumstances, a fairly consistent supply can be achieved. Under unusually buoyant or depressed economic circumstances extremes (both high and low) of delivery can be evidenced. It is therefore prudent to ensure that the authority is in a position to respond quickly to changing circumstances. Positive planning measures may be required to help bring forward sites for development earlier in the plan period to ensure a five-year supply of sites is able to be sustained. Whilst not exhaustive such initiatives might include:

- Working with house builders / landowners / Housing Association Registered Providers, to monitor and progress the housing supply and to identify any causes of supply problems and where appropriate to act on feedback received.

7 * The Commitments shown in table do not include lapse rates. At 1st September 2018, the lapse rate was 7%. Applying 7% to the commitments not yet started = 557 x 7% = 518. For further information on completions and commitments please refer to the Council's 5 Year Housing Land Supply Report, which will be updated annually throughout the Plan Period).

- b. Production of detailed Planning Briefs and / or area-based Supplementary Planning Documents, to increase certainty for developers on the progression of sites through the planning process.
- c. Regular meetings with stakeholders about the major urban extensions.
- d. As part of the preparation of Planning Briefs, indicate different development permutations to accommodate different viability scenarios.
- e. Pre-application discussions with developers, landowners and their agents to increase certainty in the development management process.
- f. Sensitive application of policy where issues around scheme viability have been clearly demonstrated.
- g. Prioritise public sector land.
- h. Potential funding streams, such as Homes England and other public funding sources.
- i. Testing of viability through an independent study and liaison with developers about viability issues.
- j. Annual update of the Council's Brownfield Land Register.
- k. Bringing forward Reserved Housing Sites, subject to Policy 7B.

Policy 6B - Locating New Development

A The Development Strategy and the site allocations in this Plan (as described by Policies 6C – 6F) are based upon the following principles:

- i. Provide accessible, attractive employment sites and positive policies to deliver job creation opportunities.
- ii. Provide for and facilitate the delivery of sufficient accessible housing to meet objectively assessed needs to 2036.
- iii. Encourage the effective use and re-use of accessible, available and environmentally acceptable brownfield land.
- iv. Safeguard and (wherever possible) enhance the open countryside.
- v. Maintain the openness of the Green Belt (as identified on the Policies Map).
- vi. Focus most development in and adjacent to the urban areas, where both housing needs and accessibility to more effective public service provision are greatest.

B Windfall development proposals will be assessed in accordance with the settlement hierarchy described below:

Table 6.0.3 Wyre Forest Settlement Hierarchy

Category	Settlements Included	Role	Suitable Development
Main Town	Kidderminster	<ul style="list-style-type: none"> Administrative centre of the District Focus of public services Focus of employment 	<ul style="list-style-type: none"> Focus of large scale housing provision including Kidderminster Eastern Extension Utilisation of appropriate brownfield and greenfield sites, subject to the more detailed Plan policies Comparison and convenience A1 retail (to meet District requirements and needs) Commercial leisure Large and small scale offices Residential Employment Hotels, tourism and leisure Sports and education facilities Major services
Large Market Town	Stourport-on-Severn	<ul style="list-style-type: none"> Comprehensive range of local services Employment for residents and those in nearby rural areas River/Canal based Tourism and leisure 	<ul style="list-style-type: none"> Support role in the provision of larger scale housing Utilisation of appropriate brownfield and greenfield sites, subject to the more detailed Plan policies Convenience A1 retail (to meet the needs of Stourport-on-Severn) Local services Employment, offices and commerce

Category	Settlements Included	Role	Suitable Development
Market Town	Bewdley	<ul style="list-style-type: none"> Fewer services Employment opportunities especially for rural area west of the River Severn Tourism and leisure 	<ul style="list-style-type: none"> Convenience A1 retail to meet local needs. Employment, offices and commerce Housing to meet local needs Leisure and business tourism Local services
Villages covered (washed over) by Green Belt	Chaddesley Corbett Wolverley Upper Arley	<ul style="list-style-type: none"> Varying ranges of local services and facilities 	<ul style="list-style-type: none"> Housing to meet local needs via allocated sites and rural exceptions sites in appropriate circumstances. Local services. Small scale rural employment including offices
Other villages and rural settlements	Inset Green Belt: <ul style="list-style-type: none"> Fairfield Cookley Blakedown Wilden Lea Castle Non Green Belt: <ul style="list-style-type: none"> Clows Top Rock Bliss Gate Far Forest Callow Hill 	<ul style="list-style-type: none"> Varying ranges of local services and facilities Settlements to west of River Severn tend to have a widely dispersed catchment for employment, services etc 	<ul style="list-style-type: none"> Housing to meet local needs via allocated sites and rural exceptions sites in appropriate circumstances. Infill development within settlement boundary Local services Small scale rural employment including offices
New Village	Inset Green Belt: <ul style="list-style-type: none"> Lea Castle Village 	<ul style="list-style-type: none"> New sustainable village with enough housing to generate a new village centre with local facilities and primary school. To also include employment use. 	<ul style="list-style-type: none"> Residential Employment Sports and education facilities Local services

C Where a community decides to develop a Neighbourhood Plan the District Council will cooperate with and support the community in this activity so that greater local control over the location of development can be exerted whilst supporting the delivery of the Local Plan. Neighbourhood Plans will need to be consistent with the policies of the Local Plan as a whole and will be expected to support the District in meeting its development needs.

D The open countryside is defined as land beyond any development boundary. In the open countryside development will be strictly controlled and will be limited to dwellings for rural workers, replacement dwellings and rural exception sites (Policy 8C); employment

development in rural areas and buildings for agriculture and forestry (Policy 21B) and renewable energy projects (Policy 24B) and development specifically permitted by other Wyre Forest Local Plan policies.

E The Green Belt (as identified on the Policies Map) will be maintained and development proposed within the Green Belt will be considered in accordance with national policy as set out in the NPPF, and with the policies set out in this Local Plan. In particular, Local Plan Policies 7A, 7B, 18B, 25A and 35.

Reasoned Justification

6.13 The development strategy is driven by the Wyre Forest vision and its associated objectives. It brings together land use, development and infrastructure considerations that flow from the economic, environmental and social characteristics of the area. The Sustainability Appraisal (SA) demonstrates that the proposed development strategy will help deliver the SA objectives.

6.14 The new development strategy builds upon the previous Wyre Forest Core Strategy which concentrated development on the large amount of brownfield land in the urban core of the District. Whilst the new strategy continues to maximise the benefit of this resource it will no longer be possible to be entirely reliant on brownfield land meaning that some greenfield land take will be required. This is due to two key factors:

- a. much of the readily available deliverable brownfield land has now been developed;
- b. the housing requirement of Wyre Forest District is significantly greater than the availability of brownfield land.

6.15 The purpose of the settlement hierarchy is to provide a clear steer on the future role of the District's settlements and to focus new development in locations which will promote sustainable communities. The settlement hierarchy is based on an assessment of the services and facilities that are available in each settlement and further information on this can be found in the evidence base documents ⁽⁸⁾.

6.16 The urban areas of the District have the greatest housing needs and are locations where the cost of public service delivery is relatively low. Accordingly the bulk of development needs that cannot be met via brownfield land (including brownfield land in the Green Belt) will be via greenfield land release adjacent to the main towns, especially Kidderminster. In the other settlements, the allocated growth and future development sites are primarily to meet local needs whilst at the same time ensuring the future sustainability of the settlement.

6.17 The villages and hamlets in Wyre Forest, particularly to the west of the River Severn, are characterised by close-knit communities that in many places retain links with the traditional rural economy as well as providing some limited services. Sites beyond development boundaries generally are less sustainable as access to local services and employment opportunities tends

8 Wyre Forest District Settlement Hierarchy Topic Paper 2018)

to be poorer and therefore it is appropriate that development in the open countryside is restricted to proposals which are supportive of more specific Local Plan policies, e.g. Policy 21B – Rural Employment.

6.18 Maintaining the identity and integrity of individual settlements is an important issue for local communities. To the east of the River Severn this is achieved by the West Midlands Green Belt designation. Green Belts serve five purposes (set out in the National Planning Policy Framework), which are:

- to check the unrestricted sprawl of large built up areas;
- to prevent neighbouring towns merging into one another;
- to assist in safeguarding the countryside from encroachment;
- to preserve the setting and special character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

6.19 Locally, the Green Belt continues to serve all the purposes of national policy and the boundaries are considered to be strong and enduring. However, due to the exceptional circumstances of an increased housing demand coupled with a reduced amount of brownfield land and a very tightly constrained Green Belt boundary restricting the ability to develop sustainable locations the District Council considered it necessary to undertake a Green Belt Review through this Local Plan Review (NPPF para 136). Where the Green Belt is fundamental in preventing the neighbouring towns from merging (e.g. between Bewdley and Kidderminster along the A456 corridor and Kidderminster and Stourport-on-Severn along the A451 corridor), it will be particularly important to ensure that the land remains open.

6.20 The nearest sub-regional centre to Wyre Forest District is Worcester which has a sub-regional function. Additionally, particularly in respect of commuting, there are links with the southern Black Country and Birmingham. Within the District the largest and most important retail and commercial centre is its administrative centre, Kidderminster, which also provides a focus for public services, comparison shopping, etc. This strategy will continue to support the role of Kidderminster and will seek to facilitate its further regeneration through the redevelopment of such key zones as Lion Fields (the Eastern Gateway) and Churchfields.

6.21 The other Main Town centres at Stourport-on-Severn and Bewdley are smaller and provide a smaller scale and range of retail and other services typically serving their own settlement and their hinterland of smaller settlements and villages. Centres in the villages and rural settlements are again smaller and will typically provide only a limited range of day-to-day retail and other services.

Policy 6C - Kidderminster town as the strategic centre of the District

Kidderminster will continue to be the strategic centre for the District and its role in providing a focus for new housing, commercial, employment, retail, office and leisure development is to be enhanced. New development will focus on the regeneration opportunities on the identified sites within and adjacent to the town. Two sustainable strategic allocation sites are proposed (see Policy 6D).

The future development needs of Kidderminster will be allocated and implemented through Policy 30 (Kidderminster Site Allocations) as well as the “ReWyre Renewed” Strategy.

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

Reasoned Justification

6.22 Kidderminster is a former carpet manufacturing town which has been, and is still experiencing economic restructuring as a result of the decline in activity of this industry. Consequently Kidderminster faces a number of economic challenges and contains areas which experience acute deprivation. The challenges include lower than average household incomes, low skill levels and poor educational attainment.

6.23 There is great potential for regeneration in Kidderminster. The Staffordshire & Worcestershire Canal and River Stour both run through the town centre, providing a significant opportunity to create new waterside destinations. Whilst much of the deliverable brownfield land in the town has now been redeveloped, Kidderminster still benefits from significant areas of brownfield land suitable for redevelopment most notably Lionfields (the Eastern Gateway) and Churchfields.

6.24 As the District's strategic centre Kidderminster has a unique role within the District. There are key opportunities to improve the town's tourism and employment roles, boosted by the Severn Valley Railway, the West Midland Safari Park, and the economic success of the South Kidderminster Enterprise Park. Overall, opportunities to create additional employment and learning opportunities, improve the natural and built environment, increase tourism and provide new housing, through regeneration are all present in Kidderminster.

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

6.26 The development of a diverse evening/night time economy centred on Kidderminster is seen as an important element in driving the improvement of this strategic centre and the wider District. Careful consideration will be required to determine the number, type and scale of activities and uses to ensure that a rich, inclusive and safe environment is created.

6.27 There should be sufficient protection/provision of outdoor sports facilities as identified in the Playing Pitch Strategy.

Policy 6D - Strategic Allocation Sites

The strategic allocation sites are defined on the Policies Map and will come forward in line with the detailed requirements expressed by Policy 31 and Policy 32.

The proposed strategic allocation sites are:

- i. Lea Castle Village (the ex-hospital site at Lea Castle and wider site area) - Policy 31;
- ii. Kidderminster Eastern Extension - Policy 32.

Reasoned Justification

6.28 In recognition of the insufficient amount of sustainably located readily available land to accommodate the necessary housing and employment requirement two well-designed sustainable strategic allocation sites are proposed.

6.29 In line with the NPPF (Para 136) Wyre Forest District Council has determined the need for a review of the Green Belt within the District under the exceptional circumstances provision. This is to specifically accommodate larger scale development such as new settlements or major urban extensions and is necessary due to the scale of development needs identified for the District up until 2036.

6.30 The proposed housing requirement is 5,520 dwellings for the plan period plus an additional 487 C2 Institutional (e.g. care homes / nursing homes bed spaces). The Plan also allocates in excess of the housing requirement by 15% to allow for sites that may not come forward.

6.31 In terms of brownfield sites, the Plan allocates 1,220 new dwellings (49%) on brownfield land, which includes 600 dwellings at Lea Castle ex-hospital site (this takes into account viability and flood risk issues). There is limited greenfield capacity on suitable and sustainable sites to the west of the River Severn.

6.32 Therefore to meet the needs of the growing population and ensure that sufficient high quality accessible land is available for residential and economic development the District has proposed two strategic allocation sites which will require the removal of land from the Green Belt. This will enable the delivery of planned sustainable urban development with accompanying primary school, local services and infrastructure. The proposed Lea Castle Village will also include some employment use. *(Note that the total Green Belt land take for the Plan equates to 2.1% for all of the Green Belt site allocations in the Plan).*

6.33 The District Council will continue to work proactively in these locations with existing landowners, stakeholders and other agencies to bring forward these strategic developments during the plan period.

Policy 6E - Role of Stourport-on-Severn and Bewdley as Market Towns

Within the District's market towns of Stourport-on-Severn and Bewdley, both of which have Conservation Areas as their town centres, the following development proposals will be sought:

- Employment, start-up business units and commerce, to provide local employment opportunities and enhance economic viability.
- Current A1 retail provision will be safeguarded where possible, however, diversification proposals will be assessed against their overall positive contribution to the town centre.
- New retail development proposals should be appropriate to the town's position in the District's settlement hierarchy.
- Developments which provide additional community and health facilities for the local area.
- Sustainable transport infrastructure should be enhanced to ensure ease of access to the town's services and facilities, particularly from the surrounding rural areas. Access from the market towns to the higher order services available in Kidderminster will also be improved where practical and viable.
- There will be some Green Belt release to enable the market towns to contribute to the housing requirement whilst addressing the need for sustainability and cost effective infrastructure provision (see Policy 33 and 34).
- Sufficient protection/provision of outdoor sports facilities.

Stourport-on-Severn:

- Due to its role in the settlement hierarchy and mix of employment and service opportunities, Stourport-on-Severn is expected to make an important contribution to meeting the District's requirements for new homes. The focus will be on existing brownfield sites within the town supplemented by some greenfield release.
- Developments which will increase the variety and mix of the tourism offer in the town will be encouraged and facilities which focus on heritage tourism, particularly capitalising on the historic canal basins, will be especially promoted.
- Development within the three Conservation Areas should preserve or enhance those areas.
- The proposed allocations for Stourport-on-Severn are detailed at Policy 33.

Bewdley:

- Bewdley's contribution towards the District's housing need will be limited to meet local needs on allocated sites. This reflects the town's conservation context and the more limited availability of jobs and services within the town. Some limited greenfield development will be permitted to enable this.
- The role of Bewdley as a sustainable tourist destination is to be enhanced, with sustainable transport links to the Wyre Forest, Severn Valley Railway, West Midland Safari and Leisure Park and Kidderminster Rail station being a particular focus, where practical and viable.
- Development within the Bewdley and Wribbenhall Conservation Areas should preserve or enhance those areas.
- The proposed allocations for Bewdley are detailed at Policy 34.

Reasoned Justification

6.34 Within market towns, local people and those in the surrounding rural hinterland, should be able to buy most things they need and have sufficient access to housing, jobs, education and entertainment.

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

6.36 There should be sufficient protection/provision of outdoor sports facilities as identified in the Playing Pitch Strategy.

Stourport-on-Severn

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

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

6.39 In Stourport-on-Severn town centre congestion is an issue because the current road layout, pedestrian arrangements and lack of alternative routes (including bridge access and capacity). In respect of future development in and around the town the strategic transport infrastructure in the town is therefore a key consideration. Accessibility to the town centre by alternative modes for residents and visitors alike is extremely important to the town's future functionality and viability.

6.40 Stourport-on-Severn has unique origins as a canal town and has five historic basins which have recently undergone a major restoration programme. The town is also located on the banks of the River Severn which has helped it become a popular visitor destination. The town is a particular attraction for day trippers, especially for people from the Birmingham and Black Country areas. The tourism offer of the town has a great potential for generating economic activity, but this has not been fully utilised in the past. A key opportunity is available to promote Stourport-on-Severn's history as a canal town with its historic basins and take advantage of its heritage assets. This would help to enable the town to tap into new tourism markets and potentially attract a higher-spending, longer-stay visitor.

Bewdley

6.41 Bewdley has a smaller population at around 9,000 but has a greater interdependent relationship with the surrounding rural parishes.

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

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

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

6.45 The ability to accommodate new development on brownfield sites within or adjacent to the town centre is limited due to the heritage setting of the town as well as its topography and the Welch Gate Air Quality Management Area. Development within the town's Conservation Area itself, which covers most of the town centre, is especially sensitive and will need to preserve or enhance the special character and appearance of the area. There are few development opportunities within the built environment and conservation is a priority.

Policy 6F - Role of the villages and rural areas

Sustaining Community Facilities and Services

- Developments that provide the rural community with essential facilities and services will be supported in principle.
- The network of local groups of shops and public houses will be safeguarded in order to support nearby settlements and reduce the need to travel.
- Kidderminster, Stourport-on-Severn and Bewdley will remain the most sustainable places to provide higher order services and facilities to the rural areas, but access to them by public transport should be improved.

Providing Housing for Local Need

- New residential development in the District's villages, rural settlements and other rural hamlets will be to meet local housing needs, as established through the Housing Need Assessment and parish surveys (Policy 8C - Rural Exception Sites, and Policy 18B - Residential Infill Development).

The Rural Economy

- The rural economy will be supported by promoting development which contributes to rural employment sectors as well as encouraging appropriate farm diversification schemes.
- Development proposals will not be permitted where they would be likely to have direct and significant impact on the District's best and most versatile agricultural land.
- Historic farmsteads will be protected from inappropriate development (for details refer to Policy 26 and Policy 28A).
- The provision of rural based workspace and live/work units will be permitted providing:
 - i. the proposals are small scale (i.e. not major development);
 - ii. that they are appropriate to the character of the area;
 - iii. that they do not have an adverse impact on the Green Belt.

Priority will be placed on the re-use or replacement of existing rural buildings.

The proposed allocations for the villages and rural areas of Wyre Forest are detailed at Policy 36.

Policy 35 identifies proposed allocations for previously developed sites in the Green Belt.

Reasoned Justification

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

6.47 Economic and employment opportunities in rural areas go beyond the traditional land based and agricultural sectors. There are great opportunities for sustainable farm diversification, particularly with regard to the tourism and leisure sectors. New employment opportunity sectors such as creative industries and environmental technologies may also be available in rural areas. The provision of superfast and ultrafast broadband in addition to the availability of mobile infrastructure able to provide 2G, 3G, 4G and increasingly 5G coverage will be essential in developing the economic base of the rural areas.

6.48 Equestrian activities are also prominent uses in rural areas. ⁰Commercial equestrian development in particular, can contribute significantly to the rural economy and provide employment for local people. However, equine related development will need to be balanced with the potential impact on the landscape and character of the rural environment and the continued need to preserve the best and most versatile agricultural land to enable localised food production in the future.

6.49 However, the economic development of the District's rural areas does not need to be at the expense of environmental protection and enhancement and must be balanced by the pressure to regenerate the adjacent towns.

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

Policies Map

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

6.52 The Policies Map and the maps throughout the Local Plan use Ordnance Survey base maps which are Crown Copy right protected (Ordnance Survey 100018317 (2018)).

Introduction

7.1 The establishment and maintenance of Green Belts around many of England's main urban areas has long been a part of national planning policy designed to strictly control development. The Green Belt (GB) within the administrative Area of Wyre Forest District Council is part of the larger West Midlands Green Belt and was intended to prevent urban sprawl, restrict the expansion of villages and protect the open countryside from the pressure for development.

Summary of Preferred Options Responses

There was some acknowledgement that previously developed land alone will not be sufficient to meet the growth requirements of the District.

Support was given to the Council's commitment to Green Belt review through the Local Plan preparation process. It was acknowledged that this will enable development to be brought forward in a number of sustainable locations.

A clearer explanation is required as to what the "exceptional circumstances" are to justify Green Belt release.

Some responses suggested consideration should be given to the need to identify additional or alternative areas of 'Safeguarded Land' between the urban areas and the Green Belt, in order to meet the longer-term development needs of the District.

A number of local residents raised the importance of protecting the Green Belt; though some mistakenly were under the impression that Green Belt is a landscape protection tool.

There were objections to some of the existing ADR sites being used for development; although this is a misconception as these sites have already been removed from the Green Belt.

There was some support for the concept of sustainable urban extensions to the north and east of Kidderminster with general support for the use of the Lea Castle Hospital site. This was however accompanied by the expression of concern at the loss of Green Belt.

Summary of Issues and Options Responses

A number of local residents raised the importance of protecting the Green Belt; though some mistakenly were under the impression that Green Belt is a landscape protection tool.

Some comments were received from landowners regarding concerns that the Issues and Options document failed to address the relationship between the Green Belt, brownfield land availability, housing completions and employment opportunities.

Issues raised by key stakeholders included the need to look at the potential to focus new development around strategic transport infrastructure and the progression of a strategic Green Belt Boundary Review.

There was some support for the concept of sustainable urban extensions to the north and east of Kidderminster with general support for the use of the Lea Castle Hospital Site and the prioritised use of ADR sites. This was however accompanied by the expression of some concern at the loss of Green Belt.

Policy 7A - Strategic Green Belt Review

The District's most up-to-date Green Belt boundaries are identified on the Policies Map.

There is a general presumption against inappropriate development within the Green Belt, and such development will not be permitted unless very special circumstances exist. Development proposals, including those involving previously developed land and buildings in the Green Belt, will be assessed in relation to the relevant national planning policy.

The important role of the District's Green Belt will be recognised and protected, with the majority of new development being channelled towards the most sustainable Main Towns of Kidderminster, Stourport-on-Severn and Bewdley, many parts of which are bounded by the Green Belt.

In accordance with paragraph 136 of the National Planning Policy Framework, a number of changes will be made to the Green Belt boundaries to support the strategic development of Wyre Forest through this Plan. The following areas will be removed from the Green Belt to accommodate future development needs and are shown on the Policies Map. Where appropriate, further details are provided in Policies 30, 31, 32, 33, 34, 35 and 36:

- Changes to the Green Belt boundary to enable sustainable development at two strategic allocation sites:
 - i. to the north of Kidderminster, to enable the Lea Castle Village development.
 - ii. the eastern edge of Kidderminster urban area.
- Changes to the Green Belt boundary will also be made at locations around Kidderminster, Stourport-on-Severn and Bewdley to enable the development needs for the District to be met most sustainably and economically.
- The following Areas of Development Restraint (ADRs) (see Site Allocations and Policies Local Plan, adopted 2013) will be released for residential development, in accordance with Local Plan Policies 30.12 and 33.13:
 - i. Hurcott ADR (land between A451 and Hurcott village) - green gap to be maintained as per Policy 30.12;
 - ii. Four Acres Caravan Park, Stourport-on-Severn (in accordance with Policy 33.13).

The Policies Map also shows the villages that continue to be included in the Green Belt. These villages will be protected from inappropriate development due to the important contribution which the open character of the village makes to the openness of the Green

Belt. However, limited infilling in these locations may be considered appropriate if in accordance with Policy 25, Policy 18B and NPPF Green Belt policy. Any proposal in these locations will be expected to be of an appropriate density to reflect surrounding properties and should not impact negatively on the openness and character of the wider Green Belt.

Limited affordable housing for local community needs in the Green Belt will be supported on rural exception sites where the development complies with Policies 8B (Affordable Housing Provision) and Policy 8C (Addressing Rural Housing Needs).

Opportunities to enhance the beneficial use of the Green Belt and improve public access to Green Belt areas will be supported in line with the National Planning Policy Framework and Policy 25A (Safeguarding the Green Belt).

This policy should also be used in conjunction with Policy 35 (Part C of Plan), which permits certain forms of development at identified Previously Developed Sites in the Green Belt (as shown on the Policies Map).

Reasoned Justification

7.2 The WFDC Green Belt was originally determined in the mid-1970s and was subsequently confirmed in detail by the Wyre Forest Urban Areas Local Plan, adopted in 1989. Subsequent Local Plan Reviews (1994, 2004 and 2010) did not identify the need for any significant changes although some limited adjustments around a number of the larger villages were made.

7.3 Within the WFDC administrative area, the current 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. There are three villages included within the Green Belt (i.e. washed over by Green Belt). These three villages are Chaddesley Corbett, Wolverley and Upper Arley.

7.4 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). ADRs are areas of land which have been 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. The existing ADRs are as follows:

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

7.5 With the exception of the Hurcott ADR and the Four Acres Caravan Park ADR, it is proposed to maintain the current ADR sites as Reserved Housing Sites (Safeguarded Land) as per Policy 7B. The Hurcott ADR has already received planning approval for a housing development on the northern area of the site; the southern area of the site is protected by a

green gap as per Policy 30.12 'Land at Stourbridge Road BW/4 south'. The Four Acres ADR site at Stourport is currently being used as a Caravan Park providing mobile homes. The land (as shown on the Policies Map) is allocated as a caravan park as Policy 33.13. The other ADR sites are greenfield and will remain as Safeguarded Land (Policy 7B). They will be brought forward for development either through the Neighbourhood Plan process or the next Local Plan review. This is to give local communities that are preparing Neighbourhood Plans a greater influence on the type of development that takes place in these areas in the future.

Green Belt review

7.6 The important role of the Green Belt is fully recognised. The NPPF (para 133) states that "the fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence." The Green Belt serves five purposes as set out at paragraph 6.17.

7.7 The NPPF (para 136) states that "Once established, Green Belt boundaries should only be altered where exceptional circumstances are fully evidenced and justified, through the preparation or updating of plans. Strategic policies should establish the need for any changes to Green Belt boundaries, having regard to their intended permanence in the long term, so they can endure beyond the plan period."

7.8 Whilst the District Council has been able to adopt subsequent Local Plans without requiring incursions into the Green Belt or requiring the development of ADRs to meet development needs, the time has come for the District Council to look beyond the boundaries of its urban areas for sites to meet the District's development needs.

7.9 The Local Plan seeks to minimise the impact of development upon the Green Belt. However, it has been concluded that there are now exceptional circumstances which justify a review of the Green Belt boundary. It is proposed that the existing Green Belt boundary should be amended for the need to locate development to the most sustainable settlements and locations where there is easy access to a range of existing services and facilities and supporting infrastructure.

7.10 The Strategic Review of the Green Belt in Wyre Forest District is justified for the following two key reasons:

- i. National Planning Policy Framework (NPPF) makes it clear that it is necessary for the evidence base for all Local Plans to be up-to-date. As stated above the Wyre Forest Green Belt was instituted in the mid-1970s and has not been subjected to fundamental review since. The District Council therefore needs to provide up-to-date evidence to support its Green Belt policies. To achieve this it is necessary to perform a review to demonstrate that the Green Belt boundary within the District remain robust and defensible so that it can effectively fulfil the five purposes set out in the NPPF (para 134). The NPPF requires that Green Belt boundary reviews must be established through strategic policies during the preparation or updating of plans.
- ii. Wyre Forest has been successful in utilising previously developed land to meet its housing and employment land requirements in previous adopted Local Plans. However, in this Local Plan period (up to 2036) previously developed land on its own will not be sufficient to

accommodate all development needs. It will therefore be necessary to ensure that the most appropriate and sustainable locations are utilised for future development whilst at the same time protecting the future role and functions of the Green Belt in a robust and thoroughly evidenced way. This will require some strategic adjustments to the Green Belt boundary.

7.11 A Strategic Green Belt Study (AMEC 2016) and a more detailed Second Stage Green Belt Study (AMEC 2017, and updated in 2018) form that robust evidence base. These studies demonstrate that across the District the Green Belt fulfils its intended strategic purpose as part of the West Midlands Green Belt with many instances of more than one Green Belt purpose being fulfilled.

7.12 These studies have formed a key part of the evidence base in deriving the policy options and decisions in the preparation of the Strategic, Development Management and Allocations Policies contained within this document. It is important to note that the NPPF also requires the consideration of whether the Green Belt boundary will remain appropriate to meet the District's needs beyond 2036.

Wyre Forest District Exceptional Circumstances

7.13 The Wyre Forest District Housing Need Assessment (2018) highlights Wyre Forest District's housing need to be at least 5,520 homes to 2036 (based on 276 dwellings per annum). Having undertaken a comprehensive review of the Green Belt together with a full analysis of other relevant evidence, it has become clear that the Council cannot physically accommodate all of this need within its existing urban areas.

7.14 The NPPF is clear that housing need (market and affordable) must be met. Through the findings of the Sustainability Appraisal and in taking these findings on board, the Council has considered realistic alternative options through its Local Plan review and the Duty to Co-operate. Existing urban areas and non-Green Belt land has been considered, but existing Green Belt land is required to meet the District's housing needs, including identified needs for affordable housing.

7.15 The District's tight boundary close to its main towns means that potential employment land supply is limited. The District must provide employment land to stimulate economic growth, however to promote a balance of need and supply Green Belt land must be utilised.

7.16 Without the release of land for development that is currently in the Green Belt, it is highly unlikely the District would be in a position to demonstrate a continuous five year supply of housing land or a continuous supply of employment land over the plan period. The need for housing in general and affordable housing in particular, are matters to be given very substantial weight. Paragraph 145(f) of the NPPF confirms that affordable housing is an issue of sufficient weight for it potentially to be an exception to normal Green Belt policy.

Policy 7B - Reserved Housing Sites in the Green Belt

1. The areas of Reserved Housing Sites (Safeguarded Land) comprise the following sites and are shown on the Policies Map.

- a. Land off Hayes Road, Fairfield (WFR/WC/23);
- b. Land off Lowe Lane, Fairfield (WFR/WC/22);
- c. Land off Kimberlee Avenue, Cookley (WFR/WC/10);
- d. Land off Wilden Top Road, Wilden (MI/21);
- e. Lawnswood, Cookley (WFR/WC/12).

Any development of these sites will be subject to consideration through a full or partial review of this Local Plan or through a Neighbourhood Plan process. In the interim period, proposals for development will be assessed against the Green Belt policies of the Development Plan. An ecological appraisal of the site will also be required where necessary to demonstrate no net loss of biodiversity (in accordance with the GI policies in this Plan).

2. If the Council is unable to meet the NPPF requirement of being able to demonstrate a 5 year supply of land for housing or where the Housing Delivery Test indicates that housing delivery was substantially below the housing requirement over the previous three years, then sites allocated as 'Reserved Housing Sites' within the adopted Local Plan, will be considered for development if the applicant can demonstrate why the site should be released in advance of other allocated sites within this Plan or prior to the completion of any future Local Plan review, including consideration of the harm that might arise by its early release and submission of Very Special Circumstances.

Reasoned Justification

7.17 The NPPF sets the approach to defining the Green Belt boundaries. Its purpose is to help ensure that the Green Belt (as defined in this Plan) endures beyond the Plan period and that defensible boundaries are maintained.

7.18 Paragraph 139 of the NPPF expressly mentions the opportunity to safeguard land within the Green Belt as part of a Local Plan. It is not however allocated for development at the present time and is instead identified for consideration through future Plan reviews. As such, planning permission for the permanent development of safeguarded land will only be granted following a Local Plan review or Neighbourhood Plan which proposed the development. For clarity, in this Local Plan 'safeguarded sites' are referred to as 'Reserved Housing Sites'. Reserved Housing Sites are areas of land which have been taken out of the Green Belt to meet longer-term housing needs. They are treated as Green Belt land until they are allocated for development through the plan making process.

7.19 The NPPF requires local planning authorities to demonstrate a five-year supply of deliverable housing sites. If the Council is unable to demonstrate a 5 year supply of land for housing, then sites allocated as 'Reserved Housing Sites' within the adopted Local Plan will provide the first option to consider for development if sites are not available to meet the desired requirement in other, sequentially preferable locations. The applicant will need to demonstrate why the site should be released in advance of the completion of the Local Plan review, including consideration of the harm that might arise from its early release. This is to allow flexibility in the Local Plan if a 5 year housing land supply cannot be demonstrated. Inappropriate development on non-allocated sites within the Green Belt will not be supported.

7.20 The Council considers this flexible approach to adapt to rapid change will support sustainable development, support on-going commitment to Duty to Co-operate, and assist the long term protection and management of the Green Belt in the District.

7.21 The Council would encourage early pre-application discussions for any proposals on Reserved Housing Sites.

Introduction

8.1 The 2018 Housing Need Study has evidenced the overall requirement for 276 new dwellings per annum over the new plan period. This would total 5,520 new dwellings (before discounting those already built or granted permission since 2016) plus 487 C2 Institutional (e.g. Residential Care Homes) over the whole plan period. The policies contained in this section set out how new housing types will be delivered within the District in accordance with the overarching Development Strategy policies at Section 6. They also address site provision for gypsies, travellers and travelling showpeople during the new plan period.

8.2 2011 Census migration data suggests that 66.1% of all household moves are within the Wyre Forest District area and that 59.1% of residents in employment work within the District. Of the individuals who work in the District, 74.4% also live within Wyre Forest. Therefore Wyre Forest is a largely self contained Housing Market Area. A review of market signals data undertaken in 2016/17 suggests that the Housing Market in this area is relatively stable.

8.3 The Housing White Paper (February 2017) has set out more specific requirements for housing types to encourage greater delivery of housing and to promote home ownership. National Housing Policy focuses on building more affordable housing; improving the quality of rented housing; helping more people to buy a home and providing housing support for vulnerable people. Policies within the Local Plan will be required to take account of this and to set out a proactive approach to delivery to meet specific needs.

Summary of Consultation Responses from Issues and Options Consultation

- This topic generated much debate but most respondents agreed that the final housing mix policy will need to reflect latest evidence for the Housing Market Area and needs identified.
- The current housing density policy has little support and again should reflect the latest evidence.
- Affordable housing issues are likely to be complicated by recent changes to Government policy and changes arising from the Housing White Paper.
- Respondents consider that further research needs to be done on specialist housing provision requirements. And more proactive policies incorporated into the Local Plan.
- The issue of gypsy site provision provoked much debate and gave no clear cut answers as to the best way forward.

Policy 8A - Housing Density & Mix

A minimum annual average target of 276 new dwellings will be delivered during the plan period to 2036.

New housing developments must be well designed and address local housing needs incorporating a range of different types, tenures and sizes of housing to create mixed communities.

On the basis of dwelling size data including the data obtained from the Housing Register, which considers needs over aspirations and includes both general and supported housing needs (including housing needs for older people). Table 8.0.1 provides an indicative view on the likely overall dwelling size required. Actual mix of housing will be influenced by both the market and housing needs specific to the site.

Table 8.0.1

Table 8.0.1 - Suggested dwelling mix for 276 units by market and affordable dwellings (including all types of housing need)		
Unit size	Market	Affordable
One bedroom	24	23
Two bedroom	87	23
Three + bedroom	96	23
Total	206	69

Source: Derived from Table 7.6 Housing Need Study (arc4, September 2018)

The make up of individual developments, their design and density will be in sympathy with the development context (e.g. brownfield development in a town centre or greenfield) and existing neighbouring development. It is anticipated that new greenfield developments in town centres will have an average density of 35 dwellings per hectare, unless it can be shown that there are strong reasons why this would be in conflict with the development context and existing neighbouring development area. Individual site characteristics may mean that this level of density is not achievable on all greenfield developments and this will need to be evidenced by the applicant through an independently verified financial viability assessment.

Reasoned Justification

8.4 The Local Plan needs to plan positively for a mix of housing based on an assessment of the population that will live in the District both now and in the future. Housing mix refers to both the size of property (number of bedrooms) and the type of housing – whether detached, semi-detached, terraced or apartments. Housing completions over the last 9 years within the District have provided a good mix of house types and sizes.

8.5 Within the District, 71.23% of dwellings are owner occupied, 14.44% are social rented and 14.33% are private rented. The 2016 OAHN Report undertook an analysis of stakeholder feedback into housing priorities for the District. This is set out in the table below:

Table 8.0.2 Ranking of priorities by stakeholders

High Housing Priorities	Percentage
Properties Designed for Older People	75
Affordable Homes to Rent	63
Affordable Homes to Buy	44
Properties for People with Specialist Needs	40
Improving Quality of Existing Stock	31
Building Open Market Homes	12
Executive Housing	6

NB: Percentages do not add up to 100% since respondents were permitted to nominate more than one priority

8.6 Analysis (arc4, September 2018) indicates a particular requirement for the development of 2 and 3 bedroom market dwellings and a mix of 1, 2 and 3+ affordable dwellings. The affordable dwellings data is derived from the Housing Register which restricts people to housing need / housing benefit eligibility and rather than housing aspirations and so the Council would seek to provide a higher ratio of 2 and 3 bedroom properties to meet current and future housing requirements.

8.7 This broadly accords with the findings of stakeholder consultation which suggests that there is a mix of size and tenure needed across the District to support a spectrum of needs, cater for demand and attract people to the area.

8.8 In the preparation of the April 2017 Objectively Assessed Housing Needs stakeholders were asked to identify what types of housing they thought should be built. The following were mentioned:

- larger affordable family homes;

- two- and three-bedroom homes for families;
- executive homes;
- housing for the elderly including bungalows and lifetime homes, in addition to extra care schemes;
- specialist housing to support specific household groups identified as in need; and
- smaller one bedroom flats to rent.

8.9 The NPPF emphasises the need to set minimum standards of density for cities and towns as part of the Local Plan, and in particular it establishes that the minimum standard should be a significant uplift in average density. The 35 dwellings per hectare standard meets this requirement. This standard is considered viable for most development in greenfield sites in town centres, and it is up to the applicant to demonstrate whether particular circumstances justify the need for a viability assessment at the application stage. Different density standards could be supported where necessary to ensure the development is in sympathy with the development context and existing neighbouring development.

Policy 8B - Affordable Housing Provision

Level of Provision

A minimum annual average target of 90 affordable dwellings will be delivered during the plan period to 2036.

Affordable housing provision of a minimum of 25% on sites of 10 or more homes, or sites of an area of 0.5 hectares or more, will generally be required. Individual site characteristics may mean that this level of provision is not achievable on all development sites and this will need to be evidenced by the applicant through an independently verified financial viability assessment.

If a development scheme comes forward which is below these thresholds and thus does not require the provision of affordable housing, but the scheme is followed by an obviously linked subsequent development scheme at any point where the original permission remains extant, or up to 5 years following completion of the first scheme, then, if the combined total of dwellings provided by the first scheme and the subsequent scheme/s provide 10 or more (or the area of the site of the first scheme and the subsequent scheme/s is 0.5 hectares or more), then an affordable housing provision of a minimum of 25% will be enforced, with the precise level of affordable housing to be provided being 'back dated' to include the earlier scheme(s).

Vacant Building Credit will apply to brownfield land where vacant buildings are being reused or redeveloped. Vacant building will need to meet all the following criteria:

1. The building is not in use at the time the application is submitted, and has not been in continuous use for any six months during the last five years up to the date of the planning application is submitted.
2. The building is not covered by an extant permission, or a permission expired within the six months up to the date of the planning permission is submitted.
3. The building has not been made vacant for the sole purpose of redevelopment: the applicant will be required to provide evidence that the site has been actively marketed for at least two of those three years at realistic prices, and that no financially viable interest has been expressed.

Tenure Split

An indicative tenure split of 65% rented (including social rent) and 35% intermediate tenure (including sub-market private rent and shared ownership) will be sought for affordable housing provision on new sites. The exact split will be determined on a site by site basis based on housing need and viability (if relevant).

Affordable Housing led schemes

Where Registered Providers want to develop sites where the intention is to provide higher numbers of affordable housing units than the planning obligations require but would still need some enabling market housing to make the site viable, the number, tenure and type of units will be agreed on a site by site basis. This will be used on both housing needs information and viability. The number of enabling dwellings should not be higher than the number of affordable dwellings and would not normally exceed more than 20% of the overall number.

Build to Rent Schemes

The District Council will support the development of Build To Rent proposals which will offer a mixture of houses at market rent and Affordable Private Rent, aimed at lower to middle income households. Such schemes should demonstrate that they have fully considered the incorporation of a proportion of homes to be made available at a Affordable Private Rent. They should also offer security of tenure through tenancy agreements of 3 years or more. Any impacts on the market rate will be taken into account by the Council at viability assessment stage.

Entry Level Exception Sites

The District Council will work with the Town and Parish Councils, Community Led Housing Groups and Neighbourhood Planning Forums to identify appropriate sites for entry-level exception sites. Such schemes will be subject to the following criteria:

- i. The site provides entry-level homes suitable for first time buyers (or equivalent, for those looking to rent). The scheme should include provisions to maintain houses at an affordable price or rent for future eligible households. Where legislation prevents this from happening then agreement must be reached with the Registered Provider to find a replacement unit if the original property is sold at market price.

- ii. The site is adjacent to the existing settlement, and should be accessible to local services and facilities.
- iii. The number, size, type, mix and tenure of dwellings must not exceed the extent of identified local need.
- 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 surrounding landscape.
- v. Any enabling market housing required to make the development of affordable dwelling on the site viable must be accompanied by a robust viability assessment (open book) in order to justify the required enabling development. The number of dwellings should not be higher than the number of affordable dwellings and would not normally exceed more than 20% of the overall number.

Reasoned Justification

8.10 The definition of Affordable Housing, Build to Rent and Affordable Private Rent is consistent with the National Planning Policy Framework.

8.11 The Wyre Forest Housing Need Study (September 2018) establishes an affordable housing need of 158 dwellings per annum over the new plan period. However it could render the plan unviable to expect this level of affordable housing delivery and this level is unrealistic in light of delivery in recent years. Over the period April 2010 to September 2015, Council data indicates a total of 521 affordable dwellings have been built – an annual average of 96 affordable dwellings. The anticipated future supply of affordable homes over the next five years will be around 90 per year.

8.12 Analysis undertaken suggests that for open market housing rental within the District the minimum income required is £23,280 for lower quartile renting. For house purchase an annual income of £33,429 is required for entry level house prices. The table below sets out the affordability ratios (based on 3.5 x household income ratios) across the District for housing products.

Table 8.0.3

Housing Type/Product	% of District Population who can afford
Median House Prices	40.0
Average House Prices	16.5
Lower quartile House Prices	43.4
Shared Ownership (50% and 25%)	42.9% and 56.7%
Help to Buy	63.0
Median rent	59.8

Housing Type/Product	% of District Population who can afford
Average rent	43.8
Lower quartile rent	66.3
Affordable rent	70.8
Social rent	77.6

8.13 Evidence suggests that there is a significant need for affordable housing within the District. In particular, the table above demonstrates that more rental properties are required, with the greatest need being for social rent. The current level of housing need as evidenced in the Housing Needs Study supports the Council in having a preference for social rented units but the inclusion of affordable rent and other intermediate housing within the overall affordable housing mix including affordable private rent schemes and discounted home ownership will be sought in line with the NPPF and Housing White Paper. This will need to be delivered through a combination of policy measures and proposals including 100% provision of affordable housing on sites (including exception sites); Section 106 provision as part of the overall mix on sites over 10 dwellings or above 0.5 hectare, according to the NPPF definition of major development; schemes for build to rent which incorporate affordable private rent properties; and below market private rent and starter homes provision.

8.14 The District is required to set an overall minimum target for the Wyre Forest District area for the amount of affordable housing to be provided per annum. This target should take account of local assessment of need and also be subject to viability assessment to ensure that it is deliverable. Viability testing has suggested that a minimum figure of 25% affordable housing provision on new sites would be appropriate for the area. This could be informed by individual viability assessments. The past annual average delivery of 96 affordable dwellings would suggest that it may be more appropriate to set a target of 90 per annum, particularly with the Government's new emphasis on promoting schemes for affordable rent and other intermediate tenures.

The District Council supports the reuse and redevelopment of brownfield sites and the reuse of vacant buildings for housing. Acknowledging that redevelopment of vacant buildings incur additional costs compared to greenfield site development of the same size and typology, the District aims to implement the Vacant Building Credit methodology established in the NPPF and PPG. The Policy outlines the requirement to define a vacant building, as opposed to a building made vacant for the sole purpose of development and to an abandoned building, two situations where the Vacant Building Credit does not apply according to the NPPF and PPG.

The Housing Needs Study and Viability evidence suggests an overall tenure split of 65% rented (including social rent) and 35% intermediate tenure dwellings. It is therefore recommended that a 65% rented and 35% intermediate tenure split is appropriate for affordable housing provision. According to the Housing Needs Study 22% of households in the district can't afford affordable housing at social rent levels. The Council will therefore seek social rent as the dominate tenure type within the 65% split.

Policy 8C - Addressing Rural Housing Needs

The provision of residential development to meet specific local needs within the District's rural settlements will be encouraged. Residential development will be permitted where it is in accordance with the relevant rural development or Green Belt policies as contained within the Local Plan. Residential schemes that take account of local housing needs on windfall sites will be positively considered within the rural areas. Housing should be located where it will enhance and maintain the vitality of rural communities and within the settlement boundary.

Rural Exception Sites

The District Council will work closely with the Parish Councils, Registered Providers, Community Led Housing Groups and Neighbourhood Planning Forums to identify appropriate sites for rural exception schemes. Such schemes will be subject to the following criteria:

- i. The provision of affordable housing must remain so in perpetuity in agreement with the Registered Provider but where legislation prevents this from happening then agreement must be reached with the Registered Provider to find a replacement unit if the original property is sold.
- ii. The number, size, type, mix and tenure of dwellings must not exceed the extent of identified local need.
- iii. 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 surrounding landscape.
- iv. The site should be accessible to local services and facilities.
- v. Any enabling market housing required to make the development of affordable dwelling on the site viable must be accompanied by a robust viability assessment in order to justify the required enabling development. The number of enabling market dwellings should not be higher than the number of affordable dwellings and would normally be expected to be up to 20% of the overall number.

Rural Workers Dwellings

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

- i. There is a clear and established existing functional need.
- ii. The need relates to a full time rural worker who is employed locally in livestock management, agriculture/agricultural contracting or forestry.
- iii. The proposed dwelling is of a size commensurate with the functional requirement and need of the worker's household.
- iv. Wherever possible, the dwelling is sited within, and designed in relation to the main building complex where the worker works, or a nearby group of dwellings.

Where permission is given for such dwellings, occupation of the dwelling will be restricted by condition to a person solely employed in the locality in livestock management, agriculture/agricultural contracting or forestry, or a widow or widower of such a person, and any resident dependants. The removal of an occupancy condition will only be permitted where it has been demonstrated that there is no longer a need for the unit to be occupied by a person employed locally in livestock management, agriculture/agricultural contracting or forestry, or by a widow or widower of such person and any resident dependants. Any application for the removal of an occupancy condition should include evidence to demonstrate that the dwelling with the occupancy condition in place has been actively marketed to rural workers or potential rural workers employed locally for a period of 12 months, at a price which reflects the existence of an occupancy condition, and that no financially viable interest has been expressed from within the District or its adjoining parishes.

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 subject to residential use and has not been abandoned.
- ii. The replacement dwelling is in the same or less prominent position as the original with curtilage only being amended or required by re-siting, landscape enhancement, vehicular safety or neighbour amenity.
- iii. The replacement dwelling should not be materially larger than the one it replaces. In this respect the District Council will apply the following size criteria;
 - If the dwelling is in its 'original' form – the existing size plus 20% floorspace increase;
 - If the dwelling has been extended beyond its original form – the existing size.

When considering comparisons in size, the District Council will have particular regard to floorspace, volume and height.

The terms 'original' form refers to the floorspace, volume, and height of the building as it was originally built, or as existed on 1st July 1948. The term 'existing' size refers to the floorspace, volume and height of the existing dwelling.

In respect of all of the categories contained within this Policy the costs of any independent assessment that is required will be met by the applicant.

Reasoned Justification

8.15 The District's rural areas have some of the most expensive house prices within the District, which means that many local families who wish to remain are priced out of the market. In addition, more elderly residents may wish to downsize to smaller properties and bungalows which in turn will release housing opportunities for families. The Housing Needs Study report (September 2018) demonstrates significant affordability issues relating to house purchase in all of the parishes. This is most marked within the rural parishes of Broome, Chaddesley Corbett,

Churchill & Blakedown, Kidderminster Foreign, Ribbesford, Rushock and Stone. The analysis shows that rental products are far more accessible to parish residents in terms of their household income.

