

SITE ALLOCATIONS AND POLICIES LOCAL PLAN 2006 - 2026

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Wyre Forest District Council



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1 Introduction and Context

1.1 The District's Adopted Local Plan (January 2004) is being replaced with a portfolio of documents which combine to provide the framework for the future development of the District. These documents are collectively known as the Development Plan and will be used to determine planning applications within the District in the future.

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

Adopted Core Strategy



The Role of the Site Allocations and Policies Local Plan (SALPP)

1.3 This document 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, in order to meet the requirements set out in the Adopted Core Strategy. Additionally, this plan sets out important development management policies which will apply across the whole of the District and will be used for determining planning applications.

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

How has the Site Allocations and Policies Local Plan been developed?

1.5 This plan has been developed and consulted on over a number of years, involving discussion and collaboration with key infrastructure providers, delivery agents, stakeholders and local communities.

1.6 A number of stages of consultation have also been carried out, as follows:

- Issues and Options
- Preferred Options
- Pre-submission consultation

1.7 The plan has also been informed by the following essential elements of work:

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

Sustainability Appraisal and Evidence Base

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

1.9 Sustainability Appraisal (SA) is the process which has been used to test the economic, social and environmental sustainability of the policies and sites considered as the Site Allocations and Policies Local Plan has developed. All plans are required to undergo this process which incorporates the requirements of the EU Strategic Environmental Assessment (SEA) Directive. Sustainable development lies at the heart of the planning system and SA is required to perform a key role in providing a sound evidence base for the plan and form an integrated part of the plan preparation process. SA should inform the evaluation of alternatives and should demonstrate that the plan is the most appropriate given reasonable alternatives. The SA has been used to inform the policies and site allocations within this plan and has also identified mitigation measures which have been incorporated within the general and site specific policies. The SA Report has been published alongside this document and provides details as to how the SA process has informed policy formulation and site selection.

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

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

- Habitats Regulations Assessment (HRA)
- Sequential Testing (Flooding)

Policy Context

1.11 The Site Allocations and Policies Local Plan must be in accordance with national planning policy. The Government has recently introduced changes to the planning system that are likely to have an impact on Wyre Forest District. To summarise these are:

- The introduction of Neighbourhood Plans and Neighbourhood Development Orders which can now form part of the statutory Development Plan. Currently, Chaddesley Corbett Parish and Churchill and Blakedown Parish are progressing Neighbourhood Plans.
- The establishment of the Greater Birmingham & Solihull Local Enterprise Partnership and the Worcestershire Local Enterprise Partnership (LEPs) which both include Wyre Forest District. Both LEPs are progressing strategic priorities for economic growth which will have implications for the future development of the District.
- The introduction of a "duty to co-operate" with adjacent local authorities and strategic infrastructure providers on key development policies and infrastructure projects.
- The introduction of the National Planning Policy Framework 2012 (NPPF), which places an emphasis on a presumption in favour of sustainable development and the role of planning in facilitating economic growth.

1.12 The documents that comprise the Development Plan for the Wyre Forest include this Plan along with the following:

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

Approach to Site Selection

1.13 The Adopted Core Strategy has established the strategic policy framework within which the site allocations must sit. This includes details on the amount of development and the broad locations for it. The Adopted Core Strategy directs the majority of new development to previously developed land within Kidderminster and Stourport-on-Severn and these therefore provide the majority of allocations in this plan.