8.16 Local housing needs are established through housing needs surveys which are undertaken in agreement and partnership with the relevant Town or Parish Council. It is also established through the Housing Register of persons assessed according to the Council's Allocations Policy as qualifying residents.

8.17 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 specific housing types as identified through a Parish Housing Need Survey. Where no housing needs survey is available, the District Council will consider need demonstrated by the housing register data.

8.18 Housing provision on rural exception sites 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 will need to demonstrate that arrangements are put in place to ensure that the housing will remain permanently available to meet the continuing needs of local people.

8.19 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 an element of market housing (typically no more than 20%). Under these circumstances, developers will be required to provide additional supporting evidence in the form of an open book development appraisal for the proposed site. The provision of starter homes to meet identified local needs will also be an acceptable form of housing on rural exception sites in addition to other tenure types that meet local housing needs.

8.20 There can be a need for livestock management, agricultural/agricultural contractors or forestry workers to live on site. Rural workers 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. Where permission is granted for an additional dwelling, then the applicant will be expected to agree to retain the existing accommodation for use within the unit. Convincing evidence should be provided with any application for the removal of an occupancy condition, as set out in Policy 8C.

8.21 There may be specific circumstances where existing dwellings are in poor repair or no longer appropriate in terms of their design to meet the occupant's needs. In such circumstances, it is considered that it may be appropriate to permit replacement dwellings to meet a specific local need.

Policy 8D - Self Build and Custom Housing

To support prospective self builders on sites of 10 or more dwellings, or sites of an area of 0.5 hectares or more, the developer will need to demonstrate how the need of self builders have been taken into consideration. The developer will fulfill this requirement via agreement

with the Council, taking into consideration demand on the Self Build Register. Sites of more than 50 dwellings will be considered as most suitable for delivering self build dwellings. Self Build and Custom Housing dwellings within the site will be developed in accordance with an agreed design code. Where plots have been made available and marketed appropriately for at least 12 months and have not sold, the plot(s) may be built out by the developer.

The District Council will support planning applications for small scale self build and custom housing, provided they are in keeping with the other policies contained in this Plan.

Overall provision will be reviewed on an annual basis as part of the residential land availability assessment and will be based on the demand as set out in the Custom and Self Build Register maintained by the Council.

The District Council will work closely with Developers, Registered Providers, the Parish Councils, Community Led Housing Groups and Neighbourhood Planning Forums to identify appropriate sites for Self Build and Custom Housing schemes which provide 10 or more services plots. Such schemes will be subject to the following criteria:

- i. The numbers of each different type of Self Build Custom Housing offered in the scheme should reflect the proportion of preference for each type as present in the register.
- ii. Self Build and Custom Housing dwellings within the scheme will be developed in accordance with an agreed design code. The design code will ensure the number, scale, and design of Self Build and Custom Housing should be appropriate to the size and character of the settlement and must not damage the character of the settlement or the surrounding landscape.
- iii. The site should be accessible to local services and facilities and within or adjacent to existing settlements.
- iv. Where plots have been made available they should be reasonably priced to reflect prevailing market values and average local income.

Reasoned Justification

8.22 Under the Self Build and Custom House Building Regulations 2016, the District Council is required to have regard to a register of people who are interested in self build or custom build projects in the area. This will help to inform policy development and future plot requirements in the District. There are different types of custom build which will have specific requirements for the types of land plots to be allocated through the Local Plan.

- DIY Custom Build
- Self Finish Custom Build
- Full Turn Key Custom Build
- Independent Community Custom Build
- Supported Community Custom Build
- Co-housing Custom Build
- Affordable Custom Build

8.23 In April 2018 there was a local demand for 60 Self Build and Custom Plots within the District, with a preference for DIY Custom Build, followed by Self Finish Custom Build and Full Turn Key Custom Build. Of these 40 households expressed interest in a self/custom build plot on a new build development.

Policy 8E - Housing for Older People and others with special housing requirements

The Council will continue to work with providers and developers to meet the additional need for 1,642 C3 dwellings for older people over the lifetime of the plan.

The District Council will also require all major housing development proposals to provide evidence that they have fully considered the provision of the following tenure and type within the overall housing mix on site:

- Bungalows
- Sheltered Housing
- Extra Care Units
- Other types of supported housing

These housing types should include housing for sale and rent and include intermediate forms of provision in line with the Housing Needs Study, Housing Needs Survey (where available) and Housing Register.

We will allocate a minimum provision of 487 Residential Institutional (C2) Units over the Plan Period to be met on sites allocated for housing.

Accommodation for Family Members and carers

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 linked to the existing dwelling.
- ii) The dwelling and annex should share vehicular and pedestrian access and the extension should only incorporate a maximum of two bedrooms.

Accommodation for families with children

The needs of families should be met through general developments.

There are a number of homeless households with dependant children whose needs are unlikely to be met through market housing and there will be a requirement to provide a majority of family style housing within the affordable housing mix.

Accommodation for people with disabilities

The District Council will require all major housing development proposals to contribute towards providing 20% of the total housing requirement to meet the higher access standards of Part M Building Regulations (Access to and use of buildings), (Category 2 M4(2), accessible and adaptable dwelling); and a further 1% of the overall number of housing units to meet Category 3 M4(3), wheelchair user dwellings standards.

Reasoned Justification

8.24 National Planning Practice Guidance (NPPG) specifies that Local Plans should consider the size, location and quality of dwellings needed within the area to allow older people to live independently and safely in their own home for as long as possible. Future needs should be broken down by tenure and type:

- Sheltered
- Extra Care
- Registered Care Homes
- Residential Institutions (C2 Uses)

8.25 The Housing Needs Study recognises the number of people aged 65 or over is increasing from 24,000 in 2016 to 31,800 by 2036. Wyre Forest District's population has an old age dependency ratio of 38.6%; this is well above Worcestershire – 34.1%, West Midlands – 28.3% and England – 27.2%. A major strategic challenge for the Local Plan is to ensure a range of affordable housing provision, adaptation and support for the ageing population.

8.26 During 2010/11 – 2012/13 Core Lettings data showed that 699 older people with support needs were accommodated in the social rented sector within the District. This housing need will need to be met within the overall housing requirements and in addition the Wyre Forest Housing Need Study September 2018 has identified that there is a requirement of 487 C2 units for the plan period.

8.27 Given the ageing population and the identified levels of disabilities amongst the population it will be essential for some element of the new housing to be built to accessibility standards to meet these needs. It is estimated that 23% of all residents in Wyre Forest have a illness/disability and this is expected to increase to 26% by 2036. It is estimated that there are 450 households requiring wheelchair accessible housing in the district.

8.28 Financial viability testing has been undertaken and therefore the policy thresholds have been set at 20% of new housing (on sites of 10 or over) meeting M4(2) dwelling standard and 1% meeting M4(3).

8.29 The provision of annexes or flats as part of an extension to an existing dwelling can be a useful way of meeting the accommodation needs of elderly, sick or disabled relatives or children returning to the parental home. However, it is important to ensure that annexes do not become physically separate dwellings where new dwellings would not normally be permitted.

8.30 It is expected there will be a further 700 families over the plan period 2016 - 2036.

8.31 In 2017/18 there were over a 1000 households approaching the Council for housing advice and 150 households owed the full rehousing duty with the majority of these requiring family style housing.

8.32 There is limited identifiable need for bespoke student housing or for service families in Wyre Forest. Those in serious housing needs could be met through the Housing Register.

Policy 8F - Gypsy and Traveller Site Provision

The following sites, as shown on the Policies Map, will continue to be safeguarded for Gypsy and Traveller use:

- Site A – Lower Heath, Stourport-on-Severn (22 pitches)
- Site B – Broach Road, Stourport-on-Severn (9 pitches)
- Site C – Power Station Road, Stourport-on-Severn (4 pitches)
- Site D –1 Broach Meadow, Stourport-on-Severn (3 pitches)
- Site E – 1b Broach Road, Stourport-on-Severn (3 pitches)
- Site F – 6/6a Broach Road, Stourport-on-Severn (5 pitches)
- Site G – Meadow Park, Stourport-on-Severn (7 pitches)
- Site H – Saiwen, Stourport-on-Severn (5 pitches)
- Site I – 28/29 Sandy Lane, Stourport-on-Severn (6 pitches)
- Site J – Land adjacent Nunn’s Corner, Stourport-on-Severn (8 pitches)
- Site K – The Gables Yard, Stourport-on-Severn (5 pitches)
- Site L – Gatehouse Caravan Park (16 pitches)
- Site M – Wilden Lane (4 pitches)

The allocations set out in this policy meet the short to medium term needs up to 2020 though after that some additional provision may be required. Sites to meet the longer term needs will come forward through the development management process and will be determined against other policies within this document. Further small scale sites to meet the indicative need of 17 pitches to 2036 will be allocated during the lifetime of the Local Plan. Proposals for Gypsy and Traveller sites are predominantly residential and will be acceptable on previously developed land or in areas allocated primarily for residential development subject to all relevant policies within the Local Plan being met.

Reasoned Justification

8.33 Gypsies and Travellers are defined as per the Planning Policy for traveller sites (2015).

8.34 The 2014 Worcestershire Gypsy and Traveller Accommodation Assessment (GTAA) provides a robust evidence base to determine an appropriate level of pitch and plot provision for the District. The GTAA identified a total indicative need for 29 pitches over the Plan Period. This can be split down into 5 year tranches as follows:

Table 8.0.4

	Surplus of 6 pitches (takes account of turnover rates)
2019/20 – 2023/24	6 pitches
2024/25 – 2028/29	10 pitches
2029/30 – 2033/34	13 pitches

8.35 It should be noted that the later time periods have not had turnover rates applied to them and therefore should be considered as indicative requirements only. Since the GTAA was undertaken, planning permission for an additional 8 pitches on land at Gatehouse Caravan Park has been approved. In addition a further 4 pitches on Firs Yard, Wilden Lane are allocated in this Local Plan, which brings the total requirement during the plan period to 17 pitches.

8.36 The GTAA indicated a preference for smaller, privately operated sites amongst the travelling community. It will therefore be necessary to identify and allocate suitable sites to meet these needs within the Local Plan Review. The Sandy Lane Area of Stourport-on-Severn has traditionally accommodated 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 therefore no further sites should be identified for gypsy and traveller provision in this area.

8.37 Planning Policy for Traveller Sites (PPTS) (2012) states that traveller sites should be preferably located on previously developed land. Development in the open countryside that is away from existing settlements or outside areas identified in the Local 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.

8.38 PPTS states that traveller sites in the Green Belt are inappropriate development – if traveller sites are needed in the Green Belt then they should be allocated through the Local Plan making process. This would mean making an exceptional limited alteration to the Green Belt Boundary to meet a specific identified need for a traveller site.

Policy 8G - Site Provision for Travelling Showpeople

The land to rear of Zortech Avenue (as shown on Policies Map), is allocated to meet the immediate needs of the existing Travelling Showpeople family currently living within the District. Any proposals brought forward should submit suitable arrangements for sewerage treatment in addition to satisfactory drainage measures. The scale of the site should be to meet the specific housing needs of the existing family.

Reasoned Justification

8.39 Whilst the GTAA did not identify a requirement for additional plots for Travelling Showpeople within the District, there is an existing established site through lawful use at Long Bank, Bewdley. Due to the impending displacement of the current occupiers from this site there is now a requirement to formally allocate a site to meet these needs. Therefore there is a specific current need for one family site to be allocated within the District through the Local Plan Review process.

8.40 Previous site assessments and consultation undertaken to inform the Site Allocations and Policies Local Plan were unsuccessful in securing the allocation of a site for travelling showpeople. Whilst there is evidence to suggest 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 Travelling Showpeople.

8.41 Further to the provisions as set out in the PPTS, the possibility of making an exceptional limited alteration to the Green Belt Boundary to allocate a site to meet this specific identified need will now be considered through the Local Plan Review. The District Council has consulted on options and has now allocated a site on land to rear of Zortech Avenue (as shown on the Policies Map).

8.42 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 storage and maintenance 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. Applicants will be required to demonstrate adequate access for their use and that they have sought a connection to the mains foul sewer in the first instance. Proposals should not have a detrimental impact on nature conservation.

9.1 Improving the health and wellbeing of Wyre Forest District's residents is a key objective of the Council. It is working closely with partner organisations to tackle health inequalities and ensure the best health outcomes for local people.

9.2 Health challenges for the district include obesity in children and in adults, mental health, limiting long term illness or disability and increased numbers of people living with dementia. The Wyre Forest currently has a large population of residents over the age of 65 which will increase significantly over the next 20 years. There is a significant link between the health and wellbeing of people living in more affluent areas compared to those living in less affluent areas. Current data shows that males living in the least deprived part of the district can expect to live 8.2 years longer than their counterparts in the most deprived parts of the district. Females can expect to live on average 7.6 years longer. (Wyre Forest Health Profile, Public Health England, 2018)

9.3 Planning has a very important role to play in addressing these issues. The NPPF contains measures aimed at reducing health inequalities, improving access to healthy food and reducing obesity, encouraging physical activity, improving mental health and wellbeing, securing proposals that meet the needs of all sections of the community and improving air quality to reduce the incidence of respiratory diseases.

Policy 9 Health and Wellbeing

Development should help maximise opportunities to ensure that people in Wyre Forest District lead healthy, active lifestyles and experience a high quality of life by:

1. Encouraging proposals that support innovative and flexible design, including consideration of older people and those living with dementia.
2. Designing easy to maintain, safe and attractive public areas and green spaces, footpaths, bridleways and cycle routes that encourage active travel and social interaction and minimise the potential for crime and anti-social behaviour.
3. Encouraging sport and physical activity through the flexible design and layout of development by embedding Sport England's Principles of Active Design (2015).
4. Providing opportunities for formal and informal physical activity, exercise, recreation and play spaces that support healthy living environments, social cohesion and are designed to serve all sections of the community, including older people and people with disabilities.
5. Improving air quality and reducing pollution through the encouragement of more active lifestyles and reducing car dependency.
6. Providing dwellings that meet the needs of future occupiers, including older people.
7. Providing high quality, energy efficient and affordable housing.
8. Delivering new and improved health services and facilities in locations where they can be easily accessed using public transport, walking and cycling.

9. Encouraging opportunities for access to fresh food, for example through the retention and provision of allotments, community orchards, fruit trees, local markets, and usable private amenity spaces.

10. Health Impact Assessments (HIAs) will be required for developments of:

- Residential and mixed use sites of 100 dwellings or more (Gross)
- Employment sites of 5 ha or more (Gross Internal Area)
- Retail developments of 500 square metres or more (Gross Internal Area)

Where an unacceptable adverse impact on health is established through a Health Impact Assessment process, permission will not be granted.

HIA Screening will be required for proposals for, or changes of use to:

- Residential and mixed use sites 25 to 99 dwellings gross
- Hot food takeaways (see policy 22G)
- Restaurants & cafés
- Drinking establishments
- Betting shops and pay-day loan shops
- Leisure, residential and non-residential institutions

The screening process will identify whether the proposal requires a HIA.

Reasoned Justification

9.4 Wyre Forest District Council recognises that spatial planning has an important role to play in the creation of healthy, safe and inclusive communities.

9.5 The design of the built environment can have a significant impact on both physical and mental wellbeing. The location, density and mix of uses affect how people live their day-to-day lives. How areas and buildings are built and how they are connected through street layout, footpaths, cycleways and open/green spaces can impact on people's health and wellbeing and overall quality of life. It is also vital that community needs are supported through the provision and access to appropriate physical, social and green infrastructure as well as other facilities and services.

9.6 The Wyre Forest Health Profile (2018) published by Public Health England shows how the health of people in Wyre Forest District compares with the rest of England. Priorities in the Wyre Forest include older people and management of long term health conditions, mental health and wellbeing and obesity. The following table illustrates how the Wyre Forest District compares with Worcestershire and England as a whole for a number of health indicators.

Table 9.0.1 Key Findings from Health Profile for Wyre Forest District (2018)

Indicator	Wyre Forest	Worcestershire	England	England worst	England best
GCSEs achieved (5 A*-C inc.Maths & English)	58.8	60.9	57.8	44.8	78.7
Life expectancy at birth (males)	79.6	80	79.5	74.2	83.7
Life expectancy at birth (females)	82.9	83.8	83.1	79.4	86.8
Dementia diagnosis (aged 65+)	61.3	61	67.9	45.1	90.8
Excess weight in adults (aged 18+)	60.3	62	61.3	74.9	40.5
Obese children in Year 6 (aged 10 - 11)	20.0	19.6	20.0	29.2	8.8

9.7 Increasing physical activity and adopting a healthier lifestyle is essential to reducing obesity in both adults and children. Obesity is a major risk factor for a number of diseases such as Type 2 diabetes, cancer and heart disease. It can also affect people's mental health. Planning has a key role in helping to create places that enable people to achieve and maintain a healthy weight.

9.8 There are a number of social, behavioural and environmental factors which make it hard for most people to maintain a healthy lifestyle. These factors are often exacerbated in deprived areas where people are 10 times less likely to live in the greenest areas compared with people in the least deprived areas, more likely to live near fast-food outlets which contribute towards the disparity levels of obesity across the population and more likely to feel unsafe in their neighbourhood with consequent negative effects on their health, including a reluctance to take exercise.

9.9 In areas of high deprivation, it is especially important to encourage healthier lifestyles and easier access to fresh food. One local example is at St.George's Park in Kidderminster where the "Let's Eat the Park" scheme started in 2014. Here there are several raised beds which are now in use funded by the Royal Horticultural Society 'Greening Grey Britain' scheme. Several varieties of fresh fruit and vegetables are raised and grown for and by the local community. This gives a free source of nutritional food to the local community.

9.10 The Wyre Forest currently has a large population of residents over the age of 65 (24.2%) which is significantly higher than the England average of 17.9%. The built environment can support older people by providing supportive and enabling living environments to compensate for the physical and social changes associated with ageing. For example, the provision of new homes which meet the design standards of Lifetime Homes can enable people to remain independent within their own homes for longer. Whilst dementia can affect people as young as 30, the rate increases significantly with age. People living with dementia frequently stay at home because the outdoor environment feels unsafe and unfamiliar. The provision of dementia-friendly developments including safe, well-lit and walkable routes connecting local green spaces and

essential amenities, seating areas provided in strategic places, simple street furniture and plain, non-reflective and contrasting surfaces could improve the likelihood of those with dementia continuing their everyday lives as part of the community.

9.11 There are seven key areas where planning can have a positive influence on health. These principles will be further expanded in the Supplementary Planning Document (SPD) on Health and Wellbeing and will form key considerations for the Health Impact Assessment (HIA) and HIA Screening process.

9.12 HIA is a tool to ensure that a wide range of social, environmental and economic factors that have an impact on human health and wellbeing are considered at the planning and design stage. The HIA process aims to enhance the positive aspects of a proposal through assessment, while avoiding or minimising any negative impacts, with particular emphasis on disadvantaged sections of communities that might be affected. HIA Screening is a simplified process to determine whether HIA is needed for the particular scheme.

Key Areas where Planning can have a Positive Influence on Health

A Movement and access - clearly signposted and direct walking and cycling networks serving schools, shops and leisure facilities; safe and accessible public realm; well-designed buildings with passive surveillance; walking prioritised over vehicles; use and monitor travel plans; should promote sustainable transport.

B Open spaces, play and recreation - planned network of both blue and green infrastructure; easily accessible natural green space of varying sizes which serves the needs of all groups of the population; safe and easily accessible play areas which are overlooked; sports and leisure facilities designed for use by all including built sports facilities such as swimming pools and sports halls and also encourage access to schools by the community to maximise the value of existing sports provision to the local community.

C Food environment - development should maintain or enhance opportunities for food production; avoid over-concentration of hot food takeaways near schools and facilities aimed at young people; food shops / markets should have a diverse range on offer and be easily accessible.

D Neighbourhood spaces - community and healthcare facilities should be considered a priority in large developments and be easily accessible. Public spaces should be attractive, multi-use and readily accessible.

E Buildings - dwellings should be adaptable and inclusive, catering for the changing needs of the individuals living in them. There should be adequate private and semi-private amenity space and car parking provision as appropriate to the type and size of dwelling.

F Local Economy - development should enhance local centres by providing a diverse range of retail; local centres and places of employment should be easily accessible by public transport, walking or cycling; centres should provide benches, toilets and sheltered bike storage.

G Environment - Improving air quality and reducing pollution through the encouragement of more active lifestyles and reducing car dependency; avoiding any significant adverse impacts from pollution, noise, light; minimising the impacts from all forms of flood risk.

9.13 The Food and Drink Retailing Policy (Policy 22G) further expands on the issues around the prevalence of hot-food takeaways and how they can negatively impact on health.

9.14 It is important that these cross-cutting issues are picked up by policies elsewhere in the Local Plan. Also see adopted Wyre Forest Playing Pitch Strategy and Action Plan and the Indoor and Built Facilities Strategy.

9.15 Other policies in the Development Plan address issues which could have implications for health and wellbeing and should be considered in conjunction with this policy.

A Good Place to do Business

10.1 The Local Plan provides the strategic framework for the future prosperity and evolution of the District's economy. The District's economy is vital to the prosperity and quality of life of its residents. Economic growth can increase employment opportunities, improve income and regenerate communities. This section includes policies relating to employment, retail, offices and tourism.

10.2 Appropriate infrastructure to serve businesses and new development is essential for future prosperity. Suitable access to and from economic areas is crucial to the effectiveness of businesses.

Summary of Preferred Options Responses

Concern raised regarding Kidderminster town centre and empty shop units.

Regeneration of Kidderminster town centre needed with some retail areas used for alternative uses.

Concern regarding the amount of employment land required when units at Easter Park have taken a long time to fill and are not all occupied.

Summary of Issues and Options Responses

Some support for additional employment and housing to bring in migration to help balance the ageing population. More residents to support services and facilities.

New business should be attracted to District for the economic benefits that it will bring but new employment sites should be accessible by public transport.

Concern raised regarding number of empty shops and empty floor space in Kidderminster town centre, support for utilising floor space or replacing them with residential and encouragement for quality shops within the town centre.

Tourism seen as important for the District's economy.

Policy 10A - A Diverse Local Economy

At least 29 hectares of employment land will be brought forward in the plan period up to 2036.

The sites allocated for employment use over the plan period are shown on the Policies Map and are listed in table 10.0.1. These sites are to be safeguarded for economic development. The development of these sites will need to be in line with the site specific policies identified in Part C of this Plan.

- In addition to the sites allocated for employment use, all future employment land should be located in highly accessible locations and be in accordance with the settlement hierarchy in Policy 6B.
- The development of small scale businesses and starter units which are less than 500 sqm, will be encouraged in suitable locations and where they do not conflict with other policy objectives. Live work units will be encouraged where they conform to requirements of Policy 21C.
- Land and premises within the District's existing employment areas will be reserved for B1, B2 and B8 use classes as well as employment generating uses and, where appropriate, sui generis uses.
- Proposals for expansion, updating and intensification of employment uses on existing sites will be supported where they do not compromise the activities of the employment area or conflict with other policy objectives.
- Rural employment sites will be safeguarded for employment uses where appropriate. Proposals for small scale employment of less than 500 sqm in rural areas will be assessed on their merits and should have regard to accessibility by public transport and national policy as well as other Development Plan Policies (such as Policy 21B). The use of previously developed land will be supported where suitable sustainable, accessible opportunities exist.

Reasoned Justification

10.3 The strength of the District's economy is vital to the future prosperity and quality of life of its residents. Economic prosperity is a primary objective of Wyre Forest District Council and this has been highlighted by initiatives such as the 'ReWyre Prospectus' and the more recently adopted ReWyre ReNewed Prospectus as well as initiatives such as the Local Development Order for South Kidderminster Enterprise Park.

10.4 The Government in October 2018 has produced a Local Industrial Strategies policy prospectus and a document 'Working towards a West Midlands Local Industrial Strategy. This is a strategic approach to jointly designing solutions. The strategic overview will help inform LEPs to drive future growth and productivity.

10.5 A strategic approach to Employment Development is set out within Policy 10A and the quantum of land required to meet the Districts future employment needs has been determined through the production of an Employment Land Review (ELR) 2016 and updated in 2018.

10.6 The figure of less than 500 sqm used for small scale businesses is a figure that is used for development in The Town and Country Planning (General Permitted Development) (England) Order 2015 as amended.

10.7 Table 10.0.1 Employment Allocation Sites

Table 10.0.1

Site reference number	Site	Size in hectares
BHS/10	Frank Stone Building	0.32
BHS/11	Green Street depot	0.46
BHS/17	Rock Works	0.36
FPH/8	SDF	4.3
FPH/10	British Sugar Phase 2	2.96
FPH/23	British Sugar Plot D	1.84
FPH/24	Romwire	5
FPH/27	Adj Easter Park	2.53
FPH/28	Hoobrook Site	0.25
FPH/29	VOSA Worcester Road	1.72
LI/12	Former Clubhouse at Golf Course	1.05
MI/3	Parsons Chain	1
MI/18	North of Wilden Industrial Estate	0.22
MI/26	Ratio Park	0.69
MI/33	Wilden Industrial Estate	0.34
MI/34	Oakleaf Finepoint	1
WFR/WC/32	Lea Castle	7
BR/RO/21	Alton Nurseries	1
WFR/ST/9	Cursley DP	0.7
TOTAL SITES		32.11

10.8 The ELR identified that Wyre Forest has higher levels of economic activity and lower claimant unemployment levels than regional and national averages. Unemployment in Wyre Forest District is 3.4%, the regional figure is 5.0% and nationally 4.3%.

10.9 However, challenges still remain and the District still suffers from a historic legacy of economic restructuring, relating to the decline of carpet manufacturing in Kidderminster, which is still ongoing. The District also has relatively few high-skilled residents and higher levels of those with no qualifications than comparator areas. Furthermore, the gap between Wyre Forest's resident and workplace wages implies a disconnect between the quality of employment available to commuters travelling out of the District and that available in Wyre Forest District.

10.10 Given these challenges it is important that a positive economic framework is put in place to help tackle these issues. Having sufficient, readily available and attractive land, of an appropriate type and in the right location, is therefore vital to tackling some of these challenges. The amount and type of employment land identified in Policy 10A will ensure that the District is in a good position to respond and react to the continued diversification of the local economy.

10.11 A focus of the Wyre Forest District Local Plan is to provide development that supports the area's economic prosperity. The principal mechanisms to achieve this include making provision for:

- The right amount of quality, readily available and type of land for employment uses in locations where business will thrive and be resilient to the challenges of competition and move towards a low-carbon economy.
- To protect and encourage land for employment use, particularly for affordable small/medium spaces, start-up and incubator units and flexible employment space, in order to support the District's current and future economic and employment needs.
- Facilitate inward investment and support businesses, particularly small and medium sized enterprises and creative industries to grow the employment base of the District.
- Sufficient housing provision that enables more of the labour force to be housed locally and provides the right mix to meet the wide range of housing needs.
- Infrastructure that supports communities, housing, the labour force and facilitates the movement of labour, goods and materials through the alignment of development and supporting infrastructure; this will include provision of facilities supporting training and skills.

10.12 In addition, it is important that the plan is flexible and responsive to market demands.

Town Centre Development

10.13 Town centres are crucial to the social, economic and environmental wellbeing of the District. The NPPF paragraph 85 states that "planning policies....should support the role that town centres play at the heart of local communities by taking a positive approach to their growth, management and adaptation."

10.14 The concentration of a range of goods, services and facilities in one area creates a centre for communities and enables people to make one trip for many reasons. The District's settlement hierarchy of towns is Kidderminster, Stourport-on-Severn and Bewdley, this provides the basis for identifying the locations for new retail, leisure and commercial development. The regeneration of Lionfields forms part of the Council's ReWyre initiative together with the transformation of the public realm in High Street, Vicar Street, Exchange Street and Oxford Street.

Policy 10B - Town Centre Development

- Support will be given to safeguarding, maintaining and enhancing the vitality and viability of the existing retail centres throughout the District.
- New development for retail, commercial and leisure uses should be focussed on the three town centres of Kidderminster, Stourport-on-Severn and Bewdley. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.

- Small scale (less than 280 sq m) development of retail uses in rural areas will be supported where appropriate.
- Small scale (less than 500 sq m) development of commercial and leisure uses in rural areas will be supported where appropriate.
- Small scale (less than 280 sq m) development of retail development within towns will be supported subject to proposals being in keeping with the settlement hierarchy and proposals not causing adverse effects on the built, historic and natural environment.
- Small scale (less than 500 sq m) development of office development within towns will be supported subject to proposals being in keeping with the settlement hierarchy and proposals not causing adverse effects on the built, historic and natural environment.
- Proposals for alternative town centre uses outside of the primary shopping areas, such as residential, which can play an important role in ensuring the vitality of centres will be encouraged on appropriate sites if there is no significant adverse impact on the overall vitality and viability of the existing centre.
- Proposals for town centre uses such as recreation, will be supported if there is no significant adverse impact on the overall vitality and viability of the existing town centre.
- Proposals for the reuse of vacant floorspace for town centre uses at ground floor and residential at upper floors and regeneration of the eastern part of Kidderminster town centre to provide a counterbalance to Weavers Wharf will be supported.

Reasoned Justification

10.15 The retail sector and town centres are undergoing a period of significant structural change arising not just from the effects of the recent and sustained economic downturn but also the continuing popularity and convenience provided by out-of-town facilities and the increasing adoption of online shopping by both consumers and retailers.

10.16 The three town centres of Kidderminster, Stourport-on-Severn and Bewdley all have historic buildings within them which add to the quality and attractiveness of the town centres. The Council wish to ensure that the three towns are attractive centres that members of the public want to visit. However, Kidderminster has a number of larger empty shop units and therefore appropriate alternative uses will be encouraged to ensure that the town centres are vibrant.

10.17 The Retail and Commercial Leisure Needs Study identified that there is no additional capacity for further convenience floorspace in the District and there is no pressing need for the Council to allocate any sites for additional larger food stores. In addition, the Wyre Forest District Retail and Commercial Leisure Needs study identified that:

10.18 *"Whilst Kidderminster Town Centre does have a theoretical need for additional comparison goods shopping, due to commitments this need only arises toward the end of the plan period. We do not therefore consider any specific site allocations are required now and would suggest instead that there is encouragement given to the reuse of vacant floorspace and regeneration of the eastern part of the town centre to provide a counterbalance to Weavers Wharf." (Paragraph 6.88, Retail and Commercial Leisure Needs Study 2016).*

10.19 *"Neither Stourport-on-Severn nor Bewdley Town Centres are forecast to have needs for significant levels of comparison shopping floorspace for them to continue to fulfil their existing roles." (Paragraph 6.89, Retail and Commercial Leisure Needs Study 2016).*

10.20 Given this position, it is not proposed to specifically allocate any sites for future retail needs. However, whilst no sites are required to be allocated to meet need, support will continue to be provided within the identified retail areas of the town's where future development opportunities might arise. Maps showing the Primary Shopping Areas can be found in the Appendix of the Plan. In addition, the Council will continue to support the development and diversification of the three main towns in the District to ensure that their role as strategic Centres are retained and enhanced.

Sustainable Tourism

10.21 Wyre Forest District has an attractive and diverse landscape character, which has contributed to growing tourism in the area. Within the District are many visitor and tourist attractions, a number of them are of regional significance such as Severn Valley Railway and West Midland Safari Park. The District has many more "natural" tourist/visitor attractions such as The Wyre Forest itself, Habberley Valley, Local Nature Reserves, Local Wildlife Sites, the River Severn and Stourport Riverside as well as Brinton Park. The District also has Bewdley Museum which attracts 200,000 visitors per annum and the Museum of Carpet in Kidderminster.

10.22 The following policy seeks to protect and enhance the existing visitor and tourist facilities whilst providing opportunities for new tourist attractions and ensuring that the high quality of the environment is not compromised.

Policy 10C - Sustainable Tourism

- Support will be given to proposals that improve the quality and diversity of existing visitor/tourist facilities, attractions, accommodation and infrastructure, where development is compatible with the physical character of the area and does not cause any unacceptable impacts.
- Proposals for new tourism related developments will be considered on their merits and determined in line with the policies contained within this Plan.
- Proposals linked to the Tourism Industry should incorporate sustainable transport links as the site should be readily and safely accessible by public transport wherever possible, especially between attractions and Kidderminster town centre. Sustainable transport

links and infrastructure to promote ease of access to the Wyre Forest, Stourport-on-Severn, Bewdley, West Midland Safari Park and Kidderminster Railway Station will be sought.

- Support will be given to developments, projects and initiatives that assist in promoting the waterways as a tourist attraction and proposals that facilitate and encourage heritage tourism.

Reasoned Justification

10.23 Tourism is an important element within the overall economy of the area. Each year more than 119 million visits are made to the region, generating over £121 million to the local economy and offers employment to more than 2,100. During 2014 2.5 million trips were undertaken to Wyre Forest District comprising 2.3 million day trips and 0.2 million overnight visitors. £64 million was spent by day visitors and £23 million by overnight visitors. The local visitor economy supports 2,138 jobs within the area. It is recognised that the Historic Environment is a strong contributor to the economic benefits of the District resulting from Heritage Tourism.

10.24 The visitor economy creates new and additional services that can lead to the creation and growth of businesses in the area. Tourism also helps to support the high level of employment that is found in the region.

10.25 A strong visitor economy can support regeneration projects, additional facilities and services for visitors. This also provides local people with these same facilities that can enrich the life of local communities.

10.26 The majority of visitors to Wyre Forest District visit on day trips and do not stay overnight. Day trips are important but the short break market needs to be supported and encouraged to expand which would help to secure greater economic benefits for the area as a whole.

A Unique Place

11.1 Wyre Forest District Council has an overall vision to protect, improve and enhance the built and natural environment in order to provide an accessible, attractive, enjoyable and healthy place to be. The quality of the District's historic environment is one of its most valuable assets and includes a diverse collection of heritage assets, sensitive habitats and attractive landscapes.

11.2 The built and natural environment includes everything that surrounds us from open space to historic buildings, rivers and canals and the wider countryside. The environment of Wyre Forest District is made unique by the valleys of the River Severn and River Stour and by the Staffordshire and Worcestershire Canal which all run through the District and help to shape the landscape. A major and distinctive landscape asset is the Wyre Forest itself, comparable to the rivers in terms of both character and significance within planning policy and being the largest contiguous area of Ancient Woodland in England (source: Wyre Forest Landscape Partnership). The District has a number of sites and features which are designated either nationally or locally for conservation interest.

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

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

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

Summary of Preferred Options Responses

Concern regarding the enlargement of local towns and Kidderminster in particular to accommodate additional housing, impacting on the countryside and local amenity space.

Concern regarding loss of Green Belt and historic landscapes to accommodate new housing whilst brownfield sites remain undeveloped.

Concern relating to the impact on ecology and the environment posed by new house-building on previous undeveloped sites

Summary of Issues and Options Responses

Within Section 9 Safeguarding Character and Local Distinctiveness paragraph 9.18 offered two options: Option A (specific design guidance for specific locations and specify design criteria for each allocated site); Option B (raising design quality in areas with little or no particular character through innovative and high quality design approaches). There was

individual support for each option with overall more support favouring Option B. ⁽⁹⁾ The role of Neighbourhood Plans and developers' design and access statements in the achievement of high quality locally distinctive design was advocated.

Historic Environment – there was general agreement that the provisions of the National Planning Policy Framework (NPPF) alone do not offer adequate protection to non-designated assets and there is full support for the inclusion of a local distinctiveness policy.

Landscape - there was overall support for protection of the landscape, which may or may not include Green Belt. On balance there is general support for existing chalet and equestrian development policies, but also some backing for small-scale farm diversification schemes to allow some tourist accommodation. Calls for a separate policy covering Trees and Woodlands are addressed within Policy 11D. There was support for the strengthening of Green Infrastructure policy to not only protect assets but enhance them and re-link them into the wider network.

Design and Local Distinctiveness

Wyre Forest District is a considerably diverse area with particularly distinctive characteristics and heritage assets. It is especially important to aim for quality design in any future development to both complement and enhance this local distinctiveness and create a high quality environment.

Policy 11A - Quality Design and Local Distinctiveness

A. High Quality Design

All development within Wyre Forest District will be expected to exhibit high quality design. It will need to integrate effectively with its surroundings, in terms of form and function, reinforce local distinctiveness and conserve, and where appropriate, enhance cultural and heritage assets and their settings. New and innovative designs will be encouraged and supported where they enhance the overall quality of the built environment.

9 Issues and Options Consultation September 2015
<http://www.wyreforestdc.gov.uk/planning-and-buildings/planning-policy/local-plan-review/local-plan-review-issues-and-options.aspx>

B. Creating and Reinforcing Local Distinctiveness

Wyre Forest District has an existing character that is determined by the qualities of the existing buildings and landscape. New development should respond to these existing qualities and ensure that it represents a positive addition to the streetscape or landscape. Where the existing context is weak or negative, it is important that new development demonstrates an improvement in the quality of the area.

C. Design Supplementary Planning Document

Proposals for new development must demonstrate a regard for the overarching vision and design objectives, the District's local character and identity and the design processes set out within the latest adopted Design SPD.

Reasoned Justification

11.6 High quality design is considered to be essential for sustainable development and it is recognised as a key contributor to community health, economic value, social well-being and inclusion, as well as environmental quality. High quality design is needed to create places where people want to live, work and visit. Design is important everywhere in the District, not only in maintaining places which are attractive, but also in revitalising and regenerating places. High quality design is not just about individual buildings but how places work as well as look.

11.7 In 2015 the District Council adopted the Design Guidance Supplementary Planning Document ⁽¹⁰⁾ underlying its commitment to improve the quality of new developments within the area and reflecting the importance attached to design through the NPPF at paragraph 8 and National Planning Practice Guidance. This SPD will be updated following adoption of the Local Plan.

11.8 It is widely recognised that the process of good design starts with the creation of a well planned structure of streets and spaces which are often the most enduring feature of successful places.⁽¹¹⁾ Effectively connecting new streets and spaces into their surroundings will help to assimilate new developments.

11.9 The District contains a rich heritage with a range of heritage assets including significant buildings, structures, and archaeology and conservation areas. These include the Staffordshire and Worcestershire canal in addition to a valued network of green infrastructure incorporating important habitats, rivers and streams. This creates an asset-rich environment which will influence the location, design and use of future development and management of the public realm.

10 Design Guidance SPD WFDC, 2015

11 Manual for Streets Paragraph 1.1.2 (Dft & DCLG 2005)

11.10 Utilising existing qualities including heritage assets will help to strengthen the sense of local identity and community. If successfully incorporated, these elements will also improve the overall legibility of the place with inclusion of recognisable landmarks, spaces and points of enclosure. These strategic policies will help to ensure the creation of successful places that are secure, active, well-connected and attractive places to live and work, with a clear sense of community.

11.11 Crime and the fear of crime can affect the well-being of the District's communities. Even low levels of anti-social behaviour and fear of crime can have a significant impact on people's lives. In line with the objectives of the NPPF paragraph 91 new development within Wyre Forest District should create safer and accessible environments where crime, disorder and the fear of crime do not undermine quality of life or community cohesion.

11.12 Policy 11A should be considered alongside Policy 5 (Overarching Sustainable Development Principles) and read in conjunction with Policy 27A (Quality Design and Local Distinctiveness).

Historic Environment

11.13 The District currently has about 750 designated heritage assets included on the National Heritage List for England, together with 17 Conservation Areas. Undesignated heritage assets include those identified on the Worcestershire Historic Environment Record together with a approximately 1000 included by the District Council on the local heritage list.

11.14 Historically the River Severn was the principal transportation network, being navigable as far north as Bewdley, and encouraging its development as a market town and point of transfer of merchandise from the Middle Ages onwards. The development of the Staffordshire and Worcestershire Canal in the late 18th century resulted in dramatic industrial expansion at Kidderminster, and the creation of the new inland port of Stourport-on-Severn, whilst the fortunes of Bewdley correspondingly declined. The coming of the railways in the mid-19th century supported further industrial expansion to the east of the River Severn and improved links both east-west and north-south.

11.15 The District's villages and hamlets are mostly of medieval or earlier origin. Many of them have surviving medieval assets, such as the parish church, ponds and earthworks. To the east of the River Severn nucleated villages are set within a landscape that is characterised by diverse and important historic field systems, punctuated by small areas of ancient and semi-natural woodlands and remnants of historic parklands. To the west of the River Severn, the farmsteads and settlements are more dispersed and to the north west of the District the Wyre Forest itself remains a dominant feature.

Policy 11B - Historic Environment

- A. Development proposals should protect, conserve and enhance all heritage assets and their settings, including assets of potential archaeological interest, subject to the provisions of Policy 26A (Safeguarding the Historic Environment). Their contribution

to the character of the landscape or townscape should be safeguarded and protected in order to sustain the historic quality, sense of place, environmental quality and economic vibrancy of Wyre Forest District. **In particular this applies to:**

- i. Designated heritage assets; i.e. listed buildings, conservation areas, scheduled monuments, registered parks and gardens and registered battlefields; also non-designated heritage assets (including those identified on the District's Local Heritage List or for which a Historic Environment Record exists), and their settings.
- ii. The historic landscape, including locally distinctive settlement patterns, field systems, woodlands and commons and historic farmsteads, smallholdings and their settings.
- iii. Designed landscapes, including parkland, gardens, cemeteries, churchyards, public parks, urban open spaces and industrial, military or institutional landscapes, and their settings.
- iv. Archaeological remains of all periods.
- v. Historic transportation networks and infrastructure including roads and track-ways, canals, river navigations, railways and their associated industries, and their settings.
- vi. The market town of Bewdley with its historic street and plot patterns, buildings and open spaces along with their settings and views of the town.
- vii. The historic inland port of Stourport-on-Severn with its late-18th century street pattern and buildings along with their settings and views of the town.
- viii. The industrial urban landscape of the historic market town of Kidderminster with its surviving heritage assets and their settings.
- ix. The rural villages within the District, including their associated Conservation Areas and buildings, along with their settings and historic views to and from the surrounding countryside.

Reasoned Justification

11.16 When considering development proposals Policy 11B should be read in conjunction with Policy 26A Safeguarding the Historic Environment.

11.17 The historic environment of Wyre Forest is a valuable, finite and irreplaceable resource, which is central to the character and identity of the area. It has a crucial role in supporting sustainable development through enhancing the quality of life of those currently living in and visiting the area and should do so for generations to come as well as delivering wider economic benefits through tourism and uplift in related development benefits.

11.18 Proposals for development should have regard to the locally distinctive character of Wyre Forest District and appropriate weight will be given to those characteristics identified when determining proposals.

11.19 Development proposals should protect, conserve and enhance the significance of heritage assets, and the valuable contribution they make to the quality, sense of place, environment, economy and vibrancy of the Wyre Forest District.

11.20 Heritage assets are a powerful reminder of the work and life of earlier generations. Opportunities will also be pursued to aid the promotion, understanding and appreciation of the historic environment as a means of maximising wider public benefits, and reinforcing a strong sense of place.

11.21 The benefits of conserving and enhancing heritage assets include:

- a. Potential for sustainable development, reducing carbon emissions by re-using historic structures
- b. Influencing the character of an area and giving it a sense of place
- c. Providing opportunities to be the catalyst for regeneration within an area and inspiring new development and imaginative design

11.22 Historic Landscape Characterisation studies have been produced for Worcestershire County Council. These provide an evidence base that can be used to inform assessments of local distinctiveness and the heritage value of historic landscapes and their associated heritage assets. The contribution that historic farmsteads make to the landscape is recognised in the guidance produced as a result of the West Midlands Farmsteads and Landscapes Project.

11.23 Designed landscapes include historic parks at Upper Arley, Ribbesford and Wribbenhall as well as Brinton Park and Kidderminster cemetery. The Policies Map will specifically identify Conservation Areas, Registered Parks and Gardens and Scheduled Monuments. Others are identified in the local heritage lists available to view on the District Council's website and Worcestershire County Council's Historic Environment Records. As well as landscape interest, these heritage assets have significant architectural and archaeological interest and often contain other monuments and memorials.

11.24 Archaeological remains provide crucial links to the past and can provide useful information about local heritage. In addition to those Scheduled Monuments included on the National Heritage List for England the District has many undesignated sites with archaeological potential – these are often identified on the Worcestershire Historic Environment Record.

11.25 A green infrastructure-led approach to development could aid 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 designated heritage assets. Therefore this policy has close links with Policy14 (Strategic Green Infrastructure).

Landscape Character

Policy 11C - Landscape Character

A. Landscape Character

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

The Worcestershire County Council Landscape Character Assessment Supplementary Guidance (2012 or as later amended) and Historic Landscape Characterisation will be used when determining applications for development within the rural areas.

B. Severn Valley Regional Heritage Park

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

Reasoned Justification

11.26 One of the core principles in the NPPF is that planning should recognise the intrinsic character and beauty of the countryside. Local plans should include strategic policies for the conservation and enhancement of the natural environment, including landscape. This includes designated landscapes but also the wider countryside.

11.27 Natural England defines landscape character as “*a distinct, recognisable and consistent pattern of elements be it natural (soil, landform) and/or human (for example settlement and development) in the landscape that makes one landscape different from another, rather than better or worse*”.⁽¹²⁾

Worcestershire County Council has undertaken a Landscape Character Assessment (LCA) covering the rural areas of the county. The LCA is a tool for identifying those features that give a locality its sense of place, and is used to sub-divide the landscape into areas of similar character, classified as Landscape Types. The LCA Supplementary Guidance is a document designed to inform planning and land management, and is a tool for planners, designers and local communities.⁽¹³⁾

11.28 The LCA and Historic Landscape Characterisation will be used when determining applications for development in rural areas. LCA determines the sensitivity of the landscape which may be used at a strategic level to help guide new development to the most appropriate

¹² <https://www.gov.uk/government/publications/landscape-character-assessments-identify-and-describe-landscape-types>

¹³ <http://www.worcestershire.gov.uk/cms/landscape-character-assessment.aspx>

areas. Areas of high landscape sensitivity are those which are least able to accommodate changes without damage to their character and these include the Wyre Forest itself. Less sensitive areas are those which are the most likely to be suitable for future small scale development such as community facilities and rural affordable housing, needed to maintain the viability of the District's villages

11.29 The landscape of the Severn Valley is particularly distinctive. The River Severn is a cross-boundary feature and the establishment of a linear Severn Valley Heritage Park to celebrate and promote the Severn Valley will be supported through the development of supplementary guidance on its landscape character and the designation of the Severn Valley Railway as a Conservation Area.

Biodiversity and Geodiversity

Policy 11D - Protecting and Enhancing Biodiversity

1. The Council will expect proposed developments to deliver measurable net gains in biodiversity through the promotion and re-creation of priority habitats, ecological networks and the protection and recovery of legally protected and priority species populations. Delivery of measurable net biodiversity gains should be designed to support the delivery of the identified biodiversity network. The level of biodiversity net gain required will be proportionate to the type, scale and impact of development. Enhancements for wildlife within the built environment will be sought where appropriate from all scales of development.
2. Where required proposals for development must be supported by an appropriate level of up to date technical ecological assessment, demonstrating how ecological features identified have influenced the design and layout.
3. In these circumstances development should support the conservation, enhancement and restoration of biodiversity across the Plan Area. Specific provisions are identified below.

Full consideration will be given in making planning decisions to the importance of any affected habitats and features, taking account of the hierarchy of protected sites:

- i. Development which is likely to have an adverse impact on the integrity of a Special Area of Conservation (SAC) (including candidate SACs), Special Protection Area (SPA) (including candidate SPAs), or other international designations or the favourable conservation status of European or nationally protected species or habitat will not be permitted.

- ii. Development likely to have an adverse effect on nationally important sites including a Site of Special Scientific Interest (SSSI) and irreplaceable features including (but not limited to) ancient woodland, and ancient or veteran trees will not be permitted, except where the public benefits of the development at that site clearly outweigh the loss or deterioration of habitat and a suitable compensation strategy exists.
 - iii. Development which would compromise the favourable condition, (or make it less likely that favourable condition can be reached) of a Local Wildlife Site (LWS), a Grassland Inventory Site (GIS), an important individual tree or woodland and species or habitats of principal importance recognised in the Worcestershire Biodiversity Action Plan, or listed under Section 41 of the Natural Environment and Rural Communities Act 2006, will only be permitted if the need for and the public benefits of the proposed development outweigh the loss.
 - iv. The ecological network of wildlife corridors that link the biodiversity areas detailed above, including areas identified for habitat restoration and creation will be protected.
 - v. Where the policy requirements of ii and iii and iv have been met, full compensatory provision, to include establishment (secured through a legal agreement where appropriate) commensurate with the ecological value of the site will be required. In the first instance this should be through on-site mitigation, the details of which should be agreed with the Local Planning Authority. Off-site mitigation will only be acceptable where on-site mitigation is shown not to be possible.
4. The development will secure the management and monitoring of biodiversity of features retained and enhanced within the site or for those features created off-site to compensate for development impacts for a period reasonably related to the lifetime of the development.
 5. Where, having followed the mitigation hierarchy, there is an unavoidable requirement for offsite biodiversity compensation to offset harm, applicants will be expected to demonstrate that this will be brought forward at a scale and proximity to the proposed development in keeping with the harm caused. Where pooled off-setting is required for multiple sites compensation will need to be proportionally supported in scale and kind by the project proposer(s).
 6. Proposals for new housing development should ensure that garden boundaries are permeable to native wildlife (such as small mammals, reptiles and amphibians).