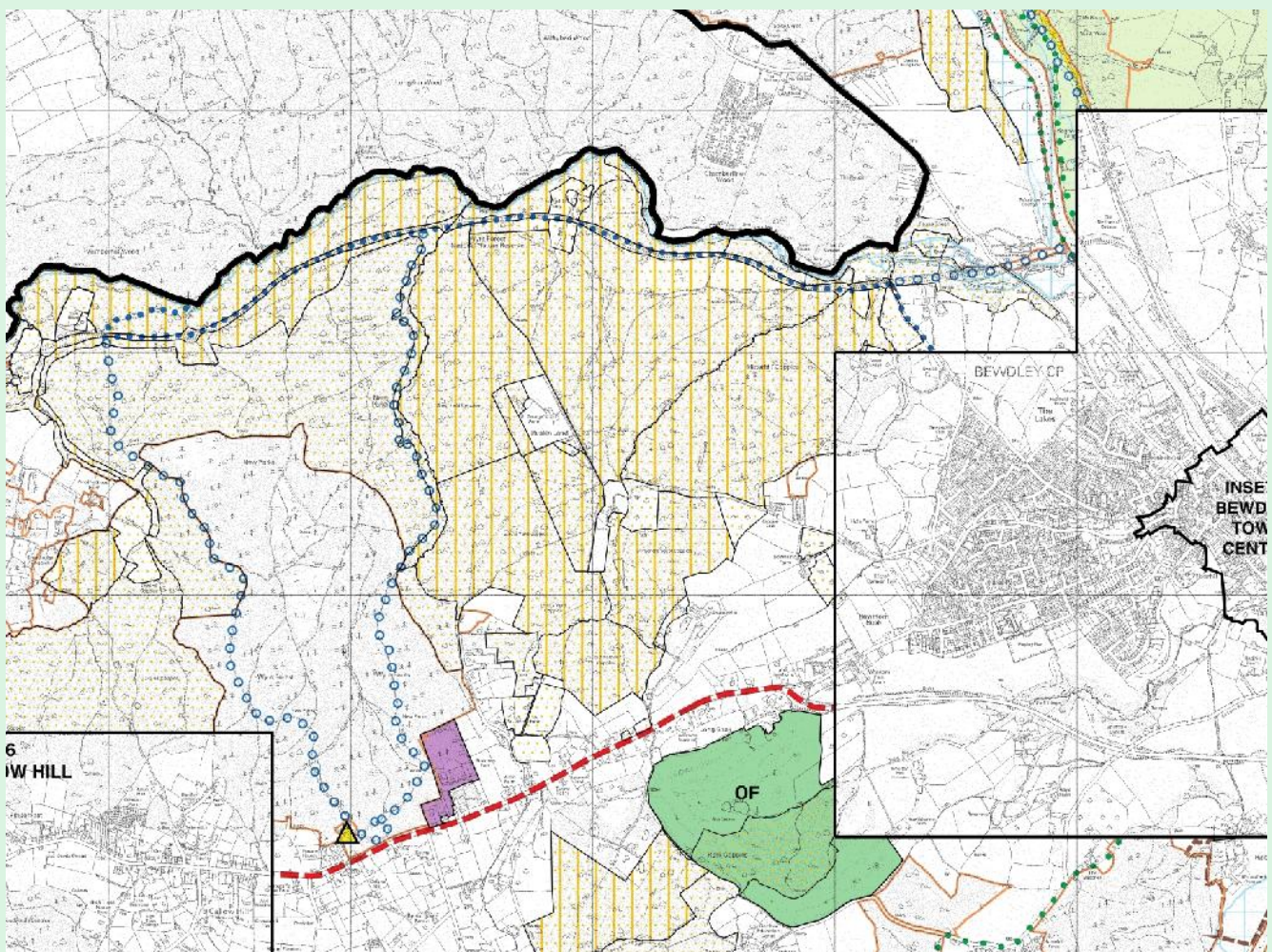
1.14 The site selection has also been influenced by the Sustainability Appraisal process which has involved undertaking a detailed assessment of each of the potential development sites against a set of criteria called the Sustainability Appraisal Framework. The criteria look at social, economic and environmental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

1.15 Additionally, the representations received from stakeholders and members of the public during the previous consultation stages have been used to inform the final selection of sites. Information received from key stakeholders, infrastructure providers and delivery agents relating to the deliverability of the sites has been particularly important in developing the strategy and this is set out in the Infrastructure Delivery Plan.

Policies Map

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

Policies Map - Extract



2 A Sustainable Future - Development Strategy

Development Context

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

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

Quantum of Development

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

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

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

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

Distribution of Development

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

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

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

Location	Percentage of Employment Development (Indicative)
Kidderminster	70%

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

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

Development Strategy

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

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

2.10 The Development Strategy identified in the Adopted Core Strategy seeks to concentrate new development on previously developed land within the urban areas of Kidderminster and Stourport-on-Severn. Limited opportunities for development to meet local needs will be identified on previously developed land in Bewdley and the rural settlements. Development in the open countryside will be closely controlled to safeguard the integrity of the District's Green Belt and landscape character. To aid this, the Adopted Core Strategy identifies that a sequential approach will be taken when considering future development. The approach to site selection is as follows:

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

Development Since April 2006

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

Residential

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

2.13 The following extract from the District Council’s Residential Land Availability (April 2013) provides the most up-to-date picture of the residential availability within the District. Crucially, it identifies completions since 2006 and current commitments (i.e. dwellings under construction or with planning permission). These numbers can therefore be taken off the requirement of 4,000 to identify the residual requirement which will need to be planned for.

Residential Land Availability (April 2013)

a	b	c	d	e	f	g
Proposed net housing provision 2006 - 2026 ⁽¹⁾	Number of dwellings completed (net) Apr 2006 – Mar.2013 ⁽²⁾	Net number of dwellings to be completed Apr.2013 – Mar. 2026	Net number of dwellings available on identified sites at Apr.2013 ⁽³⁾	Annual build rate required to meet Adopted Core Strategy requirements	Net number of dwellings on deliverable sites to meet the 5-year land supply ⁽⁴⁾	Number of years supply at 1 st Apr. 2013
4,000	1,476	2,524	1,493	194	1,393	7.2

1. a. Adopted Core Strategy requirements
2. b. Completions are net of demolitions
3. d. This figure is net of the 9 demolitions still required on redevelopment sites and includes 42 dwellings approved subject to S.106 agreements
4. f. Two of the Adopted Local Plan sites at Rock Works (Site 1865) and Timber Yard (Site 1866) on Park Lane in Kidderminster are not immediately available for development. Therefore, 100 dwellings have been deducted from the figure shown at column d.

2.14 Taking into account the figures in the above table it can be seen that a total of 1,476 dwellings (net of demolitions) have been completed since April 2006. Additionally, there are 1,393 dwellings considered currently available to meet the 5-year supply. This gives a cumulative total of 2,869. Therefore, the total number of new dwellings that will need to be provided for through the allocations within the District up to 2026 currently stands at 1,131 (as of 1st April 2013).

Employment Land

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

- Completions since 2006: 11.16ha.
- Sites under construction: 4.95ha.
- Sites with outstanding planning permission: 11.42ha.

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

1 figures taken from Annual Monitoring Report 2012

Retail Floorspace

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

- Completions: 7,356sqm
- Commitments: 2,142sqm

The total of completions and commitments is 9,498sqm of comparison floorspace. This leaves a residual total of 15,502 sqm to be allocated. This allocation will come through the Kidderminster Central Area Action Plan.

Office Floorspace

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

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

New Residential Development, Puxton



² Wyre Forest District Retail and Commercial Leisure Study (2010)
³ Figures taken from Wyre Forest District Council records

3 A Proactive Approach to Sustainable Development

Policy SAL.PFSD1

Presumption in Favour of Sustainable Development

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

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

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

Reasoned Justification

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

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



4 A Desirable Place to Live

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

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

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

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

Waterside Residential Development



4 (National Planning Policy Framework (NPPF), paragraph 7)

Residential Land Allocations

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

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

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

Links to the Sustainable Community Strategy

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

Residential Land Allocations

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

Residential Land Allocations

Location	Approximate Number of Dwellings	Indicative Timetables
KCAAP Sites		
Churchfields	600	2011-21
Eastern Gateway	130	2016-21
Western Gateway	100	2011-26
Crossley Park and Mill Street	30	2016-21
Castle Wharf	50	2021-26
Heritage Processions	25	2016-21
Oldington and Foley Park		