Specific requirements relating to the protection and enhancement of biodiversity and green infrastructure within the District will be set out in a Green Infrastructure Supplementary Planning Document (SPD). Development proposals will be expected to comply with this SPD.

Reasoned Justification

11.30 The importance of protecting and enhancing biodiversity occurring outside these designated sites is recognised in European and national law and in the NPPF. In particular, guidance reflects the need to maintain functioning ecological networks at the landscape scale together with irreplaceable habitats and biodiversity features which may not necessarily be covered by a formal designation but which may be highly susceptible to in-combination and cumulative effects such as lighting, noise and disturbance. The Council will therefore expect developments to be informed by an understanding of the site within its local ecological context. This comprises the mappable network of designated and undesignated features and interlinking features within the landscape, including non-designated and non-priority habitats such as road verges, hedgerows and trees outside woodland. The relevant ecological network will draw from readily accessible evidence sources including, but not limited to, the Worcestershire Green Infrastructure Framework, Worcestershire's Biodiversity Delivery Areas, the Worcestershire Habitat Inventory and Worcestershire Biodiversity Action Plan.

11.31 As well as sites which are protected by designations, there is also the potential through development to create and enhance other sites. These additional areas may be smaller 'stepping stones' forming part of 'wildlife corridors' (both blue and green (see Glossary)) which help to link sites into a more comprehensive and resilient ecological network. This approach is embedded within NPPF paragraphs 170, 171 and 174 which require Local Authorities to create biodiversity or ecological networks.

11.32 Ancient woodland and veteran trees are an irreplaceable and intrinsic feature of Wyre Forest's ecological network, their importance is recognised within NPPF paragraph 175(c) and a strong commitment for their protection is expressed within DEFRA's 25 year plan. Due to their historical significance, veteran trees are to be considered heritage assets (NPPF Section 16). Natural England guidance on ancient woodland and veteran trees ⁽¹⁴⁾ states that mitigation measures could include leaving an appropriate buffer zone of semi-natural habitat between the development and the ancient woodland or veteran tree. The actual size of the buffer depends on the type of the development, the type of woodland and what the likely impact would be, but as a minimum it should be at least 15 metres.

11.33 Where development proposals may affect biodiversity assets, including ancient woodlands, veteran trees and their immediate surroundings, the following principles shall be used to guide the design of development:

- Avoid harm
- Provide unequivocal guidance of need and benefits of proposed development
- Provide biodiversity net gain
- Establish likelihood and type of any impacts

14 Natural England guidance - Ancient woodland and veteran trees: protecting them from development
<https://www.gov.uk/guidance/ancient-woodland-and-veteran-trees-protection-surveys-licences>

- Implement appropriate and adequate mitigation and compensation
- Provide adequate buffers
- Provide adequate evidence to support proposals

11.34 Source: The Planners' Manual for Ancient Woodland and Veteran Trees (Woodland Trust, 2017)

11.35 Impact assessments and evidence of biodiversity net gain must use the DEFRA biodiversity metric or similar metric subject to the prior written approval of the Local Planning Authority. Mitigation strategies must be informed by an appropriate level of technical study reasonably related to the scale of unmitigated impact anticipated and risks posed. The effectiveness of mitigation and compensation measures is critical in ensuring protection and enhancement of the integrity of biodiversity networks. The Council will expect that wherever possible biodiversity measures in relation to habitats and species will be subject to reasonable monitoring effort related to their scale and complexity.

11.36 The garden boundaries of new housing developments should be appropriately designed to ensure there is ecological permeability for wildlife species such as hedgehogs, nesting birds, roosting bats, invertebrates etc. This is to ensure the protection and enhancement of existing wildlife corridors and the provision of new connections across the site. This can be achieved in new housing developments by ensuring garden boundaries include at least a 125mm² (5 inch²) holes/gap in garden fences and walls to allow access for wildlife, such as hedgehogs, frogs and toads. The use of hedgehog shelters, nesting boxes and bug hotels (e.g. installed on buildings and fence posts), to provide food and nesting opportunities is encouraged. Developers will be required to provide an information/welcome pack to new residents regarding the importance of maintaining wildlife corridors.

11.37 The District Council will seek to progress a Green Infrastructure Supplementary Planning Document (SPD) in order to provide a holistic approach to the provision of green infrastructure and to maximise the many benefits that green infrastructure brings. The SPD will set out specific requirements for the protection and enhancement of biodiversity and green infrastructure within the District up to 2036.

11.38 Wyre Forest District has a range of nationally and locally important sites. The NPPF provides the context for conserving biodiversity and this Local Plan protects the relevant designated sites through identifying them on the Policies Map. The designated sites are also set out in the table below. It should be noted that there are no sites within the District which are designated as being of international importance. Additional sites may be designated during the lifetime of the Local Plan.

Table 11.4.1 Important sites for Biodiversity

Designation	Sites
Areas of National Importance:	<ul style="list-style-type: none"> • Chaddesley Woods NNR and Feckenham Forest SSSI - A large semi-natural ancient woodland and species-rich unimproved grassland.

Designation	Sites
<ul style="list-style-type: none"> Sites of Special Scientific Interest (SSSI) National Nature Reserves (NNRs) Other Areas of National Importance 	<ul style="list-style-type: none"> Wyre Forest SSSI and NNR - 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. Areley Wood SSSI - A large ancient semi-natural woodland. Devil's Spittleful, Rifle Range, and Hartlebury Common SSSIs - The County's most important lowland heaths, which are a nationally and internationally scarce habitat. Hurcott and Podmore Pools SSSI - The County's largest alder woodland. Kinver Edge SSSI - Woodland and heathland. Puxton Marshes, Stourvale Marshes, and Wilden Marsh and Meadows SSSIs - The County's most important marshlands, adjoining the River Stour. Bliss Gate Pastures, Browns Close Meadow, Buckridge Meadow and Showground Meadow SSSIs - Meadows. Ranters Bank Pastures SSSI - Grassland and traditional orchard. Eymore Cutting and River Stour Flood Plan SSSIs - Sites of geological interest. Dumbleton Dingle SSSI - Broadleaved, mixed and yew woodland - lowland.
Areas of Regional, County or Local Importance	<p>Local Nature Reserves:</p> <ul style="list-style-type: none"> Burlish Top (between Kidderminster and Stourport-on-Severn) & Habberley Valley (to the Northwest of Kidderminster) - Part of the County's most important complex of lowland heaths, which is a nationally and internationally sacred habitat. Habberley Valley also includes woodland and acid grassland. Blake Marsh, Spennells Valley and Redstone (Kidderminster and Stourport-on-Severn) - Marshlands. Hurcott Woods (Kidderminster) Vicarage Farm Heath/Whittall Drive West (Birchen Coppice Estate, Kidderminster) Half Crown Wood (Walshes Estate, Stourport-on-Severn) Moorhall Marsh (Stourport-on-Severn riverside) Kingsford Forest Park - Wolverley Hartlebury Common - Stourport-on-Severn (immediately adjacent to district boundary)
	<p>Other Potential LNRs:</p> <ul style="list-style-type: none"> Blakedown Valley (Blakedown) Hoobrook Valley (Kidderminster) Mitton Marsh (Timber Lane/River Stour, Stourport-on-Severn)
	<p>Other Nature Reserves:</p> <p>Worcestershire Wildlife Trust:</p>

Designation	Sites
	<ul style="list-style-type: none"> • Betts Reserve (Far Forest) • Bishops Meadow (Wolverley) • Devil's Spittleful (Kidderminster fringe) • Knowle's Coppice (the Wyre Forest) • Wilden Marsh (Stourport-on-Severn) <p>Woodland Trust:</p> <ul style="list-style-type: none"> • Verflores Wood (Pound Green) • Wassell Wood (Kidderminster Foreign) <p>Forest Enterprise:</p> <ul style="list-style-type: none"> • Wyre Forest Nature Reserve (the Wyre Forest) <p>Important Arboreta:</p> <ul style="list-style-type: none"> • Arley House (Upper Arley) - Registered Park and Garden • Bodenham (Wolverley)
	<p><u>Local Wildlife Sites:</u></p> <p>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.</p>

Geodiversity

Policy 11E - Protecting and Enhancing Geodiversity

1. New development must strive to enhance and not have a detrimental impact on the geodiversity of the District.
2. Where relevant, development proposals should:
 - i. make a positive contribution to the protection and enhancement of geodiversity;
 - ii. identify, maintain and appropriately manage geodiversity assets;
 - iii. actively contribute to the implementation of Geodiversity Action Plans (GAPs) at the national, regional or local level.

Reasoned Justification

11.39 Geodiversity is a fundamental cornerstone of our everyday lives. Geology affects where we build, how we construct buildings and how we deliver associated services. It influences the design and layout of infrastructure, filters our drinking water and underpins the landscape around us. Geodiversity cannot be replaced or recreated (other than on geological timescales).

11.40 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.

11.41 National planning policy is clear that Local Planning Authorities should protect and enhance geodiversity. Geodiversity sites with existing or proposed European or national designations are Sites of Special Scientific Importance and subject to statutory protection. The Council will protect and enhance geodiversity designations within the District and will continue to work with the local Geodiversity Partnership to promote geodiversity. Geodiversity designations are shown on the Policies Map and are set out in the table below. Additional sites may be designated during the lifetime of the Local Plan.

Table 11.4.2 Geodiversity Designations

Type	Details
Local Geological Sites	<ul style="list-style-type: none"> • Bark Hill (Bewdley) - Eturia Marl Formation and Upper Coal Measures. • Bewdley Road cutting (Wribbenhall) - Bridgnorth Sandstone Formation. • Bewdley Road cutting (Kidderminster) - Kidderminster Formation. • Blackstone Rock - River cliffs, Bridgnorth Sandstone and Kidderminster Formations. • Hartlebury Common - Quaternary late glacial and post-glacial wind blown sand. • Hextons Farm Quarry - Upper Carboniferous, Salop Formation - Alveley member. • Worcester Road (Hoobrook) - Wildmoor Sandstone Formation. • Eymore Railway Cutting - Carboniferous, Westphalian Formation.

Type	Details
	<ul style="list-style-type: none"> • Redstone Rock - Triassic, Sherwood and Sandstone Group, Wildmoor Sandstone Formation. • Leapgate Old Railway Line and Quarry (Country Park).
Additionally, the Council considered that areas of at least local geological or geomorphological importance exist at various locations, including the following:	<ul style="list-style-type: none"> • Arley Station railway cutting - Upper coal measures. • Habberley Valley - Permo-Triassic Sandstones. • Vales Rock (Kingsford) - Permo-Triassic Sandstones. • Wilden Lane - river terraces and gravel deposits.

11.42 Geodiversity sites should also be recognised for their importance in providing habitats for biodiversity and in allowing delivery of ecosystem services.

11.43 Where appropriate, access for all should be provided to geodiversity sites, although it is recognised that this is not always desirable. Geological sites will require appropriate maintenance regimes to ensure that these assets are properly protected and managed.

11.44 The local Geodiversity Partnership will identify, map and regularly review the priorities for protection and improvement throughout Worcestershire County. These will be used to inform planning decisions. See Herefordshire & Worcestershire Earth Heritage Trust for further details: <http://www.earthheritagetrust.org/pub/>

Regenerating the Waterways

Policy 11F - Regenerating the Waterways

A. Rivers

All proposals for development in or adjacent to the District's rivers and/or within an area at risk of flooding must also conform with Policy 15C. Rivers are to be enhanced in accordance with Green Infrastructure, Biodiversity and Water Management Policies.

Development which opens up views and enhances the landscape and biodiversity of the River Stour in Kidderminster and Stourport-on-Severn will be encouraged.

Development which preserves and enhances the historic riverside character of the Bewdley Conservation Area will be encouraged.

Development proposals which preserve and enhance the character of the Stourport No.1 Conservation Area adjacent to the River Severn will be encouraged.

B. Staffordshire and Worcestershire Canal

Developments and initiatives that make a positive contribution to the creation of an attractive and high quality canal-side environment will be supported.

Reasoned Justification

11.45 Two of the District's three main waterways (the River Stour and the Staffordshire and Worcestershire Canal) pass through Kidderminster and Stourport-on-Severn, whilst the principal river, the Severn, passes through both Stourport-on-Severn and Bewdley.

The canal and rivers are prominent features of the District and, as well as helping to shape the area's past, these key distinctive assets have great potential to act as catalysts for local regeneration, bringing benefits and influencing the future development of the District.

Proposals for development within or adjacent to the Staffordshire and Worcestershire Canal Conservation Area should accord with the most up-to-date Conservation Area Character Appraisal and Management Plan.

This Policy is to be read in conjunction with Policies 15C and 27E (Wyre Forest Waterways).

12.1 This policy has been drawn up to take account of a significant number of comments made during the Issues & Options consultation stage in autumn 2015 and the Preferred Options consultation in summer 2017.

12.2 The assessment of infrastructure requirements set out in this Pre-Submission publication has been carried out by the Council in close consultation with infrastructure providers, including the County Council. Worcestershire LEP and the Greater Birmingham and Solihull LEP have also been consulted to secure maximum alignment on the priorities for infrastructure in Wyre Forest. The partner authorities intend to explore a range of funding mechanisms to finance the infrastructure requirements of Wyre Forest.

12.3 The Council will consider wider infrastructure funding streams as part of the Local Plan Review process and in due course will consider the introduction of a Community Infrastructure Levy in conjunction with the latest Planning Obligations SPD, as adopted by the Council in September 2016.

Policy 12 - Strategic Infrastructure

- A. The Council will work closely with its partners, especially the County Council, to bring forward the appropriate, proportionate and necessary infrastructure that is required to deliver the Plan.
- B. Development will be required to provide or contribute, financially or in kind, towards the provision of infrastructure needed to support it, subject to viability requirements designated by the NPPF.
- C. Where new infrastructure is needed to support new development, the infrastructure must be operational no later than the appropriate phase of development for which it is needed.

12.4 Reasoned Justification

12.5 Cross reference should be made to Policy 13 Transport and Accessibility.

12.6 In the previous Wyre Forest Core Strategy and the subsequent Development Plan Documents, much of the development was in the urban areas with a focus on brownfield sites. In this Local Plan Review, a different pattern of development is required with more sustainable urban extensions on greenfield sites and this is reflected in the consequent infrastructure requirements. New development requires suitable infrastructure to integrate it with existing communities and meet the needs of new residents and businesses.

12.7 The infrastructure requirements to support the Plan are set out in the Wyre Forest Infrastructure Delivery Plan (WFIDP) that was prepared in spring 2017, updated in summer 2018 and which will be updated regularly throughout the lifetime of the Plan.

12.8 The Council and its partners are committed to the delivery of infrastructure, as set out in the WFIDP. The WFIDP specifies the requirements for physical infrastructure (including transport and utilities), social infrastructure (including education, health), and green infrastructure.

The WFIDP also contains a spatial description of the infrastructure requirements. The WFIDP is intended to be a “living document” and will be updated as necessary to support the delivery of this Plan.

12.9 For the specific infrastructure requirements related to particular sites, reference should be made to the site specific policies contained in Part C of this Plan, where appropriate. For those allocated sites where this Plan does not contain detailed policy guidance on infrastructure provision, a specific assessment of infrastructure requirements will be developed by the Council in conjunction with infrastructure providers and in liaison with developers when development proposals come forward. Reference should be made to the most current version of the WFIDP, which will provide assistance in identifying infrastructure requirements for these sites.

Policy 13 - Transport and Accessibility in Wyre Forest

Managing Travel Demand

- A. Proposals must demonstrate that:
- i. the location and layout of development will minimise the demand for travel;
 - ii. they offer viable sustainable transport choices, with a particular focus on active travel modes (walking and cycling);
 - iii. they address road safety issues; and in particular,
 - iv. they are consistent with the delivery of the Worcestershire Local Transport Plan objectives.
- B. Travel Plans will be required for all major developments. These must set out measures to reduce demand to travel by private cars and must seek to promote and support increased walking, cycling and public transport use for a range of trip purposes through agreed targets and monitoring arrangements. The Travel Plan must follow the guidance set out in the National Planning Policy Framework.
- C. New development should have regard to the principles and design criteria set out in Manual for Streets 1 and 2, the Worcestershire Local Transport Plan compendium and the Worcestershire Streetscape Design Guide.

Providing Alternative Modes of Travel

- D. Priority will be given to improving infrastructure, technology and services to support active travel (walking and cycling) and passenger transport (bus, rail and community transport) during the plan period. In accordance with Policy 12 on Strategic Infrastructure, development will be expected to contribute to the provision of sustainable transport infrastructure, technology and services necessary to support that development, either through direct investment or by financial contributions.
- E. In order to promote greater transport choice in rural areas, community transport and innovative transport projects, including those that promote the use of new vehicle technology, will be encouraged in conjunction with new development proposals.

Delivering Transport Infrastructure to Support Economic Prosperity

- F. The following transport schemes, as identified within the Worcestershire Local Transport Plan, are the most significant for the successful implementation of the WFLPR:
- WFST 1: Kidderminster Transport Strategy Major Scheme.
 - WFST 2: Transport Telematics Investment Package (all towns).
 - WFST 3: Active Travel Corridor: Bewdley to Wyre Forest (Dowles Link).
 - WFST 4: Mustow Green Junction Enhancement Scheme.
 - WFST 5: Blakedown Rail Station Enhancement Scheme.

- The schemes listed in the Kidderminster, Stourport-on-Severn and Bewdley Packages.
- SWAT 10: Stourport to Hartlebury Station (Leapgate Line) Active Transport Corridor.
- In addition schemes will require implementation to support the level of development proposed in the Local Plan.

G. Development proposals will not be permitted if they are likely to prejudice the implementation of the transport schemes set out in clause F, the implementation of identified highway improvements or traffic management schemes, or the operation of existing or proposed public transport facilities.

H. The following sites and corridors will be safeguarded from development that would prejudice future enhancement of the rail network and strategic access to it:

- Worcester-Kidderminster- Stourbridge junction – Birmingham Snow Hill line.
- Severn Valley Rail Line.
- Leapgate Lane former rail alignment (Stourport to Hartlebury).

Transport Assessment Strategy

I. Transport assessments are required for all major developments and must be carried out in compliance with relevant national and local policies and guidance, including the Worcestershire Local Transport Plan compendium.

Freight Proposals

J. Any industrial or commercial development that is likely to generate freight movements of more than 10 vehicular trips per day will be required to carry out an assessment of its impact on the local road network and environment and the suitability to accommodate the increased traffic. Wherever possible, such development should be located on or near the principal road network.

Implementation

K. Financial contributions from development towards transport infrastructure will be secured through developer contributions subject to viability requirements designated by the NPPF and, if appropriate, the Community Infrastructure Levy Charging Schedule.

Reasoned Justification

13.1 The Wyre Forest Local Plan Review recognises that the quality of transport provision and the accessibility of the District greatly affect regeneration, economic diversification and growth, and the quality of life of its residents and visitors. Traffic congestion, in particular, is a major cost to the local economy, has the potential to constrain future growth, and is a major cause of environmental pollution, including deteriorated air quality and ambient noise, especially within the urban areas.

13.2 There are two Air Quality Management Areas in the Wyre Forest District: one at Welch Gate in Bewdley Town Centre and one at Horsefair/Coventry Street and the adjacent section of Kidderminster Ring Road. Both locations are particularly challenging to mitigate; the former because of historic, dense street patterns and the latter because of traffic volumes. In residents' surveys, concerns regarding traffic congestion as well as the quality of roads and pavements, sit second only to crime concerns in relation to satisfaction with living in the District.

13.3 Sites on the highway network such as the A449 Worcester Road, the A451 Kidderminster Ring Road and its approaches, and the A448 between Kidderminster and Bromsgrove suffer from significant congestion during peak times; the A456 near the West Midlands Safari Park suffers from high levels of traffic in the summer months, when visitor numbers are highest. Furthermore, the Kidderminster Ring Road creates a barrier and 'collar' effect which deters pedestrian and cycle journeys to and from the town centre, including links to Kidderminster Railway Station/SVR on Comberton Hill.

13.4 Constrained by its single river crossing, highway network and the location of the main car parks to the west of the town centre, high levels of traffic are channelled through the historic centre of Stourport-on-Severn. These high traffic levels have resulted in borderline Air Quality Management Areas and have a detrimental impact on regeneration proposals. Bewdley town centre is also constrained by its single river crossing and narrow historic street pattern, which results in localised congestion and reduced dispersal of vehicular emissions. This has resulted in deterioration in ambient air quality in Bewdley Town Centre and the designation of the Air Quality Management Area in Welch Gate.

13.5 If traffic growth trends continue with a reliance on the private car, many more of the District's main urban and interurban arterial routes will become increasingly impassable due to congestion beyond traditional peak times. Further growth in the District, especially as part of the regeneration of key employment and town centre sites such as the Churchfields development (Kidderminster), has the potential to exacerbate traffic congestion unless delivered in conjunction with investment in transport infrastructure, technology and services. In addition to private cars, the poor performance of the highway network in the form of congestion has significant impacts on the passenger transport network (including bus/rail integration), freight and small delivery movements, taxis/private hire journeys and trips taken by pedestrians and cyclists.

13.6 To tackle traffic congestion, significant changes in travel patterns and travel behaviour are necessary on a local neighbourhood and District wide level. This will require investment in transport infrastructure and services, and the adoption of policies that ensure the closer integration of land use and transportation planning, to help manage demand on the local transport network. Specifically, a strong focus is required on reducing the need to travel and encouraging use of other modes of transport (travel choices), especially for shorter trips, to improve accessibility and tackle traffic congestion. Nationally and at the local level, evidence and experience consistently proves that even small shifts away from single-occupancy car use to walking, cycling and passenger transport can deliver significant improvements to access to key services and facilities.

13.7 The recent completion of the Hoobrook Link Road (opened Sept 2016) has helped to ease delays along the A451 Stourport Road corridor and brought significant economic benefits to the area; however, traffic congestion cannot just be tackled by building new roads, as this

approach is unaffordable and unrealistic. Investment in transport infrastructure, technology and services across all modes of transport will be required to accommodate the growth in travel demand without increasing travel times, congestion and the associated costs that can undermine economic performance.

13.8 Traffic congestion is a significant challenge for freight movements and networks, and businesses rely on this network for access to raw materials and delivery of finished products. Reducing delays on the highway network to promote consistently reliable journey times is especially important for road freight operations and to promote economic growth. Tackling 'pinch points' in the network is very important to the freight sector, as is investment in Intelligent Transport Systems (ITS). At the hub of ITS is Urban Traffic Management Control (UTMC), which provides the facility to integrate a wide variety of information on highway network conditions from numerous sources/systems to support network management and provide comprehensive travel information across a wide range of communication channels.

13.9 In addition to road based freight, future proposals for employment development, particularly along the Stourport Road Employment Corridor, should have regard to the possibility of utilising the existing rail infrastructure for the sustainable movement of freight.

13.10 To promote further development, economic growth and tackle traffic congestion, the Wyre Forest District will need to have:

- High-quality active travel routes and corridors (walking and cycling) to provide an attractive, direct travel choice for shorter distance journeys, particularly in urban areas;
- Excellent access to rail stations and improved rail services;
- A convenient and efficient urban passenger transport network;
- An efficient highway network with good links to the strategic highway network, to enable the efficient movement of goods and services essential to support economic activity and growth.

Highway Network

13.11 The District does not benefit from local access to the motorway network (M5); however, it has connections to the Black Country and wider West Midlands Conurbation to the north/west, Bromsgrove and Redditch to the east, and Worcester to the south, provided by the local principal road network.

13.12 The main highway corridors are:

- A442 - runs north/south through the District and Kidderminster town centre linking Droitwich and Bridgnorth;
- A448 - runs Kidderminster- Bromsgrove-Redditch;
- A449 - runs north/south through the District and the eastern side of Kidderminster town centre, linking Worcester and Wolverhampton;
- A450 – runs in the south of the District linking Stourbridge and Hagley to Torton, near Hartlebury;

- A451 - runs north/south through the District and Kidderminster town centre (incorporating the Kidderminster Ring Road) linking Stourport-on-Severn and Stourbridge;
- A456 - runs east/west through the District providing the main route from the West Midlands conurbation to Kidderminster, Bewdley and on to the Marches.

13.13 There are significant challenges with traffic congestion in Kidderminster and Stourport town centres in particular and intervention is needed to support regeneration, economic diversification and growth. This will require new active travel links and potentially the construction of some new sections of highway and alterations and improvements to existing roads and junctions, if these can be justified. In particular, focus is needed to enhance the performance of 'pinch-points' on the existing transport network where journey times and costs are increasing. The recent opening of the Hoobrook Link Road has released capacity on the A451 Stourport Road corridor which may offer opportunities for infrastructure enhancements to benefit buses, pedestrians and cyclists.

13.14 There are a number of 'pinch points' on the inter-urban highway network such as the junction of the A448 and A450 at Mustow Green, where significant investment is required to improve the efficiency of the junction to cater for existing, and the forecast increase, in traffic demand. Development in intelligent transport systems (telematics), such as Variable Message Signs and Real Time Information Systems, will increasingly have a role in managing demand on the highway network and investment will be required to develop and maintain these systems so that the network functions more efficiently.

Rail Network

13.15 There are two rail stations within the District, Kidderminster and Blakedown, both providing important links with the West Midlands conurbation and Worcester; there are also direct trains from Kidderminster to London (Marylebone) via Birmingham Snow Hill. Whilst having a good service to Birmingham and Worcester, Kidderminster's connectivity southwards from Worcester depends upon the 2-hourly frequency Great Malvern-Bristol service and connectivity at Cheltenham Spa, with the result that it is often quicker and faster to travel to destinations south of Worcester via Birmingham City Centre. Northbound journeys from Kidderminster require a change either between Birmingham Snow Hill/Moor Street and Birmingham New Street or at Smethwick Galton Bridge.

13.16 Kidderminster Rail Station is the second busiest in Worcestershire, representing nearly 20% of all rail travel in the County, dominated by commuter flows into Birmingham. The service provides valuable links for employment, retail, leisure and education, and is well used in both directions, with the highest demand during weekday peak periods. It is recognised however, that the facilities at Kidderminster Rail Station need to be improved and investment is necessary for enhancements to cater for the expected doubling of passenger numbers by 2043.

13.17 The Worcestershire Local Enterprise Partnership (WLEP) Strategic Economic Plan (SEP) highlights a number of challenges facing the County and notes that "there is considerable scope to enhance Worcestershire's rail infrastructure and services". In the SEP there is clear commitment to support the Kidderminster Rail Station Enhancement scheme as a short-term 'Local Growth Fund' initiative, to actively improve accessibility to and from the County by rail, and reduce reliance on private car travel.

13.18 The proposed enhancements include a new station building and improved access for all modes that provides a high quality transport gateway to Kidderminster and the Wyre Forest that is better integrated with the Severn Valley Railway (SVR) and other key business and tourist destinations. To maximise the benefits of the Rail Station enhancements, it is vital that investment go toward measures to enhance rail integration and active mode improvements; in particular, toward improved walking and cycling links into and through Kidderminster town centre and surrounding residential areas. This recognises that increased demand to travel cannot be met by the car alone; travel choice is essential to support sustainable growth of rail patronage in the longer term.

13.19 To complement the planned enhancements to Kidderminster Rail Station and rail connectivity for the District, the emerging Worcestershire County Council Rail Investment Strategy includes evidenced aspirations for the following rail access improvements:

- Extending London Paddington-Worcester services to Droitwich Spa and Kidderminster;
- Provision of a new direct train service between Kidderminster, Worcester, Cheltenham Spa, Gloucester, Bristol Parkway and Bristol Temple Meads.

13.20 The emerging Rail Investment Strategy also highlights the need to address poor journey times between Kidderminster and Birmingham, where the average travelling speed is just 33mph.

13.21 Although patronage is relatively low at Blakedown Station, it is recognised that investment is required to cater for the significant forecast growth in rail travel with enhancements required to include:

- Improvements to passenger information and station facilities for passengers;
- Improvements to walking/cycling routes to the station;
- Improvements to access arrangements for cyclists and provide additional new cycle storage facilities;
- Set-down and pick-up facilities for taxi users and operators;
- Improve facilities for passengers with disabilities;
- Provision of suitably sized station car park.

13.22 The opportunities to increase car parking provision at Kidderminster Rail Station are limited and so improving parking provision at the alternative stations (Blakedown and Hartlebury) will be essential to support anticipated rail growth in the Wyre Forest.

13.23 The South Worcestershire Transport Strategy (covering the City of Worcester, Wychavon and Malvern Hills Districts) includes aspirations to enhance facilities and services at Hartlebury Station which will offer increased travel and economic growth opportunities for Wyre Forest District, particularly for residents and businesses in Hartlebury and Stourport-on-Severn. The proposals, similar in scope to those for Blakedown Station, suggest enhancements to facilities to cater for the forecast growth in rail travel. The Worcestershire County Council LTP4 includes proposals for the promotion of 'Active Travel Corridors' and a strategic corridor identified is the Stourport to Hartlebury Station (Leapgate Line) Active Travel Corridor. This Active Travel Corridor aims to focus investment in walking and cycling links along the corridor to create a comprehensive, integrated off-road network linking residential areas with key trip attractors, including rail stations.

13.24 The Severn Valley Railway (SVR) is one of the leading heritage railways in the UK, operating over a 16 mile route between Kidderminster and Bewdley to Bridgnorth in Shropshire. The railway is one of the major tourist attractions in Worcestershire with over 200,000 visitors annually. There is potential for connections to the National Rail network at Kidderminster Rail Station to enhance services to/from Bewdley. This would, however, require significant investment and support from the Department of Transport (DfT) before this could be realised.

13.25 As part of the 70 acre 'Silverwoods' development on the former British Sugar site (A451 Stourport Road), now accessed via the new Hoobrook Link Road, works are on-going for a mixed used development including 250 homes. The outline planning consent for 'Silverwoods' includes provision for a new rail halt on the nearby SVR line to connect to the SVR and National Rail services. The viability of such a scheme will require further investigation before it is considered feasible.

13.26 The West Midlands Safari Park, located near the SVR line has ambitious plans for an indoor water park, 1,000-delegate conference and exhibition centre and 250-bedroom hotel; also included are aspirations for a railway station on the SVR with connections on to the National Rail network at Kidderminster. The Park is keen that the arrival of HS2 in Birmingham in 2026 may support further visitor volume growth.

13.27 Located near Norton in Wychavon District, the Worcestershire Parkway Major Scheme involves the development of a new parkway station at the intersection of the Bristol to Birmingham and the Hereford – Worcester- London main line railways; the station is due for completion during 2018. The poor quality rail service between Kidderminster and locations served by the Birmingham - Cheltenham - Gloucester - Bristol and Cardiff main lines is exacerbated by the lack of direct access to cross-country services. Worcestershire Parkway aims to address this issue and improve access to national rail services. Parkway's location close to Junction 7 of the M5 will make it a strategic access point for the rail network for much of the County. It will have 500 car parking spaces and services to Parkway will initially include:

- Hourly GWR Worcester – London Paddington services;
- Hourly Cross Country Cardiff – Nottingham services.

13.28 The Worcestershire Parkway Station is likely to offer increased opportunities for Kidderminster, Blakedown and Hartlebury Stations in the future, including enhanced links to regional and national economic hubs in London and the South East, the South West and South Wales.

Road-Based Passenger Transport Networks (Bus, Taxi and Community Transport)

13.29 The provision of a high quality road-based passenger transport network is critically important for the social and economic wellbeing of the District, providing essential access to a range of health, employment, leisure, education and retail opportunities and services, as well as rail hubs which provide access to a far greater range of destinations. Road-based passenger transport plays a significant role in tackling social inequality and, where subject to investment, can significantly reduce congestion and promote healthier lifestyles. The bus network in the Wyre Forest District is predominantly provided by a single operator, and has been subject to consistent underfunding for a number of years. The network suffers from poor service reliability

and punctuality due to traffic congestion and a deteriorated bus fleet, lack of bus priority measures and poor interchange facilities at the district's rail stations. In the Wyre Forest, car ownership is lower than in other areas of Worcestershire, and particularly so in some of the more deprived neighbourhoods. In particular, certain protected groups (the young, the elderly and the disabled, for example), are particularly dependent on the bus network to access essential services and facilities needed to enjoy an acceptable quality of life. Furthermore, poor bus service provision in the evenings undermines the viability of the evening economy.

13.30 Kidderminster bus station, located adjacent to Weavers Wharf and delivered as a purpose-built facility as part of that development, has proved unpopular with local operators and so has been largely snubbed in favour of on-street bus stop facilities. It is necessary to develop a road based passenger transport access strategy for Kidderminster Town Centre (bus, taxi and community transport), to consolidate and improve the quality of facilities, as well as improving ease of interchange for this mode of transport. The provision of better road based passenger transport services and infrastructure, including bus priority measures, is a critically important element for better accessibility and economic growth in the District. Investment is also required to enhance transport technology such as Real Time Information systems and more comprehensive integrated ticketing arrangements.

13.31 Whilst most of the population of the District reside in the three main towns, there are rural hinterlands and villages whose residents are more reliant on the private car than those in the urban areas. In particular, the transport needs of the ageing population in rural areas will be increasingly difficult to meet, as the numbers of residents without access to a car rises. More demand-responsive forms of public and community-based transport, such as community buses, dial-a-ride cars and taxis, will be required if the needs of these residents are to be met. Developments in new technology are likely to enhance the ability of community transport providers to offer flexible, accessible and responsive solutions to unmet local transport needs. These improvements should not only benefit rural users but residents in those urban neighbourhoods where conventional passenger transport provision is poor.

Active Travel Modes (Walking and Cycling)

13.32 Walking and cycling should be a normal part of everyday life, and the natural choice for shorter journeys such as going to school, college or work, travelling to the station, and for simple enjoyment. Having access to safe and attractive routes for cycling and walking is essential to tackle rising obesity and deteriorated public health, reduce congestion, improve environmental quality and increase civic pride and wellbeing.

13.33 Rising obesity in the District is partly caused by sedentary lifestyles, so investing in high quality, continuous corridors for active travel modes (walking and cycling) will help to tackle this issue, by providing attractive environments and realistic alternative travel choices for shorter trips;

13.34 The District is suffering the legacy of a period where land use planning tended to favour the needs of the motorist, particularly apparent at the Kidderminster ring road where the pedestrian and cycling infrastructure is of a poor quality. Although the majority of roads within the District are available to cyclists, the speed and volume of traffic on some roads makes them undesirable, particularly for new or less physically able users. There have been improvements

in walking and cycling infrastructure in recent years, however, continued investment in active travel modes, as well as improvements to the public realm in our urban areas, will help to encourage more uptake of sustainable modes and reduce dependency on the private car.

Worcestershire County Council Local Transport Plan 4: 2017-2030 (LTP4)

13.35 The Local Plan Review provides the main opportunity for the partners to contribute to the implementation of the District's transport network; the LTP4 and associated policies and overarching strategies, provide the basis on which to develop and deliver this network. It provides the policy and strategy context for major transport projects to enable Worcestershire County Council to bid for additional Government funding. It also provides a context within which developer contributions can be guided. The LTP4 document states that the challenges for the District are:

- To relieve congestion;
- To improve journey time reliability;
- To deliver transport schemes to mitigate the effect of the local plan to accommodate development growth.

13.36 The LTP4 aims to target investment in three broad areas:

- Transport Technology - technology is offering increasingly attractive opportunities to help manage demand on our networks, to tackle congestion and support growth. Modern traffic signals, for example, can intelligently manage traffic flows to respond to variable demand. Improved access to dynamic travel information through a variety of media will enable users of our transport networks to make more informed travel choices;
- Travel Choice - increasing realistic travel choice is critical to enable our economy to diversify and grow. In addition to enhancing access to travel information, we recognise that we need to prioritise investment in alternative modes of travel. In particular, our rail network has significant potential to accommodate and support economic diversification and planned growth. Significant investment will be required in our stations, rail infrastructure and rolling stock to provide the quality of services and facilities that the 21st century passenger expects. Rising obesity in the county is partly caused by sedentary lifestyles, so investing in high quality, continuous corridors for active travel modes (walking and cycling) as well as improvements to the public realm in our urban areas will help to tackle this issue, by providing attractive environments and realistic alternative travel choices for shorter trips;
- Capacity Enhancement - the most expensive of the three areas, where suitable business cases can be identified to support investment, we will aim to fund and deliver capacity enhancements at key 'pinch points' to support development growth, address poor air quality issues and tackle congestion.

13.37 Detailed plans for the implementation of transport infrastructure will come forward during the lifetime of the LTP4 and their implementation will be essential to allow for the further investment in transport infrastructure and services needed to accommodate the increased travel demand associated with future development proposals. The funding to deliver this transport infrastructure is likely to come from a variety of sources and potential funding sources include:

- Section 106 Planning Obligations

- Other developer contributions;
- Community Infrastructure Levy;
- Integrated Transport Block
- Local Growth Deal

13.38 Developers will be required to demonstrate that they have given appropriate consideration to the potential impacts of development on the wider and strategic transport network, including that managed by Worcestershire County Council, Highways England and Network Rail.

Introduction

14.1 The enhancement of the District's Green Infrastructure Network will form a key part of the development strategy for the District. This policy places an emphasis on the delivery of a comprehensive network of green spaces and corridors across the District. This will help to promote active lifestyles, support biodiversity, address climate change and safeguard and enhance the District's unique landscape character.

Policy 14 - Strategic Green Infrastructure

- A. The existing green infrastructure network will be safeguarded from inappropriate development.
- B. New development will be expected to retain, protect and enhance Green Infrastructure (GI) assets by integrating GI into developments and contributing positively to the District's green infrastructure network. Housing and employment development proposals (including mixed use schemes) will be required to contribute towards the provision, maintenance, improvement and connectivity of GI, directly delivering GI as follows, subject to viability requirements designated by the NPPF:
 - i. For Greenfield sites exceeding 1ha (gross): 40% GI.
 - ii. For Greenfield sites of less than 1ha but more than 0.2ha (gross): 20% GI.
 - iii. For Brownfield sites: no specific GI figure.
3. Development which is unable to retain, protect and enhance the integrity of the GI network and its connectivity or 'stepping-stone' features will be considered inappropriate. Within brownfield developments it is expected that key GI features such as SuDs, green roofs, green walls, and biodiversity measures will be delivered wherever possible and integrated into the wider GI network.
4. Within the identified key strategic development corridors it is expected that masterplanning for all major developments will be informed by the Green Infrastructure Concept Plans.
5. The precise form and function(s) of the GI provided will depend on local circumstances and the Worcestershire Green Infrastructure Strategy's priorities. Developers should seek to agree these matters with the Council in advance of submitting a planning application. Effective management arrangements should also be clearly set out and secured. Once planning permission has been given by the Council, the associated GI will be protected as semi-natural green open space (see also Policy 20B in respect of the provision of semi-natural green "open space").
6. Other than specific site allocations in the development plan, development proposals that would have a detrimental impact on important GI attributes within areas will not be permitted unless:

- i. A robust independent assessment of community and technical environmental need and functionality shows the specific GI typology to be surplus to requirements in that particular location and that it does not have wider negative impacts; and
 - ii. Replacement of, or investment in, GI of at least equal community and technical environmental benefit is secured for the locality or wider area.
7. To the north of Kidderminster Town Centre, the Council will safeguard the areas shown on the Policies 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 will not be permitted.

Reasoned Justification

14.2 The District has a distinctive environment comprising diverse landscape character areas including urban areas. There are many green corridors within the District which are currently fragmented but have the potential to provide a comprehensive network of green infrastructure (GI). The District's waterways in particular offer the opportunity to link the urban areas with the open countryside beyond. There are also some of the County's most important and distinctive acid/lowland heath communities and the continued protection and enhancement of these important areas needs to be considered in future development.

14.3 The green infrastructure network for the District is set out within the Green Infrastructure Strategy for Wyre Forest District. This Strategy shows how the District's existing green infrastructure assets can be better linked in order to provide greater connectivity for both people and nature.

14.4 Worcestershire's GI Strategy and supporting evidence base seeks to enhance opportunities to link biodiversity with drainage, historic landscape character and improved accessibility. The Worcestershire GI Strategy promotes the GI Concept Plan approach for strategic sites and seeks to promote collaborative working with developers.

14.5 The key objective of Green Infrastructure Concept Plans is to establish principles for development which will identify key GI assets and opportunities for their protection and enhancement in line with their surrounding Environmental Character Area priorities, local policies and the broader Worcestershire GI Framework. Green Infrastructure Concept Plans have been developed for each of the identified key strategic development corridors within Wyre Forest and should inform masterplanning exercises of all major developments coming forward within these corridors. Green Infrastructure Concept Plans have been produced for the following identified key strategic development corridors:

- Kidderminster North GI Concept Plan
- Kidderminster East GI Concept Plan
- Kidderminster and Stourport Urban and Waterfront GI Concept Plan

14.6 The Council requires developers to have regard to and contribute towards these Green Infrastructure Concept Plans for these identified key strategic development corridors. The Council has an aspiration for developers to prepare a GI Concept Plan for all large scale developments, which would then serve to inform all developments in that area as they come forward.

14.7 GI will need to be carefully planned into new developments from the outset. When determining planning applications the way in which the proposals contribute to delivering the GI network will be of paramount importance.

14.8 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.

Introduction

15.1 The purpose of policies relating to water is to ensure that the integrated management of water resources (water supply, water conservation, water quality and waste water) is addressed as an integral part of the planning and design of developments. This includes the mitigation of flood risk and surface water drainage including Sustainable Drainage Systems (SuDS). The *Wyre Forest Water Cycle Study* (2017, and update in 2018) considers issues of water resources, wastewater and flood risk and forms a key part of the evidence base alongside the *Wyre Forest Strategic Flood Risk Assessment* (2018).

15.2 Strategic issues faced by the District affecting the long term sustainability of the local water environment include:

- The provision for 5,520 new homes and 29 hectares of employment land which will have an impact on water resources and its role in reducing demand on available ground water supplies;
- The distribution and phasing of development sites to match the available capacity of foul sewer network and waste water treatment works so that improvements to be undertaken are in advance of development;
- The need to maintain and replenish ground water supplies, reduce flooding and increase the use of Sustainable Drainage Systems;
- Addressing watercourses in the District which have poor/moderate water quality status under the Water Framework Directive and the affect of development and the quality of waste water discharging from local treatment works.

15.3 Policies in this section relate to several other policy areas in the Local Plan. Addressing water issues in a comprehensive and integrated way will result in more effective and sustainable solutions to managing water.

15.4 To introduce high levels of water efficiency, new development is expected to take all available opportunities to integrate the principles of sustainable design and construction into the design of proposals.

Policy 15A - Water Conservation and Efficiency

The Council will require development to demonstrate that it:

- i. Incorporates design features that will reduce water consumption. Proposals for residential development will be expected to demonstrate that a water efficiency standard of 110 litres per person per day can be achieved; and/or
- ii. Incorporates design features that will support recycling / re-use of water through measures such as rainwater harvesting and grey water recycling, especially where a large demand for water is predicted such as industrial processes or irrigation.

Reasoned Justification

15.5 The Water Resource Zone adjacent to the River Severn will be subject to the Environment Agency's 'Restoring Sustainable Abstraction' programme towards the middle of the plan in 2024/5. This will include the revocation of abstraction licences for ground water supplies in some areas and increased abstraction in others with plans to be agreed between Severn Trent Water (STW) and the Environment Agency (EA).

15.6 The Council recognises that from a sustainable perspective, water should be used efficiently in order to reduce the associated energy requirements (needed to pump water, for example) and to avert adverse environmental effects such as over-abstraction. Improving water efficiency will also help to reduce the volume of wastewater that the sewer system has to accommodate.

15.7 STW has made demand assumptions based on the increasing levels of water efficiency in the design of new homes which show that water consumption per person will drop from 120 litres per day (current) to 109 litres per day by 2034. EA has expressed support for reducing consumption of water to a level of around 110 litres per person per day.

15.8 Developers of new dwellings will be required to demonstrate that appropriate measures to conserve and re-use water, such as low flow showers and kitchen taps, and provision of water butts and rain/grey water harvesting have been incorporated to achieve water efficiency, working to a limit of 110 litres per person per day or better. The additional cost of meeting this target have been assessed as being as little as £9 per dwelling (DCLG Housing Standards Review (Sept 2014)).

Policy 15B - Sewerage Systems and Water Quality

The capacity and resilience of local sewerage infrastructure is critical to the sustainability of new development. In order to avoid adverse impacts of additional demand on the existing foul sewerage network, the Council requires residential development to demonstrate:

- i. How foul flows produced by the development will be drained and the identification of the agreed point of connection to the public foul sewerage network;
- ii. That sewerage and surface water will drain separately;
- iii. How development will be phased to allow Severn Trent Water (STW) sufficient time to undertake any necessary capacity improvement works to the public foul sewer network or to existing waste water treatment works prior to construction and occupation of the developments. Where development is brought forward in advance of planned capacity improvements by STW through the Asset Management Process, any required capacity improvements should be delivered via agreement between the developer and STW.

Development should follow the hierarchy (order of preference for foul drainage connection), as set out in the National Planning Practice Guidance. The Council requires non mains drainage proposals to assess the potential impacts upon water quality to ensure no detrimental impact on the water environment.

Proposals that would result in an unacceptable risk to the quality and / or quantity of a water body or water bodies will not be permitted. Strategies to help mitigate the impact of development on water quality will be required at planning application stage.

Reasoned Justification

15.9 A plan led approach to the delivery of development is critical to addressing the capacity constraints within the District's sewerage and wastewater treatment infrastructure. The main purpose of Policy 15B is to address the alignment of development with the available capacity at wastewater treatment works and where capacity is constrained ensure that improvements can be made prior to development coming forward.

15.10 The *Wyre Forest Water Cycle Study* (2017, and 2018 update) shows that although most wastewater treatment works have capacity to accommodate additional development this available capacity is not distributed evenly and is not always sufficient to absorb the planned levels of development for the area. Phasing development across the course of the plan will allow STW to incorporate improvements into Asset Management Planning delivering key infrastructure in advance of development.

15.11 Regular reviews of the Infrastructure Delivery Plan will help provide STW with information on any changes to the phasing of development, to feed into their Asset Management Plans in a timely manner allowing opportunities to re-deploy resources to better meet the needs of emerging development patterns.

15.12 Receiving water courses and groundwater bodies covered by the European Union *Water Framework Directive* (2000) are subject to a basic requirement of 'no deterioration' and the objective to achieve 'good' status potential by 2015 (or 2027 as specified). A plan led approach will allow the Council, STW and EA to identify any potential water quality issues.

15.13 Strategies to help mitigate the impact of development on water quality will be required in advance of planning approval being granted and could include on-site measures, such as SuDS, reinforcement of wastewater treatment infrastructure, restoring natural watercourses through the removal of culverts, improvements to habitats and overcoming barriers to fish movement. To protect the receiving water environment developers are required to set out how surface water from the development will be treated sufficiently, using the simple index approach included in the *CIRIA SuDS Manual* (2015).

Policy 15C - Flood Risk Management

In line with the NPPF and NPPG the Council will steer new development to areas with the lowest probability of flooding. In order to minimise the impacts of and from all forms of flooding, the Council requires all development in areas thought to be at risk of flooding to:

i) Ensure development proposals are located in accordance with the Sequential and Exception Test where appropriate and also take account of the latest versions of the Strategic Flood Risk Assessment, the Worcestershire Local Flood Risk Management Strategy, and the Worcestershire Surface Water Management Plan.

ii) Submit a site specific Flood Risk Assessment (FRA), which confirms:

- the wider hydrological context of the site.
- the development is safe from flooding for its lifetime, taking into account all forms of flooding. This shall include safe access and egress.
- finished ground floor levels will be set a minimum of 600 mm above the 1% annual probability (1 in 100 year) river flood level plus climate change allowance.
- finished ground floor levels will be set no lower than the modelled 1% annual probability (1 in 100 year) surface water flood level plus climate change allowance.
- the development will not increase the risk of flooding elsewhere, and proposals will detail how existing flood flow paths on the site will be accommodated, how the amount of flood storage will be maintained and how surface water runoff will be addressed.
- the development layout is informed by the management of residual flood risk and the drainage strategy for the site, which incorporates sustainable drainage systems (SuDS) as set out in Policy 15D.