⁵ Planning permission has already been granted for residential development at Carpets of Worth (159 units), Hurcott Maisonettes (net gain of 28 units) and Churchfields Business Park North (223 units)

Location	Approximate Number of Dwellings	Indicative Timetables
Former British Sugar Site	320	2011-21
Oasis Arts & Crafts and Reilloc Chain	100	2011-21
Rifle Range Shops and Musketeer PH	23 (net gain of 5)	2021-26
Northumberland Avenue Surgery	10	2011-16
Elsewhere in Kidderminster		
Broadwaters Community Centre	10 (Affordable housing)	2011-16
Chester Road South Service Station	20	2021-26
Blakebrook School and County Buildings	50 Mixed use	2016-21
Stourport-on-Severn		
Eastern Approaches	450	2011-26
Town Centre and Adjacent Sites	120	2011-26
Western Gateway	130	2011-16
Queens Road Shops and Garages	15	2016-21
Robbins Depot, Manor Road	12	2016-21
Bewdley		
Load Street Redevelopment Area	16	2016-21
Lax Lane	10	2021-26
Former Workhouse, High Street	6	2011-16
Rural Sites		
Blakedown Nurseries	42	2011-16
Land at Clows Top	30	2011-16

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

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

Residential Management Policies

Sites for Residential Development

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

Policy SAL.DPL1

Sites for Residential Development

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

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

Or within one of the following locations:

- i. On previously developed sites within areas allocated primarily for residential development on the Policies Map in the urban areas of Kidderminster and Stourport-on-Severn or on allocated sites set out within the Kidderminster Central Area Action Plan.
- ii. Within areas allocated for mixed uses subject to site specific policy considerations.
- iii. Within areas allocated for retail use within the Primary Shopping Area of Kidderminster, Stourport-on-Severn and Bewdley, subject to them being restricted to upper floors only or being in accordance with a site specific policy.
- iv. On previously developed sites within areas allocated primarily for community uses on the Policies Map subject to it being satisfactorily demonstrated that there is no longer a need for the community facility in accordance with policy CP07 of the Adopted Core Strategy and that proposals are in accordance with site specific policies set out in Part B of this document where applicable.
- v. In Bewdley, on small windfall sites for 5 or less dwellings, subject to proposals being on previously developed land within areas allocated primarily for residential development on the Policies Map.

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

Reasoned Justification

Existing Residential Areas

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

4.13 The National Planning Policy Framework identifies that local planning authorities should plan for a mix of housing, including for people who wish to build their own home. In line with the strategic policies and objectives included in the Core Strategy, the Council consider that the sites identified in SAL.DPL1 could come forward for self-build projects. Therefore self build schemes, which are located in the areas identified in SAL.DPL1, will be specifically encouraged.

Mixed-Use Developments

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

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

Affordable Housing - Bewdley

Affordable Housing Toolkit

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



Rural Housing

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

Policy SAL.DPL2

Rural Housing

Within the rural areas of the District, proposals for residential development will not be permitted unless one of the following exceptional circumstances applies:

- The site is identified by the relevant town/parish Council as an exceptions site to meet an identified local housing need.
- The site is required to meet an established existing functional need for a rural worker's dwelling.
- It is for the replacement of a permanent existing lawful dwelling,
- The site is subject to a Community Right to Build Order.

Appropriate arrangements for sewage treatment must be submitted as part of the application process in addition to satisfactory drainage measures, in order to protect the water environment.

1. Exception Sites

Planning permission may be granted for schemes which are designed to meet an identified specific affordable or local housing need on small sites adjoining Bewdley, or within or adjoining the villages and the rural settlements subject to the following criteria:

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

Any enabling market housing on exceptions sites, that is not required to meet a specific housing type as evidenced by local housing needs assessments, must be accompanied by a robust viability assessment (as set out in Policy SAL.DPL3: Financial Viability) in order to justify the required enabling development.