The FRA shall use modelled flood level data where possible and shall take into account appropriate allowances for climate change, using the latest Environment Agency's local Climate Change Guide.

Planning permission for development will only be granted where:

iii) The development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce overall flood risk in the area and beyond.

iv) The natural watercourse and flood plain profiles are not adversely affected. Where practicable, any culverted (piped) watercourses will be opened up to improve drainage and flood flows. Proposals involving the creation of new culverts will not be permitted unless essential to the provision of access.

v) A minimum 8 m access strip is provided adjacent to watercourses for maintenance purposes. It should be appropriately landscaped for biodiversity benefits. The width of the strip may be reduced for smaller watercourses, where agreed by the Local Planning Authority.

Reasoned Justification

15.14 It is essential that new development minimises its impact on the built and natural environment. This includes reducing risk of flooding through incorporating features such as Sustainable Drainage Systems (SuDS) (Policy 15D). The purpose of Policy 15C is to take a proactive approach to managing flood risk from watercourses, sewer, heavy rainfall and groundwater sources.

15.15 Areas of the District are subject to regular flooding instances. Certain areas are at risk of flooding due to existing drainage systems and watercourses becoming overwhelmed during or following heavy rainfall, whereas areas adjacent to the River Severn are predominantly at risk of flooding following prolonged rainfall outside the District. The Council works closely with multiple agencies (including the EA and STW) to address flooding issues.

15.16 The Local Plan plays an important role by requiring new developments to provide integrated flood mitigation methods and by working to retain surface water runoff on-site through sustainable drainage, integrating flood mitigation measures and providing appropriate buffering between watercourses and development. Development needs to be resilient to flood risk and the effects of climate change for its lifetime by setting appropriate floor levels, providing safe pedestrian and vehicle access and where appropriate provide a flood evacuation management plan, exceedance route plan and a SuDS maintenance plan.

15.17 Development can make improvements by reducing the length of culverted watercourses. This can have the added benefits of improving access to water features, improving local habitats and using water bodies as a catalyst to enhance the ecological value of an area. The Council recognises the value of open watercourses on or adjacent to development sites as part of wider green infrastructure which helps improve the health and wellbeing of residents and visitors through opportunities for active travel, informal recreation and visual amenity in and around the District's extensive Green Network.

Policy 15D - Sustainable Drainage Systems (SuDS)

Effective on-site management of surface water can improve water quality, water conservation, the replenishment of ground water supplies and reduce instances of flooding. The Council therefore requires all development with surface water drainage impacts to ensure that flows and volumes of surface water runoff leaving a development site do not exceed Greenfield levels. For re-development (Brownfield) applications, substantial betterment is expected where limiting to Greenfield levels is deemed not reasonably practicable. Any surface water drainage scheme will be expected to not adversely affect the receiving water bodies, both during construction and when operational.

The design and development of the site's surface water drainage scheme should include:

- i. Assessing the potential for management of surface water to be wholly or partially achieved via infiltration.
- ii. Providing Sustainable Drainage Systems (SuDS) for the management of surface water. The design and construction of the SuDS should be in line with the non-statutory

technical standards for SuDS (Defra, 2015) and WFDC SuDS Design and Evaluation Guide (2017). The SuDS design should also make allowances for:

- Climate change, in line with the latest Government's Climate Change Allowances guidance.
- Future development in residential development ("urban creep"), dependent on the housing density, following the Local Authority SuDS Officer Organisation (LASOO) Practice Guidance for the non-statutory standards for SuDS or any replacement guidance.
- Improvements to the Green Infrastructure and biodiversity of the area.

For all major applications the Council requires to see a detailed Drainage Strategy that demonstrates how the proposed drainage system meets the criteria set out above and how the proposed drainage system will be managed and maintained for the lifetime of the development.

Reasoned Justification

15.18 This policy should be read in conjunction with the *Wyre Forest Water Cycle Study* (2017, and 2018 update). All new development will require a suitably designed drainage system in order to mitigate the risk of surface water and overland flooding both on and off the site.

15.19 The Water Cycle Study provides more detail on the implementation of greywater recycling, rainwater harvesting and SuDS. Developers should allow for sufficient land for SuDS to be designed in at the outset; lack of space is not considered appropriate justification for not accommodating SuDS. A range of SuDS methods are available, although some will be more suited to some sites than others. SuDS selection should be specific to a site and should not be limited to one technique per site. Consideration should be given to source control within the surface water drainage proposals, which can be achieved through a range of techniques.

15.20 There will be a clear presumption in favour of at surface level, multi-functional and biodiversity-led SuDS and sites should be assessed on their merits to determine which SuDS techniques are the most suitable particularly where contaminated land may be an issue. It is considered that all development sites are able to incorporate some form of SuDS; the scale of these techniques should be proportionate to the scale of development proposed. All surface water run-off should be properly treated (see 15.13).

15.21 New development must not create adverse pressures on the water environment that could compromise the District's ability to meet the Water Framework Directive (WFD) objectives. Development is required to conserve and where feasible enhance watercourses and riverside habitats, through management and mitigation measures for the improvement and/or enhancement of water quality and habitat of any aquatic environment in or adjoining the development site. It is also important for applicants to bear in mind the importance of the River Basin Management Plan and the Worcestershire Surface Water Management Plan when putting together proposals.

15.22 Like all drainage systems, SuDS components should be inspected and maintained. This ensures efficient operation and prevents failure. The design process should consider the maintenance of the components and a SuDS management plan for the maintenance of SuDS should be prepared. SuDS components that are on or near the surface can often be managed using landscape maintenance techniques. For below-ground SuDS such as permeable paving and modular geocellular storage the manufacturer's maintenance advice should be followed.

15.23 Developments should make allowance for future development for example the hard surfacing of previously green areas such as gardens, in the design and capacity of drainage systems. Local evidence shows that change occurs over time as residents extend their properties through property extensions, tarmac front gardens for extra parking spaces, use hard surfacing to reduce maintenance in gardens as well as businesses seeking to provide more parking for employees.

Policy 16A - Pollution and Land Instability

A. Development proposals must be designed in order to avoid any significant adverse impacts from pollution, including cumulative ones, on any of the following:

- Human health and wellbeing.
- Biodiversity.
- The water environment.
- The effective operation of neighbouring land uses.
- An existing or proposed Air Quality Management Area (AQMA) ⁽¹⁵⁾

B. Development proposals will not be permitted where the land is contaminated ⁽¹⁶⁾ and not capable of appropriate remediation without compromising development viability or the delivery of sustainable development. For sites where land contamination is suspected, an adequate site investigation survey will need to be prepared (by a competent person) to demonstrate that land contamination issues have been fully addressed or can be addressed through the development.

C. Development proposals will not be permitted in locations where there are risks from land instability. Development proposals within areas of known or suspected to be a risk of slope instability or poor ground conditions will need to demonstrate the following:

- i.) Its structural integrity will not be compromised by slope instability;
- ii.) The development does not exacerbate any instability on the site or elsewhere;
- iii.) The development can tolerate ground conditions by special design; and
- iv.) There is long term stability of any structures built on filled ground.

For sites suspected of land instability, an adequate site investigation survey will need to be prepared (by a competent person) to demonstrate that land instability issues have been fully addressed.

Reasoned Justification

16.1 The NPPF⁽¹⁷⁾ clearly sets out, in broad terms, that pollution and land instability are material planning considerations.

16.2 Pollution can and does have detrimental impacts on the environment and human health. In the absence of a robust local plan policy, both the quality of life of local residents and the ecology of the area would be compromised.

15 The countywide Worcestershire Air Quality Action Plan (September 2013) includes maps of the AQMA in the plan area and is available at <http://www.worcsregservices.gov.uk/media/486190/Final-AQAP-Whole-Doc-v23b-adopted.pdf>

16 As defined under Part IIA of the Environmental Protection Act 1990

17 NPPF Paragraphs 178, 179, 180, 181

16.3 Pollution can take many forms, e.g. chemical, dust, light, noise, fumes, smell, vibration, all of which can have detrimental impacts on the environment and the quality of life. These potential adverse effects must be carefully considered in the assessment of any planning application and can be the basis for the refusal of a planning application if not adequately addressed. Developers are encouraged to have pre-application discussions with the Council to be advised on the specific requirements.

16.4 Assessments should:

- Identify the sensitive receptor(s) which may be affected by the proposed development, including residents, businesses, land users and sensitive environmental assets;
- Consider the potential for cumulative impacts with other existing or approved development;
- Demonstrate the measures which would be implemented to ensure adverse impacts would be avoided at source or, where this is not possible, outline the proposed management and mitigation measures to reduce effects to an acceptable level; and identify the significance of any residual effects.

16.5 Developers are expected to proactively monitor impacts and emissions to enable issues to be addressed swiftly. Close liaison with communities can support this approach, enabling feedback and dialogue on the need for and effectiveness of any mitigation measures.

16.6 The Wyre Forest District overlies a principal aquifer of regional strategic importance in terms of water supply and there are a number of Source Protection Zones (SPZs) to protect public water resources. For proposed developments that will have an impact on or are affected by groundwater, the Environment Agency's Groundwater protection position statements should be considered to help provide appropriate control measures, especially in areas designated as Source Protection Zone 1 (SPZ1).

16.7 The term 'poor ground conditions' referred to in Policy 16A may include, but is not limited to the following:

- Poorly consolidated made ground and fill material;
- Soft, weak and wet natural soils;
- Areas of shallow mine-workings and mineshafts; or
- Colliery spoil mounds.

Minerals

16.8 At present, minerals policy and proposals for the County of Worcestershire are set out in the policies of the Minerals Local Plan (1997) that were "saved" by the Secretary of State in September 2007. These "saved" minerals policies will be replaced by the revised Worcestershire Minerals Local Plan upon its adoption (currently anticipated in spring 2021) which will form part of the overall Development Plan for Wyre Forest District.

16.9 Most of the north-west of Worcestershire consists of Old Red Sandstone. Carboniferous strata occur in the western parts of Wyre Forest Area where they form a western continuation of the South Staffordshire Coalfield. These strata contain layers of sandstone and shales, ironstone and coal deposits. The NPPF states that permission should not be given for the

extraction of coal unless the proposal is environmentally acceptable or can be made so by planning conditions or obligations or it provides national, local or community benefits that clearly outweigh the likely impacts. Any planning application for coal extraction would be determined by Worcestershire County Council as the Mineral Planning Authority.

16.10 The Permian and Triassic rocks of the following Upper Palaeozoic and Mesozoic eras are generally softer, comprising sandstones and marls and make up the greater part of central Worcestershire, including the eastern parts of Wyre Forest. Overlying the 'solid geology' are Quaternary deposits of 'drift' material. These include till / boulder clay deposited directly by glacial ice as fluvio-glacial deposits which can be found particularly along the valleys of the Rivers Severn and Stour.

Policy 16B - Minerals

1. Developers will be encouraged to reuse and recycle construction waste on-site and use substitute or secondary and recycled minerals within development to reduce the use of primary materials.
2. Proposed development in Minerals Consultation Areas will be required ⁽¹⁸⁾ to assess the potential for the proposed development to sterilise locally or nationally important mineral resources, or impact on the operation of permitted mineral sites or supporting infrastructure. Planning permission will not be granted for non-mineral development that would lead to the unnecessary sterilisation of mineral resources or unacceptable impacts on the operation of permitted mineral sites or supporting infrastructure within a Minerals Safeguarding Area (MSA) unless:
 - i. The applicant can demonstrate that the mineral concerned is no longer of any value or future potential value, or the supporting infrastructure is no longer necessary to facilitate minerals working; or
 - ii. The development is of a temporary nature and can be completed and the site restored to a condition that does not inhibit extraction within the timescale that the mineral is likely to be needed; or
 - iii. Where sterilisation of a locally or nationally important mineral resource could occur, opportunities for extraction of the resource will be optimised prior to any non minerals development commencing; or
 - iv. Where permitted mineral sites or supporting infrastructure could be compromised, sufficient mitigation measures will be put in place to ensure their continued operation.
3. Minerals development and extraction should not have an unacceptable impact, including cumulative impact, upon:

¹⁸ Excluding 'exempt development', namely householder applications; development already allocated in the Local Plan; infilling in existing built-up areas.

- i. The historic environment including heritage and archaeological assets. Restoration of minerals extraction sites which impact on heritage assets or their settings should be appropriate to the maintenance of and the significance of those assets.
- ii. The natural environment including biodiversity and ecological conditions for habitats and species.
- iii. Amenity including noise, air pollution (including dust), water levels and water quality.

Reasoned Justification

16.11 The NPPF indicates that local planning authorities should define Minerals Consultation Areas (based on Minerals Safeguarding Areas) and should take account of the contribution that substitute or secondary and recycled materials can make to the supply of materials.

16.12 The broad extent of mineral resources that occur in Wyre Forest District is shown on the Worcestershire County Council Emerging Minerals Local Plan interactive map.⁽¹⁹⁾

16.13 Development can "sterilise" mineral resources (make them inaccessible for potential extraction) or prejudice the operation of mineral sites and supporting infrastructure. This can be either directly, for example by building over land that contains minerals; or indirectly, for example through the introduction of sensitive land uses in close proximity to these resources or sites.

16.14 Minerals Safeguarding Areas (MSAs) are areas designated by the Minerals Planning Authority that cover known deposits of minerals that are desired to be safeguarded from unnecessary sterilisation by non-mineral development. MCAs, based on MSAs, are where consultation is required with Worcestershire County Council as the Minerals Planning Authority on development proposals that have the potential to sterilise the minerals interests of the site.

The boundaries of the existing MSAs are shown in the currently adopted Herefordshire and Worcestershire Minerals Local Plan

(20)

These boundaries may be changed during the preparation of the Worcestershire Minerals Local Plan.

16.15 The Local Planning Authority will consult the County Council on any planning application received for non-minerals development which falls within the boundary of a MSA.

16.16 Proposals which are in MCA should take a sequential approach to considering the following possible outcomes:

19 <http://gis.worcestershire.gov.uk/Website/MineralsLocalPlan/>

20 http://www.worcestershire.gov.uk/info/20015/planning_policy_and_strategy/1009/adopted_minerals_local_plan

1. Extracting all of the resources within the proposed development site and in the area which would potentially be sterilised by the development, either in advance of development taking place or in phases alongside the development;
2. Where extracting all of the resource would prevent establishment of a suitable landform for subsequent development, consider whether a proportion of the resource could be extracted; or
3. As a last resort if neither (1) nor (2) is possible, consider whether any opportunities exist for "incidental recovery of the mineral resource."

16.17 Permitted minerals sites and the supporting infrastructure of existing potential storage, handling and transport sites are important to delivering a steady and adequate supply of mineral resources in Worcestershire, and it is therefore important that they are not adversely impacted by insensitive or inappropriate development that would conflict with the use of sites identified for these purposes.

16.18 Different types of development may or may not conflict with the use of the mineral site or supporting infrastructure. The potential for conflict is a function of both the sensitivity of the land use or receptors at the proposed development and the techniques or processes employed at the minerals or infrastructure site. Applicants will need to assess whether the normal operation of the mineral site or supporting infrastructure could have adverse impacts on the proposed land use or any users of the proposed development. This should include consideration of issues such as (but not limited to) any noise, vibrations, dust, or fumes that may result from the normal operation of the site, and could lead to complaints which could jeopardise the continued operation of the mineral site or supporting infrastructure. Techniques such as considered design, site layout and landscaping or screening of the proposal may in some cases be adequate to mitigate any impacts.

16.19 The identification of a MSA does not imply that permission for extraction will be given, only that the presence of minerals is a material consideration that must be addressed when considering future development.

Secondary and Recycled Aggregates

16.20 To sustain economic growth without increasing the use of land-won aggregates, it is vital that the contribution of secondary and recycled materials used in construction projects is increased. On site recycling and reuse of construction materials will therefore be encouraged, having regard to the environmental implications of any proposed operations and their overall acceptability. The use of substitute or secondary and recycled materials in development will also be encouraged.

Legacy of Minerals Extraction

16.21 Where development is proposed in areas with a known legacy of minerals extraction, the developer will be expected to assess the site for ground contamination, ground stability and mining hazards and submit appropriate mitigation reports in support of their planning application.

Waste

16.22 Planning applications relating to the use of land (and buildings) for the purposes of waste management will be determined by Worcestershire County Council. The Waste Core Strategy, adopted by the County Council in November 2012 and covering the period up to 2027, is complementary to the Wyre Forest Local Plan and forms part of the development plan.

Policy 16C - Waste

Proposals for new development should incorporate adequate facilities into the design to allow occupiers to separate and store waste for recycling and recovery unless existing provision is adequate. Waste management facilities should be well-designed.

Reasoned Justification

16.23 National Planning Policy for Waste (October 2014) sets out national waste planning policies. It should be read in conjunction with the NPPF, the Waste Management Plan for England and National Policy Statements for Waste Water and Hazardous Waste, or any successor documents.

16.24 To minimise waste and pollution and reduce the impact of waste on Climate Change Wyre Forest District Council expects future developments to support the waste management hierarchy. The waste hierarchy gives top priority to preventing waste in the first place. Where waste is generated, priority is to reuse, then recycle, then other forms of recovery such as energy recovery and last of all disposal (for example landfill).

16.25 To ensure waste is dealt with at as high a level as possible on the waste hierarchy, and to protect amenities and prevent pollution, the waste implications of all new development must be considered.

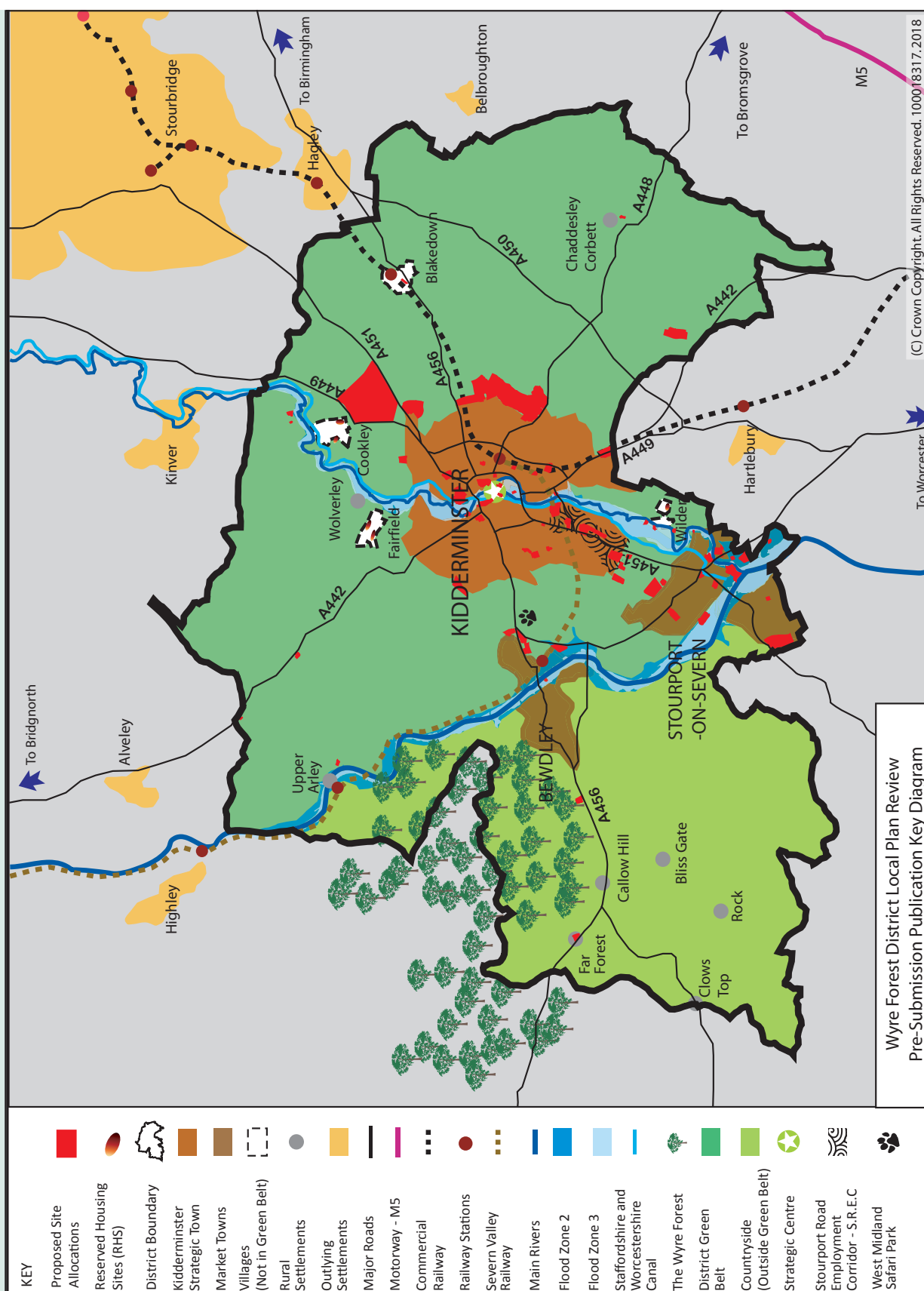
16.26 To safeguard existing or permitted waste management facilities Wyre Forest District Council will consult Worcestershire County Council on any planning applications within 250m of such a site, in accordance with the Waste Core Strategy. Maps showing existing waste management facilities with a 250m buffer are shown on the Worcestershire County Council's website.

16.27 The Waste Core Strategy requires that on-site facilities for separating or storing waste should be adequate to meet the needs of occupiers of any proposed new development. Waste management facilities should be well designed so that they do not act as an eyesore.

16.28 On smaller sites, provision might include collection points for segregated waste. On larger sites, particularly where significant areas of new housing or employment land are proposed, waste storage facilities will almost always be needed and provision might also include on-site treatment facilities such as community composting, anaerobic digestion forming part of a district heating system or, in the case of industrial operations, the management of specific wastes produced on site.

16.29 Specifications for the minimum standards for the type and scale of facilities and vehicular manoeuvrability needed for new residential, commercial and mixed-use developments will be informed by the ADEPT report 'Making Space for Waste' (June 2010)⁽²¹⁾ All applications will be assessed against this guidance.

21 http://www.lgcplus.com/Journals/3/Files/2010/7/14/ADEPTMakingspaceforwaste_000.pdf.



Wyre Forest District Local Plan Review
Pre-Submission Publication Key Diagram

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17.1 The Development Management Section of the Wyre Forest District Local Plan sets out the Council's planning policies for managing development and growth in the District from 2016 until 2036. It will be used to guide, assess and determine planning applications. The Council's aim is to produce a comprehensive planning framework to ensure that the District's housing, employment, infrastructure and other needs are met over the plan period in a way that contributes to achieving sustainable development. Following on from the strategic framework it will set out the development allocations and detailed policies for managing new development.

17.2 The plan and policies in this section should be read alongside the Strategic policies set out in Part A of this Local Plan and any Wyre Forest District Council Supplementary Planning Documents (SPDs). The Council will produce SPDs where it considers them necessary to provide more details on the policies set out within other parts of the Local Plan. 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.

17.3 The primary objective of development management is to enable the delivery of sustainable development. Development management is not intended to hinder or prevent sustainable development. The Council sees development management as a positive and proactive approach to shaping, considering, determining and delivering development proposals.

17.4 In combination with each other the development management and site allocations policies set out the specific development intentions of Wyre Forest District Council for the Plan Period 2016-2036 as follows:

- **Development Management Policies:** Detailed planning policies which will be used by the council when assessing planning applications.
- **Site Allocations:** Sites to be allocated for development for particular land uses, for example housing, employment and mixed uses. This is to provide clarity to the community and developers regarding land uses that, in principle, are acceptable to the council on specific sites.

17.5 These sections of the Local Plan include additional detailed policies where it is considered that further detail is required to provide the necessary detail for the interpretation of the strategic policies and to provide a proper basis for local development management.

17.6 Government guidance makes it clear that a Local Plan should not repeat policies that are in either National Policy or other 'development plan' documents. The absence of a policy for a particular topic in the Local Plan therefore does not necessarily mean that the topic is unimportant; it may be that there is already a relevant adopted policy and must therefore be read in conjunction with the other relevant plans and guidance.

18.1 The following section includes the Development Management Policies that will be used to determine residential planning applications. These provide more detailed criteria for decision makers and should be considered within the overall strategic context of Section 8 – A Desirable Place to Live.

Viability of Affordable Housing Requirements

18.2 This policy provides the framework against which negotiation over the proportion and type of affordable housing on individual sites will be considered to take account of specific viability issues.

Policy 18A - Financial Viability

Requirement as set out in Section 8 are assumed to be viable. It is up to the applicant to demonstrate that the requirements are not viable. Where an applicant considers that it is not viable to meet the requirements as set out in Policy 8, the District Council will require robust evidence 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 or any other requirement or planning obligation is not viable. The methodology, underlying assumptions and software to be used should be agreed with the District Council or its consultants at pre-application stage. Applicants should refer to and follow the advice contained in the Council's Viability Study.
- 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 be presented on either a residual land value or profit basis which should be agreed with the District Council in advance.

Reasoned Justification

18.3 Where an applicant 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 25% on residential or other planning obligations and requirements on development sites, they will be expected to demonstrate that the viability of the proposals would be jeopardised by this level of provision.

18.4 The applicant will be required to provide financial information in the form of a full viability assessment carried out by a suitably qualified person to enable the Council to assess the nature, extent and impact of the constraints and the level of affordable housing that could be provided.

18.5 It is recommended that the methodology, underlying assumptions and any software used to undertake the appraisal should be agreed with the Council during pre-application discussions. This will ensure that the viability assessment includes the level of detail required by the Council.

18.6 Where the Council needs to seek independent advice to validate a viability assessment submitted by an applicant, then it will require all reasonable costs of the independent advice to be met by the developer. All information submitted by the applicant will remain confidential.

18.7 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) 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. The residual land value should then be compared to the benchmark market value of the site.

Policy 18B - Residential Infill Development

Infill development is defined as residential development of up to 6 dwellings in an otherwise built up frontage.

Residential developments on infill plots within the settlement boundaries of the three main towns and the villages will be encouraged provided that they contribute to the existing character of the area in terms of design, density and layout.

- i. Proposals that would lead to the over development of a site will be resisted.
- ii. The design, scale and layout of the proposed development should take account of existing dwellings to ensure that there are no adverse impacts associated with overlooking and disturbance to neighbouring properties.
- iii. All new proposals for infill development should take account of the design principles as set out in the District Council's adopted Design Supplementary Planning Document and the Government's Nationally Described Space Standards.
- iv. Applicants will be required to demonstrate that proposals include adequate car parking space unless the character and local distinctiveness of the area dictates otherwise. Proposals should not have an adverse impact on existing road safety or cause amenity and parking issues for existing residents.
- v. Infill development proposals sited within the Conservation Area or adjacent to heritage assets will need to be in keeping and not harm the form, character and setting of the Conservation Area or heritage assets. They also must demonstrate accord with Historic Environment Policies 11B and 26; also Policy 27A Quality Design and Local Distinctiveness.

Reasoned Justification

18.8 Residential developments (up to 6 dwellings) on infill plots within the settlement boundaries of the three main towns and the villages are likely to contribute towards new housing provision in the District. Whilst such developments are generally to be encouraged, it is important that they are well designed to protect and enhance the existing character and amenity of the residential areas.

18.9 The Council will assess the effect that proposed residential infill developments will have on the amount of daylight and overshadowing neighbouring properties receive. Proposals that are likely to have an adverse impact and do not meet design guidance will not be permitted.

Policy 18C - 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.

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 and adequate 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.
- v. It can be demonstrated that development and the site location provides appropriate opportunities to promote sustainable transport modes.

Reasoned Justification

18.10 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.

18.11 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.

18.12 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. 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.

Policy 18D - 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.
- ii. To provide temporary accommodation for workers, but not worker's families, 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.
- iv. To provide temporary accommodation for a carer, but not carer's family, provided that the mobile home can be satisfactorily sited within the curtilage of the dwelling, and that the temporary accommodation is no longer than six months.

Reasoned Justification

18.13 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 or major alterations/repairs to a dwelling or group of properties, in instances relating to the needs of agriculture and forestry, or in case of the need of a carer, which will be temporarily either due to the nature of the disability or illness of the cared, or because the carer is currently looking for more permanent accommodation.

Site Standards for Gypsies, Travellers and Travelling Showpeople

19.1 This policy sets out specific requirements in relation to the design of sites for Gypsies, Travellers and Travelling Showpeople which are consistent with Policies 8F (Gypsy and Traveller Site Provision) and 8G (Site Provision for Travelling Showpeople).

Policy 19 - Site Standards for Gypsies, Travellers and Travelling Showpeople

Proposals for Gypsy, Traveller and Travelling Showpeople 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. Sites of 5 or more pitches 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.

Reasoned Justification

19.2 Gypsy and traveller sites should be well-designed and provide adequate amenity and safety levels for residents, including the provision of communal facilities and sufficient space for safe vehicle movements, including for refuse collections.

19.3 Private gypsy and traveller sites will need to apply for a license and will be required to meet conditions which are based on the national model standards and relevant to the site in question. The site license conditions are applied to protect the amenity and safety of the residents of the site. These license conditions will cover issues including around the provision of facilities, layout of sites, spacing out of pitches and safety requirements.

19.4 The Good Practice Guide on Designing Gypsy and Traveller Sites (published by DCLG in 2008 and cancelled in 2015) suggested that, where possible, sites should be developed near to housing for the settled community as part of mainstream residential developments. Planning Policy for Traveller Sites also says that new Traveller site development in open countryside that is away from existing settlements should be very strictly limited and that any sites in rural areas should respect the scale of, and not dominate the nearest settled community. The guidance also states the sites should have access to water, electricity, drainage and sanitation.

20.1 Access to community facilities and the provision of such new facilities to complement new development is important in determining the acceptability and attractiveness of a location to live and work and can be an important factor in the encouragement of a healthy lifestyle (see also Policy 9).

Issue 1

Summary of Preferred Options responses:

- General support for policies.
- Support for policies protecting green open spaces as they and footpaths need to be protected for communities.
- Rights of way should be protected and enhanced in conformity with the NPPF.
- Concern regarding a shortfall in facilities and this needing to be made up rather than relating to the need of a new development, and how this will relate to viability.
- Facilities must be accessible for all including those with special needs.

Policy 20A - Community Facilities

- The provision of new community facilities or the enhancement of existing facilities will be permitted, subject to satisfying the sequential test in the NPPF, where applicable, where they are demonstrated to meet an identified local need. Proposals for new community facilities which can offer an increased overall provision will be supported subject to not conflicting with any other policies contained in the Plan.
- Heritage assets can have a positive impact on its location and its communities. The use of under used heritage assets to provide community facilities as a benefit to the community and the historic environment will be supported.
- Sites that have existing community, natural or historic points of interest within the site boundary should look to enhance these assets within the development.
- Any proposal that would result in the loss of land or buildings currently or formerly used as a community facility will only be permitted if:
 - i. It has been demonstrated that there is a surplus of similar provision in the appropriate catchment area for that particular facility and the land or building(s) are not needed for any other community facility; or

- ii. The community facility, lost as a result of 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 community facilities to meet local needs and, in the case of the loss of sports and recreational facilities, the benefits of which clearly outweigh the loss; or
 - iv. In the case of community facilities other than sports and recreational facilities, it has been demonstrated that it would not be economically or operationally viable to retain the facility for community use and the community facility could not be provided or operated by either the current occupier or by an alternative occupier (e.g. by a local community body, public-private partnership etc) and it has been marketed for at least 12 months.
- Applicants are required to scope existing facilities in the area and consider whether it would be more appropriate to combine or rationalise existing facilities in the first instance.
 - Applicants proposing to re-develop or convert a community facility should demonstrate that they have consulted the appropriate community prior to the submission of a planning application.

Reasoned Justification

20.2 Community facilities comprise specific buildings (and associated land) for a range of uses including (but not exclusively):

- Health facilities
- Emergency services i.e. ambulance, fire & police
- Educational establishments, such as schools and colleges
- Community centres and village halls
- Leisure and cultural facilities
- Allotments
- Public houses
- Places of worship
- Libraries
- Built sports facilities
- Cinemas and theatres

- Formal sports pitches and courts
- Historic and environmental points of interest

20.3 This policy is consistent with the NPPF (paragraphs 83-84, 91-92, 96-97). Alongside national planning policies and Policy 12 (Strategic Infrastructure), the Infrastructure Delivery Plan will set out the need for new community facilities to service the anticipated level of housing growth. The adopted Built Facilities and Playing Pitch Strategies will further inform the application of this policy.

20.4 The policy allows for changes under the Localism Act 2011. This permits the listing of Community Assets, the Community Right to Challenge (in delivering public services) and the encouragement of communities to run their own facilities, or for a community to plan for its local area through neighbourhood planning. This allows for the consideration of a wider range of community services when appropriate, acknowledging that the importance of particular facilities will vary between communities. It is essential that the community is involved in considering the merits of any new facility and the suitability of proposals for alternative forms of use.

20.5 Wyre Forest District Council wish to protect valuable community facilities and services that play an important role in the social infrastructure of the District and help to secure sustainable communities. These mainly local facilities are particularly important in helping to maintain a high quality of life for local residents, some of whom have limited access to alternative facilities further afield. Under certain circumstances it may be more appropriate to look to combining or rationalising facilities in a locality rather than replicate through a new proposal. In situations where a facility may be redundant, no longer fit for purpose and/or incompatible with existing surrounding uses a robust assessment should have taken place.

20.6 In the case of any proposals that would result in the loss of a community facility, a satisfactory assessment should be undertaken (using recognised national methodology, e.g. Sport England), that proves there is a surplus of similar provision in the appropriate catchment area for that particular facility and the site or building is not needed for any other community service/use. Also that the loss of the facility would be replaced by equivalent or better provision in terms of location, quantity or quality; and, if the development is for an alternative sports or recreation provision, the need for it must outweigh the loss of the existing community facility.

20.7 When applying these tests to specific proposals, the Local Planning Authority will have full regard to the particular characteristics, needs, service priorities and objectives of the service or organisation concerned. The implications of maintaining and running new facilities will also be an important consideration.

20.8 For urban areas, proposed facilities should ideally be located within development boundaries. Within rural areas, proposals should be located within, or adjoining, the settlement subject to compliance with other relevant policies.

Policy 20B - Open Space

- A. Open space is identified on the Policies Map and includes a range of private and public open spaces and associated community facilities. Open Space sites will be safeguarded from development unless:
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity or quality in a suitable location; or
 - An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
 - The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.
- ii. This policy should be read in conjunction with Policy 14 (Strategic Green Infrastructure). Any new Green Infrastructure secured under these policies will be designated and protected as green Open Space.
- iii. Local Green Space allocated by Neighbourhood Plans will be supported if the proposal is compliant with NPPF paragraph 100; and
- Is in reasonably close proximity to the community it serves;
 - Is demonstrably special to a local community and holds a particular local significance;
 - Is local in character and is not an extensive tract of land.

Reasoned Justification

20.9 Well-designed, attractive and functional open space is an essential component for a high quality of life. It contributes positively to biodiversity, health and the character of an area and can also help to mitigate the impacts of extreme temperatures and flash flooding.

20.10 The NPPF (paragraphs 92, 96, 97) emphasises the benefits of recreational open space in terms of its contribution to creating sustainable patterns of urban and rural development, its role in maintaining strong and vibrant communities and the associated promotion of health and well-being. Open space for recreation and sport can also deliver a number of Green Infrastructure objectives, often simultaneously.

20.11 There is a wide range of types of open space across Wyre Forest; for example, playing fields, recreation grounds, allotments, cemeteries, parks and amenity green space. They are all part of and contribute to the Green Infrastructure both within and outside settlements. Some

open space may not specifically be recognised for biodiversity value but will contain elements that will need to be considered when valuing green space. Other open spaces have high ecological or landscape value and are protected elsewhere in the Plan, e.g. Strategic Green Infrastructure (Policy 14) and Biodiversity & Geodiversity (Policy 11D and 11E).

20.12 The Policies Map identifies the Open Space sites from the Wyre Forest Open Space, Built Facilities and Playing Pitch Strategies. Policy 20B aims to protect the open spaces that are identified on the Policies Map, together with numerous incidental open spaces too small to include but that nonetheless contribute to the quality and character of their local areas. These small local spaces are often valued and used heavily by local communities and are therefore worthy of policy protection. Whilst most open spaces are publicly accessible, some are in private ownership, although they nonetheless perform valuable functions such as contributing to biodiversity, the character of the area and providing a sense of openness and space.

Open Space, Sports Pitches and Outdoor Community Uses in Housing Development

20.13 The District currently has 98 football pitches, 15 rugby pitches of which 10 are senior, 1 junior pitch and 4 mini pitches, 2 hockey pitches and 11 cricket fields. Additionally Wyre Forest District currently has 2 full size 3G pitches and 6 small 3G pitches.

Policy 20C - Provision for Open Space, Sports Pitches and Outdoor Community Uses in Housing Development

The Council will require any major development, subject to viability requirements designated by the NPPF, to make provision in accordance with the following principles:

- i. On-site provision which meets local needs for open space, sport and play;
- ii. Off-site contributions instead of an on-site contribution where it can be demonstrated that on-site provision is not feasible or viable;
- iii. Contributions towards the enhancement and creation of new areas of open space and/or sports facilities where a local deficiency has been identified and/or where the development will lead to a deficiency;
- iv. Open space in the most accessible possible locations including access by cycle routes and provision for walking and cycling;
- v. Play and recreation spaces for children and young people including the provision of play equipment for special needs children;
- vi. Creation of historic or environmental interpretation features;
- vii. Street trees (where appropriate and subject to long-term maintenance arrangements).

The Council will apply the following standards to new development:

- Development proposals for 10 or more dwellings should make provision for open Space and outdoor community uses, as set out in Table 20.0.1 (see below), together with secure arrangements for its long-term management and on-going maintenance by the developer, Town Council, Parish Council, or other community organisation. Enhancing accessibility to these open spaces, e.g. through improvements to the Rights of Way Network, is strongly encouraged.
- The Council will require developers to establish a mechanism by which public open space will be maintained to an agreed standard. The mechanism must be secured and in place prior to commencement and it must be operational prior to occupation of no more than 80% of the development.
- The total amount of green open space will be within the overall amount of Green Infrastructure required by Policy 14. In addition to Table 20.0.1, the precise amount, type and form of outdoor community use will be informed by local evidence e.g. Neighbourhood Plans and Playing Pitch Strategy.
- New open space should be designed to be multi-functional and be of a size, type and quality to meet site, local and strategic needs. Where new sport and recreation facilities are provided as part of a development, they will be created in accordance with Sport England technical standards. Where replacement facilities are being provided, equivalent quality and quantity or greater will be required.
- Ongoing management and maintenance of public open space, sports, play, leisure and recreation facilities must be considered at the outset of the planning and design of a development and this should inform the type, amount and layout of provision proposed.
- Where a development is in proximity to an existing community facility, green space or biodiversity asset, the developer will need to enhance or buffer the existing asset to mitigate any increase in demand put on that asset by the new development.
- The development will be required to address deficiencies in the provision of play and recreation open spaces. Proposals must provide an assessment which demonstrates how they have responded to and addressed the issues and requirements of the Council's strategies as identified in the Open Space audit, Playing Pitch Strategy and other relevant strategies and their subsequent updates.

On-site provision of open space will have regard to the following accessibility standards:

- Children's Play Space (safe walking distances to dwellings):
 - i. Local Area for Play (LAP) - within 100m.
 - ii. Local Equipped Area for Play (LEAP) - within 400m.
 - iii. Neighbourhood Equipped Area for Play (NEAP) - within 1km.

- Playing Pitches: within 1.2km of dwellings or within 20 minutes drive in the rural areas of the District.

Table 20.0.1 Open Space Requirements

Type of Open Space	Quantity standard (hectares per 1000 population)	Total current hectares	Open space requirement for District 2016-2036 (hectares)
Parks and Gardens	0.56	56.20	6.92
Natural and Semi Natural	4.26	426.22	52.67
Amenity Green Space	0.78	77.81	9.64
Allotments	0.18	17.6	2.23
Provision for Children and Young People	0.12	12.17	1.48

Reasoned Justification

20.14 The NPPF advocates improving the conditions in which people live and take their leisure. A high quality built environment, including the spaces within it, plays an important social role in the delivery of sustainable development. The NPPF also requires local planning authorities to plan positively for the provision of community facilities and spaces. This Policy should be read in conjunction with Policy 12 (Strategic Infrastructure), Policy 14 (Strategic Green Infrastructure), and the Infrastructure Delivery Plan (IDP).

20.15 The Council requires major development to provide and/or contribute to the provision of multi-functional open space which serves and meets the needs of the development as well as local needs, including those with disabilities and wider needs subject to viability. Need for open space, sport and recreational facilities must be assessed to determine what provision is needed (NPPF paragraph 96).

20.16 New developments introduce new demands on public open space. This can include the need for more open space, improving the performance of existing open space or the provision of new types of open space.

20.17 It is considered that the provision of new functional open space and other facilities is necessary in order to achieve active, healthy and integrated communities. The type and size of the residential proposal will also be a factor in determining the make-up of the various community use typologies. Over-provision in any single typology does not negate the need to provide for other typologies. 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.

20.18 The Wyre Forest District Open Space, Built Facilities and Playing Pitch Strategies as well as national guidance, will be used to identify any shortfall in the provision of these facilities and will identify what community sports assets need protecting and which need improving. The Playing Pitch Strategy requires the District to provide two additional 3G pitches in the plan period. The Playing Pitch Strategy document will be updated over the plan period to remain valid, and subsequently the requirements for sport pitches may therefore change.

20.19 This strategy identifies quantitative and qualitative deficits in these facilities. It will be used to inform **either** the necessary level of developer contribution to be made towards new or upgraded existing provision **or** the funding of qualitative improvements rather than quantitative provision to meet demand created through new residential development, as informed by the Planning Obligations SPD, **or** the necessity to provide on-site facilities.

21.1 Wyre Forest District Council wants to encourage business into the District and for those already in the District to be able to expand and adapt to changing markets. The District needs to be able to adapt to new and flexible working practices such as homeworking and live/work units to ensure that there are a wide range of employment opportunities within the District in conformity with NPPF paragraph 81.

21.2 Wyre Forest District Council commissioned an Employment Land Review (ELR) for the District which was published June 2016; this was updated in October 2018. It assessed economic development needs across the District objectively in line with the revised NPPF and Planning Practice Guidance. The report found that the majority of businesses within Wyre Forest District (89.6%) are micro businesses which mean that they employ 0-9 employees; this figure is slightly higher than the figure for West Midlands (89.1%) or Great Britain (89.5%). Wyre Forest District has seen an increase of micro firms within the District of 1.9% since 2015, this is more than the increase seen in the West Midlands (1.4%) or for Great Britain (1.2%). Large firms employing in excess of 250 employees only account for 0.3% of businesses within the District versus 0.4% in the West Midlands and Great Britain. The updated 2018 Employment Land Review identified the need for at least an additional 29 hectares of employment land which includes employment generating uses such as nursing homes. Table 10.0.1 in section 10 A Good Place to do Business, shows sites allocated for employment uses. The employment allocation sites are also shown on the Policies Map and site specific policies can be found in Part C of the Plan.

21.3 The South Kidderminster Enterprise Park area is a key employment and regeneration focus for Wyre Forest District. To help encourage business growth within the district a Local Development Order (LDO) for this area was implemented in August 2012. The LDO introduced permitted development to any site within the boundaries of the South Kidderminster Enterprise Park. The LDO was revised for a further 3 years in 2015. Owing to the success of the LDO, it has been renewed for a further three years running until August 2021. The LDO has been used by 17 businesses and developments and has provided circa £25 million of economic investment since its initial adoption in 2012. It is hoped that it will continue to attract inward investment to the area in the future.

21.4 Wyre Forest District is located within two Local Enterprise Partnerships (LEPs): 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.

21.5 It is important that the Council's planning documents, wherever possible, reflect the aims and ambitions of the LEPs ensuring that the District continues to be a place for businesses to operate and to grow.

21.6 Over the past few years there has been a rise in the levels of home working in the UK. According to the Office for National Statistics (ONS) the number of home workers in the UK amounted to 4.2 million in the first three months of 2014, equivalent to 13.9% of the total workforce. Wyre Forest has around 5,300 workers who work mainly at or from home, which is equivalent to the national rate of 13.9% of the workplace population.

Summary of Preferred Options responses:

- Employment uses on previously developed land should be prioritised.
- Support for employment policies in the Preferred Options document.
- More support should be shown by the Local Authority to the agricultural sector.
- Is more employment land required? Should it be allocated for residential?
- Concern that employment units will not be filled as ones at Easter Park took a long time to be occupied.

Summary of Issues and Options Responses

- Support for brownfield sites to be developed for employment that are accessible from residential areas, accessible by public transport and provide suitable parking.
- Support for sites that have been allocated for employment uses and have not come forward to be used for alternative uses.
- Requirement for small units and start-up units.
- General support for the reuse of existing rural buildings for employment uses such as farm diversification.

Employment Development

Policy 21A - Economic Development

The employment allocation sites are shown on the Policies Map and are safeguarded for employment use in Policy 10A.

- In addition to sites allocated specifically for employment uses, the provision of employment land and the conversion of existing buildings to support job creation throughout the District will be supported if they are in conformity with other policies in the Plan and providing the development supports existing businesses or new enterprises of a scale appropriate to the location.

- Planning permission for the change of use to alternative uses for land or buildings which are allocated for employment use (as shown on the Policies Map), or were last used for employment purposes within the B1, B2 and/or B8 use classes will only be granted where:
 - A financial appraisal demonstrates that redevelopment for any employment generating use is unviable and is unlikely to achieve viability within 5 years; and
 - Details are provided of active marketing of the premises / land for at least 12 months and appropriate to the prevailing market conditions; and/or
 - The proposed use would be compatible with adjacent land uses and not prejudice the amenity, lawful operation, viability or future development of other businesses.

Where the above criteria are met and there is no reasonable prospect of a site being used for employment use, applications for alternative uses of land or buildings will be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities. They must also be in accordance with other policies within this Plan.

Economic Development outside Allocated Areas

- Proposals for economic development outside of the allocated areas will be prioritised following the sequential approach of:
 - Previously developed sites;
 - Greenfield Infill sites within a settlement outside the Green Belt;
 - Greenfield Sites adjacent to a settlement outside the Green Belt.
- They will be assessed on their merits and be fully in accordance with other policies within this Plan.

Hazardous Substances

- 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.

Waste Developments on Employment Land

- Development for waste facilities will also be considered favourably within the designated employment locations, subject to proposals being in conformity with the other policies in the Plan and the Waste Core Strategy for Worcestershire.

Reasoned Justification

21.7 To achieve sustainable growth within the District we need to create opportunities for people to work. Wyre Forest District Council aims to ensure that the right amount of suitable land is available to attract business to the District and enable existing businesses to grow. In Part C of the Local Plan, there are site specific policies for the sites allocated for employment uses.

21.8 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.

21.9 The Waste Core Strategy for Worcestershire was adopted in November 2012 and forms part of the statutory Development Plan for the District. The Waste Core Strategy sets out a long term vision for waste management within Worcestershire and outlines areas of land that may be suitable for development of new facilities. Waste management facilities are often akin to business or industrial activities and, when directed to the right locations, they can provide economic opportunities without having adverse impacts on their surroundings. Therefore, it is considered appropriate to allow for the principle of development of waste management facilities on allocated employment sites, subject to the proposals being in line with the other policies included in the Local Development Plan and the Waste Core Strategy for Worcestershire.

Rural Employment

Policy 21B - Rural Employment

- Agriculture is an important industry in rural areas within Wyre Forest District both for the production of food and for employment. Support will be given for the sustainable growth and development of agricultural and other rural businesses that are in conformity with other policies in the plan.
- To help promote rural regeneration existing employment sites in rural areas that are currently or were last used for B1, B2, B8, tourism, leisure and/or recreation related purposes will be safeguarded for the existing use during the plan period, unless it has been demonstrated that the site has been actively marketed for a period of at least 12 months and that it is no longer viable.

- The expansion of existing employment sites in rural areas will be supported where it has been demonstrated that intensification of the existing site is not viable or practical subject to compliance with other relevant policies.
- The redevelopment of existing previously developed land, outside the Green Belt, for economic development purposes will be allowed, where this would result in a more acceptable, sustainable and better designed development than would be achieved through conversion or reuse.
- Proposals to diversify farm businesses for employment, tourism, leisure and recreation uses will be permitted providing:
 - The proposed new use does not detract from or prejudice the existing agricultural undertaking or its future operation.
 - The scale of activities associated with the proposed development is appropriate to the rural character of the area.
 - Wherever possible existing buildings are used to reduce the need for additional built development.
 - The proposed new use does not cause an unacceptable rise in vehicular movements that is inappropriate by virtue of disturbance to the character of the area or amenity of any neighbouring area.