2. Rural Workers' Dwellings

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

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

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

3. Replacement Dwellings in the Open Countryside

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

- i. The dwelling is still subject to residential use and has not been abandoned.
- ii. The replacement dwelling is in the same or less prominent position as the original with curtilage only being amended if required by re-siting, landscape enhancement, vehicular safety, or neighbour amenity.
- iii. The replacement dwelling should not exceed the size of the existing or original dwelling by 20%, whichever is the smaller.

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

Reasoned Justification

Addressing Local Housing Needs

4.18 Local housing need is established through a housing needs survey which is undertaken in agreement and partnership with the relevant Town or Parish Council. It is also established through the Housing Waiting List of persons assessed according to the Council's Local

Connections Policy as qualifying residents. The definition of Affordable Housing as set out within the NPPF encompasses social rented, affordable rented and intermediate housing provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. The NPPF specifies that "low cost market housing" may not be considered as affordable housing for planning purposes.

Housing Within Settlement Boundaries

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

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

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

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

Rural Exception Sites

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

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

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

4.25 In order to be in accordance with this policy, the housing developed must be to meet a need which has been clearly identified through the Parish Housing Needs Survey/housing waiting list data and must seek to address the needs of the community by accommodating households who are existing residents or who have an existing family or employment connection to the area in line with the local connections criteria. Proposals for development under the rural exceptions policy will need to demonstrate that arrangements are put in place to ensure that the housing will remain permanently affordable and available to meet the continuing needs of local people.

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

Rural Workers' Dwellings

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

4.28 In considering applications, regard will be had to the existing accommodation on the farm unit. Where permission is granted for an additional dwelling and it is agreed that the additional dwelling is required for the proper operation of the unit, then the applicant will be expected to agree to retain the existing accommodation for use with the farm unit. If part of the

justification for a new dwelling is the erection of new livestock or other buildings, the applicant will, in appropriate circumstances, be expected to agree to the tying of the two proposals by way of a planning obligation.

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

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

Replacement Dwellings

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

Viability of Affordable Housing Requirements

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

Policy SAL.DPL3

Financial Viability

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

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

Reasoned Justification

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

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

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

4.36 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. This residual land value should then be compared to the benchmark market value of the site.

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

Viability of sites is a key planning consideration



Flat Conversions

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

Policy SAL.DPL4

Flat Conversions

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

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

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

Reasoned Justification

4.39 The sub-division of existing dwellings can be a suitable means of providing smaller accommodation. Where the existing dwelling is important to the character of the area, conversion into flats can secure the future of the building. However, it is important that the conversion of larger homes into flats does not have a detrimental impact on the character of the area. The intensification of the use of the building can lead to detrimental impacts for neighbouring properties including increased levels of noise and issues associated with an increased number of vehicles at the property.

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

Extra Care Provision

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

Policy SAL.DPL5

Extra Care Provision

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

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

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

Reasoned Justification

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

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

Mitton Lodge Retirement Housing



Accommodation for Dependants

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

Policy SAL.DPL6

Accommodation for Dependants

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

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

Reasoned Justification

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

Residential Caravans and Mobile Homes

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

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

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

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

Reasoned Justification

4.47 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, or in instances relating to the needs of agriculture or forestry.

Providing Accommodation for Gypsies, Travellers and Travelling Showpeople

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

Land Allocations

Policy SAL.DPL8

Land Allocations

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

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

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

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

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

Reasoned Justification

4.49 The Gypsy and Traveller Accommodation Assessment (GTAA) identifies a need for an additional 30 Gypsy pitches for the period 2006-13. The evidence base for the Regional Spatial Strategy (RSS) Phase 3 Interim Policy Statement identified the need for a further 5 pitches for the period 2013-17. An indicative need (as established through the Regional Interim Statement) was set at 15 pitches for the longer-term post 2017 period. The total identified need for the period 2006-2022 is therefore 50 pitches. However, it is important that planning permissions granted since 2006 are deducted from this total.