Reasoned Justification

21.10 The provision of new rural employment sites, especially the use of previously developed land and sites that physically relate well to an existing settlement, should be considered favourably if it is not harmful to the integrity of the settlement or landscape character. (NPPF paragraph 83).

21.11 Employment sites that fall vacant should be actively marketed before their conversion to an alternative use such as residential and the consequent loss of a facility/service providing important local jobs. The marketing exercise will need to have regard to the nature and scale of the site and buildings and the prevailing economic conditions.

21.12 Rural employment sites not only provide local employment, they also provide opportunities for new investment and rejuvenation through intensification or re-use.

21.13 Over the past few years, changes to traditional farming methods have meant that many farms need to diversify to ensure their survival. Diversification should be encouraged but agricultural uses should still remain as the main focus of the farm unit.

Live work units

Policy 21C - Live Work Units

1. Proposals for live/work units will be permitted in sustainable, appropriate locations within the settlement boundary. The proposal will need to be justified and where they involve the re-use of a rural building be in accordance with Rural Conversion policies and other policies within the Plan.
2. New developments including replacement buildings for live/work units will be permitted in sustainable, appropriate locations within the settlement boundary. The proposal will need to be justified and be in accordance with other policies within the Plan and that the following criteria are met:
 - They are located on Previously Developed Land;
 - They do not have an adverse impact on the character, landscape or wildlife of the area;
 - They do not constitute inappropriate development in the Green Belt;
 - Suitable access arrangements can be made without the need for extensive new access roads.
3. All Live/Work proposals must also ensure that:
 - The work element is restricted to uses considered appropriate to the location, in rural areas this being use class B1, B2 and appropriate rural employment uses where there are no adverse impacts on surrounding properties;
 - The workspace is designed to be separate from the dwelling;
 - The emphasis is on the work element with residential use ancillary. This should be reflected in the split of floorspace with at least 60% afforded to the workspace and no more than 40% for residential;
 - The workspace must be constructed and available for occupation and in use before the residential element of the scheme is occupied.

Normally the residential accommodation should contain no more than three bedrooms, and residential and work spaces should have separate entrances and toilet facilities.

Reasoned Justification

21.14 There has been an increase in self-employment and home working and increasing use of technology amongst many growth sectors. It is therefore important that Wyre Forest District Council monitors and responds to these changing preferences, to ensure that business needs can be met within the District.

21.15 Live work units differ from homeworking in that homeworking uses a small proportion of a residential unit for generally office work whilst live work units are a business being run from the same place that the worker resides. The employment aspect is the main use with the residential area as an ancillary use.

21.16 Live work units can make use of redundant rural buildings and afford opportunities for farm diversification or they may be purpose built on previously developed land. The emphasis should be on the work element of the building but the two uses should be separate and should not have an adverse effect on the surrounding area. Policy criteria need to be set to ensure that proposals are genuinely intended for employment purposes. The approved development may be controlled by planning conditions or a legal obligation governing the use of the premises and other relevant matters such as the number of non-resident employees who can work at the premises. The removal of permitted development rights for change of use of all or part of the premises or for residential extensions may also be considered appropriate. The size of the business area must be justified to ensure that a larger than necessary business area is not constructed just to enable a larger dwelling to be built.

Offices

Policy 21D – Offices

- Office accommodation will be permitted where it does not cause an adverse effect on the built, historic and natural environment and will be focussed on the three town centres and allocated employment areas. The main town centres should be considered first, then edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.
- Small scale offices of less than 500sqm in rural areas outside the Green Belt will also be supported where appropriate.

Reasoned Justification

21.17 The majority of offices within the District are located in Kidderminster. The demand for office accommodation tends to be from small, mainly professional, companies and businesses wanting small office accommodation. The demand is generally local as the market does not attract a high number of occupiers from outside of the District. The area faces competition from larger conurbations such as Birmingham and locations in proximity to the strategic motorway network.

21.18 In Wyre Forest District the majority of offices tend to be small units above retail units in the town centre, ancillary office units on industrial estates or buildings that have been converted to offices such as Elgar House. Very few offices are purpose built. If the District had a supply of offices that were accessible and had parking they would achieve a higher rental value and could attract inward investment.

21.19 The figure of less than 500 sqm used for small scale offices is the figure used for development in The Town and Country Planning (General Permitted Development) (England) Order 2015 as amended.

21.20 Loss of office floorspace has an adverse effect on business, employment and the character of the District and will therefore be resisted where possible.

21.21 Some low cost offices are required to meet the requirements of the voluntary sector and start up businesses.

22.1 Town centres are crucial to the social, economic and environmental wellbeing of the District. The concentration of a range of goods, services and facilities in one area creates a centre for communities and enables people to make one trip for many reasons. The District's settlement hierarchy of towns are Kidderminster, Stourport-on-Severn and Bewdley (see Policy 6B). It is this hierarchy that provides the basis for identifying the locations for new retail, leisure and commercial development. Further retail development should be directed towards Kidderminster, Stourport-on-Severn and Bewdley.

22.2 The main retail centre is Kidderminster which has the widest choice of retail facilities within the District. Since the development of Weavers Wharf (opened 2005), the shopping centre has moved westwards away from the traditional town centre which was based around Worcester Street, High Street and Vicar Street. However town centres have changed and are still changing as retail patterns have altered with the increase in internet shopping and click and collect. This means that Kidderminster town centre needs to change its role from mainly retail to a variety of additional uses that will include residential, recreation, leisure, employment and offices to ensure that the town centre is vibrant.

22.3 In 2016 Wyre Forest District Council commissioned a Retail and Commercial Leisure Needs Study (Boyer 2016). The conclusion of this study was that Kidderminster is the main shopping centre in the District, however there is an imbalance created by the Weavers Wharf development which is the dominant element within the town centre. Due to this there is a need to regenerate the eastern part of the town centre. Consequent to the Retail report by Boyer the primary shopping area and primary and secondary shopping frontage areas in Kidderminster have been revised owing to the impact of the Weavers Wharf development. This is shown on the Kidderminster Retail map in Appendix B.

22.4 Stourport-on-Severn offers a range of retail facilities and services which include supermarkets as well as individual specialist shops to serve the town with more retail facilities in Kidderminster which is situated 3 miles away.

22.5 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.

Summary of Preferred Options Responses

- Kidderminster has many empty shops and empty buildings, the town centre needs change.
- Changes in retailing mean alternative uses should be considered for Kidderminster town centre by bringing alternative services into the town centre will encourage the users to also shop there.
- Change empty buildings above shops into residential in Kidderminster town centre.
- Support for limit of use classes in Primary Shopping Frontage.

- Increased number of takeaways has increased amount of litter.
- Vacant retail units, no evidence new retail units will be occupied.
- Retail decline needs to be managed productively.

Summary of Issues and Options Responses

- General support for the redevelopment of Kidderminster town centre to make it more attractive, including making more use of the canal and to support a mix of specialist shops and larger stores.
- General support for the redevelopment of traditional retail areas to include a variety of uses including retail, residential and leisure.
- General support for the retention of the existing shopping areas in Stourport-on-Severn and Bewdley.

Town Centre Development

Policy 22A - Town Centre development

- Large scale retail development (2,500sqm net and above) and commercial or leisure uses should be targeted towards Kidderminster as the strategic centre of the District followed by Stourport-on-Severn and Bewdley in a sequential approach. Proposals for new retail development (of more than 280sqm net), or proposals regarding the removal of restrictive retail conditions, (condition that restricts retail use) will only be permitted where a sequential approach has been followed and it is demonstrated that:
 - It is within the Primary Shopping Area.
 - If edge-of-centre, that the proposals cannot be accommodated within the Primary Shopping Area.
- Support will be given to proposals that safeguard, maintain and enhance the vitality and viability of the existing retail centres throughout the District without causing adverse effects on the built and natural environment and that are of a scale that is appropriate to its location.
- In secondary shopping areas, support will be given for change of use of retail units to alternative uses such as leisure, recreation, employment and residential. Proposals must demonstrate that the building is fully used avoiding vacant floors above shops.

Proposals to introduce residential development above ground floor within the Primary Shopping Area will be supported. Within secondary shopping frontages, residential development at ground floor will be considered in accordance with other policies within the plan and on their individual merits. This will help to improve the vitality of the centres without compromising the core retail function of the towns.

- Support will be given for the appropriate development for the regeneration of the eastern gateway area of Kidderminster town centre.
- Within the defined Primary Shopping Frontage development proposals for retail use at ground floor (A1-A5) will be permitted where:
 - 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.
 - There would be no adverse impact on the vitality and viability of the centre or other centres.
 - They provide an active frontage and are open for business during the day.
- Proposals for development within the Primary Shopping Frontage area must not result in an adverse cluster of non-retail uses at ground floor level or unduly fragment the retail area.

Reasoned Justification

22.6 The NPPF (paragraph 85) states that planning policies should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. The NPPF requires Local Planning Authorities to define a network and hierarchy of town centres and promote their vitality and viability, allowing them to grow and diversify allowing a mix of uses including residential. Town centres and primary shopping areas should be defined with a range of uses in each centre. Sites should be allocated to meet likely need, where town centre sites are not available then edge of centre sites should be considered.

22.7 Town centres are extremely important to communities and Wyre Forest District Council wishes to support town centre viability and vitality and to pursue policies that promote town centre development creating thriving town centres.

22.8 Kidderminster, being at the top of the retail hierarchy, will be the preferred location for major leisure, office and retail developments and other uses that attract large numbers of people. Other centres are suitable for day-to-day food and non-food shopping, small-scale leisure uses and local service and facility provision (NPPF paragraph 85).

22.9 The retail sector and town centres are undergoing a period of significant change due to the continuing popularity and convenience provided by out-of-town facilities and the increasing adoption of online and click and collect shopping. Therefore, alternative uses such as leisure and residential within town centres may add to the viability and vitality.

22.10 Retail development should be focussed on existing centres in order to strengthen and, where necessary, regenerate them. Wherever possible, growth should be accommodated by more efficient use of land and buildings within existing centres. This approach will help maintain the historic character of town centres and provides opportunities to minimise the consumption of non-renewable resources by reusing existing buildings and reducing the need to travel to out-of-centre retail parks.

22.11 The Primary Shopping Area is a 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 frontages are likely to include a high proportion of retail uses. 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. Maps showing the primary shopping area and primary and secondary shopping frontages for Kidderminster, Stourport-on-Severn and Bewdley are to be found in Appendix B.

22.12 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 should be adjacent to each other.

22.13 Throughout the retail section of the Plan a number of policies have regard to a threshold of 280sqm (net)⁽²²⁾. This permissive approach towards small-scale development is a local initiative to provide flexibility to existing retailers and to promote appropriate community shopping facilities. To avoid duplication this point has not been added into each reasoned justification but is relevant to each.

22.14 Stourport-on-Severn and Bewdley are classed as market towns. Stourport-on-Severn offers leisure and shopping facilities to its residents and its canal and riverside assets continue to be a key visitor attraction. Its public realm is enhanced through the restoration of its unique heritage including the canal basins. Bewdley remains a thriving market town which meets the local community's needs. The town's Georgian historic character is preserved and it is a popular riverside destination.

22 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 cafes and customer toilets

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

Out of Town Retail

Policy 22B - Edge of Centre and Out of Town development

- Proposals for new, or an extension to existing, edge or out-of-centre retail, entertainment or leisure development in excess of 280 sq.m gross floorspace will be required to submit a sequential test and an impact assessment demonstrating that there would be no adverse impact on the vitality and viability of a town centre as a whole. The Council will refuse planning permission where there is evidence that proposals are likely to have significant adverse impacts on the vitality and viability of a town centre as a whole.
- 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.

Reasoned Justification

22.16 When assessing applications for retail, leisure and office development at edge of centre and out of centre locations, paragraph 89 of the NPPF states that local planning authorities should require an impact assessment if the development is above the proportionate locally set floorspace threshold. The threshold of 280 sqm net is a permissive approach to small scale development. This is a local initiative to provide flexibility to existing retailers.

Neighbourhood and Village Centres

22.17 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.

Change of use from retail to alternative uses

Policy 22C - Change of use from retail to alternative uses in local centres

- Individual retail shops in local shopping centres will be safeguarded for A1 retail purposes, unless it has been demonstrated that the shop unit has been marketed for a minimum of one year and there is no realistic prospect of the unit being used for A1 retail purposes in the foreseeable future. Where this has been demonstrated, change of use from Class A1 retail will be accepted provided that:

- The use meets the needs of residents within the local neighbourhood;
- There are alternative shopping facilities for local residents within a reasonable distance.

Local Shops

Policy 22D - Local Shops

- Planning permission for new village and neighbourhood shops or the extension of existing facilities will be granted provided that the total floor space does not exceed 280sqm net and where possible parking can be provided.

Reasoned Justification

22.18 Local shops and shops in local centres provide convenience products often within walking distance. 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 who may have reduced mobility levels, access to locally based retail services will become more important. In local 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.

Other forms of Retailing – Specialist Retailing

22.19 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 22E - Specialist Retailing

- Retail developments within employment areas (factory outlets) will not be permitted unless they are small scale uses (not exceeding 280sqm net) related to or an ancillary part of a business use. Car showrooms and vehicle maintenance, repair and service centres will also be permitted on land allocated for B1, B2 and B8 purposes.

- 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 280sqm net.
- Other forms of specialist retailing 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.
- New or expanded farm shops, garden centres or petrol filling stations will be permitted in appropriate locations provided:
 - In the case of farm shops, the proposal would make use of redundant or under-used buildings and the range of goods to be sold is restricted to foodstuffs, plants and rural crafts produced locally.
 - The creation of new, or extensions to existing, garden centres or farm shops in the open countryside and unrelated to a settlement will only be permitted if the proposed development is ancillary to, and on the site of, an existing horticultural business or existing farming operation.
 - They do not constitute inappropriate development in the Green Belt.
 - In all cases parking should be provided to Worcestershire County Council standards.

Reasoned Justification

22.20 There are 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. It is important that any future proposal remains ancillary to the existing use so as to not to undermine the primary role.

22.21 With the loss of many traditional independent retail outlets, the operators of petrol stations have often provided for the convenience needs of their localities. However, the role that petrol filling stations play in providing retail facilities should be limited to a modest scale.

22.22 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 not produced locally is considered to be inappropriate for farm shops.

22.23 Garden centres were also established as an ancillary function to agricultural (horticultural) production. However, such has been the growth in the leisure sector that 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. 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.

Food and Drink Retailing

Policy 22F - Food and Drink Retailing

- Development proposals involving the sale of food and drink must not have an adverse impact in terms of:
 - Residential amenity;
 - Pollution by virtue of litter, noise or odour;
 - Crime and Disorder;
 - Parking and highway safety

Reasoned Justification

22.24 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.

Policy 22G Hot Food Takeaways

In all the District's centres, retail parades and all other areas, proposals for A5 uses will not be permitted where:

- They would result in two or more A5 uses adjacent to one another;

- Outside of designated centres, hot food takeaways will not be permitted where the proposal is within 400m of the boundary of a school.
- Development proposals involving hot food takeaways must not have an adverse impact in terms of:
 - i. Residential amenity;
 - ii. Pollution by virtue of litter, noise or odour;
 - iii. Crime and disorder
 - iv. Parking and highway safety
- Applications for A5 uses will, where it is deemed necessary, be required to include a health impact screening to assess whether a full health impact assessment is required (also see Policy 9 Health and Well being).

Reasoned Justification

22.25 Where high concentrations of hot-food ⁽²³⁾takeaways occur in the town centres, they can pose a serious threat to the local economic vitality and viability. It is not uncommon for hot food takeaway shops to locate outside of town centres and high concentrations exist along some of the key road corridors such as the Horsefair and Comberton Hill in Kidderminster. In addition to health issues and obesity levels, hot food takeaway shops are more likely to have a detrimental impact on amenity and on retail character and function of shopping centres. Such harmful impacts relate to increased incidence of litter, smells, crime and anti-social behaviour, noise and general disturbance, parking and traffic problems.

22.26 Research indicates that the more overweight a person is and the earlier in life a person becomes overweight, the greater the impact on that person's health. It is therefore considered important to support the establishment of healthy eating habits from an early age and minimise the negative impacts of hot food takeaways on childhood health ⁽²⁴⁾

22.27 Wyre Forest District has a higher rate of excess weight amongst reception class children compared to the Worcestershire and England average. The figures for year 6 children are also above national averages ⁽²⁵⁾. This prevalence also tends to be higher within areas characterised with high levels of socioeconomic deprivation ⁽²⁶⁾.

23 The food or any part of it is hot, if it is at a temperature that is above the ambient air temperature, at the time that it's provided to the customer (the precondition) and one or more of the following tests are satisfied i) It's provided to a customer in packaging that retains heat (whether or not the packaging was primarily designed for that purpose) or in any other packaging that is specifically designed for hot food; ii) It's been kept hot after being heated; iii) It's been heated to order; iv) It's been heated for the purposes of enabling it to be consumed hot.

24 Source LGA 2016 Tipping the scales case studies on the use of planning powers to limit hot food takeaways.

25 PHE Wyre Forest District Health Profile 2017 Revised April 2018

26 Public Health England (2017) Health matters: Obesity and the food environment

22.28 Wyre Forest District Council considers that the location of hot food takeaways in close proximity to schools could lead to children consuming a greater amount of unhealthy food which would undermine initiatives to promote healthier diets, particularly in schools. The proliferation and proximity of hot food takeaways to schools is also of concern as the food they serve is mostly high in fat, salt and sugar. Healthier options, if available, are generally very limited. There is concern that the effect of fast food consumption on children's diets and eating behaviour can add to health problems related to obesity. A proliferation of hot food takeaways within walking distance of locations where children and young people congregate, including schools, youth centres and parks can be seen as a contributing factor to rising levels of childhood obesity.

22.29 400 metres is considered to be equivalent to a 10 minute walk when taking account of physical barriers, rather than as the crow flies. 400 metres distance is considered sufficient to deter school children from walking to takeaways during their lunch break or after school. ⁽²⁷⁾

22.30 Policy 22F will be further expanded by the preparation of a Supplementary Planning Document (SPD) relating to Health (as per Policy 9).

27 Source NHS Healthy Urban Development.

23.1 Wyre Forest District Council recognises the importance of tourism and the contribution it can make to the local economy. It supports rural tourism and leisure developments that respect the character of the countryside in conformity with NPPF paragraph 83. It also aims to protect the environmental quality of the area. The majority of visitors to Wyre Forest District are day visitors, with approximately 79% of those surveyed as part of the Wyre Forest District Visitor Survey 2015/2016 being day visitors. The remainder were made up of 13% overnight visitors and 7% visiting the District as part of a holiday but not staying within the District. Opportunities to encourage visitors to stay overnight or longer as well as facilities for all weathers, and encouraging visitors throughout the year will be encouraged.

Summary of Preferred Options Responses

- Tourism an important contributor to the local area.
- General support for the tourism policies.
- Road infrastructure needs to be improved around tourist attractions within the District.
- Kidderminster Harriers attracts many visitors and supporters into the District.
- Heritage within the District encourages tourism.
- Concern that the reduction in the number of public toilets will have a detrimental effect on tourism.
- Concern that there is not enough coach parking within the District for tourists.
- Additional development in the District especially on greenfield sites could reduce the attraction of the District as a tourist destination.

Summary of Issues and Options Responses

- Support for additional tourism to develop alongside existing tourist attractions but not to detract from them.
- Promote activities within the District such as walking, cycling and public art that will benefit local businesses.
- Intensification of existing tourist attractions but this should be measured against additional traffic and effect on amenity.
- Promote Rivers and Canal.
- Facilities required to encourage visitors to stay overnight.

23.2 Tourism is an extremely important sector of the UK's economy. Within the Wyre Forest District, approximately 6.2% of jobs are related to the tourism industry. This figure is below the national average of 9.5%. Between 2009 and 2014 employment in tourism industries in the UK increased from 2.66 million to 2.97 million. The majority of tourism workers are permanent (89.57%) and the percentage of the workforce employed in the tourism industry has increased from 8.29% (2.50 million 2008) to 9.46% (2.97 million 2014) an increase of 18.78% over 6 years. Employment in the tourist industry is extremely important for younger workers with 26.4% of those aged between the ages of 16-24 being employed in the industry compared to only 10.5% in non tourist industries (Office for National Statistics – data from Annual Population survey 2008-2014 ONS). The income from tourism can help support the retention of existing services and facilities such as shops, public houses and restaurants.

23.3 It is therefore important that future planning policy protects and enhances this aspect of the economy. Planning 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. Within the District we need to provide adequate opportunities for growth, but also policies should be strong enough to prevent inappropriate development that would limit tourism potential and cause an adverse impact on the District.

Policy 23A - Supporting Major Tourist Attractions

Severn Valley Railway (SVR)

Proposals that enhance the role and function of the SVR (including visitor attractions and facilities and maintenance facilities subject to their impact on the surrounding landscape, biodiversity, heritage assets and the Green Belt) will be supported. Proposals to link the SVR with other sites along the route will be encouraged, especially at West Midland Safari and Leisure Park.

West Midland Safari and Leisure Park (WMSLP)

The Council will consider favourably applications for major development at West Midland Safari and Leisure Park that are contained in the WMSLP masterplan or any other similar agreed document, where such development would:

- Upgrade and improve the viability of the attraction;
- Address the potential for heathland restoration and recreation;
- Be appropriate to its function as a major tourism destination;
- Make a positive contribution to the local economy; and
- Be acceptable taking into account the masterplan and 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. Proposals that cause adverse impact to 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 and Natural England guidance on ancient woodland and veteran trees.

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

23.4 Wyre Forest District Council is committed to ensuring that the District's appeal as a tourist destination is retained and enhanced throughout the plan period. It is therefore important to provide support for tourist proposals by either the expansion of existing development or new developments.

23.5 Nationally, tourism is generally an expanding part of the economy. However, locally there was a slight downturn in 2014 when both bed nights and expenditure were down 4%. It is estimated that within Wyre Forest District the number employed in tourism is around 2,155 and £121 million is spent in the local area as a result of tourism, taking into account multiplier effects. (Economic Impact of Tourism, Wyre Forest 2015)

Severn Valley Railway

23.6 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 genuine draw for visitors and enthusiasts alike. The potential exists to open the line to commercial services in the future. The route of the railway closely follows the course of the River Severn for most of its journey. Kidderminster Railway Museum houses a vast range of railway artefacts, most of which date back to the days of steam travel.

23.7 The route is now a major national and international tourist attraction. During 2016 over 250,000 passengers travelled on SVR (source SVR website). Given the SVR's potential impact on the District, it is considered important to provide a flexible policy framework that safeguards the existing railway operations whilst providing support for additional development proposals.

23.8 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 can be realised. The SVR is a key attraction for tourists and provides an undeniable 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)

23.9 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 safari park and leisure park attracts 750,000 visitors a year and employs 82 year round staff plus a further 395 seasonal staff. 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.

23.10 A masterplan covering the whole of the West Midland Safari and Leisure Park was approved by Wyre Forest District Council in 2013. The masterplan provides a framework for considering future development of the site, to ensure that development takes account of the

potential wider impact it may have. The focus of the masterplan is the future development of a hotel, conference centre and waterpark. In April 2016 full planning permission was granted for a water park as well as outline approval for a hotel, conference centre and spa, however construction work has not yet started. It is hoped that visitors to the safari park will extend their stay to more than a day visit. The conference centre will be important to the District for business visitors who spend more per head in the District than tourist visitors.

23.11 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.

23.12 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. The site is therefore identified as a Previously Developed Site in the Green Belt (Policy 35).

23.13 There are competing priorities in planning policy terms within this location and the Council is seeking to achieve a balanced approach which maintains the identity of Bewdley along with 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.

23.14 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 adhered to (including Green Belt policies).

The Wyre Forest

23.15 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 together with an arboretum in the forest close to the 'Whitty Pear'. 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.

23.16 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, run by Go Ape, is situated near to the visitor centre. 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.

23.17 Natural England have produced guidance on ancient woodland <https://www.gov.uk/guidance/ancient-woodland-and-veteran-trees-protection-surveys-licences>. Therefore, it is of vital importance to the future development of the attraction and the area as a whole, that any proposals respect the special characteristics of the area and do not cause harm to the main reason that people visit the area in the first place, the enjoyment of the Forest itself.

Arboreta

23.18 The District has two large Arboreta that perform 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 3,000 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.

Policy 23B - Supporting Tourist Attractions

Proposals for the development of other tourism related developments within Wyre Forest District will be permitted where the following criteria have been met:

- The development is compatible with the surrounding area and Green Belt policies together with other policies within the Plan.
- Provision should be made for suitable access and car parking, including where appropriate coach parking, and where possible be served by public transport, walking and cycling routes.
- Heritage assets and their setting should be conserved and, where appropriate, enhanced to encourage heritage tourism within the District.
- The natural environment and landscape should be enhanced and safeguarded.

23.19 Reasoned Justification

23.20 Wyre Forest District provides a wide range of visitor attractions encompassing both the natural and the built environment. Tourism supports the economic viability and vitality of local businesses and provides uses for historic buildings.

23.21 Visitor attractions can range from the main tourist attractions which were explored earlier in this chapter to other attractions such as Kidderminster Harriers, Bewdley Museum which attracts 200,000 visitors per annum, the Rivers Severn and Stour together with Stourport Riverside, the Worcestershire and Staffordshire Canal, Harvington Hall, Kidderminster Carpet Museum as well as various festivals.

23.22 Access to attractions within the District should be as accessible to as many visitors as possible by public transport, walking and cycling routes and parking facilities. Currently there are few suitable coach parking areas. Additional suitable coach parking areas may encourage additional visitors to attractions.

23.23 Within the District there are also 13 parks and gardens and 26 sites of natural and semi natural space. Around 6% of the District's land area is designated as Sites of Special Scientific Interest (SSSI) the Wyre Forest itself being the largest, others include Hurcott Pool and Woods and Puxton Marsh. The District also has Local Wildlife Sites and Local Nature Reserves (LNRs) which include Habberley Valley and Redstone Marsh. There are also a number of formal parks in the District which host events including Brinton Park. The policy supports proposals that are compatible with the character of the area.

Tourist and business visitor accommodation

23.24 Hotels, bed and breakfast and self catering accommodation make a particular contribution to the tourist industry in the District as they are an important element in the stock of tourist accommodation. In order for the business, conference and tourist market to grow, the District Council recognises the need for accommodation to cater for these demands, together with adequate parking.

23.25 Where uses such as restaurants and pubs, are included in schemes, their impact on adjacent settlements will need to be assessed.

Policy 23C - Tourist Accommodation

Extension to Existing Tourist Accommodation

- Proposals for extensions to existing tourist accommodation within settlements outside the Green Belt will be supported subject to their impact on the built, historic and natural environment.
- Proposals to existing tourist accommodation in the Green Belt should be of a scale that is not disproportionate to the size of the original building and design should be sympathetic to the original building.

Conversion of Existing Dwellings to Tourist Accommodation

- The conversion of dwellings to guest house or bed and breakfast accommodation will be acceptable subject to car parking provision being available, in accordance with adopted Worcestershire County Council Parking Standards and there being no undue disturbance to surrounding neighbours.

Caravan and Camping Sites

- Applications for further new mobile home or caravan sites within the District's rural areas will be resisted due to the collective impact which the existing sites have on the landscape (also see Policy 28B).

- Proposals for extensions and improvements to existing sites will be considered on their individual merits.
- **Grass Pitch Sites**
- Grass pitch sites designated for camping for recreation/holiday uses without new built facilities will be encouraged where the proposal does not conflict with any other policies. Grass pitch campsites will be encouraged to reuse existing buildings to provide facilities.

New Accommodation

Proposals for new visitor accommodation will only be supported for:

- New hotels within settlements outside the Green Belt subject to their impact on the built, historic and natural environment;
- New accommodation on brownfield sites. For any applications on greenfield sites, the Local Planning Authority will require supporting information demonstrating that all potential brownfield sites have been thoroughly investigated and why they are inappropriate for the development proposed;
- Conversion of large country houses to hotel or self catering use where it is demonstrated that proposals are fully in accordance with relevant policies of this plan, in particular where it is demonstrated that proposals are:
 1. Of a type and scale that is appropriate for its location with no adverse impact on neighbouring amenity;
 2. Provided as part of a farm diversification scheme or ancillary development to an existing hotel, guest house, public house, restaurant or other similar establishment.
- The re-use of redundant rural buildings of permanent and substantial construction proposals must also comply with Policy 28A Reuse and adaptation of rural buildings.
- To protect the high quality landscape of the District, proposals for new build hotels will not be permitted in the Green Belt.

Reasoned Justification

23.26 Visitor accommodation can take a wide variety of forms, including hotels, bed and breakfast, guest houses, self catering and group accommodation such as youth hostels. A significant proportion of the money that visitors spend is on accommodation and therefore it is important to retain existing accommodation and secure the provision of new visitor accommodation to support tourism in the Wyre Forest District. By encouraging the development of visitor accommodation in built-up areas, the environmental impact of building in the open countryside can be minimised. In the open countryside reuse of existing buildings will help to minimise the visual impact.

23.27 Sites within settlements are more appropriate as they already have access to the infrastructure, amenities and public transport links and cycling and walking infrastructure needed to support them. The NPPF requires Local Authorities to support tourism in rural areas and the countryside. It is important that any tourist accommodation does not compromise the amenity of surrounding local residents and is suitable in its surroundings.

23.28 Camping sites can encourage tourism which helps the local economy, they also provide a wider range of holiday accommodation. Camping sites provide the facilities for overnight visitors who may then visit the many attractions that the District has to offer. However, hard standing sites for touring caravans and motor homes can have a detrimental impact on the landscape.

Waterway Policies

23.29 The River Severn plays a key role in attracting visitors to Bewdley and Stourport-on-Severn whereas the potential of the River Stour and the Staffordshire and Worcestershire Canal has yet to be fully exploited (other than in the Stourport Basins which has benefitted from a major restoration scheme).

24.1 For the Plan to facilitate the viability and success of the Wyre Forest economy it must be sensitive to the opportunities posed by new technology whilst at the same time offering some protection from unnecessary intrusion. Two forms of new technology of particular relevance and importance to the planning system due to their infrastructure implications are Telecommunications/Broadband and Renewable Energy. The interpretation of these policies and any future review will need to acknowledge the fast-moving nature of these technologies.

Summary of Preferred Options Responses

- Wind turbines should be resisted.
- More consideration should be given to impact on landscape and heritage.
- Vision is ambitious, requirement for 10% on site renewable energy not ambitious enough.
- Onerous requirements when standards are already set as part of Building Regulations. Implement a fabric first approach before considering requirements for renewable energy on site.
- Environmentally sustainable systems should be built within new dwellings so that the adding of unsightly solar panels are not added in the future.
- Low carbon design and green technologies need to be intrinsic in design.

24.2 Broadband development across the whole of Worcestershire is driven by the Worcestershire Local Broadband Plan (WLBP), as agreed in May 2012. The Plan aims to drive economic growth across the County improving speeds for all residents and local businesses. This will maximise opportunities for private sector investment, thus reducing the need for public sector funding. These priorities are echoed in the County Council's Corporate Plan for which "Open for Business" is a priority and broadband is a key enabler. This is fully supported by the business community and the Worcestershire Local Enterprise Partnership (LEP).

Policy 24A - Telecommunications and Broadband

Broadband

- New development should be provided with ultrafast broadband infrastructure or alternative superfast solutions, where appropriate: e.g. mobile broadband, fixed wireless and/or Wi-Fi. Wherever practicable, ultrafast broadband capacity should be incorporated to agreed industry standards⁽²⁸⁾. Developers and infrastructure providers should work to deliver the highest specification possible for each individual site.⁽²⁹⁾
- i) New developments will be expected to include the provision of a Full Fibre Network Infrastructure (Fibre to the premises (FTTP) suitable to enable broadband services for all occupiers and to act as 'backhaul' for other technologies e.g. for mobile operators through network carriers that can design/provide materials for a bespoke duct network for the development.

Telecommunications and Broadband

- When considering telecommunications development proposals, developers will be expected to facilitate state of the art mobile coverage (up to and including 5G) and capacity for all occupiers of the development. The following factors will be taken into account:
 - Operational requirements of the telecommunication networks and the limitations of the technology, including technical constraints on the location of telecommunications apparatus.
 - The need for ICNIRP Guidelines³⁽³⁰⁾ and/or any other relevant guidance in place at the time of the application) for safe emissions to be met.
 - The need to avoid interference with existing electrical equipment and air traffic services.
 - The sharing of existing masts, buildings and other structures. Evidence and justification setting out why sharing is not possible should accompany any application made to the Local Planning Authority for any new site.

28 These include PAS: Next Generation Access for New Build Homes Guide; BT Openreach's Developers Guide to Telecommunications infrastructure and installation etc.

29 Service providers can also include locally constituted groups looking to "buy in" broadband services. should seek to facilitate this through early engagement with national and local infrastructure providers should work to deliver the highest specification possible for each individual site.

30 ICNIRP = International Commission on Non-Ionizing Radiation Protection, which has the principal aim to disseminate information and advice on the potential health hazards of exposure to non-ionizing radiation to everyone with an interest in the subject.

- Development should demonstrate whether consideration has been given to the provision of in-building solutions.
- The impact of the development on its surroundings with particular regard to the following criteria:
 - i. The appropriateness, siting and appearance of the proposed apparatus and associated structures should seek to minimise the impact on the visual amenity, character, landscape or appearance of the surrounding area, particularly if it may affect a heritage asset;
 - ii. Individual or cumulative impact on sensitive landscape or townscape. Applications with such an impact will not be approved;
 - iii. If on a building, apparatus and associated structures should be sited and designed in order to seek to minimise the impact to the external appearance;
 - iv. When choosing a suitable location for the apparatus on going access at appropriate and suitable times should be considered.

Reasoned Justification

24.3 Communication infrastructure includes telephone systems (both wired and mobile) and broadband. The benefits of having a modern and accessible system of telecommunications, wireless and electronic methods of communication in Wyre Forest District will be significant.

24.4 Sufficient mobile coverage will be needed to support the operation of smart meters for electricity or gas supply. These meters rely on mobile coverage for transmitting the meter readings to the supplier for accurate billing.

24.5 High quality telecommunications and broadband is also recognised in Policy 12 – Strategic Infrastructure, and the Wyre Forest Infrastructure Delivery Plan (IDP).

24.6 A digitally accessible Wyre Forest will allow people an enhanced freedom of choice about where and how they work, how they interact with services and facilities and how they promote and operate their businesses. A connected community is a more sustainable one, as it represents the opportunity for a reduction in car-based commuting and a commensurate reduction in carbon outputs and traffic congestion. It also promotes the idea of Wyre Forest District as a suitable place for high technology activities and employment to take place.

24.7 Some infrastructure providers have agreed to provide FTTP infrastructure to new developments of a certain size at no cost to the developer and for a contribution if below a certain size e.g. Openreach; whilst others will provide and deliver materials at zero cost to the developer e.g. Virgin Media. Ideally, to encourage competition and future appeal of their site, a developer could choose to deploy at least two infrastructure providers on a site.

24.8 The majority of the Country has a broadband copper network but this is increasingly unable to satisfy the demands of the Country. At the present time only 4% of the UK has Fibre To The Premise⁽⁴⁾. In some exceptional locations outside urban areas, an equivalent alternative solution may be acceptable if developers are unable to facilitate a FTTP solution, although FTTP is the preferred option as it is capable of delivering upwards of one gigabit per second download and upload speeds as well as very high levels of service quality. The burden of proof lies with the Developer as to why an alternative solution is required. In any case developers must, as a minimum make sure that broadband services that meet the standards of the European Digital agenda are made available to all premises, at market prices and with a choice of UK providers.

24.9 The NPPF (paragraph 112) recognises the role of advanced, high quality communications infrastructure in creating sustainable economic growth and social well-being. The development of high speed broadband technology, the expansion of electronic communication networks, including next generation mobile technology such as 5G, and full fibre broadband connections will be supported.

Policy 24B - Renewable and Low Carbon Energy⁽³¹⁾**General**

- All new developments, and where possible redevelopment of existing buildings, should consider location, design, siting and orientation to maximise the use of natural heat and light and the potential for renewable energy micro-generation. Where possible, in appropriate locations, solar panels should be fitted. All new developments should include electric vehicle charging points.

Incorporating Renewable and Low Carbon Energy into New Development

- To reduce carbon emissions and secure sustainable energy solutions, all new developments over 100 square metres gross, or one or more dwellings, should incorporate the energy from renewable or low carbon sources equivalent to at least 10% of predicted energy requirements, unless it has been demonstrated that this would make development unviable. Applications will be required to include an Energy Assessment demonstrating how these requirements will be met. Where renewables are not installed for reasons such as viability, consideration must be given to allow renewable technology at a later date.
- Large scale⁽³²⁾ development proposals should examine the potential for a decentralised energy and heating network. If practical and viable, a decentralised energy and heating network should be provided as part of the development. If a district heat network already exists new development should connect to this network unless satisfactory evidence is provided to demonstrate that this is not viable or practicable.
- Renewable energy installations that harm the significance of heritage assets or have a detrimental impact on the landscape or historic environment, conflicting with any other policies contained in this Plan will not be supported unless the requirements of the NPPF are satisfied.

Stand Alone Renewable and Low Carbon Energy Schemes

- With the exception of wind turbines (see below), proposals for stand-alone renewable and other low carbon energy schemes are welcomed and will be considered favourably having regard to the provisions of other relevant policies in the Plan, providing that appropriate consultation has taken place with the local community and the appropriate

31 This policy should be considered within the context of an “energy hierarchy”, whereby energy demand is reduced through energy efficiency and low energy design before meeting residual energy demand, first from renewable or low carbon sources and then from fossil fuels.

32 For the purposes of this policy only, the definition of large scale development is residential developments of 100 or more dwellings or non-residential developments of more than 10,000 square metres.

Town or Parish Council. Where possible, community shares in renewable energy schemes which offer members of the community investment into local energy schemes should be considered.

- Proposals for stand-alone wind turbines will only be considered favourably if:
 - It is in an area considered suitable for wind energy development; and, following consultation, it can be demonstrated that the planning impacts identified by the affected community have been fully addressed.

Reasoned Justification

24.10 The Council support the transition to a low carbon future in a changing climate. It supports ways that contribute to radical reductions in greenhouse gas emissions, re-use of existing resources, low carbon energy and associated infrastructure in conformity with NPPF paragraph 148.

24.11 Energy infrastructure is also recognised in Policy 12 – Strategic Infrastructure, and the Wyre Forest Infrastructure Delivery Plan (IDP).

24.12 The EU's Renewable Energy Directive sets an overall target for 20% of the energy consumed in the European Union to come from renewable sources by 2020, with a UK target of 15% by 2020.

24.13 Year on year the number of electric vehicle registrations are increasing. National government policy is to end the sale of new conventional petrol and diesel cars and vans by 2040 and move to hybrid, plug in electric or other fuels such as hydrogen. Between July 2017 and July 2018 there was an increase in plug in electric cars of 35% (Data from the Society of Motor Manufacturers and Traders (SMMT)).

24.14 The Climate Change Act 2008 sets a legal requirement for the UK to achieve an 80% cut in Carbon Dioxide emissions from 1990 levels by 2050, with a series of five year carbon budgets, including a 37% cut by 2020 and 51% by 2025. The UK government also ratified the Paris Agreement on Climate Change in November 2016. The Paris Agreement provides a framework for governments as well as business and investors to keep global warming well below 2°C, pursuing efforts to limit the temperature increase to 1.5°C. In October 2018 a report by the Intergovernmental panel on Climate Change (IPCC) which is the UN body for assessing the science related to climate change. The report highlighted the differing impacts between limiting global warming to 1.5% compared with 2%. If limited to 1.5% the likelihood of an Arctic Ocean free of sea ice in summer would be once per century and coral reefs would decline by 70 to 90 percent. If the rise was by 2% the likelihood of an Arctic Ocean free of sea ice in summer would be at least once per decade and coral reefs would virtually all be lost.

The Government's Clean Growth Strategy sets out a comprehensive set of policies and proposals that aim to accelerate the pace of "clean growth", i.e. deliver increased economic growth and decreased emissions. Clean growth means growing our national income while cutting greenhouse

gas emissions. Since 1990, UK emissions have fallen whilst the economy has grown. In order to meet future carbon budgets, government recognises the need to drive a significant acceleration in the pace of decarbonisation.

24.15 The Worcestershire Local Enterprise Partnership's (LEP) Strategic Economic Plan recognises 'agri-tech' (including green energy) as one of the county's three growth sectors. Among Worcestershire's key infrastructure issues that need to be addressed, it identifies an over-reliance on energy supplies from outside the county and an over-reliance on energy from non-sustainable sources. As part of the SEP's aspirations to create a world-class business location, it recognises that *"renewable energy generation has the potential to relieve pressures on the existing energy infrastructure, as well as providing potential employment opportunities and cost reductions"*.

24.16 Worcestershire County Council's 'Assessment of the capacity for large-scale renewable energy in Worcestershire' was commissioned in 2008 to determine the potential capacity for larger-scale renewable energy generation in Worcestershire. It was concluded that a suggested realistic target of 3.5% of energy consumption from renewables could be achieved by 2026 across Worcestershire. This relates only to large scale biomass, wind and hydro power schemes and excludes micro generation schemes, such as solar.

24.17 Heat networks (district heating schemes) supply heat from a central source directly to homes and businesses through a network of pipes, so that individual homes and business do not need to generate their own heat on site, helping to reduce carbon emissions through energy efficiency. The UK government has ambitious plans for heat networks in the UK. Initial results from modelling by the Department for Business Energy and Industrial Strategy indicated that up to 20% of UK domestic heat demand might be served by heat networks by 2030. Government set up a Heat Network Delivery Unit (HNDU) to assist local authorities address capacity and capability challenges identified as barriers to heat network deployment in the UK. The Worcestershire LEP obtained HNDU funding and commissioned a heat demand mapping and energy master-planning study. Two potential district heat networks were identified in the Kidderminster area; the viability of these could be significantly improved by the inclusion of future and planned developments.

24.18 To be considered acceptable it is necessary for proposals for stand-alone wind turbines to demonstrate local support either through a Neighbourhood Plan or through other methods to secure local backing.

Summary of Preferred Options Responses

There was some agreement that there will need to be amendments to the Green Belt but the three towns must remain distinct from each other.

There was some support for Policy 25 as it applies national Green Belt policy to the local context.

There were a number of reservations that the development required justifies utilising a percentage of Green Belt land.

A number of local residents raised the importance of protecting the Green Belt; though some mistakenly were under the impression that Green Belt is a landscape protection tool.

Summary of Issues and Options Responses

A number of local residents raised the importance of protecting the Green Belt; though some mistakenly were under the impression that Green Belt is a landscape protection tool.

Some comments were received from landowners regarding concerns that the Issues and Options document failed to address the relationship between the Green Belt, brownfield land availability, housing completions and employment opportunities.

Issues raised by key stakeholders included the need to look at the potential to focus new development around strategic transport infrastructure and the progression of a strategic Green Belt Boundary Review.

There was some support for the concept of sustainable urban extensions to the north and east of Kidderminster with general support for the use of the Lea Castle Hospital Site and the prioritised use of ADR sites. This was however accompanied by the expression of some concern at the loss of Green Belt.

Policy 25 - Safeguarding the Green Belt

Within the Green Belt (as defined on the Policies Map), development will not be permitted, except in very special circumstances, or unless one of the following applies:

- i. There is a clear need demonstrated for new buildings for the purposes of agriculture or forestry.
- ii. Provision of appropriate facilities for outdoor sport, outdoor recreation, cemeteries and burial grounds and allotments, as long as the facilities preserve the openness of the Green Belt and do not conflict with the purposes of including land within it.
- iii. The replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces.

- 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 (especially Policies 8C (dwellings) and 21B (employment)).
- v. The proposals involve the redevelopment of an identified Previously Developed Site in the Green Belt, in accordance with the site specific policies contained in Policy 35, Part C.
- vi. The proposals are part of a Community Right to Build Order or a Neighbourhood Development Order.
- vii. Other operations, including changes of use which preserve the openness of the Green Belt and do not conflict with the purposes of including land within it.

In addition, development of housing in the Green Belt will not be permitted unless one of the following circumstances applies:

- a. There is a proven need in association with the purposes of agriculture or forestry.
- b. It is for affordable housing, reserved for local community needs in accordance with Addressing Rural Housing Needs (Policy 8C).
- 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.

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

25.1 Over half of the District's land area is covered by the West Midlands Green Belt designation. The NPPF sets out the purposes of including land within the Green Belt and includes information on the types of development that are considered to be appropriate within the Green Belt. Section 7 of this document describes the necessary review of the Wyre Forest Green Belt. Policy 25 sets out detailed local guidance on development within the Green Belt.

25.2 The essential characteristic of Green Belts is their openness and 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.

25.3 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 between Kidderminster and Stourport-on-Severn. 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.

25.4 The District Council has identified a small number of Previously Developed Sites within the Green Belt on the Policies Map. The policy framework for further development at these sites or for their redevelopment is set out within the NPPF at paragraph 145(g). Further site specific policies for each of these "Previously Developed Sites" are set out within Policy 35, Part C of this document.

Summary of Preferred Options Responses

General support for Policy 26 Safeguarding the Historic Environment

Summary of Issues and Options Responses

The title of this part of the document has been widened to include all areas of historic environment including non-designated archaeology as well as historic character and local distinctiveness. Support was generally expressed for the protection of the historic environment and the identification of additional heritage assets. In particular there was support expressed for policies covering non-designated heritage assets.

Within Section 9 Safeguarding Character and Local Distinctiveness paragraph 9.16 offered three options: Option A (site specific heritage policies); Option B (overarching development management policy); Option C (reliance on the NPPF and its associated guidance). Whereas there was support for both Options A and B there was a lack of support for Option C. ⁽³³⁾

The responses favouring option B made a strong argument for adopting an overarching development management policy noting that site specific policies may be too complex to include with a District Local Plan and could be covered within Neighbourhood Plans and site specific assessments.

Policy 26 - Safeguarding the Historic Environment

Proposals likely to affect the significance of a heritage asset (including the contribution made by its setting or any important vistas or views) should be accompanied by a description of its significance in sufficient detail to allow the potential impacts to be adequately assessed by a qualified and/or experienced heritage professional. This will usually be in the form of a Heritage Statement. Where there is potential for heritage assets with archaeological interest to be affected, this description should be informed by available evidence, desk-based assessment and, where appropriate, field evaluation to establish the significance of known or potential heritage assets.

Any development proposal causing harm or loss of significance to a heritage asset will be resisted unless clear and convincing justification is provided, to permit assessment against the NPPF criteria, relevant legislation and published local and national guidance.

Development proposals should avoid harm to or loss of heritage assets wherever possible. The highest level of harm should require very robust justification, including the demonstrable consideration of alternatives. Substantial harm to a designated heritage asset should only be allowed in exceptional circumstances.

33 Issues and Options Consultation September 2015
<http://www.wyreforestdc.gov.uk/planning-and-buildings/planning-policy/local-plan-review/local-plan-review-issues-and-options.aspx>

The sympathetic and creative reuse and adaptation of historic buildings will be encouraged. Such proposals, and other proposals for enabling development that provide a sustainable future for heritage assets identified as at risk, will be considered in accordance with Policy 27A.

Repairs, alterations, extensions and conversions of heritage assets must be sympathetically designed to respect the significance of the form, character and materials of the original heritage asset and its setting. Fixtures and fittings should be inconspicuously sited and proportioned and be designed sympathetically to reflect the significance of the asset

Where a material change to a heritage asset has been agreed, recording and interpretation should be undertaken to document and understand the asset's archaeological, architectural, artistic 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 and where appropriate at the asset itself through on-site interpretation.

Reasoned Justification

26.1 The various elements of the historic environment contribute to making Wyre Forest District a desirable place to live, work and attract tourism and economic investment to the area.

26.2 Conservation of heritage assets must reflect a sufficient understanding of their significance, including both their setting and their wider context in the landscape/townscape. It is recognised that many heritage assets, in particular archaeological remains, are currently unidentified and thus their significance is unknown. Appropriate information, where necessary from a field evaluation of significance, is the key to well-informed decision-making.

26.3 Local heritage listing is a means for a community and a local authority to jointly identify heritage assets that are valued as distinctive elements of the local historic environment. The Local Heritage List identifies those heritage assets that are not protected by statutory designations. A Local Heritage List provides clarity on the location of these assets and what is significant about them. Their local interest could be related to the social and economic history of the area, individuals of local importance, settlement patterns or the age, design and style of buildings. The Local Heritage List is not restricted to buildings. It may comprise sites, places or areas such as village greens or ponds. It may include structures such as bridges and sluices, and historic street furniture such as letter boxes, signposts or telephone boxes. Local Heritage Assets are not given any protection through Law, but the use of appropriate materials and design is encouraged in schemes for their alteration. Repairs should be undertaken on a like-for-like basis. The District Council will continue to compile and maintain its Local Heritage List for those undesignated heritage assets it considers to be of local interest and significance.

26.4 Pre-application discussions are encouraged, as this will allow the early identification of heritage issues, save time, reduce risk and improve the quality of applications and thereby encourage investment in the District. These discussions should involve the relevant local planning authority, applicants, architects and agents and heritage specialists and Parish or Town Councils

working on Neighbourhood Plans. Proposals involving new build, repair, alteration or extension of heritage assets can conserve the significance of the existing asset and its setting. This may be achieved by means of appropriate siting, massing, form, height, scale, design and use of local materials.

26.5 The use of local building materials or the sourcing of building materials compatible with those used historically but no longer available (such as stone from local quarries which have closed) is of great importance in maintaining the character of the built historic environment. The Building Stones Database produced by the Herefordshire and Worcestershire Earth Heritage Trust provides data on the origins of building stone used in local buildings and the District Council will use evidence contained within this database to inform its decision making.

26.6 The sympathetic reuse, repair and adaptation of existing buildings can act as a catalyst for economic regeneration, support tourism and encourage the sustainable use of resources. Enabling development can be considered where it can be justified and where it accords with the NPPF and planning practise guidance. This approach contributes towards delivering the national and local policy aim of sustainable development by supporting the principles contained in Policy 11. It is important that any climate change mitigation / adaptation measures do not cause harm to the significance of heritage assets. Where appropriate, when opportunities for creative, contemporary and innovative architectural design arise, they will be encouraged.

26.7 In having regard for the provisions of the NPPF, the total loss of any heritage asset either by demolition or development will be resisted unless all reasonable efforts have been made to sustain existing uses, find viable new uses for the asset, or otherwise preserve it in charitable or community ownership. When considering development proposals of substantial benefit to the community and warranting consideration of total loss of a heritage asset, the District Council will require clear evidence that the redevelopment will proceed.

26.8 The District Council will from time to time identify and designate Conservation Areas where it considers those Areas to have special character warranting protection under Policy 26.

26.9 Alongside relevant policies and guidance regard should be had to the provisions of relevant legislation, including the Planning (Listed Building and Conservation Areas) Act 1990.

Summary of Preferred Options responses:

Policy 27A Quality Design and Local Distinctiveness

General support for Policy 27A Quality Design and Local Distinctiveness with some qualifications including the factoring in of sustainable development and green infrastructure.

Policy 27B Design of Extensions and Alterations

General support for Policy 27B Design of Extensions and Alterations.

Policy 27C Landscaping and Boundary Treatment

General support for Policy 27C Landscaping and Boundary Treatment, with concerns that treatments should be specific and appropriate to the location and the need to reduce waste by utilising excavated materials on site wherever possible.

Policy 27D Advertisements

General support for Policy 27D Advertisements.

Concern regarding potential for distracting advertisements prejudicial to road safety.

Policy 27E Wyre Forest Waterways

General support for Policy 27E Wyre Forest Waterways, and in particular the opportunities for use of the canal for sustainable forms of transport and its contribution to climate change initiatives.

Greater emphasis required on the fact that the canal is a Conservation Area and that can encourage well designed development along it.

Policy 27A Quality Design and Local Distinctiveness

- A. All development will be expected to be of a high design quality. It will need to integrate effectively with its surroundings, in terms of form and function, reinforce local distinctiveness and conserve, and where appropriate, enhance cultural and heritage assets, landmarks and their settings. New and innovative designs which promote high levels of sustainability will be encouraged and supported where they enhance the overall quality of the built environment.
- B. Applications should demonstrate, through a Design and Access Statement or other supporting evidence, how the objectives outlined in criterion A have been addressed, and demonstrate consistency with the Adopted Design Guidance SPD and subsequent revisions. They will also need to address the following matters:

i. Siting and layout

The siting and layout of a development should reflect the given characteristics of the site in terms of its appearance and function. Orientation should take advantage of passive heating and cooling systems, offer shade as appropriate and provide for the use of renewable energy.

ii. Relationship to Surroundings and to Other Development

Development proposals must complement the character of the area. In particular, development should respond to surrounding buildings and the distinctive features or qualities that contribute to the visual and heritage interest of the townscape, frontages, streets and landscape quality of the local area, and should integrate well into the existing streetscene. Development should concentrate the most active uses or entrances on main thoroughfares and focal points, maximising the use of corner plots and the street frontage, and have appropriate regard to the common building line, historic street pattern and skyline.

iii. Neighbouring Amenity

Development should provide an adequate level of privacy, outlook, sunlight and daylight, and should not be unduly overbearing.

iv. Settlement Character

The distinct identity and character of settlements should be safeguarded and proposals should be consistent with the relevant Conservation Area Character Appraisal or Neighbourhood Plan. Design proposals should ensure that the prominent views, vistas and skylines of Bewdley, Stourport-on-Severn, Kidderminster and the village settlements are maintained and safeguarded, particularly where they relate to heritage assets, existing landmark buildings, and 'gateway' sites. Development at the urban edges should respect the rural setting.

v. Mix of Uses

To create vitality and interest, proposals should incorporate a mix of uses where this is appropriate to the location.

vi. Flexible Design

Development should incorporate flexible designs, addressing access to public open spaces and enabling adaption for future needs and uses in terms of internal spaces and extensions. It should avoid being prejudicial to the development of larger areas.

vii. Scale, Height and Massing

The scale, height and massing of development must be appropriate to the setting of the site and the surrounding landscape character and townscape, including existing urban grain and density. The footprint should be appropriate for the locality and not represent over-development of the site.

viii. Links, Connectivity and Access

Design and layouts should maximise opportunities for pedestrian and cycle linkages to the surrounding area and local services and should be generally accessible for all users, including those with disabilities. Vehicular traffic from the development should be able to access the highway safely and the road network should have the capacity to accommodate the type and volume of traffic from the development.

ix. Detailed Design and Materials

The detailing and materials of development should be of high quality and appropriate to its context, avoiding inappropriate features and detail. Design should have regard to sustainable construction approaches and ensure adaptability to changes in the climate.

x. Appropriate Facilities

Development should incorporate the parking facilities required by the current Parking Standards and provision for the storage of bicycles. Satisfactory access and provision for the parking, servicing and manoeuvring of vehicles should be provided in accordance with the recognised standards. Parking solutions should provide secure parking with adequate natural surveillance without resulting in cars dominating a development.

xi. Landscaping

Development should provide high quality hard and soft landscaping. The importance of soft landscaping, using appropriate species and incorporating arrangements for long-term management is emphasised. Existing trees should be incorporated into development or replacements provided where a tree survey demonstrates retention is not possible.

xii. Public Realm

Public realm and open spaces should be well-designed, appropriately detailed and maintained via management agreements. They should also incorporate active frontages where appropriate. Proposals should include hard and soft surfaces, public art, street furniture, shade, lighting and signage as appropriate to the development. Open space and play provision should be sited to take advantage of natural surveillance.

xiii. Creating a Safe and Secure Environment

Opportunities for creating a safe and secure environment and providing surveillance should be included, principally through the layout and positioning of buildings, spaces and uses. Where appropriate, development should incorporate measures for crime reduction that are consistent with those recommended by the Secured by Design guides. Buildings and their surrounding spaces should incorporate fire safety measures and be designed to allow rapid access by the emergency services.

xiv. Creating a Safe and Secure Environment

New development should be accessible for all users including those with disabilities.

Reasoned Justification

27.1 The NPPF requires Local Planning Authorities to prepare robust policies on design. Good design is a key aspect of sustainable development (NPPF paragraph 124) and excellence in design can create a sense of place, improve the attractiveness of a location and create safer places to live and work, thereby enhancing the quality of people's lives. 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.

27.2 This policy is underpinned by the Council's Adopted Design Guidance SPD 2015. This SPD will be updated following adoption of the Local Plan.

27.3 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 sustainable and climate change mitigation features which maximise natural heating, cooling and lighting and provide opportunities for the generation of renewable energy.

27.4 Poor design, on the other hand, has the potential to detract from people's day-to-day lives through poor building relationships, car-dominated layouts and a sub-standard public realm, all of which add little to a sense of place and have a negative impact on land values, property prices and the environment in general.

27.5 The landscapes and townscapes of the District represent a legacy of previous developments and they frequently present a history of design styles. Whilst many aspects of this design legacy are pleasing in terms of their aesthetics and function there are other examples which neither are pleasing nor continue to function well.

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

27.7 Good design is also a crucial element in supporting economic prosperity, and can be an important factor in attracting inward investment and promoting a vibrant tourist economy. Where some employment development proposals require the accommodation of specific processes, design solutions should strive to achieve a positive aesthetic without compromising the functionality of the development.

27.8 It is essential that full consideration is given to achieving sustainable development which counteracts anticipated climatic variations over the lifetime of a new building or development through the choice of location, design and materials. It is also important to address ecological integrity and there may be opportunities for slowing excess water through the use of green infrastructure, and use of guttering which can cope with higher-intensity rainfall. Reducing the demand for energy and improving energy efficiency is also an important starting point for achieving sustainable design. Further advice and guidance can be sought from the UK Climate Change Risk Assessment, which covers risks to infrastructure and the built environment.

27.9 Good design is also vital in protecting and enhancing the special character of Wyre Forest. The design principles contained within this policy provide a design framework for new development that is explained further in the Design Guidance Supplementary Planning Document. They may also be complemented by Neighbourhood Plans, Management Plans and Conservation Area Appraisals that can provide the "fine grain" local design detail. In accordance with the NPPF, it is expected that pre-application discussions should include design-related matters.

27.10 Where development proposals are required to be accompanied by a Design and Access Statement, these should be used to explain how the principles of good design, including those set out in this policy's criteria, have been incorporated into the development. This policy should be read in conjunction with other relevant policies in the WFDP and proposals will be expected to demonstrate that they have been informed by current available guidance.

Policy 27B - Design of Extensions and Alterations

- A. Extensions and alterations, whether to residential or non-residential properties should not have a serious adverse effect on the amenity of neighbouring residents or occupiers.
- B. Extensions and alterations whether to residential or non-residential properties (including those to curtilage buildings and previous extensions) should accord with the design principles set out within the Council's Adopted Design Guidance SPD (2015, and subsequent revisions).
- C. Residential Extensions and Alterations should:

- i. Accord with the 45 degree code
- ii. Be in scale and keeping with the form, materials, architectural characteristics and detailing of the original building.
- iii. Be subservient to and not cumulatively , when taken with previous extensions, overwhelm the original building, which should retain its visual dominance.
- iv. Harmonise with the existing landscape or townscape and not create incongruous features.
- v. Not encroach onto neighbouring land not owned by or under the control of the applicant, including highway pavements where properties are built up to the back of pavement.

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

- D. Proposals involving the extension or alteration of an existing non-residential building should:
- i. Accord with the 45 degree code if located next to a residential property.
 - ii. Harmonise with the existing landscape or townscape and be complementary to the appearance of the existing building.
 - iii. Not unduly diminish the amount of ancillary operational space.

Reasoned Justification

27.11 Extensions to dwellings constitute one of the most frequent proposals for development. A well-designed extension may add to the value of a property whereas unsympathetic design may not only reduce the value of the building but, potentially, its overall life-span.

27.12 As a general rule 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. A cumulative succession of modest extensions on a building could have a detrimental impact on the surrounding area, particularly sensitive open countryside and Green Belt. For this reason extensions must be in scale with the original building rather than the building at the time of the application.

27.13 Most dwelling houses in the District feature traditional pitched roofs, and 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.

27.14 The designers of extensions must consider the 45 degree code in order to protect the amenity of neighbouring residents. Proposals that do not adhere to the code will not be permitted. The code is available to view at: <http://www.wyreforestdc.gov.uk/planning-and-buildings/planning-practice-notes-and-advice-leaflets/the-45-degree-code.aspx>.

27.15 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 should not seriously diminish the amount of operational space to the detriment of local amenity and safety.

27.16 Where properties have been constructed to the back of the pavement with no amenity space in front of the elevation facing the highway, extensions or alterations (including external thermal cladding) will technically fall outside the curtilage and will not be permitted in the interests of highway safety and maintenance of utility services.

Policy 27C - Landscaping and Boundary Treatment

Landscaping and Boundary Treatment

A. Landscape schemes whether for residential or non-residential properties should:

Accord with the design principles set out within the Council's Adopted Design Quality SPD (2015, or when later revised)

B. Landscape Schemes and Boundary Treatments should be:

Specific to the place, recognise the context, reflect existing materials where these contribute to the character of the area and be demonstrably maintainable

C. Landscape schemes must demonstrate that they:

- i. Are informed by the Landscape Character Assessment and/or Historic Landscape Characterisation, protecting existing trees and landscape features where possible.
- ii. Provide adequate room for growth and acknowledge the importance of existing trees, hedges and plants when specifying their location
- iii. Predominantly use local native species to protect and improve biodiversity
- iv. Incorporate features to clearly mark desire lines, enhance or create views or vistas, and clearly define public and private spaces
- v. Incorporate planting appropriate to the prevention of crime and vandalism.

- vi. Provide imaginative, durable and porous hard landscaping solutions which add to a sense of place and local distinctiveness, meet policy requirements on water management integrating SUDS where possible.
- vii. Utilise lighting and architectural features to give artistic effect where appropriate to the locality.
- viii. Encourage walking and cycling and provide direct routes to relevant services.
- ix. Have a sustainable management plan providing for maintenance and aftercare.

D. Boundary Treatments must be designed to:

- i. Reflect the local landscape or urban character and appearance of the area and protect existing trees, hedges or distinct landscape features to protect and improve biodiversity
- ii. Reinststate and include appropriate new vegetative boundaries wherever possible
- iii. Provide woodland planting where new development is proposed along transport corridors if this is appropriate to the existing landscape type or natural habitats

Reasoned Justification

27.17 Landscaping schemes and boundary treatments are an important aspect of design. When the topography of an area or the layout of the buildings is taken into account, a combination of good design and landscaping can dramatically reduce the impact of development.

27.18 Wyre Forest District has a wealth of native species which should be utilised in landscaping schemes to harmonise with the character of the wider area.

27.19 Insensitive landscaping schemes can harm the openness of the Green Belt and impact on historic views of the local towns and villages.

27.20 The definition of public and private spaces is important to facilitate future management of landscapes in both urban and rural settings. Landscape schemes require a clear and sustainable management plan to ensure that they do not degenerate over time into wasteland.

27.21 The use of certain plants (particularly those with spikes or thorns) can deter vandals, burglars and other criminal activity. Consideration should be given to how sensitive landscaping will contribute to a reduction in crime whilst being manageable and attractive.

27.22 The integration of Sustainable Urban Drainage Systems into hard landscaping schemes can enrich biodiversity and ecology whilst contributing to a reduction in flood risk See Policy 15.

27.23 Architectural and lighting features can enhance and contribute to an increase activity levels in and around landscaping schemes which can make these places better integrated into an urban environment.

27.24 It is important to be able to easily identify the boundary between public and private spaces. Walls, fences, railings, gates, archways, paving and signage can all be used and should form an integral part of the design solution.

27.25 Walling with or without timber infill panels, designed as an integral part of the overall development will enhance a housing development over the longer term, particularly when used in association with well-designed landscaping. Timber fencing along boundaries with the public domain is considered inappropriate due to its limited lifespan and vulnerability to damage.

27.26 The need for a secure perimeter around industrial, commercial, business and retail premises is recognised, especially where there are external storage areas or vehicle depots. It is important, however, that the choice of fencing and screening can harmonise well with the wider setting.

27.27 Where there is a requirement for screening, this can be designed as a work of art and this will be encouraged to mitigate adverse impacts where appropriate.

27.28 Landscaping is an important element of design and should augment good design rather than screening or hiding poor design.

Policy 27D - Advertisements

A. Proposals for advertisements must:

- i. Not have a detrimental impact on the amenity of the area or building in/on which they are displayed.
- ii. Not be prejudicial to public safety by reasons of their size, location or content.
- iii. Not obstruct a highway or public right of way either directly or through maintenance requirements.
- iv. Not confuse users of highways, navigable waterways and railways.

B. Proposals for large advertisement hoardings or groups of small hoardings will only be permitted within towns at the following locations:

- i. Vacant plots in large commercial or industrial areas or to provide temporary screening of those areas whilst undergoing development.
 - ii. Around sites identified by the Council as long-term eyesores where alternative screening will not adequately enhance the amenity of the area.
- C. Proposals for advertisements within, on or adjacent to heritage assets must:
- i. Meet the criteria contained in Policies 11B - Historic Environment and 26 - Safeguarding the Historic Environment
 - ii. Reflect traditional signage compatible with the design and age of the heritage asset.
 - iii. Avoid the use of internally illuminated signage or box fascias.
 - iv. Avoid the use of non-traditional materials such as UPVC, Perspex and Plastics.
 - v. Be in scale and proportion to the heritage asset on which they are displayed.
- D. Advance Warning Signs that would result in harm to the amenity of the townscape or landscape will not be permitted.
- E. Freestanding signs, in addition to meeting the criteria set out in Section A above, must:
- i. Relate well to the business of the site.
 - ii. Not lead to a predominance of such signage.
 - iii. Be sited within the forecourt or curtilage of the building to which they relate

Reasoned Justification

27.29 The display of advertisements is subject to a separate consent process within the planning system and is principally set out in the [Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#) as amended.

27.30 In assessing applications to display advertisements the Planning Authority will have regard to the desirability of preserving the character and appearance of the general locality and the architectural quality or character of buildings when considering amenity issues.

27.31 Illuminated signage will only be permitted where lighting is unobtrusive or not considered to be harmful to the character and appearance of the site or surroundings. When internal illumination is proposed individual illuminated letters are preferred.

27.32 Advertisement hoardings may harm the visual integrity of buildings if they are placed without due regard for the building's design and fenestration pattern. Proposals for externally mounted advertisement hoardings should demonstrate that the visual amenity of the building or area will not be compromised.

27.33 The maintenance of public safety will be of paramount concern when considering applications for advertisements adjacent to railways, navigable waterways and highways.

27.34 The placing of an advertisement on or close to listed buildings is unlikely to preserve their special interest and is best avoided. Proposals affecting a Conservation Area should demonstrate that its character will be preserved or enhanced.

27.35 Consent will be granted for outdoor advertisements (including poster hoardings) provided the display will not adversely affect the amenity of the area or impact on public safety. Large hoardings in rural areas are likely to be out of place because of their urbanising effect.

Policy 27E - Wyre Forest Waterways

A. River Severn

Within the towns of Stourport-on-Severn and Bewdley developments and initiatives that make a positive contribution to the creation of a high quality riverside environment will be supported where these do not conflict or otherwise harm the character of the Conservation Areas or the wider landscape.

B. River Stour

The opening up and enhancement of the River Stour in Kidderminster town centre will be encouraged. Within the towns of Stourport-on-Severn and Kidderminster developments and initiatives that make a positive contribution to the creation of a high quality riverside environment will be supported where these do not conflict or otherwise harm the character of the Conservation Areas or the wider landscape.

C. Staffordshire and Worcestershire Canal

Developments and initiatives that make a positive contribution to the creation of an attractive and high quality canal-side environment will be supported.

Development adjacent to the canal must provide a strong, active frontage onto the waterside providing natural surveillance and promoting high levels of activity during the day.

The canal towpath should be developed and promoted as a sustainable pedestrian and cycle route with paving appropriate to the urban areas through which the canal passes. Canal-side landscaping should be appropriate for the location, set back to allow for future growth, allow for safe navigation and feature robust barriers to ensure vehicles do not enter the waterway.

All development proposals affecting the Staffordshire and Worcestershire Canal Conservation Area (a designated heritage asset) must comply with the requirements of Policy 26 Safeguarding the Historic Environment.

Reasoned Justification

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

River Severn

27.37 The River Severn shaped the historic development of Bewdley as an inland river port, later overtaken by Stourport-on-Severn, Britain's first canal town. Although the industrial role of the river has ceased it remains an important dominant feature both culturally and economically.

27.38 Whilst the River Severn plays an important role in attracting tourism to both Stourport-on-Severn and Bewdley, the potential for tourism associated with the River Stour and the Staffordshire and Worcestershire Canal in Kidderminster has yet to be exploited.

River Stour

27.39 The River Stour, running through the centre of Kidderminster, was vital to the rapid industrial growth of the town. Unlike the navigable River Severn, the Stour ran through culverts and powered manufactories and served dye-houses. Recent developments have exposed more of the river to view, however the town has yet to make the most of the opportunities this provides.

27.40 The River Stour enters the River Severn at Stourport-on-Severn. The potential of the river at this location has been largely over-looked in recent years; however, there is potential for sensitive development adjacent to the river where flood risk assessment allows.

Staffordshire and Worcestershire Canal - Stourport-on-Severn

27.41 Stourport-on-Severn is unique as the only town in Britain built solely as a consequence of the construction of a canal. At one time only second to Birmingham as the Midlands' busiest inland port, despite the significant decline in industry in the town the canal remains crucial to the local tourism offer.

27.42 The historic and cultural significance of the canal to the development of Stourport-on-Severn and to the industrialisation of the wider District is explained within the Staffordshire and Worcestershire Canal Conservation Area Appraisal.

27.43 Whilst Stourport Basins have benefited from successful restoration schemes, their potential as a visitor attraction remains secondary to that of the River Severn and the amusements lining its banks. Longer visitor stays could be encouraged by capitalising on heritage-based tourism.

Staffordshire and Worcestershire Canal – Kidderminster

27.44 The canal runs through the town centre and adjacent to several large retailers as well as places to eat and drink, however the potential of the canal has yet to be fulfilled.

27.45 There is great economic potential yet to be unlocked in Kidderminster provided by canal-based tourism. Anecdotal evidence, however, suggests that a fear of anti-social behaviour and a perceived remoteness from the town centre deter all but brief stops. The canal does not benefit from much natural surveillance and litter, graffiti and poorly surfaced and signposted pedestrian routes contribute to a perception that the town does not relate well to the canal. Given the close proximity to the canal of supermarkets and restaurants easily accessible by car consideration must be given to supporting development which forges stronger links between the canal and the town, whilst providing activity throughout the day.

Nature

27.46 The District's waterways present an opportunity to provide essential green infrastructure and biodiversity corridors and habitats. This policy should be read in conjunction with Policy 11D - Protecting and Enhancing Biodiversity and Geological Conservation and Policy 14 - Strategic Green Infrastructure.

Summary of Preferred Options Responses

Policy 28A Re-use and adaptation of rural buildings

Concern regarding section F relating to the extension of converted rural buildings.

Policy 28B Chalets, Caravans and Mobile Homes

General support for Policy 28B.

Concern regarding part-duplication with Policy 23 C.

Policy 28C Equestrian Development

General support for Policy 28C.

Policy 28D Agricultural Land Quality

Concern regarding restriction on development of Best and Most Versatile Agricultural Land (BMVAL).

Concern regarding impact of development on agricultural land on ecology.

Policy 28A - Re-use and adaptation of rural buildings

- A. Development proposals for the re-use and adaptation of rural buildings designed for any new use will be considered in accordance with the following criteria:
 - i. The rural building(s) are permanent structures of a size which makes them suitable for conversion without the need for additional extensions, substantial alterations, significant building works (or complete reconstruction), or the addition of any new buildings within the curtilage.
 - ii. The rural building(s) are in keeping with their surroundings and the conversion works would have no significant detrimental effect on the fabric, character or setting of the building.
 - iii. The proposed development enhances and safeguards heritage assets and the pattern and form of the buildings within historic farmsteads.
 - iv. Suitable access arrangements can be made, without the need for extensive new access roads onto the public highway or within the site itself .
 - v. There is no adverse impact on the countryside, landscape and wildlife or local amenities.

- vi. Appropriate drainage and flood risk mitigation, including safe access requirements, can be provided and maintained for the lifetime of the development.
- B. Development proposals which provide economic activity supportive of local needs will be encouraged and considered on their merits, assessed against the criteria in section A above.
- C. Development proposals for residential use must demonstrate that a suitable economic development use is not viable and provide clear and convincing justification for residential use.
- D. In addition to the criteria in section A above, development proposals for residential use must also demonstrate that:
 - i. The proposals do 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 proposals do not involve the conversion of domestic outbuildings.
- E. Where permission has been granted previously (whether through this policy or former policies) for the conversion of rural buildings to other uses, the provisions of Policy 27A - Quality Design and Local Distinctiveness will apply to all new development proposals affecting those buildings.
- F. Where previous development has relied upon this policy or an earlier equivalent no further development (including extensions) will be permitted within the curtilage.

Reasoned Justification

28.1 The re-use and adaption of existing rural buildings is an important planning consideration. With the changing structure of the rural economy many agricultural and rural buildings are becoming surplus to requirements. The re-use of such buildings may provide economic benefits to rural areas, allowing farm diversification for uses such as commercial, leisure, tourism and sport and recreation. The re-use of rural buildings can also help to reduce the need for new buildings to be erected in the countryside.

28.2 It is important that the architectural or historic characteristics of rural buildings are not destroyed through conversion. Residential conversion can result in the greatest change and can be detrimental to both the fabric and character of historic rural buildings and their appearance in the landscape.

28.3 Proposals for the residential use of rural buildings will be considered in the light of physical effects of the conversion on the character of the building, its significance, existing wildlife, and its appearance in the landscape.

28.4 New windows and doors and external domestic features such as gardens and parking can be detrimental to a rural building and its setting.

28.5 The degree of harm on the character and appearance of the countryside is an important consideration when assessing the effects of residential curtilage or establishing the likely demand for further buildings on the site. The Council is unlikely to give permission for proposals for residential conversion where this requires extensive alteration or rebuilding, or if the creation of a residential curtilage would have a harmful effect on the character of the countryside. To this end, no extensions to dwellings created through Policy 28A or earlier rural building policies will be permitted, and neither will the introduction of new buildings into the curtilage of these dwellings.

28.6 The West Midlands Farmsteads and Landscapes Project and subsequent guidance provides a key element of the evidence base and provides support for the policy approach of Policy 28A. The District Council will use evidence contained within the West Midlands Historic Farmsteads and Landscapes Project to inform its decision making.

Policy 28B - Chalets, Caravans, Mobile Homes

Mobile home and caravan sites represent one of the biggest development pressures in the rural areas of the District. The issue is most prevalent along (but not confined to) the River Severn and to the west of the River Severn around the Wyre Forest itself.

- A. Further caravan, mobile home and chalet developments or changes of these developments from holiday use to permanent residential occupation within the District will be resisted due to the collective impact which existing sites have on the landscape.
- B. Extensions to existing chalets should be subservient to and enhance the appearance of the building. They should not have a significant adverse impact on adjacent occupiers or the surrounding landscape and should comply with all other relevant policy.
- C. Changes to permanent residential occupation of individual chalets will only be allowed where:
 - i. there is adequate road access and car parking adjacent
 - ii. there is reasonable access to facilities by sustainable transport (walking or cycling) or public transport
 - iii. the building is of a permanent construction, is not liable to heave or subsidence, and is not liable to flooding or located within the floodplain.

- D. The replacement of a holiday use chalet by a permanent residential dwelling will not be permitted.
- E. Replacement of chalets should be on a “like for like” basis in terms of size and materials and should result in a reduction in the visual impact on the landscape. For sites that are located within the floodplain, consideration should be given to relocating chalets to an area of lower flood risk and it must be demonstrated that the development can be made safe for the lifetime of the development.

Reasoned Justification

28.7 There are around 3000 caravans in the District, of which only 200 are permanent dwellings, the remainder being licensed for holiday use.

28.8 There are almost 400 chalets constructed before the 1947 Town and Country Planning Act.

28.9 Pressures to further extend and modernise holiday chalets may 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, heave or subsidence. 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.

Policy 28C - Equestrian Development

- A. All proposals for equestrian related development will be assessed to ensure that they will not individually or cumulatively affect the quality and character of the landscape and the amenity of any adjacent residential areas. Appropriate landscaping and screening should be provided.
- B. All proposals for equestrian related development 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.
- C. Proposals for equestrian related development should not have an adverse impact on the safety and capacity of the local highway and public rights of way networks. Any new access from the highway and on-site parking should be provided in accordance with the appropriate highways and parking standards.

- D. Proposals 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.
- E. 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.
- F. Commercial Equestrian Facilities
 - i. 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 or open countryside. Within the Green Belt, applications will also be strictly assessed against the criteria listed within Policy 25A
 - ii. The conversion of existing buildings to genuine related uses, rather than new build, will be encouraged where the existing buildings are suitable for and capable of conversion.
- G. Equestrian Facilities for Leisure Use

In considering proposals for smaller scale equestrian developments relating to non-commercial 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. Be of traditional design and blend naturally into the landscape.
 - iii. Comply with the space standards for stables as recommended by the British Horse Society.
 - iv. Provide sufficient facilities so as to be fit for purpose without the need for additional extensions or addition of new permanent or temporary structures on the site.

Reasoned Justification

28.10 The keeping of horses on agricultural land usually requires planning permission for the change of use.

28.11 Physical development on the land such as stables, tack rooms, feed stores and maneges also requires planning permission.

28.12 Careful consideration will be given to the impact of proposals on the landscape character of the surrounding area. The cumulative impact of temporary stores and stables and new field divisions adjacent to permanent facilities can have a harmful impact on the surrounding countryside or Green Belt. Relevant conditions or S.106 agreements may be imposed on planning permissions where necessary.

28.13 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 a single stable for leisure use should be 3.65m x 4.25m. The roof should be a reasonable clear space (at least 1m) above the withers of the horse.

28.14 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.

Policy 28D - Agricultural Land Quality

- A. Applications for development on best and most versatile agricultural land of higher quality grades will be resisted where the site has not been allocated in the Local Plan and is considered worthy of protection.

Reasoned Justification

28.15 The grade of agricultural land should be taken into account alongside other sustainability considerations when determining planning applications.

28.16 Protecting higher grade agricultural land from development will indirectly protect water resources by protecting infiltration capacity.

28.17 Best and most versatile agricultural land is defined within the NPPF Glossary as Land in grades 1, 2 and 3a of the Agricultural Land Classification.

28.18 To assist in understanding agricultural land quality within the plan area and to safeguard 'best and most versatile' agricultural land in line with paragraph 170 and 171 of the NPPF, strategic scale Agricultural Land Classification (ALC) Maps are available on the www.magic.gov.uk website. Natural England also has an archive of more detailed ALC surveys for selected locations which can be supplied digitally by contacting Natural England. Where no reliable information is available, the Council will reasonably expect developers to commission a new ALC survey to support a planning application for a site they wish to develop

Site Allocations**Contents**

Section 30 – Kidderminster Town

Section 31 – Lea Castle Village

Section 32 – Kidderminster Eastern Extension

Section 33 – Stourport-on-Severn

Section 34 - Bewdley

Section 35 – Previously Developed Sites in the Green Belt

Section 36 – Rural Wyre Forest

29.1 The Development Strategy (Section 6) describes the overall level of development required and the type of development that is appropriate in each of the broad areas of the District. The purpose of this section is to describe how this Local Plan intends to deliver the necessary level of development by setting out the sites for allocation.

29.2 Policy 6.1 sets out a housing requirement of 5,520 dwellings plus 487 C2/Institutional (eg Care Homes) bedspaces to be built in the 20 year plan period to 2036. This number was set through the Housing Needs Study using the Government’s latest guidance and will be regarded as a minimum rather than a target by the District. It is also necessary for the District Council to provide some flexibility through an apparent over-provision: this is to make allowance for sites not coming forward (eg for reasons associated with deliverability). This section reflects in its structure the settlement hierarchy described at Policy 6B:

- Kidderminster
- Kidderminster Urban Extensions
- Stourport-on-Severn
- Bewdley
- Villages and rural settlements.

How have the housing sites been selected?

29.3 An ongoing ‘call for sites’ was initiated in the autumn of 2014 which led to the Housing and Employment Land Availability Assessment (HELAA) being published in May 2016. Essentially the role of the HELAA is to identify a range of sites that may have potential for housing development over the coming years. It is important to note that a site’s inclusion in the HELAA does not necessarily mean it is suitable for development – merely that it has been put

forward (most often by the landowner) as a possibility for consideration by the Council for future allocation. The HELAA therefore provided a basket of sites from which choices have been made during the preparation of the Plan.

29.4 Sites have also been put forward for inclusion on the Brownfield Land Register and some of these are suitable for allocation.

29.5 The site allocations have to be based on evidence. All of the sites have been assessed against the same planning criteria to assess the suitability of each of them for development, focussing on the three elements of sustainability (environmental, social and economic) and incorporate consideration of other technical evidence generated in the preparation of the Local Plan, including:

- Green Belt Study
- Strategic Flood Risk Assessment
- Water Cycle Study
- Heritage Impact Assessment
- Viability Assessment
- Infrastructure Delivery Plan

29.6 In making the decision as to whether to include a site or not in these allocations, it is important to note that there is rarely a site that satisfies all criteria: therefore this means that judgement has to be exercised and aspects of evidence balanced against each other.

The Site Allocations

29.7 Policies 30 to 36 describe details of the sites that are allocated in this Local Plan. Each policy covers a different area of the district. Policies also set out specific requirements for the individual sites. As well as these specific requirements, the relevant provisions of other policies contained in the Plan will apply to development on the allocated sites.

29.8 The headings in each of the tables in the allocation policies (30-36) are as follows

- **Site Reference** – the HELAA reference for the site which is used throughout the evidence base documents
- **Site Description** – name of site
- **Proposed Use** – Employment (E), Housing (H), Mixed Use (M - including community facilities), (Travelling showpeople (TS), Gypsy and Traveller (GT), Car park (P), Caravan Park (CP), Green Gap (GG)

- **Indicative number of dwellings** – this figure takes account of the site area and any known constraints (eg where parts of the site have a risk of flooding or ecological constraints) and, unless more specific details are available, is calculated to a density in sympathy with the surrounding area
- **Site Area** – the land area of the site expressed in hectares (ha)
- **Removed from Green Belt?** – will the Green Belt boundary need to be redrawn as the result of this allocation (Y=yes; N=no)

Infrastructure requirements

29.9 All the relevant infrastructure requirements for the site contained in the following policies are set out in the Wyre Forest Infrastructure Delivery Plan (IDP) which forms part of the evidence base. Particular reference should be made to the sections on transport and education.

Site Plans

29.10 Each individual site policy includes a map showing the location of the site on an Ordnance Survey basemap Copyright 100018317.2018

Policy 30 Kidderminster Town

Within Kidderminster, the following sites, as shown on the Policy Map, are allocated. They should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary developer contributions.

Table 30.0.1 Allocated Sites in Kidderminster

Site Ref	Site Description	Proposed Use	Indicative no. Dwellings / Employment ha	Gross Site Area (ha)	Removed from Green Belt?
AS/1	Comberton Place	H	23	0.49	N
AS/3	Chester Road South Service Station	H	10	0.41	N
AS/5	Victoria Carpets Sports Ground	H	45	2.21	N
AS/6	Lea Street School	H	24	0.47	N
AS/20	North of Bernie Crossland Walk	H	9	0.41	N
BHS/2	Bromsgrove Street (Lion Fields)	M	35	4.84	N
BHS/16	Timber Yard Park Lane	M	55	2.1	N
BHS/18	Blakebrook School	M	41	1.38	N
BHS/38	Kidderminster Fire Station	H	20	0.37	N
BHS/39	Boucher Building	H	10	0.04	N
BW/1	Churchfields	M	231	7.09	N
BW/2	Limekiln Bridge	H	80	1.16	N
BW/3	Sladen School site	H	72	2.61	N
BW/4	Stourbridge Road ADR	H	91	3.6	N
FHN/11	BT building Mill Street	H	40	0.6	N
FPH/5	Ambulance Station	H	12	0.21	N
FPH/10	Silverwoods Phase 2	H	58	1.59	N
FPH/15	Severn Grove Shops Rifle Range Estate	M	12	0.49	N
FPH/18	Naylor's Field Sutton Park Rise	H	35	1.65	N
FPH/19	164/5 Sutton Park Road	H	4	0.72	N
FPH/23	Silverwoods extra care Phase 1	H	59	0.45	N
OC/11	Stourminster School site	H	56	2.15	N
WFR/WC/18	Sion Hill School site	H	56	2.1	Y
WA/KF/3	Land at Low Habberley	H	120	5.6	Y
LI/10	Land r/o Zortech Avenue	TS		1.93	Y

Site Ref	Site Description	Proposed Use	Indicative no. Dwellings / Employment ha	Gross Site Area (ha)	Removed from Green Belt?
BHS/10	Frank Stone Green Street	E		0.32	N
BHS/11	Green Street Depot	E		0.2	N
BHS/17	Rock Works, Park Lane	E		0.36	N
FPH/8	SDF Stourport Road	E		4.3	N
FPH/10	Silverwoods Phase 2	E		2.96	N
FPH/23	Silverwoods Phase 1	E		1.84	N
FPH/24	Former Romwire Site Stourport Road	E		5.0	N
FPH/27	Adj. Easter Park, Worcester Road	E		2.53	Y
FPH/28	Land at Hoobrook	E		0.25	N
FPH/29	VOSA site Worcester Road	E		1.72	N
LI/12	Former Burlish Golf Course clubhouse	E		1.05	Y
MI/26	Ratio Park, Finepoint	E		0.69	N
MI/34	Oakleaf, Finepoint	E		1.0	N
BW/4	Stourbridge Road ADR	GG		10.3	N

Reasoned Justification

30.1 Kidderminster is the strategic centre where the bulk of development should be located to ensure sustainability, easy access to services and greatest ability to provide infrastructure. Most of the sites allocated are redevelopment sites, many of which have been carried forward from the Kidderminster Central Area Action Plan or the Site Allocations and Policies Local Plan. All proposals will need to take into consideration any flooding issues, existing trees on site, heritage assets and highways issues.

30.2 The following housing sites already have planning permission in place for residential development – AS/1 Comberton Place, AS/3 Chester Road South Service Station, AS/5 Victoria Carpets Sports Ground, BHS/18 Blakebrook School and BW/4 Stourbridge Road ADR. Developers are already on site at AS/1 and BHS/18. Some of the employment allocations (FPH/24 Romwire, MI/26 Ratio Park and MI/34 Oakleaf) are also partially completed with planning permissions in place on the rest of the land parcels.

30.3 Many of the employment allocations are within the South Kidderminster Enterprise Park which is covered by a Local Development Order (LDO) which was originally adopted in August 2015. It has since been extended for a second time to August 2021. The LDO allows for a simplified planning regime. A number of developments have come forward including the redevelopment during 2016/17 of much of the former Romwire Site. Permission is in place to construct the Wyre Forest Emergency Services Hub on the remaining plot. Another site where development is underway is at Ratio Park on Finepoint where the first phase of 11 starter units

is completed. Phase 2 will follow once these are occupied. Also on Finepoint, Oakleaf have an additional 1.0 Ha that can be brought forward for further employment development. On the eastern side of the Stourport Road, there are sites available for employment uses at Silverwoods. The SDF site is expected to come forward for redevelopment within the next few years. Another potential redevelopment site is the VOSA site on Worcester Road. Permission has also been granted for a small development of units at the Council's Green Street depot (17/0732/FULL).

Chester Road South Service Station AS/3 (0.41Ha)

30.4 This former petrol and gas station is used for car sales and car repair businesses. It has outline planning permission for up to 10 dwellings.

Policy 30.1 Chester Road South Service Station AS/3

Development of this site should:

1. Ensure, where feasible, that housing faces the main road to continue the strong building line along Chester Road South
2. Fully consider any contamination issues on the site
3. Protect and enhance existing mature vegetation adjacent to the railway line
4. Explore the potential to upgrade the adjacent footbridge

Reasoned Justification

30.5 This site has outline permission in place but no firm proposals have been received from a developer. It currently detracts from what is a residential area. Proposals should respect the streetscene.

Former Victoria Sports Ground AS/5 (2.21Ha)

30.6 This site has not been used as a sports ground since 2003. It has outline planning approval for up to 45 dwellings. The site has a boundary with Kidderminster Golf Course. Most of the site lies within flood zone 2. The site is surrounded by mature trees, many of which are protected by Tree Preservation Orders.

Policy 30.2 Former Victoria Sports Ground AS/5

Development should:

1. Be accessed from Spennells Valley Road
2. Locate dwellings outside the area shown to be at risk of flooding
3. Provide attenuation ponds in the southern section of the site
4. Provide a ditch to take any surface water run-off from the golf course
5. Provide an appropriate landscaping scheme using native trees and shrubs and a management plan

6. Locate dwellings towards the centre of the site away from site boundaries
7. Provide bat and bird roosting / nesting boxes
8. Restrict lighting in ecologically sensitive areas

Reasoned Justification

30.7 This site has outline permission in place for 45 dwellings. It has recently been sold to a housing developer. A revised application for 26 affordable dwellings plus a care home is expected shortly.

Lea Street School AS/6 (0.47 Ha)

30.8 This former school sits in a densely populated residential area near the railway station characterised by Victorian terraced housing. It occupies a plot with frontages to both Lea Street and Cherry Orchard. It was constructed in 1883 and is on the Kidderminster Local Heritage List. It is built across a steeply sloping site with buildings at 3 different levels.

Policy 30.3 Lea Street School AS/6

This site is allocated for residential uses.

1. Proposals should, where possible, look to retain the original board school buildings
2. Mature trees fronting Cherry Orchard should be retained as part of the development
3. Layout, design and materials used should be sensitive to location and overcome any adverse impacts on the heritage asset
4. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

30.9 This very attractive building is a rare example of a well-preserved board school. It is the only surviving example built by the Borough of Kidderminster School Board. The entire original fixtures and fittings are still intact. A conversion of the building would be supported. The playground area on Cherry Orchard would be suitable for a new-build housing development.

Land North of Bernie Crossland Walk AS/20 (0.41Ha)

30.10 This area of garden land adjacent to the railway line currently forms part of rear gardens to dwellings on Chester Road South. It forms a logical extension to Bernie Crossland Walk.

Policy 30.4 Land North of Bernie Crossland Walk AS/20

This site is allocated for residential uses.

1. Access should be taken from Bernie Crossland Walk
2. Trees along railway corridor to be enhanced as part of Green Infrastructure corridor

Reasoned Justification

30.11 This small Greenfield site is suitable for development subject to any issues with ransom strips being overcome.

Land at Bromsgrove Street (Lion Fields) BHS/2 (4.84Ha)

30.12 This is a large site which includes the cleared site of the former Glades Leisure Centre, the former Magistrates' Court (Worcester Cross Factory), extensive car parking and shops on the northern side of Worcester Street. The NHS buildings and Youth Centre on Bromsgrove Street will remain in situ and are outside of this allocation. The former Magistrates' Court buildings were listed Grade II in 2018. Levels rise 10 metres across the site from the south to the north. Much of the land is owned and controlled by the District Council.

Policy 30.5 Land at Bromsgrove Street (Lion Fields) BHS/2

This site is allocated for a mix of uses:

1. Former Glades site to be redeveloped for a cinema and leisure complex with ancillary food and drink together with car parking
2. Former Magistrates' Court building to be considered for conversion for a mixed residential / commercial scheme
3. Residential development to be investigated on remainder of site, including potential for C2 use
4. Development to be of the highest design quality as this site is very prominent
5. Proposals to develop the southern part of the site should focus on the retention of the Former Worcester Cross Factory, its repair and re-use, and where necessary its modification and enhancement to better reveal its significance
6. The historic street patterns should inform the design layout of new development on the northern part of the site, with consideration in particular given to the height and massing of new development as this will impact on the skyline and wider views across the town
7. Layout, design, scale and materials used should take into consideration the designated heritage assets on the southern part of Worcester Street
8. The area of mature woodland to the rear of the former Glades Leisure Centre site adjacent to the ring road island should be extended north along the ring road to link with mature trees at Lion Street.
9. The adjacent NHS buildings and the youth centre should have additional landscaping to soften their setting and help to integrate them into the new development
10. Proposals should deliver enhanced public amenity space with SuDS and habitat benefits and include green walls where possible

11. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement
12. In the southern part of Worcester Street (outside of the area shown as primary shopping frontage), proposals for non-retail (including residential) uses at ground floor level will be considered on their merit (see Policy 22A)

Reasoned Justification

30.13 The Council adopted the Kidderminster Eastern Gateway Development Framework In June 2016. 'Lion Fields' is a large site occupying an area historically developed in the late 18th century as workers housing and redeveloped in the mid-late C20 when the adjacent ring road was constructed. The northern part of the site occupies a plateau at the top of Prospect Hill and it may be possible to reinstate parts of the historical street pattern as part of any redevelopment. The southern part of the site is largely occupied by the recently designated Former Worcester Cross Factory which is a landmark feature at the gateway to the town approaching from the east. The site has a history of pre-industrial development and there is high potential for archaeological remains below ground.

30.14 It is proposed to bring Lion Fields forward for development in phases. A preferred developer for the former Glades site was appointed at the end of 2017. A mixed-use leisure scheme is proposed in this first phase. The next phase of development will include the former Magistrates' Court building, the former covered market area to the rear and the land in front which is currently laid out as a small urban park.

30.15 Worcester Street marks the southern boundary to Lion Fields and the County Council is proposing to reopen the street to traffic and allow on-street parking. This scheme will complement the regeneration at Lion Fields. Further investigation is required to look at improving pedestrian links between Worcester Street and Bromsgrove Street as part of any residential proposals on the existing car park. The southern part of Worcester Street has seen a number of conversions to residential uses in recent years and further conversions should be encouraged.

Timber Yard Park Lane BHS/16 (2.1Ha)

30.16 This site includes the former timber yard together with steeply sloping wooded land on the other site of Park Lane. Some of the site is owned by the District Council. It is an important canalside location in the heart of the town centre. This area provides an opportunity to bring the canal back into focus and rejuvenate this area of the town. Much of the site falls within flood zone 2.

Policy 30.6 Timber Yard Park Lane BHS/16

This site is suitable for a range of uses including residential (C3 and C2) and some commercial uses that would complement the offer in the town centre.

Proposals should:

1. Provide an active frontage onto both the canal and Park Lane
2. Create a high quality pedestrian canalside environment and public realm
3. Where practicable, retain and incorporate the historic building fronting Park Lane
4. Deliver a new landmark pedestrian bridge over the canal to Weavers Wharf
5. Incorporate an area of public open space adjacent to the canal to act as a focal point for the scheme
6. Investigate the potential for additional mooring facilities on the canal
7. Take into account any potential flooding issues on site and incorporate appropriate mitigation measures
8. Retain and enhance the wooded escarpment on Park Lane where possible as part of a wider GI network and backdrop to the town centre
9. Use SuDS to control drainage on site
10. Integrate features such as living walls, green roofs and bat/bird bricks into development
11. Relate well in form, scale, massing and materials to the canal and those designated heritage assets on the east side of the canal, as well as seeking to conserve and enhance the appearance of the canal Conservation Area
12. Take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

30.17 This site is located in a sensitive historic valley setting with an historic urban industrial townscape character and mature regenerated woodland on the site of former 19th century housing. It offers opportunities to create a canal frontage that respects the historic buildings opposite on the Weavers Wharf development, retain and frame the visual line of the valley setting and historic Park Lane and enhance the existing Green Infrastructure. The retention of the building to the rear of Matalan should be investigated as the loss of this feature will rob Park Lane of its industrial character which will thus harm the setting of the adjacent heritage assets to the north of the site. As a large recently vacated site, it has a negative impact on the town centre where it can be viewed from Weavers Wharf. Redevelopment of this site will bring with it increased surveillance of the canal towpath which is currently hidden from view. A footbridge would help to extend the town centre across the canal and revitalise this area of Kidderminster.

Kidderminster Fire Station BHS/38 (0.37Ha)

30.18 Kidderminster Fire Station will be relocating to the Wyre Forest Emergency Services Hub on Stourport Road in the next year. This will then free up this town centre site for conversion of the main building and redevelopment to the rear for residential use.

Policy 30.7 Kidderminster Fire Station BHS/38

This site is suitable for a mixed conversion/new build residential scheme.

1. The main building should be retained and converted
2. The close proximity to Caldwell Tower requires a bespoke approach to the design of any replacement buildings. There will be a need for careful consideration of the layout, design, scale and materials used within any development to ensure that the development contributes positively to this sensitive location
3. Depending on the significance of archaeological heritage assets found, development may not be feasible on certain parts of the site
4. The grassy bank along the River Stour should be retained to reduce the impact of development on protected species such as otter. Natural cover should be increased in this area to encourage wildlife
5. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement
6. Proposals should take into account any potential flooding issues on site and incorporate appropriate mitigation measures

Reasoned Justification

30.19 Kidderminster Fire Station lies within the Green Street Conservation Area adjacent to Caldwell Tower (Grade II*) and the River Stour Local Wildlife Site. Much of the site is also within flood zone 2. The rear of the site is also affected by flood zone 3 (defended). The facade of the fire station is included on the local heritage list. It was built in 1929 and designed by the borough engineer. The adjacent single octagonal tower of Caldwell Hall is the surviving fragment of a fortified medieval manor house and is Kidderminster's oldest building apart from St Mary's Church. It sat in a deer park and later formal gardens (of which the development site forms a part). There is a high probability of buried archaeological remains on the site.

Boucher Building Green Street BHS/39 (0.04Ha)

30.20 The Boucher Building fronts Green Street with the Morrisons' supermarket car park to the rear. It falls within the Green Street Conservation Area. It is on the Local Heritage List. It sits adjacent to the River Stour. The entire site is within Flood zone 2.

Policy 30.8 Boucher Building Green Street BHS/39

The building is proposed for residential conversion.

1. Proposals should take account of any flood risk
2. Proposals should have full regard to the Green Street Conservation Area Character Appraisal

3. A bat survey should be submitted as part of any planning application
4. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

30.21 This building fronts Green Street and has been unused for a number of years. A conversion scheme would make a significant improvement to the streetscene. It is important to retain this building as part of the 'Heritage Processions' which characterise this area of town with former carpet buildings lining the street at 'back of pavement'. The ground floor of the building could potentially be used for cycle/bin storage/ drying room with flats on the upper floors.

Churchfields BW/1 (7.09Ha)

30.22 The Churchfields Business Park occupies the site of a former carpet factory. Most of the buildings have now been vacated. An outline planning application has been submitted for the redevelopment of the site to create up to 231 dwellings including the conversion of the 1902 building to provide up to 670sqm of commercial uses with flats on the upper floors. A new direct access from the ring road will be provided into the site.

Policy 30.9 Churchfields BW/1

Any development on this site should:

1. Address Clensmore Street as a key movement corridor
2. Take advantage of topography to open up views from the site and create recognisable landmark features within the site
3. Retain and enhance the mature treeline along Clensmore Street
4. Retain the wooded slopes on the northern edge of the site as public open space
5. Integrate street trees to provide connectivity with adjacent countryside and link into the green corridor along the canal
6. Provide a number of pedestrian access points from neighbouring streets to help to assimilate the development into the local area
7. Reflect and complement the existing character and quality of the historic environment adjacent to the Staffordshire and Worcestershire Canal and respond to the setting of St. Mary's Church
8. Consider carefully the scale, form and massing of development
9. Retain the 1902 Building as a familiar landmark and, if possible to do so, the offices and manufacturing buildings on the Local Heritage List
10. Provide interpretation concerning the site's former industrial heritage

11. Provide for improvements to pedestrian links into the town centre and out into the surrounding countryside
12. Take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

30.23 Reasoned Justification

30.24 A residential-led redevelopment that links in with the town centre and the existing Horsefair community will help to bring life back to the Churchfields area. A new link road is proposed to access the site through the CMS garage directly off the ring road roundabout. This would then allow Horsefair to be made one way helping with both traffic flow and air pollution. Funding is in place to provide this road in 2019/20.

Limekiln Bridge BW/2 (1.16Ha)

30.25 This site comprises an engineering works and a Council owned parcel of open space with a redundant basketball court. The site lies alongside the canal with a supermarket and car parking area situated across the canal. The site slopes down from Clensmore Street to the canal.

Policy 30.10 Limekiln Bridge BW/2

The redevelopment of this area for residential uses should:

1. Provide an active frontage onto both the canal and Clensmore Street
2. Be sympathetic to the character of the Staffordshire and Worcestershire Canal Conservation Area and the setting of St. Mary's Church and graveyard
3. Compensate for the loss of existing open space
4. Carefully consider layout, design, scale and materials
5. Enhance the already excellent Green Infrastructure connectivity and retain mature trees on site
6. Take account of any remediation and decontamination required
7. Take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

30.26 A historic wharf once stood near Limekiln Bridge and archaeological investigation will be required on this site. Old maps also show a chemical works on this site together with rows of tiny terraced housing fronting Clensmore Street. Compensatory open space will need to be provided elsewhere in the area. Any new development on this site will be expected to make a contribution towards this. Development on this prominent site should reflect and complement the existing character and quality of the historic environment in this locality.

Sladen School Site BW/3 (2.61Ha)

30.27 Sladen Middle School closed in July 2007 as a result of the change from 3 to 2 – tier education provision in Wyre Forest. It was subsequently demolished. It is surrounded by residential development. There are extensive playing fields on the site. The site has 3 distinct land parcels with an extensive tree belt separating the 2 rear parcels and the site of the former school buildings. It is important for these to be retained as part of any development.

Policy 30.11 Sladen School Site BW/3

This site is allocated for residential development. Proposals should:

1. Provide an active frontage onto Hurcott Road
2. Compensate for the loss of playing fields with alternative provision either on site or contribute to provision elsewhere
3. Provide pedestrian links through to the adjoining development at Hurcott flats
4. Design the layout to maximise natural surveillance of open space and footpath links to Stourbridge Road to the rear
5. Retain and enhance existing green infrastructure network, in particular the trees along the Hurcott Road frontage
6. Take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

30.28 This site is in the ownership of Worcestershire County Council. There have been a number of proposals put forward for the site since the school closed. It is now proposed to release the site for residential development. Provision of a small playing field on-site should be considered as part of these plans, perhaps in the form of a ‘village green’ overlooked by the housing.

Land at Stourbridge Road (ADR) (BW/4) 13.9Ha

30.29 The northern parcel of this site (3.6Ha) has permission for 91 dwellings (18/0163/FULL) together with public open space. Access will be from Stourbridge Road. An extensive ecological corridor is to be planted along the southern boundary of the site together with additional tree planting. Development is expected to commence in early 2019.

30.30 The remaining 10.3Ha will be allocated as a green gap in order to protect the setting of Hurcott Village and the adjacent Sites of Special Scientific Interest. No built development will be allowed on this parcel of land.

Policy 30.12 Land at Stourbridge Road BW/4 south

The land shown on the policies map will be designated as a green gap and not released for development in order to protect the Hurcott Pastures SSSI and the setting of the historic Hurcott Village.

Reasoned Justification

30.31 There are two Sites of Special Scientific Interest (SSSIs) adjacent to the southern part of BW/4. One is a wetland – Hurcott and Podmore Pools, the other is dry grassland – Hurcott Pastures. The dry grassland SSSI was designated after the land was taken out of the Green Belt and safeguarded for future housing development as an Area of Development Restraint. This SSSI is very sensitive to disturbance and the hydrological impacts of developing on the southern parcel would be difficult to mitigate for. Habitat deterioration is also an issue.

30.32 The only access to the southern parcel would be from the northern site across a dry valley which separates the two parcels as the Highways Authority proposes to stop up Hurcott Lane which runs alongside the site to protect the historic village and, more importantly, protect the historic lane itself from further damage by heavy traffic.

BT Building Mill Street FHN/11 (0.6Ha)

30.33 This site backs onto the River Stour and contains a redundant telephone exchange and office building. All of the site apart from the building itself lies in floodzone 2. Part of the rear parking area is also in flood zone 3.

Policy 30.13 BT Building Mill Street FHN/11

The above site is allocated for residential development. Proposals should:

1. Retain and enhance woodland alongside river bank
2. Aim to naturalise riverbank and minimise light spillage
3. Carry out protected species surveys as part of any planning application
4. Take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement
5. Consider moving any replacement building forward to back-of-pavement to respect the building line
6. Reflect and complement the existing character and quality of the historic buildings within Mill Street
7. Undertake flood modelling to establish water depths and ensure any development would not exacerbate flooding elsewhere. Modelling should inform floor levels and design for site

Reasoned Justification

30.34 This area of Mill Street has seen a number of residential conversions and new-build schemes, most notably the former Kidderminster Hospital buildings. This part of the street is mainly residential whereas there are more commercial uses mixed in with residential towards the eastern lower end of the street.

Kidderminster Ambulance Station FPH/5 (0.21Ha)

30.35 The current location of the ambulance station is now completely surrounded by residential uses. The facility is looking to relocate once a suitable site is found.

Policy 30.14 Kidderminster Ambulance Station FPH/5

The site is allocated for residential development.

1. Mature trees on site should be retained and opportunities taken to enhance the green infrastructure network
2. Appropriate ecological surveys should accompany any planning application
3. Development should respect the scale, morphology and materials of the adjacent historic suburban character

Reasoned Justification

30.36 This small site is now surrounded by residential development following the redevelopment of the Reilloc Chain factory site and a small well-designed development should be brought forward on this site to complement recent development nearby.

Silverwoods – former British Sugar Site (FPH/10 & FPH/23)

30.37 Redevelopment of the former British Sugar site is progressing well. Phase I has seen the completion of 249 dwellings, 112 extra-care apartments, a supermarket and a replacement district leisure centre. Much of this has been made possible by the construction of the Hoobrook Link Road which connects Stourport Road with Worcester Road via a new canal and river bridge. Construction has recently started on a public house and restaurant and a second phase of housing is expected to start in 2019. A further extra-care development is also planned with a linked corridor through to the earlier development at Berrington Court. Extensive areas of landscaping have been provided, especially around the canal and to buffer the development from the industrial uses to the south.

30.38 There are 4 land parcels yet to be developed. The smallest parcel adjacent to the railway bridge on Stourport Road has a further extra-care development of 59 apartments proposed by Wyre Forest Community Housing Group. The southern parcel near to the site entrance is planned for employment uses with a scheme of medium sized move-on units

proposed. The largest parcel adjacent to the Severn Valley Railway is allocated for employment uses and land for a future halt on the SVR will also be safeguarded. A planning application has been received for residential development on the parcel of land adjacent to the completed residential area. It is important to ensure that land uses are compatible with each other.

Policy 30.15 Silverwoods

1. Land adjacent to the Leisure Centre is allocated for B1, B2 and B8 uses
2. Land fronting the Stourport Road adjacent to the railway bridge will be safeguarded for an extra-care housing development (C3)
3. Land on the southern edge of the development adjacent to the Vale Industrial Estate will be allocated for B1, B2 and B8 uses
4. All land parcels will be expected to contribute towards the enhancement of green corridors through the site connecting through to the Local Wildlife Sites on the River Stour, Staffordshire and Worcestershire Canal and along the rail corridor
5. Development proposals should seek to incorporate the railway line and safeguard the potential to create a station halt

Reasoned Justification

30.39 The transformation of this major redevelopment site is well advanced with a mix of residential and commercial uses now completed, together with new public open space and footpath/cycle links onto the canal towpath. The provision of employment units is now the next priority to reflect the site's location in the South Kidderminster Enterprise Park

Severn Grove Shops FPH/15 (0.48Ha)

30.40 This small site is currently allocated for redevelopment. It consists of a parade of shops with flats over together with a block of maisonettes. The neighbouring public house has been empty and up for sale for a number of years. Comprehensive redevelopment would help to improve the poor urban environment on this estate.

Policy 30.16 Severn Grove Shops FPH/15

Development of this site should:

1. Provide replacement affordable homes
2. Provide a small retail unit
3. Provide landscaping to improve the public realm

Reasoned Justification

30.41 This site is in the ownership of Wyre Forest Community Housing and is ripe for redevelopment subject to funding becoming available.

Naylor's Field, Sutton Park Rise FPH/18 (1.65Ha)

30.42 This Greenfield site is surplus to educational requirements. It is completely surrounded by residential development. There is an existing access from Sutton Park Rise.

Policy 30.17 Naylor's Field FPH/18

This site is allocated for residential development. The site should:

1. Retain and enhance the existing late 19th century hedgerow which runs across the centre of site to provide Green Infrastructure connectivity through and off the site out onto the nearby Rifle Range SSSI
2. Use the existing access from Sutton Park Rise
3. Investigate the potential for retaining land to the north of the hedgerow as public open space

Reasoned Justification

30.43 This site is used for informal recreation and local events. By retaining the area to the rear of the hedgerow as open space, these functions could be continued.

164/5 Sutton Park Road FPH/19

30.44 This site consists of 2 substantial garden plots. Proposals have been drawn up to develop a small number of additional dwellings. There are a number of protected trees on the site.

Policy 30.18 164/5 Sutton Park Road FPH/19

The site is allocated for residential development. Proposals should:

1. Retain mature trees on site and safeguard them during construction
2. Retain existing dwellings
3. Respect the character of surrounding development in terms of plot size, materials and design

Reasoned Justification

30.45 A limited number of dwellings could be provided off a single private access road (6 including 2 retained dwellings). This part of Kidderminster is characterised by large dwellings in substantial plots and any infill development should respect this character.

Stourminster School Site OC/11 (2.15Ha)

30.46 This former special school site (closed in 2011) is located on the urban edge of Kidderminster just off the A448 Comberton Road. It backs onto playing fields belonging to Comberton Primary / King Charles Lower School with a substantial area of wet woodland and a watercourse running along its eastern boundary. It was marketed for residential development in 2018.

Policy 30.19 Stourminster School Site OC/11

The site is allocated for residential development.

1. Wet woodland should be adequately protected during both construction phase and occupation of dwellings including prevention of direct impacts and long term damage potentially caused by increased footfall from new residents and pets. Light spillage from development should be minimised.
2. Ponds should be provided at the top of the bank to provide ecological protection and enhancement and provide a SuDS function for the development
3. Fenced buffer zone is required around badger sett during construction. Badger study required prior to any disturbance to buildings near sett
4. Bat survey required to inform development plans. Mitigation strategy for compensatory loss of bat roosts may be required
5. Flood risk assessment required as no modelling has been done of this stretch of the brook
6. The potential for footpath access through a less sensitive part of the woodland into the neighbouring proposed nature reserve should be investigated
7. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

30.47 Housing capacity may be slightly reduced to allow for buffering of wet woodland. This buffer zone could provide a refuge for wildlife with 'stepping stones' of new habitat to discourage access to more sensitive areas. Developers should refer to the Preliminary Ecological Appraisal for this site undertaken by Worcestershire County Council.

Sion Hill School Site WFR/WC/18 (2.1Ha)

30.48 Sion Hill Middle School was closed as part of the schools reorganisation in July 2007. It has suffered from repeated arson attacks and was finally demolished in early 2018. A planning application for 56 dwellings was submitted in August 2018. The site now belongs to Wyre Forest Community Housing. It is in the Green Belt and classed as brownfield.

Policy 30.20 Sion Hill School Site WFR/WC/18

The site shown on the Policies Map is removed from the Green Belt and allocated for residential development.

1. Existing mature boundary trees to be retained and enhanced to maintain Green Infrastructure connectivity and visual screening
2. Potential to create wildlife stepping stones through habitat creation should be explored
3. Access to playing field land to rear should be retained

Reasoned Justification

30.49 This former school site is a sensitive landscape location due to the proximity of mature parkland character associated with Sion Hill Court opposite. The potential to develop the remaining part of the playing field in the future should be safeguarded. The rear part of the playing field is now in the ownership of the adjacent primary school.

Land at Low Habberley WA/KF/3 (5.6 Ha)

30.50 The arable field to the north of Habberley Road opposite Hillside Drive is allocated for residential development. It is bounded by Habberley Road and the Habberley Estate to the south, Habberley Lane (leading to the hamlet of Low Habberley) to the east and a bridleway / access to High Habberley House to the west. The northern boundary is a hedgeline. The land is currently in the Green Belt.

Policy 30.21 Land at Low Habberley WA/KF/3

The land shown on the Policies Map is removed from the Green Belt and allocated for residential development.

1. Access to be taken from Habberley Road
2. Existing hedgerows and trees to be retained and enhanced to soften impact of development
3. Development to be set back from bridleway to protect setting of High Habberley House
4. Rear hedgeline to be reinforced by wide landscape buffer as this will form the new Green Belt boundary
5. Scale and design of development to be sympathetic to the character and setting of Low Habberley

Reasoned Justification

30.51 This site is well contained by solid boundaries on three sides.

Land rear of Zortech Avenue LI/10 (1.93Ha)

30.52 This site is currently in the Green Belt and was formerly part of the Burlish Golf Course site. The site has been extensively tipped with hardcore. There was a proposal to level the site for a junior academy golf course in 2016 which was never implemented. The site was originally used as an overspill car park. Access can be taken from the main drive off Zortech Avenue. It is adjacent to the former Ceramaspeed industrial unit which is being substantially rebuilt and adjoins the Burlish Top nature reserve.

Policy 30.22 Land rear of Zortech Avenue LI/10

This land is proposed for removal from the Green Belt and allocation as a site for travelling showpeople.

1. Appropriate buffering will be required for the adjacent Burlish Top nature reserve and to screen the development from the adjacent dwellings on Birchen Coppice
2. Vehicular access to be taken from Zortech Avenue

30.53 Reasoned Justification

30.54 The district council have been working to find a new site for a locally-based family of travelling showpeople for several years. They need to vacate their current winter home. The above site is now in the control of the District Council following the closure of the Golf Club. It is considered to be ideal for the proposed use as it is adjacent to industrial units but also on the edge of a residential area with easy access to education and other facilities required by the families. The site will be used mainly in the winter months for maintenance and storage of fairground equipment. The families will also live on the site when they are not travelling around the country. There is good road access for their long vehicles.

Employment Allocations

Frank Stone Building Green Street BHS/10 (0.32Ha)

30.55 This former carpet works is located within the Green Street Conservation Area and has been empty for many years. It is currently being marketed for either commercial or residential uses.

30.56 The building straddles the River Stour. There is an opportunity to remove part of the building which is cantilevered over the river. River corridor enhancements will be expected as part of any proposal.

Policy 30.23 Frank Stone building BHS/10

Any development should

1. Provide a positive relationship with the river and contribute to the improvement of the riverside environment and enhancement of the green infrastructure
2. Retain the existing building frontage in line with the Green Street Conservation Area Character Appraisal and Management Plan
3. Be of high quality design to enhance the character of the Conservation Area
4. Address potential contamination and take appropriate remediation in order to protect groundwater
5. If partial demolition is undertaken, then building and archaeological recording will be required

30.57 Reasoned Justification

30.58 The Frank Stone building is on the Local Heritage List. The front of the building facing onto Green Street forms a strong frontage and sense of enclosure. To the rear of the site lies the Meadow Mills Industrial Estate. For this reason the site may be better suited to employment rather the residential use.

Rock Works BHS/17 (0.36Ha)

30.59 The Rock Works on Park Lane is a redundant 19th century carpet factory building. It is on the Local Heritage List and is in a bad state of repair. Its principal feature is the roof and its north lights. It is built into the cliff face. Steep stone steps cut into the hillside connect Rock Works with the Park Street Industrial Estate above. The southern part of the site consists of woodland which has regenerated on the site of Victorian terraced dwellings.

Policy 30.24 - Rock Works

Any proposals for the Rock Works should:

1. Refurbish the buildings and bring them back into active use
2. Undertake a full ecological appraisal of the site including a bat survey prior to refurbishment
3. Take the opportunity to enhance the regenerated woodland on the southern part of the site

Reasoned Justification

30.60 It is understood that a carpet heritage group are interested in taking on the building and bringing it back into use. This site is not considered suitable for residential conversion as it has limited natural daylight with the cliff face to the rear and Matalan building to the front.

SDF site, Stourport Road FPH/8 (4.3Ha)

30.61 Employee numbers on this site have fallen dramatically in recent years. It is expected to come forward for redevelopment during the plan period. The woodland immediately adjoining the site to the north is classed as ancient woodland and must be protected.

Policy 30.25 SDF site FPH/8

Any redevelopment proposals should:

1. Provide a minimum 15m buffer to the ancient woodland fronting Stourport Road
2. Provide additional tree planting along the road frontage

Reasoned Justification

30.62 The woodland on Stourport Road is a remnant of the much larger Oldington Wood. It is classified as ancient woodland and protected by an area Tree Preservation Order. Any redevelopment proposals will need to be set back behind a minimum 15m from the woodland.

Easter Park extension Worcester Road FPH/27 (2.53Ha)

30.63 This area of grassland is proposed for an extension of the employment units at Easter Park. It is currently in the Green Belt.

Policy 30.26 Easter Park extension FPH/27

The land at Worcester Road will be removed from the Green Belt and allocated for employment development (use classes B1, B2 and B8).

Proposals should:

1. Seek to retain an area of grassland around the units and screen the development from the adjacent dwellings to the south
2. Be accessed from the existing roundabout using the service road to the rear of the units alongside the railway

3. Provide landscaping along the A449 and the rail corridor
4. Investigate potential to provide green roofs to create an attractive entrance to the town
5. Discharge surface water so as not to exacerbate flooding issues to the south

Reasoned Justification

30.64 This area of land performs a limited function in Green Belt terms and with landscaping a new gateway to Kidderminster from the Worcester direction could be provided. It is adjacent to existing industrial development. Dwellings to the south will need to be buffered from any adverse impacts arising from the development.

Land at Hoobrook FPH/28 (0.25Ha)

30.65 This small cleared corner site is located on the new Hoobrook Link Road and was previously occupied by Frenco. It is proposed to develop the site for small workshop units. The land is owned by the District Council.

Policy 30.27 Land at Hoobrook FPH/28

1. The land to the rear of Hoobrook Enterprise Centre on Silverwoods Way is allocated for the redevelopment of small workshop units.
2. Any contamination must be dealt with prior to redevelopment

Reasoned Justification

30.66 The new link road has given this vacant plot more prominence and a proposal is well advanced to bring it forward for industrial development.

VOSA testing station Worcester Road FPH/29 (1.72Ha)

30.67 This site lies opposite site FPH/27. It is suitable for redevelopment for employment uses. The northern part of the site is used for commercial van sales.

Policy 30.28 VOSA FPH/29

The land currently occupied by the vehicle testing station will be redeveloped for B1, B2 and B8 uses.

1. Proposals should use the existing access road
2. The front of the site should be landscaped with native planting
3. Development should be compatible with neighbouring uses

Reasoned Justification

30.68 This site backs onto the Roxel research station. Any redevelopment would need to be compatible with this use. This is a large site with limited employment and could, together with the site opposite form a new gateway into Kidderminster.

Former Burlish Golf Course Clubhouse site LI/12 (0.05Ha)

30.69 This site contains the former club house and associated buildings. They have been subject to arson attacks and require demolition. It is proposed to allocate the site for employment uses.

Policy 30.29 Former Burlish Golf Course Clubhouse LI/12

1. Access should be taken from Zortech Avenue
2. The site should be landscaped with native plants to provide screening from adjacent sites

Reasoned Justification

30.70 This site is adjacent to the proposed site for the travelling showpeople and the former Ceramaspeed factory. It shares an access drive from Zortech Avenue with the neighbouring allocation.

Policy 31 - Lea Castle Village

The area identified on the Policies Map, is allocated for a sustainable, well-designed village. This should be developed in accordance with this policy and all general policy requirements, including any necessary developer contributions.

Table 31.0.1 Lea Castle Village

Site Ref	Site description	Proposed Use	Indicative no. Dwellings / Employment ha	Gross Site Area (ha)	Removed from Green Belt?
WFR/WC/15	Lea Castle Hospital	M	600 ⁽³⁴⁾	48.4	Y
WFR/WC/32	Lea Castle East	M	300 / 7Ha	19.9	Y
WFR/WC/33	Lea Castle West	M	400	24.5	Y
WFR/WC/34	Lea Castle North	H	100	11.5	Y

Reasoned Justification

31.1 Lea Castle Village is centred on the former hospital site. All land bounded by the A449 (Wolverhampton Road), Axborough Lane, the A451 (Stourbridge Road) and the B4190 (Park Gate Road) will be taken out of the Green Belt (approximately 119 Ha) to form a sustainable mixed use village. The vision is to create a new sustainable village with enough housing to generate a new village centre with its own local shop, primary school and perhaps a GP surgery in order for the development to provide for the needs of the new community and minimise impact on nearby social infrastructure. Housing will be provided to cater for all sections of the community with a mix of dwelling types, sizes and tenures. It is envisaged that Lea Castle Village will also provide land for employment uses and new and upgraded sports pitches. All of this will be provided in an extensive woodland/landscape setting.

31.2 The allocation is for the whole site. The central area has outline planning approval (17/0205/OUTL) for up to 600 dwellings, up to 3,350sqm B1, 150sqm A1/A3/D1 uses (local shop/ cafe/ community space), public open space, ecological mitigation, drainage works, infrastructure and ancillary works.(Main access to be from Park Gate Road with secondary access from The Crescent and limited access from Axborough Lane).

Policy 31.1 Lea Castle Village vision

The development of Lea Castle Village over the plan period will be achieved through:

34 numbers are subject to detailed masterplanning

1. Delivery of around 1,400 new dwellings. Affordable housing provision is expected to be in line with Policy 8b. However, it is accepted that provision is likely to be lower in the central part of the site owing to significant demolition and infrastructure costs
2. Provision of land for around 7 hectares of employment land (B1)
3. Creation of a village centre to include:
 - a. 2 Ha of land for a 420 place primary school developed in 2 phases of 30 places per year group in each phase
 - b. Retail provision appropriate to local needs; and
 - c. A flexible community facility able to accommodate a meeting room, cafe and potentially a GP surgery together with some C2 provision
4. Retain and upgrade 3 existing grass playing pitches and changing facilities together with provision of land for an artificial grass pitch (3G)
5. Retention of existing woodland and hedgerows (other than where access is required) with additional native planting to provide substantial buffering around new development
6. Incorporation of additional green infrastructure including the creation of an area of acid grassland adjacent to Axborough Wood
7. Provision of allotments or community orchard
8. Provision of pedestrian and cycle links both within and off the site (where deliverable) to connect to facilities in Kidderminster

Site specific Principles of Development

31.3 In addition to the requirements set out in Policy 31.1, the following points should also be adhered to.

Policy 31.2 Lea Castle Village Principles of Development

1. The site must be developed on a comprehensive basis. Design Principles will be agreed as part of the outline planning application and all developers will be expected to adhere to these agreed principles. The outline application should set out an overall vision and concept. It should include information on phasing and implementation to ensure effective integration with infrastructure provision
2. The development will aim to achieve Building for Life 12 and Building with Nature accreditation
3. The development would be expected to make a financial contribution towards the cost of highway improvements at the junction on the A449

4. New access points into the site will be provided from the A449 and A451
5. Opportunities for community-led housing schemes will be considered and local community-led groups will be encouraged to work with selected developers in order to meet housing needs
6. Self-build plots should be provided on an appropriate part of the site
7. The provision of some custom-build dwellings should be explored where viable to do so
8. Development off Axborough Lane will consist of areas of lower density housing. There will be no road access from Axborough Lane to the wider site, only pedestrian and cycle links
9. Axborough Wood (ancient woodland) must be appropriately buffered from any new development
10. No development will be allowed in the north-east corner of the site at the junction between the A451 and Axborough Lane as a mains gas pipeline crosses the site at this location. Development should be kept below the ridgeline on the A451 in order to preserve the existing linear treeline
11. Landscaping will be required around all development outside the former hospital site in order to soften the impact on the landscape and wider views
12. The existing coniferous plantation should be thinned and gradually replaced with broadleaved trees and ground flora
13. On-site physical activity should be encouraged with a network of circular routes created around the site. It should provide pedestrian and cycle links within the site and from the site to give convenient safe routes to local facilities and into the surrounding area. This should include circular woodland trails / nature trails/ trim trails within the site to encourage active lifestyles within the development and limit additional pressure on the nearby Sites of Special Scientific Interest at Hurcott
14. Recreational activities should not be encouraged within corridors essential to supporting light and disturbance sensitive statutorily protected species (the horseshoe bats and dormice)
15. The provision of natural play facilities should be explored
16. A through route serving the school/community facility and the residential development should be provided to allow for buses to be diverted through the centre of the site to enable quality public transport provision
17. A habitat management plan will be required
18. The development must demonstrate a net overall biodiversity gain
19. Biodiversity measures will be expected to be incorporated into building design eg. green roofs, green walls, bat boxes, nesting boxes
20. All proposals are to take into consideration the Kidderminster North Green Infrastructure Concept Statement
21. Existing mature boundary trees should be retained where possible and enhanced to partially screen and allow filtered views of the development
22. Developers should explore the opportunity to open up a culverted watercourse which takes discharge from the existing development. SuDS must be incorporated into the overall site design to provide visual amenity and biodiversity value. SuDS planting should use mire species, not reeds. All site run-off is to be treated on-site

23. Light pollution should be kept to a minimum to protect wildlife, especially bat colonies. Only minimal lighting is to be used through woodland areas
24. Additional areas of acid grassland should be created. Public open space should be located to discourage footfall in sensitive areas
25. The western boundary with the A449 should be enhanced to provide screening to the west and enhance the wider Lea Castle site GI network. The north-west of the site should consider buffering the setting of Lea Castle Farm and the avoidance of visual coalescence with Cookley

Policy 32 - Kidderminster Eastern Extension

The area identified on the Policies Map is allocated as a sustainable, well-designed urban extension is proposed. This should be developed in accordance with the criteria identified and all general policy requirements, including any necessary developer contributions.

Table 32.0.1

Site Ref	Site Description	Proposed Use	Indicative no. Dwellings / Employment ha	Gross Site Area (ha)	Removed from Green Belt?
OC/5	Land at Husum Way	H	30	2.1	Y
OC/6	Land east of Offmore	H	300	28.36	Y
OC/12	Comberton Lodge Nursery	H	10	0.8	Y
OC/13N	Stone Hill North	M	1100	57.1	Y

32.1 The 2 large sites (OC/6 and OC/13N) are under the control of a single national house builder. The two smaller sites at the northern and southern ends will be brought forward independently. All of the land as shown on the Policies Map will be taken out of the Green Belt. This will also include some existing properties at Offmore Farm Court and Barns, Heathy Mill Farm complex and 78 Comberton Road. The new western edge of the Green Belt will run along the eastern extent of the proposed housing development with reference to existing natural features including topography, field boundaries and tree/woodland belts with much of the informal open space for the development remaining in, and/or providing a buffer to, the Green Belt. This development proposal offers the opportunity to provide extensive public access to woodland and green corridors where there is currently very little access. Further details can be found in the Kidderminster East GI Concept Plan.

Land at Husum Way (OC/5) 2.1Ha

32.2 This site is immediately adjacent to the built-up area and is currently in the Green Belt. The site is in arable use. The site fronts the A456 on its northern edge with the main railway line to the south (in a cutting). It is bordered by Husum Way to the west which serves Offmore Farm Estate and connects through to Comberton Estate and to the east the site is bounded by Hodge Hill Farmhouse, barns and cottages. This complex is accessed via a track running alongside the site which also provides the existing access to the field.

Policy 32.1 Land at Husum Way OC/5

1. The land shown on the Policies Map will be removed from the Green Belt and allocated for residential development with the new Green Belt boundary running along the access track to Hodge Hill Farm Cottages

2. Access to the site will be taken from Husum Way
3. Part of the site will be required for a revised junction to incorporate a 3-arm roundabout at the end of Husum Way
4. Development should be kept back from the A456 and away from Hodge Hill Farmhouse and Barns behind a substantial landscape buffer in order to soften the transition from rural to suburban character and protect the setting of the 18th century Hodge Hill Farm complex
5. Any new development should, in terms of form, scale and massing respect the orientation and setting of the farmstead and historic views from and towards the farmstead
6. A further landscape buffer will be required alongside the edge of the railway to enhance this wildlife corridor
7. Sensitive lighting will be required to protect habitats and their use by protected species, along the road and rail embankments
8. Existing boundary hedgerows and trees should be retained and enhanced with additional native planting other than where access is required
9. Building heights should reflect neighbouring development especially on the eastern part of the site nearest Hodge Hill Farm Barns
10. Densities should be much lower in the eastern part of the site to allow for additional soft landscaping among the dwellings in order to create a more rural feel

Reasoned Justification

32.3 This development will become the new edge to Kidderminster when travelling into the town from Blakedown and Hagley along the A456. It is important that this site gives a smooth transition from a rural character of isolated dwellings into a suburban development of the urban area. Landscaping and building design will be very important at this gateway site..

Comberton Lodge Nursery OC/12 (0.8Ha)

32.4 This former plant nursery is presently used by a landscaping firm. It has frontage to the A448 Bromsgrove Road. It lies just beyond the built-up area and is currently in the Green Belt. The land is bounded by the Hoo Brook to the north and west and Comberton Lodge and its grounds to the east. Immediately to the east of the site, the Hoo and Barnett Brook is a designated Local Wildlife Site.

Policy 32.2 Comberton Lodge Nursery OC/12

1. The land shown on the Policies Map will be removed from the Green Belt and allocated for residential development
2. Access to the development must be from the A448 and not from the larger site to the rear
3. The adjacent Comberton Lodge and Heathy Mill Farm complex are both on the local heritage list and their settings should be protected from development

4. The rear part of the site falls within the floodzone associated with the brook (approximately 0.24Ha) and should be left undeveloped and managed as a green corridor
5. Mature trees along the watercourse and the road frontage form part of a wooded east-west corridor across the wider landscape and should be retained
6. An ecologically functional buffer zone should be retained around the woodland and brook. This reduces the developable area by approximately 50% which should be kept to the central part of the site
7. Bat and otter surveys will be required to inform the site design, layout and lighting
8. The Hoobrook corridor must be protected from lighting, surface water run-off and other pollutants likely to arise from any development

Reasoned Justification

32.5 This small former plant nursery consists of a number of rundown polytunnels and a large area of hardstanding. A carefully designed low density development set back from the road behind substantial landscaping would help to improve the setting of the neighbouring Locally Listed buildings at Heathy Mill and Combeton Lodge.

Land East of Offmore (OC/6) and Land at Stone Hill North (OC/13N)

The land shown on the Policies Map will be allocated for a mixed use development. The site is currently predominantly arable land divided by hedgerows. There is one public right of way which crosses the southern part of the site from near the Spennells Valley Road/Comberton Road roundabout and connects through to Harvington village. The Hoobrook Local Wildlife Site runs through the southern part of the site. The overall vision is to create an attractive mixed tenure residential development offering a choice of high quality new homes to meet local needs set within an extensive area of green space which is readily accessible to everyone in the area. The aim is to create a place where people want to live and local residents can easily access nature

Policy 32.3 Land East of Offmore (OC/6) and Land at Stone Hill North (OC/13N) Overall Vision

The development of the Kidderminster Eastern Extension over the Local Plan period will be achieved through:

1. The delivery of around 1,400 new dwellings
2. The creation of a community hub to include:
 - a. 2 hectares of land for a 420 place primary school developed in 2 phases of 30 places per year group

- b. Retail provision appropriate to local needs
 - c. A community facility able to accommodate a meeting room, cafe and potentially a GP surgery
3. The main site access will be from the existing roundabout on the A448 by Spennells Valley Road. A secondary access will be taken off Husum Way to the south of the railway bridge. The spine road will be a single carriageway with a 20 mph speed limit with cycle and pedestrian provision alongside
 4. Pedestrian and cycle links will be provided from the site to connect with existing development on Comberton Estate (through Borrington Park) and on Offmore Estate (via Offmore Farm Close) and on through to the rail station and town centre
 5. A linear nature reserve will be created along the western edge of the site offering new ecological wetland habitats and providing a buffer zone between the existing and proposed developments
 6. An area of allotments or community orchard will be provided on the northern part of the site in the vicinity of Offmore Farm barns
 7. Play facilities should include opportunities for natural play in woodland areas
 8. Existing hedgerows and natural features should be retained and enhanced as part of a comprehensive GI strategy developed in line with the Kidderminster East GI Concept Statement
 9. The Hoobrook and its tributaries will require an ecological buffer to protect existing wildlife

Site Specific Principles of Development for Land east of Offmore and at Stone Hill North

Policy 32.4 Site specific Principles of Development

- a. A masterplan should be drawn up as part of any outline planning application which should include information on phasing and implementation to ensure effective integration with provision of the school.
- b. Over 50% of the site area is proposed as green space with a linked network of paths/cycleways throughout the site. A number of circular routes should be provided on the site to encourage people away from more sensitive sites nearby. Areas of new woodland planting should be at least 30 metres wide where possible.
- c. The site will be split into distinct character areas based around 'village greens'.
- d. The provision of some custom-build dwellings should be explored where viable to do so.

- e. Proposals for new housing development should ensure that garden boundaries are permeable to native wildlife in accordance with Policy 11D.
- f. All proposals are to demonstrate how they have been guided by the Kidderminster East Green Infrastructure Concept Plan.
- g. Eastern edge of development will be planted up to help give a firm edge to the development. This will help to provide an additional quieter north south wildlife corridor
- h. Existing grassland alongside the Hoobrook Local Wildlife Site will be buffered from development
- i. The development will aim to achieve Building For Life 12 and Building with Nature accreditation
- j. Provision must be made for a community facility that contains space that can be used for a number of uses on a flexible basis.
- k. Opportunities should be sought to improve ecological and pedestrian links between the western wooded stream corridor on the edge of the site, the Hoobrook LWS and the Spennells Valley nature reserve to the south of the A448.
- l. The main site access road will need to be carefully designed to minimise ecological impact, in particular where it crosses the watercourse to the rear of Prior Close.
- m. The existing GI framework offers opportunities for integration of the masterplan into the existing landscape context, avoiding and minimising landscape and visual impacts of built development. Key features are the north-south woodland corridor that forms the western site boundary and the historic north-south hedgerow that forms the eastern boundary that should be enhanced and buffered to soften the transition from suburban to rural landscape.
- n. Where practical, historic water bodies and features relating to Lord Foley's irrigation system should be retained as boundary features or as part of open space. The potential to sensitively integrate these into the site's SuDS should be reviewed. Opportunities to promote the historic and landscape significance of this 17th century example of agricultural design and innovation as part of open space management should also be considered.
- o. The Hoo Brook should be buffered from the adverse impacts of development. There should be no development between the Hoo Brook and the A448 so as to maintain the visual rural character of the western approach into Kidderminster.
- p. Site has potential for below ground archaeology and should be assessed as part of a programme of works that will potentially include geophysical survey, trial trenching, environmental sampling and mitigation through more detailed investigations. The timing of and need for these works to be agreed with the archaeological advisor to the LPA. Appropriate archaeological assessment to accompany or be incorporated into a Heritage Statement submitted with the planning application to identify the significance of on site

assets that may be affected and to assess the impact of development on them and their settings. An assessment of impact on the setting of designated heritage assets is also required.

q. Further detailed hydraulic modelling will be required to confirm actual floodplain extents. The brook along the western boundary currently discharges into a culvert under the A448. Improvements to the watercourse should be sought as part of any road proposals to improve species migration between the nature reserve and the wet woodland corridor.

r. As the site sits on an aquifer, any treatment of road run-off must use sealed systems to discharge to on-site treatment before infiltration or discharge off-site.

s. Multifunctional SuDS should use wetland systems and surface water attenuation basins. These can be incorporated into the green infrastructure. Detailed designs should be prepared to show how they will provide visual amenity and biodiversity value and incorporated into an Ecological Constraints and Opportunities Plan.

t. A long-term habitat management and monitoring plan should be agreed as part of any planning application.

u. The development should be provided with ultra-fast broadband infrastructure and state-of-the-art mobile coverage (up to 5G) with enough capacity for all occupiers as required by the Telecommunications policy.

Policy 33 Stourport-on-Severn Site Allocations

Within and around Stourport-on-Severn, the following sites, as shown on the Policies Map are allocated. They should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary developer contributions.

Table 33.0.1 Allocated Sites in Stourport-on-Severn

Site Ref	Site description	Use	Indicative no. dwellings / employment land (Ha)	Gross Site Area (Ha)	Removed from Green Belt?
AKR/2	Cheapside	M	72	2.2	N
AKR/7	Swan Hotel / Working Men's Club	M	20	1.52	N
AKR/10	Queens Road Shops, Areley Kings	M	22	0.37	N
AKR/14	Pearl Lane, Areley Kings	H	250	15.09	N
AKR/18	Yew Tree Walk	H	85	3.73	Y
AKR/20	Carpets of Worth	M	110	3.3	N
LI/11	Land west of former school site Coniston Crescent	H	200	9.52	Y
MI/1	County Buildings	H	40	0.69	N
MI/5	Baldwin Road	H	19 (54 have permission)	2.06	N
MI/6	Steatite Way	H	106	3.29	N
MI/7	Worcester Road car sales (southern part)	H	15	0.29	N
MI/10	Four Acres Caravan Park	CP			N
MI/11	3 Sandy Lane Totton	H	13	0.32	N
MI/24	Adj. Rock Tavern Wilden Lane	H	2	0.06	N
MI/38	School site Coniston Crescent	H	115	3.64	Y
MI/36	Firs Yard Wilden Lane	GT	4 pitches	0.41	Y
MI/3	Parsons Chain Site Hartlebury Road	M	C2, housing and Employment	2.88	N

Site Ref	Site description	Use	Indicative no. dwellings / employment land (Ha)	Gross Site Area (Ha)	Removed from Green Belt?
MI/18	Land north of Wilden Industrial Estate	E		0.22	Y
MI/33	Wilden Industrial Estate	E		0.34	N

Reasoned Justification

33.1 Stourport-on-Severn is classified as a large market town. It is expected to take on a supportive role to Kidderminster in the provision of larger scale housing. In recent years there has been limited housing development in the town. Many of the sites are existing brownfield allocations in the Site Allocations and Policies Local Plan. A Greenfield site in Areley Kings is also allocated together with 3 sites that are taken out of the Green Belt. Land at Baldwin Road (MI/5) already has approvals in place for 54 dwellings with another 19 yet to be determined.

Cheapside AKR/2 (2.2Ha)

33.2 This former manufacturing site is located at the confluence of the Rivers Stour and Severn. It contains a former vinegar works factory, the site of gas works and a former canal basin. Much of the site is in the flood zone. It is located within the Stourport-on-Severn No.1 Conservation Area.

Policy 33.2 Cheapside AKR/2

Proposals should:

1. Provide for a mix of uses to incorporate both residential and an element of business and/or commercial uses
2. Retain and enhance the listed buildings and Local Heritage List assets within the site boundaries
3. Incorporate and enhance the natural assets of the site, including the environment of the rivers that surround the site
4. Have full regard to flood risk
5. Have full regard to the Stourport-on-Severn No.1 Conservation Area and the associated character appraisal. Proposals should preserve or enhance its character
6. Incorporate appropriate remediation and drainage to deal with any contamination
7. Aim to retain the most significant surviving elements of the Vinegar Works, the Gas Works and the former canal basin (eg: retaining walls) in order to preserve some industrial characteristics of the Conservation Area and incorporate these into new development

8. Include a full assessment of the existing non-designated heritage assets on the site. Building recording to Historic England Level 4 is required to mitigate for any demolition
9. Undertake a desk based assessment to assess the potential for below ground archaeology
10. Reflect the historic street pattern of Cheapside, the sloping path to the River Severn towpath and the location of the former basin in any redeveloped areas
11. Take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement
12. Investigate the potential for excavation of the site of the former Cheapside Basin to create a landscape feature associated with Green Infrastructure through the site from the Rivers Severn and Stour

Reasoned Justification

33.3 Cheapside is the site of the oldest vinegar brewery in the county (built 1798). Remaining buildings on the site appear to date from the early-mid-19th century. The complex forms an important part in the industrial history of Stourport, and the buildings form important facades to the river frontage. This is the only part of the Conservation Area with any industrial-related uses remaining. Proposals which retain the site of the basin undeveloped, retain the Ginnell and repair the former Upper Severn Bridge will be encouraged. The repair and re-use of 1&2 Cheapside (Grade II listed derelict dwellings) will help to mitigate against the impact of redevelopment in the adjacent area. Careful removal of the less significant elements of the Vinegar Works may enhance the remaining elements and encourage their re-use for alternative purposes.

Swan Hotel / Working Men's Club AKR/7 (1.52Ha)

33.4 This site fronting Lickhill Road comprises the refurbished Swan Hotel and car park, social clubs and their associated bowling greens plus Lickhill Garage. Much of the land to the rear of the High Street is underused and this provides the opportunity for some infill development in a central location.

Policy 33.3 Swan Hotel / Working Men's Club AKR/7

Proposals for this site should provide for a mix of uses including residential, commercial and leisure. Development should:

1. Enhance and complement the adjacent Conservation Area
2. Remove the modern rear extensions to the Swan Hotel
3. Redevelop the Lickhill Road frontage whilst still allowing rear access for servicing for shops on High Street
4. Reflect the grain and scale of development which has historically taken place to the rear of the High Street with building heights lower than the buildings within the surrounding Conservation Area

5. Retain the existing social clubs and their associated leisure facilities and parking

Reasoned Justification

33.5 Proposals for residential development to the rear of the Swan Hotel would improve the streetscene and provide easy access to facilities with its central town centre location. New development here would enhance the Conservation Area. Removal of the poor quality extensions to the rear of the Swan Hotel will better reveal its original form and construction, and enhance its setting.

Queens Road Shops AKR/10 (0.37Ha)

33.6 This site consists of a parade of shops with residential flats above together with a large number of lock-up garages to the rear. It is owned by Wyre Forest Community Housing.

Policy 33.4 Queens Road Shops AKR/10

This site is allocated for residential development. Proposals should:

1. Provide a mix of dwelling types and sizes to suit the local need
2. Provide replacement top-up shopping facilities
3. Enhance the local area
4. Provide additional landscaping to link the development into the wider green infrastructure provision

Reasoned Justification

33.7 The potential to relocate a retail unit and community meeting facility to the nearby site of the former Walshes Community Centre is being investigated. Additional dwellings could also be located at this site.

Pearl Lane AKR/14 (15.09Ha)

33.8 This Greenfield site lies on the western boundary of Wyre Forest District with Malvern Hills District. It comprises two fields separated by a hedgerow. It has a northern boundary with Dunley Road (A451), an eastern boundary with Pearl Lane and a southern field boundary adjacent to New Farm Barns. The western boundary is an established hedgerow with oak trees.

Policy 33.5 Pearl Lane AKR/14

This site is allocated for residential development.

1. Access to be taken from Pearl Lane
2. Additional boundary tree planting will be required along northern, western and southern boundaries in particular to reduce the impact on the rural landscape and screen the development from the A451 and Redhouse Lane
3. Development should be sympathetic to the setting of the historic buildings in Dunley, especially Dunley Hall
4. There is an opportunity to design an area of open space in the northern part of the site to buffer the setting of Dunley and potentially conserve significant archaeology in situ
5. A full impact assessment on any below ground archaeological assets should be included as part of a Heritage Statement at the planning application stage
6. A 10m buffer will be required alongside the Blackstone to Astley Aqueduct which runs north to south through the site
7. The potential to open up the spring fed culverted watercourse which runs west to east to provide biodiversity benefit should be investigated. A public footpath also runs alongside the watercourse and this should be further buffered from development to maintain the views out into the wider rural landscape
8. No additional discharge must be made from the development as there are issues of surface water flooding on the estate opposite. This should be dealt with on site by SuDS and integrated into the wider green infrastructure provision
9. New development should front onto Pearl Lane to help merge the new development with the existing urban edge

Reasoned Justification

33.9 This site gives the opportunity to deliver a high quality residential development with significant areas of landscaping. As part of the development, there is also the opportunity to ameliorate flooding issues on the adjoining development. The development capacity may be limited to 250 dwellings by the ability of local schools to absorb the additional pupil numbers. Evidence of a Roman villa has been discovered on the northern part of the site. This may have an impact on the developable area.

Land at Yew Tree Walk AKR/18 (3.73Ha)

33.10 This area of land to the rear of the Stagborough Way estate was used to tip waste from the former power station. It is on a raised plateau with steeply wooded slopes to the River Severn floodplain below. The Moorhall Nature Reserve is located immediately to the south east. It is currently in the Green Belt.

Policy 33.6 Yew Tree Walk AKR/18

This site is to be removed from the Green Belt and allocated for residential development.

1. Access to be taken from Yew Tree Walk
2. Landfill site will require capping and dwellings will need to be piled
3. Site run-off cannot be via infiltration due to previous land use. A wetland feature could be created on land to the south adjacent to existing woodland. This habitat creation could help to compensate for losses due to development
4. A full bat assessment and reptile survey will be required to inform the developable area and site layout
5. Wide buffers to the woodland edges will be required to discourage public access and to maintain dark, undisturbed corridors for wildlife
6. A substantial buffer is required along the southern edge of the development to protect flora and fauna from light spillage. Area furthest from woodland edge would be suitable for public open space
7. Areas of hussocky grassland should be retained on the site to support species such as badgers, hedgehogs, bats and reptiles as this is their natural hunting ground
8. Rear gardens should be made permeable to wildlife, especially hedgehogs, to maintain the site's function as a green corridor
9. A funded woodland management plan should be approved as part of any application
10. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement
11. A network of pedestrian routes should be integrated throughout the development to encourage active travel

Reasoned Justification

33.11 This site was previously subject to sand and gravel extraction in the 1950s before it was infilled with ash waste material from the power station. Although currently in the Green Belt, the site plays a limited role in fulfilling the Green Belt purposes. The site must be designed to integrate well with the neighbouring development and take care with massing and building heights so as not to dominate views across the valley.

Former Carpets of Worth AKR/20 (3.3Ha)

33.12 This site is the remaining parcel of the much larger former Bond Worth carpet factory site. The northern part has been redeveloped for a superstore and petrol station. A new link road over the River Stour and through to the Worcester Road has also been provided as part of this development. The site is mostly cleared but there are three buildings remaining.

Policy 33.7 Former Carpets of Worth AKR/20

1. Proposals should provide for a mix of uses including residential, with the potential for community facilities and a riverside footpath and green corridor
2. Development should be sympathetic to the Stourport No.1 Conservation Area and the riverside setting
3. Consideration should be given to retaining and repairing the Gatehouse and / or The White House as these are the sole link to the site's former use as a carpet factory
4. Any development on the site must reflect and complement the existing character and quality of the historic buildings to the west, and specifically the former route leading east from Lichfield Street towards the River Stour should be retained
5. Site layout should provide a clear and logical block structure that connects with Lichfield Street and provide private backs and public fronts to all streets and spaces
6. The site offers a major opportunity to buffer and enhance the major Green Infrastructure corridor associated with the River Stour and there are also opportunities for urban Green Infrastructure connectivity with Severn Road
7. Ecological surveys will be required prior to submission of any planning application
8. Potential for habitat creation along the river bank should be investigated. There are opportunities for creating nesting opportunities for owls and bats
9. Proposals should safeguard and enhance the natural assets provided by the River Stour whilst taking into account and mitigating against any flood risk. Control of drainage and pollution/SuDS should be a priority
10. Proposals should ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination
11. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement

Reasoned Justification

33.13 This site previously had planning approval for 159 dwellings in a scheme that included the refurbishment of the remaining buildings. This permission lapsed in 2016. The site owners marketed the site for residential redevelopment over the summer of 2018. The riverside office building is now so dilapidated that it can no longer be refurbished. Any scheme on this site must be of the highest quality as this is a gateway site into Stourport from the new river crossing immediately to the south of the site. The riverside should be an integral part of any proposals. Retaining open space and opening up public access to the riverside would bring benefits in terms of both flood flow routes and adding interest and improving access to the river.

Land west of former school site Coniston Crescent LI/11 (9.52Ha)

33.14 This land was formerly part of the Burlish Golf Course which has ceased operations and is now returned to the District Council's ownership. It is currently in the Green Belt and allocated as part of the Minster Road Outdoor Sports Area.

Policy 33.8 Land west of former school site Coniston Crescent LI/11

This site is removed from the Green Belt and allocated for residential development.

1. Vehicular access to be taken from the Kingsway adjacent to allotments
2. Potential to provide parking for allotment users to be investigated as part of any proposal
3. Opportunities for pedestrian links from the site to existing residential developments to be explored
4. Substantial landscaping buffer to be provided along northern edge to form new Green Belt boundary
5. Open space and green infrastructure should be integrated into the development in line with the Green Infrastructure Policy
6. Layout of development should take into account the development site to the east and impacts on surrounding land uses
7. Potential to recreate an area of acid grassland on site should be investigated

Reasoned Justification

33.15 This site would allow the ‘rounding-off’ of the settlement edge of Stourport. Significant landscaping will be required to limit the impact on the open landscape to the north. Acid grassland habitat has recently been successfully created on the neighbouring Stourport Sports Club site and this land would also be suitable for a similar scheme. Development should be designed in conjunction with the neighbouring site MI/38.

County Buildings MI/1 (0.69Ha)

33.16 This triangular shaped site on the northern edge of the town centre has frontages to Worcester Street to the north, Foundry Street to the east and Bewdley Road to the west. Lombard Street leads up to the southern corner of the site. It was home to a number of community uses, many of which have now vacated the site and relocated elsewhere in the town. The library, coroners court and police station now all occupy space in the Civic Centre. The Fire Station will be vacating the site once the recently approved Wyre Forest Emergency Services Hub is developed on Stourport Road Kidderminster. Stourport Health Centre is still to relocate to a replacement building within the town. It would be possible to redevelop the site in phases with the health centre in situ if required.

Policy 33.9 County Buildings MI/1

This site is allocated for residential development with the potential for community uses to remain on site.

1. Development should reference historic townscape character alongside the canal and its transition to the early 20th Century residential development beyond the site

2. A street frontage to Foundry Street should be reintroduced and its scale, form and massing should respect the scale and orientation of the Listed Buildings lining Foundry Street
3. Development on the site should be sympathetic to the adjacent Staffordshire and Worcestershire Canal Conservation Area
4. Site design to address differences in levels between Worcester Street (higher level) and Lombard Street.
5. An opportunity should be taken to enhance existing Green Infrastructure permeability through the site and connect with the River Stour and Staffordshire and Worcestershire Canal Local Wildlife Sites' GI corridors
6. Building recording is required prior to demolition

Reasoned Justification

33.17 This triangular site would be ideal for a redevelopment for residential uses as it is now surrounded by housing on two sides and is located in the town centre.

Baldwin Road MI/5 (1.79Ha)

33.18 This site has had a number of planning approvals for residential development and is made up of several land parcels. A masterplan has been provided showing how the various planning approvals / applications link together to form a comprehensive redevelopment plan. The site contains a number of commercial uses, many of which have now ceased operations. The site is bounded by the Staffordshire and Worcestershire Canal and towpath to the north-west and Baldwin Road forms the eastern boundary. Rear gardens of dwellings in the Gilgal Conservation Area abut the western boundary.

Policy 33.10 Baldwin Road MI/5

This site is allocated for residential development.

1. Development should avoid demolition of the historic cottages at 6 & 7 Baldwin Road and instead incorporate these into the scheme, including their curtilage and access
2. Proposals should retain and enhance the area of open space and integrate the scrub and woodland into the overall residential development
3. Green Infrastructure connections should be provided throughout the site to connect into the wider network
4. Links from site onto the adjacent canal towpath for walking and cycling trips into Stourport town centre and further afield should be provided
5. Proposals should take into consideration the Kidderminster and Stourport Urban and Waterfront Strategic Development Corridor Green Infrastructure Concept Statement
6. A holistic drainage strategy is required for the entire site
7. Proposals should ensure that buildings front onto Baldwin Road where possible

8. Proposals should ensure that development does not have an adverse impact on either the Gilgal Conservation Area or the Staffordshire and Worcestershire Canal Conservation Area
9. Proposals should incorporate appropriate remediation, building and drainage design to deal with any potential contamination issues.

Reasoned Justification

It is important that this site is dealt with holistically and does not come forward for development in a piecemeal fashion. Planning approval is in place for the majority of the site with a total of 54 dwellings approved under several different applications.

Steatite Way MI/6 (3.29Ha)

33.19 The former Midland Industrial Plastics site is accessed from Bewdley Road at the entrance to Steatite Way housing estate. The adjacent site has recently been developed for housing. An application has been submitted for 106 dwellings on the site. In 2018 the site was sold to a national house builder. The rear of the site is adjacent to the Morgan Ceramics factory.

Policy 33.11 Steatite Way MI/6

The site as shown on the Policies Map is allocated for residential development.

1. Proposals should ensure that prior to development, appropriate noise mitigation measures are agreed to ensure compatibility of uses at this location.
2. Proposals should ensure they incorporate appropriate remediation, building and drainage design to deal with any contamination.
3. A functional Green Infrastructure corridor should be developed to link the existing GI assets on Lower Lickhill Road with those on Bewdley Road.

Reasoned Justification

33.20 This site is cleared and has been allocated for residential development in the previous plan. Once noise mitigation measures are agreed, the site will be brought forward for development.

Worcester Road Car Sales (southern part) MI/7 (0.29Ha)

33.21 This site is located on the main Worcester Road. To the north of the site is a car sales business. To the west and south there are residential uses. A large electricity sub-station occupies the land opposite. A new development here would improve the streetscene.

Policy 33.12 Worcester Road Car Sales (southern part) MI/7

This site is allocated for residential development. Proposals should:

1. Retain and enhance existing screening along the southern boundary.
2. Ensure that development fronts onto Worcester Road.
3. Incorporate appropriate remediation, building and drainage design in order to deal with any land contamination

Reasoned Justification

33.22 This site contains a number of run-down buildings including the former canteen building from the Stourport Power Station. They are in a poor state of repair and previous proposals for redevelopment for employment uses were found to be unviable.

Four Acres Caravan Park MI/10

33.23 Land at Worcester Road as shown on the Policies Map is allocated as a caravan site. Previous Local Plans allocated the land as an Area of Development Restraint. It is occupied by two caravan sites - Four Acres and Greenlawns. It is adjacent to Hartlebury Common SSSI.

Policy 33.13 Four Acres Caravan Park MI/10

1. The land as shown on the Policies Map is allocated as a caravan park
2. If, in the future the use of the land as a caravan park ceases, the site will be released for residential redevelopment.

Reasoned Justification

33.24 There are over 100 caravans on the sites - most of them are used as permanent residences which are licensed for 11.5 month occupancy. If the site is developed for housing in the future, there would be a greatly reduced number of dwellings compared to the current number of mobile homes as ecological constraints would limit development in the areas nearest to Hartlebury Common.

Land at 3 Sandy Lane Tilton MI/11 (0.32Ha)

33.25 This site is located on the edge of Sandy Lane Industrial Estate and is very near to Hartlebury Common and Hillditch Coppice SSSI. Until about 8 years ago the site was used as a scrap yard. The house on the site is still occupied and was part of the original Sands Farm. Some of the original outbuildings still remain. It was previously allocated for employment as part of the Sandy Lane Industrial Estate. A public footpath runs along the eastern site boundary.

Policy 33.14 Land at 3 Sandy Lane Tittton MI/11

The site is allocated for residential development. :

1. Development should be sensitively designed so as to have no negative impacts on SSSI. Thick hedges should be retained around site with non-native species replaced with tall and dense native ones so as to minimise light spillage
2. If possible, the roadside barn should be considered for retention as a bat roost. Full bat activity surveys will be required to establish how bats use the wider site. These can then be used to inform site layout, density and lighting

Reasoned Justification

33.26 This site is adjacent to residential development and a well-designed low density scheme would be suitable at this location. There is already a dwelling on the site.

Land adjacent Rock Tavern Wilden Lane MI/24 (0.06Ha)

33.27 This plot is suitable for a small infill development of 2 dwellings. It is in the village of Wilden and is washed over by the Green Belt.

Policy 33.15 Land adjacent Rock Tavern Wilden Lane MI/24

1. Development to be designed to be sympathetic with adjoining terraced dwellings and nearby former railway viaduct
2. Development to adhere to adjacent building line with off-road parking provided in the adjacent terrace

Reasoned Justification

33.28 This is a sensitive site that will be highly visible from both the road and the footpath on top of the viaduct. The design and layout of any housing here will need to be carefully designed not to impact negatively on the historic character of this part of Wilden Lane.

School site Coniston Crescent MI/38 (0.88Ha)

33.29 This former school site consists of redundant buildings and is surplus to education requirements. It is currently washed over Green Belt. It is proposed to removed the from the Green Belt and allocated for residential development.

Policy 33.16 School site Coniston Crescent MI/38

This site is removed from the Green Belt and allocated for residential development.

1. Existing trees should be enhanced to develop a buffer between the existing dwellings on Coniston Crescent and new development.
2. An ecological appraisal should be submitted as part of any future planning application

Reasoned Justification

33.30 This site is surplus to educational requirements. It was, until recently, used as a sixth form block by the neighbouring Stourport High School. A new sixth form block has been provided elsewhere on site. The playing fields were part of the provision for Burlish Middle School which closed following the Wyre Forest schools' reorganisation in 2007. The High School exceeds the playing pitch requirement and also has agreement to use the Stourport Sports Club facilities on the adjacent land. A major rebuilding of the High School is required and the sale of this site will help towards the funding.

Firs View Yard Wilden Lane MI/36 (0.41Ha)

33.31 This site lies partly within the Wilden Marsh and Meadows SSSI and is adjacent to the River Stour floodplain SSSI. It is currently in use as a gypsy site with inhabited caravans. A vehicle storage and reclamation business is run from the yard. Much of the site is naturally regenerated wet woodland which is dominated by alder, silver birch and willow. This allocation will regularise the use.

Policy 33.17 Firs View Yard Wilden Lane MI/36

The land as shown on the Policies Map is allocated as a private gypsy site for 4 pitches.

1. Measures should be put in place to prevent surface water and pollutants washing off the yard into the surrounding highly sensitive habitat
2. Fencing around the yard should be retained and maintained
3. Number of pitches should be restricted and they should be located along the edge of the site nearest to the road
4. External lighting should be restricted to protect light sensitive habitats
5. No trees are to be removed from the site boundary
6. Full ecological survey will be required to inform site layout and recommend biodiversity enhancements. This should include a full bat survey

Reasoned Justification

33.32 A carefully controlled change of use could deliver significant improvements to the site and enhance the SSSI. This allocation regularises an existing use.

Employment Allocations

Parsons Chain MI/3 (2.88Ha)

33.33 This site was a former chain making factory. The site was cleared of buildings around 10 years ago. It is dominated by the former railway embankment that forms its eastern boundary. This was previously safeguarded as a route for the Stourport Relief Road. It abuts the Hartlebury Common SSSI at its southern tip. Natural woodland has generated along the length of the former railway line. It is currently used as a storage compound for the Birmingham Pipeline Resilience Project.

Policy 33.18 Parsons Chain MI/3

This site is allocated for a mix of uses including C2 (care home), employment plus some residential

1. Land will be required to provide a new link from Hartlebury Road through to Worcester Road to relieve the bottleneck at the adjacent traffic island
2. The Grade II listed house to the NW of the site should be buffered from any development by additional landscaping. Building heights should respect the setting of this Listed Building
3. The railway embankment should be retained as an important green corridor and recreational route

Reasoned Justification

33.34 Further ecological appraisal of this site is set out in the Evidence Base. The railway embankment has been safeguarded as the route of the Stourport Relief Road for many years. This scheme is no longer in Worcestershire County Council's transport plan. The silver birch woodland along the top of the embankment is important as both a wildlife corridor and a recreational route and helps to deflect footfall from the more sensitive adjacent SSSI at Hartlebury Common. The site is required for an additional link road to relieve severe traffic congestion around the neighbouring junction. This will limit the amount of available land for development. Approximately 1Ha could be developed for employment uses (B1, B2 & B8).

North of Wilden Lane Industrial Estate MI/18 (0.22Ha)

33.35 This site has a certificate of lawfulness for open storage not associated with agriculture and is currently within the Green Belt. The site will be removed from the Green belt and formally allocated it as part of the Wilden Industrial Estate employment area.

Policy 33.19 North of Wilden Lane Industrial Estate MI/18

The land is removed from the Green Belt and allocated for employment uses (B1, B2 and B8).

1. Access to be taken from existing access serving Wilden Pool
2. Additional tree screening should be provided around the site
3. Any future buildings on the site should be limited in height to prevent visual intrusion of views across the Stour Valley
4. Run-off, noise and light should be carefully controlled to protect the adjacent River Stour Flood Plain SSSI
5. Trees on site must be protected as they form part of the River Stour ecological corridor
6. A detailed ecological survey will be required prior to any further development on site

Reasoned Justification

33.36 This site has had a certificate of lawfulness for open storage since 2005 and is part of the wider Wilden Industrial Estate employment area. This allocation regularises the situation.

Wilden Lane Industrial Estate MI/33 (0.34Ha)

33.37 There is a large vacant plot adjacent to the main entrance to the industrial estate which is safeguarded as a potential expansion plot for the neighbouring firm. This site is located opposite a row of cottages included on the Local Heritage List and sits within the plain of the River Stour.

Policy 33.20 Wilden Lane Industrial Estate MI/33

1. There will be a need for careful consideration of the layout, design, scale and materials used within any development to ensure that the development contributes positively to this location
2. Development should be well-screened from the residential dwellings opposite on Wilden Lane

Reasoned Justification

33.38 This site is the last remaining unused parcel on the industrial estate. As the gateway site, the design should be carefully considered.

Other Allocations

Minster Road Outdoor Sports Area

33.39 The Council will continue to safeguard an area shown on the Policies Map north-west of Minster Road, Stourport-on-Severn for outdoor sports use.

Policy 33.20 Minster Road Outdoor Sports Area

1. Proposals for the development of outdoor sports facilities will be encouraged within this area subject to compatibility with Green Belt and landscape policies.

Policy 34 - Bewdley Site Allocations

Within and around Bewdley, the following sites, as shown on the Policies Map, are allocated. They should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary developer obligations.

Table 34.0.1 Allocated Sites in Bewdley

Site Ref	Site description	Use	Indicative no. dwellings / employment land (Ha)	Gross Site Area (Ha)	Removed from Green Belt ?
BR/BE/1	Bewdley Fire Station	H	15	0.2	N
WA/BE/1	Stourport Road Triangle	H	100	3.67	Y
WA/BE/3	Catchem's End	H	75	5.61	Y
WA/BE/5	Land south of Habberley Road	H	35	1.71	Y

Reasoned Justification

34.1 Bewdley is classified as a market town where residential development to meet local needs is permitted. Potential for development on brownfield sites is very constrained by the historic street pattern of the town and west of the River Severn by the topography and the Air Quality Management Area at Welch Gate in the town centre. For these reasons, the proposed allocations are mostly east of the River on greenfield sites immediately adjacent to existing residential areas. These sites are also currently within the Green Belt but they are not considered to be key contributors to the 5 purposes of Green Belt. There is also one smaller allocation west of the river in the Load Street car park on the site of the fire station and part of the former medical centre. All sites are considered to be in sustainable locations with easy access to services and facilities.

34.2 All developments will be designed to take into account existing constraints such as nearby watercourses, any known potential for flooding, drainage issues, presence of mature hedgerows and trees. The Riddings Brook forms the NW boundary to the Stourport Road triangle site (WA/BE/1) and this will be incorporated in an area of open space for the development.

34.3 Land at Catchem's End (WA/BE/3) is also allocated for development. On this site, the existing parkland setting with its mature trees along the Kidderminster Road frontage will be retained along with large amounts of open space. This development can also potentially provide a pedestrian/cycle link through to the field adjacent to All Saints Church which will be retained as public open space.

34.4 The small site lying south of Habberley Road will need to be carefully designed to take into account the need for a channel to take surface water run-off through the site in times of heavy rainfall. This will be incorporated into a larger area of open space with development mostly on the western part of the site.

Bewdley Fire Station BR/BE/1 (0.2Ha)

34.5 The site of Bewdley Fire Station and the vacant plot to the rear is allocated for the development of residential apartments. This site is located in the centre of the Conservation Area and is surrounded by Listed Buildings and town centre car parking. Part of the land was formerly occupied by the medical centre which has relocated to a new building on part of the Dog Lane car park.

Policy 34.1 - Bewdley Fire Station BR/BE/1

This site is allocated for residential development.

1. Proposals for this site should address and mitigate against flood risk. Part of this site is located in flood zone 3 (defended by demountable barriers) and flood zone 2 (undefended). There should be no habitable rooms at ground floor level.
2. Proposals should be sympathetic to its location within Bewdley Conservation Area and the many listed buildings nearby. It should respect the scale, morphology and materials of the Conservation Area.
3. Development on the site should utilise the change in levels across the site to reduce the overall height of the built form, so that the impact on designated assets on the opposite side of Dog Lane is reduced to a minimum.
4. The impact of development on views across the town from the north, towards the church tower, and across the town from the Bridge should be analysed and used to determine the form of any new buildings on the site.
5. Any landscaping should be sympathetic with existing soft landscaping and private gardens nearby.

6. A programme of archaeological works will be required and that should include building recording, townscape assessment, and below ground archaeological investigations. Archaeological assessment should accompany or be incorporated into a Heritage Statement submitted with the planning application to identify the significance of on site assets that may be affected and to assess the impact of development on them and their settings.

Reasoned Justification

34.6 Redevelopment of this vacant site will need to be sympathetically designed to fit in with the surrounding Conservation Area and the many listed buildings. As a town centre plot, it is a very sustainable location to redevelop for residential uses.

Stourport Road Triangle WA/BE/1 (3.34Ha)

34.7 The land bounded by Stourport Road (B4195), Bewdley Bypass (A456), the Severn Valley Railway and the access track to Sandbourne House is removed from the Green Belt and allocated for residential development. This triangular shaped field is currently used for animal grazing and was formerly in arable use. The site is proposed to deliver up to 100 homes, an access onto Stourport Road, public open space, landscaping and planting and pedestrian/cycle links to Bewdley town centre.

Policy 34.2 - Stourport Road Triangle WA/BE/1

The parcel of land is removed from the Green Belt and allocated for residential development.

1. Northern part of site adjacent Severn Valley Railway viaduct should remain as open space with no built development. This is the site of the former walled garden (non-designated heritage asset). The wall to the former walled garden of Sandbourne House is to remain intact with the existing gate in the wall used to provide pedestrian access into the site
2. Development should respect the setting of the locally listed viaduct (northern boundary) and coach house and barn (west of site)
3. Development should be designed to minimise adverse impact on both the SVR and Bewdley Conservation Area. Building heights should be restricted to 2 storeys to minimise impact on views from/to Winterdyne House (Grade II*)
4. Enhanced green infrastructure should be provided alongside the Riddings Brook with a buffer strip provided alongside
5. SuDS should be provided on-site to deal with additional surface water run-off. These can be used to enhance amenity areas and provide wildlife habitats.
6. A detailed site specific flood risk assessment should be undertaken to confirm the extent and depths of flooding in the future and ensure that finished floor levels will be above any future flooding levels

7. Enhanced landscaping should be provided along the site boundaries to provide noise buffering. Hedgerows should be protected and enhanced, especially along the northern boundary to promote connectivity to nearby woodland
8. Enhanced landscaping should be provided along the site boundaries to provide noise buffering. Hedgerows should be protected and enhanced, especially along the northern boundary to promote connectivity to nearby woodland

Reasoned Justification

34.8 This site lies opposite the town's leisure centre and the adjacent schools. It also has easy access by foot to the town centre shops and medical facilities. It has good access to the wider footpath network and surrounding open countryside.

Catchem's End WA/BE/3 (5.61Ha)

34.9 These two parcels of land are in the control of a national house builder. Both parcels are taken out of the Green Belt. The eastern parcel is allocated for approximately 75 dwellings with the western parcel kept free of built development and zoned for public open space. The area nearest to the roundabout will be kept free of development to protect the openness of the landscape at this location. The site is bounded by a sandstone wall along the length of Kidderminster Road.

Policy 34.3 - Catchem's End WA/BE/3

1. The eastern parcel of land is allocated for residential development
2. Access will be taken from Kidderminster Road. Part of the existing boundary wall should be removed only in order to give the required visibility splay
3. The area nearest the roundabout should be left undeveloped with appropriate landscaping used to soften the visual impact. The parkland character should be retained where possible
4. A play area should be provided as part of the open space provision
5. Site boundaries should be buffered and enhanced to benefit Green Infrastructure connectivity. Mature broadleaved trees along boundary should be retained to help screen the development
6. Building heights should be limited to 2 – 2.5 storeys to limit impact on setting of All Saints Wribbenhall and Churchyard (Grade II)
7. The western site parcel is allocated as open space. The potential to use some of this land for allotments should be explored with the Town Council
8. The opportunity to open up Riddings Brook should be investigated
9. A footpath/cycle link should be provided alongside the Brook to link in with the existing local footpath network
10. The possibility of providing a footpath/cycle link to rear of Lodge Close through the wet woodland should be explored. This would connect the new housing with the open

space on the western parcel. Access into the wet woodland between the 2 sites should be limited to this link path to protect the sensitive habitat

11. Bat and bird boxes should be integrated into buildings with hedgehog access provided under garden fences

Reasoned Justification

34.10 This development will maintain the parkland setting at this gateway into Bewdley. It will provide opportunities to link into the wider footpath network. A robust Green Belt boundary is formed by the surrounding road network.

Land South of Habberley Road WA/BE/5 (1.71Ha)

34.11 This site consists of paddocks and is bounded by the Habberley Road (B4190) to the north, dwellings on New Road to the west and the A456 to the south. To the east lie the grounds of a hotel. A dwelling and its associated outbuildings are situated in the south western corner of the site. It is currently in the Green Belt. The site is at a lower level than the A456. An electricity substation is immediately adjacent to the SE corner of the site.

Policy 34.4 - Land south of Habberley Road WA/BE/5

The land shown on the Policies Map is removed from the Green Belt and allocated for residential development

1. Development should respect the scale, morphology and materials of the adjacent historic suburban character
2. Site access is to be taken from Habberley Road
3. Well established trees and hedgerows should be retained and extended north to connect with the hedgerow along the B4190 and provide screening to the development from the hotel grounds
4. The potential to open up the existing highway drain to form part of the Green Infrastructure provision should be explored

Reasoned Justification

34.12 This site will have a substantial area of green infrastructure running along its eastern edge. This will both help to mark the new Green Belt edge and provide an area of green space that could readily absorb any potential surface water flow.

Policy 35 - Previously Developed Sites in the Green Belt**Table 35.0.1 Previously Developed Sites in the Green Belt**

Site Ref	Site description	Use	Indicative no. dwellings / employment land (Ha)	Gross Site Area (Ha)	Removed from Green Belt ?
	Rushock Trading Estate	E	14.5Ha	14.5	N
	West Midlands Safari Park	M		92.0	N
WFR/ST/9	Cursley Distribution Park	E	9.98Ha	9.98	N

Rushock Trading Estate

Within the Previously Developed area of Rushock Trading Estate, development for employment uses (B1, B2 and B8) will be permitted.

West Midlands Safari and Leisure Park (WMSLP)

Within the Previously Developed area of WMSLP development proposals that support and enhance the park's operations as a leisure and tourism destination will be permitted.

Cursley Distribution Park

Within the Previously Developed area of Cursley Distribution Park, development for employment uses (B1, B2 and B8) will be permitted.

Proposals for Previously Developed Windfall Sites in the Green Belt

In order to protect the openness of the Green Belt, windfall 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 the Green Belt
- ii. Not exceed the height of the existing buildings and other structures and trees
- 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. Using sensitive materials and colours.
- b. 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

35.1 There are a number of sites that are considered to be 'Previously Developed Sites' in the Green Belt which lie within Wyre Forest District. 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

- Area: 14.5ha (approx.)

35.2 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 spent money refurbishing and upgrading the facilities within the estate boundaries. As a Previously Developed Site in the Green Belt, the estate benefits from the flexibility that the planning policy framework provides, and this enables 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.

West Midlands Safari and Leisure Park (WMSLP)

- Area: 92ha (approx.)

35.3 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 is a regional and national attraction and provides a destination for visitors to the area.

35.4 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' (see plan) and this is contained primarily around the rides and leisure element of the park, as well as the associated car parking.

35.5 The policy outlines a positive approach to development within this area identifying that development proposals that support and enhance the park's operations as a leisure and tourism destination will be permitted. The importance of the park to the local economy is also identified in Section 10 'A Good Place to Do Business', and in Section 23, at policy 23A : Supporting Major Tourist Attractions. A masterplan for the park was approved in 2013 whose focus was the future development of a hotel, conference centre and waterpark. These facilities were granted planning approval in April 2016. A new access will be required from the roundabout at the entrance to Bewdley. The previously developed zone has now been extended to include this additional area. This development will upgrade and improve the viability of the WMSLP, allow for potential heathland restoration and recreation and make a positive contribution to the local economy. The potential to open up a passenger halt on the Severn Valley Railway adjacent to the Safari Park is also being explored. (see Chapter 13 Transport and Accessibility)

Cursley Distribution Park

35.6 Area: 9.98Ha

35.7 Cursley Distribution Depot is a former Ministry of Defence storage depot which is now in the ownership of Hortons Estates. It contains around 22,500sqm of floorspace currently used for B2 and B8 uses with ancillary office accommodation. The site is dominated by 4 high-bay warehouses. It is accessed off the A442 from Cursley Lane. Many of the buildings now require redevelopment to keep the site attractive to potential business occupiers. As a Previously Developed Site in the Green Belt, the estate will be able to benefit from the flexibility that the planning policy framework provides, and this will enable the re-use and redevelopment of sites within the curtilage, subject to proposals being appropriate in terms of impact on the Green Belt.

Policy 36 Villages and Rural Areas Site Allocations

The following sites, as shown on the Policies Map, are allocated. They should be developed in accordance with the criteria identified in respect of each site and all general policy requirements, including any necessary developer contributions.

Allocated Sites in Rural Villages

Site Ref	Site description	Proposed Use	Indicative no. dwellings / employment land (Ha)	Gross Site Area (Ha)	Removed from Green Belt ?
BR/RO/2	Lem Hill Nurseries Far Forest	H	20	1.0	N
BR/RO/21	Alton Nurseries, Long Bank	M	4 / 0.95Ha	1.32	N
WA/UA/1	Bellman's Cross Shatterford	H	16	0.8	N
WA/UA/4	Allotments, Upper Arley	H	10	0.46	N
WA/UA/6	Red Lion Car Park Bridgnorth Road	H	2	0.1	N
WFR/CB/2	Station Yard, Blakedown	CP		0.36	
WFR/CC/8	Fold Farm Chaddesley Corbett	H	6	0.31	N
WFRWC/22	Land off Lowe Lane Fairfield	A		1.22	
WFRWC/36	Rock Tavern Car Park Caunsall	H	3	0.11	N

Site Ref	Site description	Proposed Use	Indicative no. dwellings / employment land (Ha)	Gross Site Area (Ha)	Removed from Green Belt ?
WFR/WC/37	Land at Caunsall Road, Caunsall	H	4	0.84	N

Lem Hill Nurseries BR/RO/2 (1.0 Ha)

36.1 The previously developed site is located just outside of the settlement boundary at Far Forest. It has no ecological constraints which would prevent it being brought forward for development.

Policy 36.1 Lem Hill Nurseries BR/RO/2

The land as shown on the Policies Map is allocated for residential development for local needs as shown to be required in the latest parish housing needs survey.

1. Dwellings should be designed to be in keeping with their rural location
2. Development should be set back from the main road and be served off a single point of access to retain the linear building form of the settlement
3. A landscape buffer should be provided to the front of the dwellings to retain the rural aspect
4. Boundary hedges should be retained and enhanced
5. A tributary of Dowles Brook borders the site. Water treatment must ensure that there are no negative impacts on the watercourse which flows through the Wyre Forest SSSI further downstream

Reasoned Justification

36.2 Far Forest is a well-served village with a primary school, shop, public house and churches. Other sites have been considered for allocation but these have all been Greenfield and ecological constraints would mean very limited numbers of dwellings could be developed.

Alton Nurseries Long Bank BR/RO/21 (1.32Ha)

This redundant plant nursery site fronts directly onto the A456 and the Bewdley Business Park lies to the rear. There are some isolated dwellings adjacent to the site. This site is allocated for a mix of residential and employment uses. Planning has been approved for 4 dwellings (18/0413/FULL).

Policy 36.2 Alton Nurseries Long Bank BR/RO/21

1. The land shown on the Policies Map is allocated for up to 4 dwellings along the A456 frontage.
2. The rear part of the site is allocated for employment uses and will be developed as part of the Bewdley Business Park
3. Existing boundary hedgerows should be enhanced to provide effective screening. Additional buffering will be required between the housing and employment allocation

Reasoned Justification

36.3 The nursery business has ceased operations and, despite marketing of the site, another operator has not been found. Most of the site will be absorbed into the Bewdley Business Park site to the rear.

Bellman's Cross Shatterford WA/UA/1 (0.8 Ha)

36.4 This site is in the small hamlet of Shatterford on the A442 Bridgnorth Road. The site has frontage to both the A442 and to Arley Lane. It consists of scrubland and also contains a village hall. There is a pub/restaurant adjacent to the site and a number of dwellings. It is shown as allotment gardens on the 1926 OS map. Land to the rear is thought to have been a tile and brickworks and there is evidence of past mining activity on the site. Former miners' cottages adjoin the site. The settlement is washed over by the Green Belt.

Policy 36.3 Bellman's Cross Shatterford WA/UA/1

The site shown on the Policies Map is allocated for residential development and will be brought forward to meet local housing needs as shown by the latest parish housing needs survey.

1. Site access to be taken only from Arley Lane using the existing access to the village hall
2. Proposals should consider the viability of providing a small replacement meeting facility as part of any residential development scheme
3. Development should front onto the main A442 in order to continue the settlement building pattern of wayside dwellings
4. Surface water discharge must not exceed existing levels. SuDS should be provided on the site
5. Much of the scrub and woodland on the site should be retained as part of the development and enhanced

Reasoned Justification

36.5 Upper Arley is a designated Neighbourhood Plan area. A Parish Housing Needs survey has been undertaken as part of the evidence base for the proposed Neighbourhood Plan. This has shown a small housing requirement. As a result of this two sites are proposed for allocation to serve the village. Shatterford is a distinct settlement on the A442 at the junction of the main lane serving the riverside village of Upper Arley. Although Shatterford no longer has a shop, it still retains a village hall and pub/restaurant and is on a bus route between Kidderminster and Bridgnorth. A primary school is located down the lane in the village of Upper Arley. This area of scrubland is available for a small residential development and it would also provide the opportunity to enhance the village hall provision. There are known surface water issues in Beacon Lane where it is thought this site discharges to. SuDS should be provided on site to remedy this situation

Allotments, Upper Arley WA/UA/4 (0.46 Ha)

This area of run-down allotments lies in the centre of the village above the River Severn and is in the Conservation Area. Upper Arley is an estate village. Arley Estates is the main landowner. The allotments are in an elevated location above the River Severn. The village is washed over by the Green Belt. The site appears to be abandoned and has grassed over.

Policy 36.4 Allotments, Upper Arley WA/UA/4

This site as shown on the Policies Map is allocated for residential development to meet local needs only.

1. Development should be of restricted height to minimise any impact on the setting of Listed Buildings and the Conservation Area as this site is in an elevated position and will extend built development up the hillside
2. Dwellings should use materials and colours to harmonise with existing buildings in Conservation Area
3. Proposals will need to demonstrate how the Conservation is preserved or enhanced. Any public benefit would need to outweigh any harm caused
4. The site is surrounded by mature hedgerows on the western and northern boundaries. The eastern section of the site consists of woodland. These features should be buffered from development. Future management of the woodland should be secured as part of any development
5. Lighting should be carefully controlled to restrict spillage into adjoining sensitive habitats
6. Surface water run-off must not be allowed to enter the ditch/stream on the eastern boundary untreated as this flows into the River Severn

Reasoned Justification

36.6 Potential sites within Upper Arley village are very limited. Once ecological factors have been taken into consideration, only around 20% of this site may be available for development which is likely to limit numbers to no more than 5 dwellings. Buffers around the hedgerows and woodland will ensure the retention of rough marginal vegetation for small mammals and birds. This will mean that the bulk of any housing need will need to be met outside of the main village at the Bellman's Cross site.

Red Lion Car Park WA/UA/6 (0.1 Ha)

36.7 This site sits adjacent to the County boundary. The group of cottages shown on the plan are in Shropshire. They were built on the site of the former Red Lion public house. The adjacent car park is now allocated for development. The site is washed over by the Green Belt. The site is remote from any service but does have a bus stop nearby serving routes between Kidderminster and Bridgnorth.

Policy 36.5 Red Lion Car Park WA/UA/6

1. This land, as shown on the Policies Map, is allocated for a pair of dwellings to be built side-on to the A442
2. Access is to be from the lane using the existing access
3. Dwellings should be designed to match with those recently built on the adjacent site

Reasoned Justification

36.8 This tiny site is the remaining parcel from the recent redevelopment on the adjacent site over the County boundary.

Station Yard Blakedown WFR/CB/2 (0.36 Ha)

36.9 This narrow site is accessed off Lynwood Drive and lies adjacent to the main railway line. A previous residential application was dismissed at appeal on grounds of poor amenity for future residents in terms of noise from passing trains and limited garden space. It is now proposed to allocate the site for station car parking.

Policy 36.6 Station Yard Blakedown WFR/CB/2

This site is allocated for station car parking.

1. The potential to provide a small retail kiosk on the site should be explored
2. Lighting should be designed to have minimal disturbance to existing residents on Lynwood Drive

3. Landscaping to site boundaries should be provided to buffer site from neighbouring dwellings

Reasoned Justification

36.10 This small site is unsuitable for residential use. Its location adjacent to Blakedown Station makes it an ideal site for station car parking.

Fold Farm, Chaddesley Corbett WFR/CC/8 (0.31 Ha)

36.11 This small paddock is accessed along a private road which serves Fold Court and some other dwellings. It is just inside the Conservation Area boundary.

Policy 36.7 Fold Farm Chaddesley Corbett WFR/CC/8

The site is allocated for residential development to meet local needs as demonstrated by the latest parish housing needs survey.

1. Development will need to demonstrate how the Conservation Area is preserved or enhanced and that any public benefit from the development outweighs the harm
2. The development should be of a low density that reflects the morphology and design of the buildings around it
3. The tree within the site should be protected and retained as part of the development

Reasoned Justification

36.12 Chaddesley Corbett comprises an historic linear settlement with satellite areas of dispersed development. This site is one of only two undeveloped parcels in the Conservation Area, the other being the area to the south of St. Cassian's Church (Grade I). This site would be suitable for a small number of dwellings, possibly bungalows which would then free up more family housing in the village. It would satisfy an identified housing need in the village and help to meet an aspiration of the Neighbourhood Plan.

Land at Lowe Lane Fairfield WFR/WC/22 (1.22 Ha)

36.13 The northern part of site WFR/WC/22 is proposed as a Reserved Housing Site and will be brought forward for development via a Neighbourhood Plan (see Policy 7B). The southern area is leased to the Parish Council as allotments.

Policy 36.8 Land at Lowe Lane Fairfield WFR/WC/22

The southern part of the site as shown on the Policies Map is safeguarded as allotment land. The remainder of the site is safeguarded as a Reserved Housing Site.

Reasoned Justification

36.14 This parcel of land is leased by Wolverley and Cookley Parish Council from the District Council for allotments. The allocation will safeguard this use.

Rock Tavern Car Park, Caunsall WFR/WC/36 (0.11 Ha)

36.15 This site consists of the former car park to the Rock Tavern public house which has been closed for some time. Plans have been approved to use the public house site for housing. These plans have recently lapsed. The site is in the centre of the hamlet of Caunsall which is washed over by the Green Belt.

Policy 36.9 Rock Tavern Car Park Caunsall WFR/WC/36

The former car park at the junction of Caunsall Road and Kinver Lane is allocated for up to 3 dwellings.

1. The development should respect the morphology, scale and set back of the existing historic buildings
2. Soft landscaping should be implemented to soften the visual impact and aid green infrastructure connectivity
3. Measures must be taken to protect the development from surface water flooding on Kinver Lane following heavy rainfall

Land at Caunsall Road, Caunsall WFR/WC/37 (0.84 Ha)

36.16 This greenfield site in Caunsall is used as a horse paddock. It is proposed to allow frontage development only along Caunsall Road.

Policy 36.10 Land at Caunsall Road Caunsall WFR/WC/37

This site as shown on the Policies Map is allocated for residential development.

1. Low density development of up to 4 dwellings will be permitted along the road frontage in order to respect the wayside character of the settlement
2. Dwelling design should respect the setting of Caunsall Farm and Caunsall House Farm
3. No additional surface water discharge must be allowed to leave the site

Reasoned Justification

36.17 The two small sites in Caunsall will remain washed over by the Green Belt. Dwellings must be designed to fit in with the historical settlement. There are known surface water flooding issues after heavy rainfall and measures must be taken to both protect the new development from flooding and also not to exacerbate this issue any further.

Development on Non-allocated plots in villages outside the Green Belt

36.18 To the west of the River Severn in villages and settlements outside the Green Belt, there is the potential to bring forward small infill plots for up to 6 dwellings. These plots can come forward under Policy 18B. Amendments have been made to settlement boundaries in a number of villages in Rock Parish to enable small sites to be brought forward for development. This will allow for limited development to help retain village services. Revised settlement boundaries are shown on the Policies Map. Any development will need to be carefully designed to reflect the characteristics of the settlement and take account of any existing constraints such as flooding, drainage, ecology and landscape.

37.1 The Infrastructure Delivery Plan (IDP), which is being produced alongside the Local Plan, reviews and evaluates the social, environmental and economic infrastructure that will be required to support the development and growth set out in the plan. It is a living document that details both the infrastructure required to support the proposals and development sites in the plan, the likely delivery partners e.g. developers, the district and county councils, government agencies and likely funding sources.

37.2 The infrastructure requirements to support the specific policies and allocations in the Plan will be identified within the individual site allocation policies. Further infrastructure may be required as the detail of schemes is developed and for windfall development proposals, the infrastructure requirements and any contributions required will need to be assessed as schemes are drawn up. Infrastructure can be provided in the following ways:

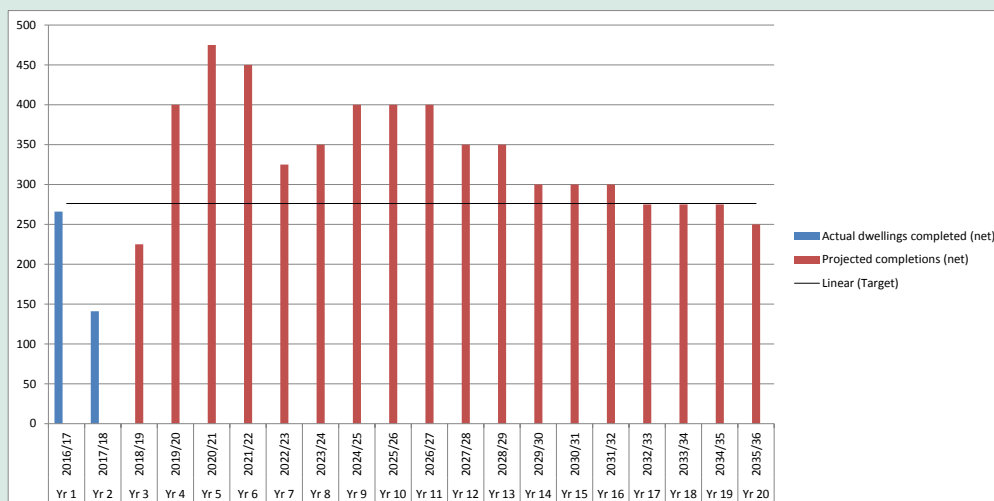
1. directly by developers;
2. by planning contributions through Section 106 contributions and/or the Community Infrastructure Levy (CIL) if implemented by the Council

37.3 Contributions for infrastructure can be for provision both off or on-site and for new or improved infrastructure.

37.4 Monitoring indicators will form part of the submission plan. These will be based on the sustainability appraisal.

Housing Trajectory for plan period based on Supply at 1st September 2018

Picture 37.1



Adopted Core Strategy (2010) - this is the strategic level document within the District's Development Plan. It sets out the broad locations for delivering housing and other major development needs in the District such as employment, retail and transport. It guides the site specific policies within the Site Allocations and Policies Local Plan and the Kidderminster Central Area Action Plan.

Affordable Housing - the District Council has adopted the definition of Affordable Housing as set out in the NPPF (Annex 2 Glossary).

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.

Chalets – these are buildings, also sometimes referred to as shacks, which are primarily constructed of materials of less than average permanency and used for residential occupation.

Community Infrastructure Levy (CIL) - The Community Infrastructure Levy is a planning charge, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their area.

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. It is part of national government policy that the planning system should support the transition to a low carbon future.

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

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

Designated heritage asset – a World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

Developer Contributions - developer contributions are often required for major developments to make them acceptable in planning terms eg. contributions towards educational or open space provision.

Development Plan - the Development Plan for the District currently comprises of the Core Strategy, the Site Allocations and Policies Local Plan and the Kidderminster Central Area Action Plan. The emerging Local Plan will replace these documents and form part of the Development Plan once adopted. Neighbourhood Plans also form part of the Development Plan when they have been formally 'made'.

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.

Evidence Base - the information and data gathered by local authorities to inform the production of local plans.

Functional Economic Market Areas (FEMAs) - Economic flows often overlap local authority boundaries. This means that the functional area over which the local economy and its key markets operate will not necessarily adhere to administrative boundaries. Instead, key economic markets broadly correspond to sub-regions or city regions - known as functional economic market areas (FEMAs). There is no universal approach to defining FEMAs. Ideally, FEMAs would be defined on the basis of several markets or catchment areas which best reflect the drivers of the local economy.

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.

Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) - Local Enterprise Partnerships are led by businesses and local authorities across natural economic areas. They provide the vision, knowledge and strategic leadership required to drive sustainable private sector growth and job creation in their areas. The GBSLEP comprises a partnership including the local authorities of Birmingham City Council, Bromsgrove District Council, Cannock Chase District Council, East Staffordshire Borough Council, Lichfield District Council, Redditch Borough Council, Solihull Metropolitan Borough Council, Tamworth Borough Council and Wyre Forest District Council.

Green Belt Land - land which is situated between urban areas on which development is restricted so as to prevent urban sprawl by keeping land permanently open. The essential characteristics of Green Belts are their openness and their permanence. The Green Belt serves five purposes: 1. to check the unrestricted sprawl of large built-up areas; 2. to prevent neighbouring towns merging into one another; 3. to assist in safeguarding the countryside from encroachment; 4. to preserve the setting and special character of historic towns; and 5. to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

Green Infrastructure - the living network of green spaces, water and environmental systems in, around and beyond urban areas. This also includes blue infrastructure (e.g. Canals and Rivers).

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.

Gypsy and Traveller Accommodation Assessment (GTAA) - the purpose of this assessment is to provide information on the accommodation needs of Gypsies and Travellers in order to ascertain what the appropriate number, type and distribution of additional pitches need to be provided within the area.

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 Asset - a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest.

Housing Market Area - an area in which households search for housing. These areas cut across local authority boundaries and can be defined based on a series of indicators comprising house prices, migration and search patterns and contextual data including travel-to-work areas, retail and school catchments.

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

Kidderminster Central Area Action Plan (KCAAP) - Adopted plan 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'.

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.

Live/Work - is defined as property that is specifically designed for dual use, combining both residential and employment space.

Local Development Order (LDO) - A Local Development Order (LDO) is a simple tool to allow a Local Planning Authority to introduce new permitted development rights. They are flexible and consistent with local determination.

Local Development Scheme (LDS) - a three year timetable setting out the type of Development Plans to be produced 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 as well as 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 Plans (LPs) - the collective term given to all statutory documents that form the Development Plan for the District. At present, these comprise of the Core Strategy, Site Allocations and Policies, Kidderminster Central Area Action Plan and a Policies Map.

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. The revised NPPF was published by the Ministry of Housing, Communities and Local Government in July 2018.

National Planning Practice Guidance (NPPG) - Web based resource of planning practice guidance, launched and maintained by Department for Communities and Local Government (DCLG), to enable practitioners to implement the content of the NPPF. The NPPG will in due course be updated to reflect the changes from the revised NPPF.

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.

Neighbourhood Development Plans - Neighbourhood Development Plans allow local people to come together to decide how they want their area to develop. They can be developed by Town and Parish Councils or by Neighbourhood Forums outside of the Parished 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.

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

Previously Developed Land (PDL) - land which is, or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure.

Reserved Housing Sites - 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 Plan review which proposes development. Until areas of safeguarded land are identified for development, Green Belt policies apply to them. Formerly known as Areas of Development Restraint (ADR).

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

Scheduled Monument - a 'nationally important' archaeological site or historic building, given protection against unauthorised change.

Significance (for heritage policy) – The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Site Allocations and Policies Local Plan - District wide adopted plan that allocates and designates 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.

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 Natural England.

Strategic Centres - there are 25 town centres in the West Midlands region that are defined in the former Regional Spatial Strategy as 'Strategic Centres'.

Strategic Flood Risk Assessment (SFRA) - collates information on all known sources of flooding that may affect existing or future development within the District. The SFRA identifies and maps areas that have a 'low', 'medium' and 'high' probability of flooding within the Wyre Forest.

Strategic Housing and Employment Land Availability Assessment (SHELAA) - The SHELAA is an evidence base document that identifies sites that may have future development potential for housing or employment uses. It does not allocate sites to be developed.

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

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 the Development Plan and associated Supplementary Planning Documents (SPDs) conform to the Government principles of Sustainable Development.

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.

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 Enterprise Partnership - Worcestershire LEP is led by private sector businesses in partnership with the public sector – comprising Worcestershire County Council and the six District councils of Worcester City, Bromsgrove, Redditch, Malvern Hills, Wyre Forest and Wychavon.

Worcestershire Local Transport Plan - sets out Worcestershire's transport strategy, as well as identifying major long-term transportation pressures on the County.