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

Table 4.1 Need for Pitch Provision

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

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

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

Table 4.2 Planning Permissions Granted Since 2006

Site	Pitch Provision	Comments
MeadowPark, Broach Road, Stourport-on-Severn	7 pitches	Planning permission granted 2009
Land adjacent Nunn's Corner, Stourport-on-Severn	Additional 2 pitches	Planning permission granted November 2011.
Saiwen, Titton, Stourport-on-Severn	5 pitches	Planning permission granted January 2012.
28/29 Sandy Lane, Stourport-on-Severn	6 pitches	Planning permission granted February 2012.
Total	20 pitches	

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

4.54 In order to maintain a 5 year supply of deliverable sites throughout the Plan period, following on from the Worcestershire GTAA (which is due for completion in late 2013), the District Council will progress a specific Local Plan to allocate further sites for Gypsies, Travellers and Travelling Showpeople during 2014, in accordance with the level of need identified.

Sites for Travelling Showpeople

Policy SAL.DPL9

Sites for Travelling Showpeople

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

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

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

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

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

Reasoned Justification

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

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

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

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

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

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

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

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

Sites for Gypsy and Traveller Use

Policy SAL.DPL10

Sites for Gypsy and Traveller Use

1. Sites for Gypsy and Traveller Use

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

- i. The site does not fall within the Green Belt.
- ii. The site has access to local services, including a primary school, a food shop and healthcare facilities and is, or can be made accessible by foot, cycle or public transport.
- iii. The needs of the site's residents can be met appropriately by existing capacity within local facilities and services.
- iv. The site would not present unacceptable adverse or detrimental impacts on the health, safety, and living conditions of the residents living on or adjacent to the site by virtue of its location.
- v. The site, or cumulative impact of the site, in combination with existing or planned sites, would respect the scale of, and not dominate, the nearest settled community.
- vi. The site, or cumulative impact of the site, in combination with existing or planned sites, would not harm the character and/or appearance of the area and/or result in unacceptable impact in terms of visual intrusion and landscape impact.
- vii. The site location would avoid adverse impact on existing or proposed public rights of way and would not detract from their convenient, safe and enjoyable use.
- viii. In accordance with Adopted Core Strategy policy CP06, the site does not fall within areas at higher risk of flooding.

2. Design of Gypsy and Traveller Sites

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

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

- ii. The site layout gives adequate consideration to pedestrian safety, cycle movements and vehicle movements and provides adequate space for vehicles towing caravans to enter, exit and manoeuvre around the site and for refuse collections.
- iii. All necessary utilities can be provided on the site including mains water, electricity supply, surface water and foul water drainage, sanitation and provision for the screened storage and collection of waste including recycling.
- iv. 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.

3. Sequential Test

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

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

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

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

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

Reasoned Justification

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

4.63 The allocations set out within the policy for Gypsy and Traveller sites fall short of the number of pitches which the authority is required to deliver up until 2022. Based on historical evidence, it is evident that sites are likely to continue to come forward through the development control process. This process has delivered a number of sites in recent years; however, it is necessary to guide the location and design of these pitches by putting in place an appropriate policy.

Sequential Preference for Gypsy and Traveller sites

4.64 Proposals for Gypsy and Traveller sites are predominantly residential and will be acceptable in areas allocated primarily for residential development subject to all relevant policies within the Development Plan being met. This policy sets out the criteria which a proposal outside of an area currently allocated for Gypsy and Traveller uses will need to meet.

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

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

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

Site Specific Design and Safety Issues

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

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

4.70 Sites should not have an adverse impact on Public Rights of Way in accordance with policy SAL.UP3 of this Plan which relates to providing a Green Infrastructure Network.

Cumulative Impact of Gypsy and Traveller Sites

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

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

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

Community Facilities

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

Links to the Sustainable Community Strategy

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

Policy SAL.DPL11

Community Facilities

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

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

OR

That suitable alternative provision can be provided in an appropriate location.

When applying these tests to specific proposals the Council will have full regard to the specific characteristics, needs, service priorities and objectives of the service and/or organisation concerned.

Reasoned Justification

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

4.77 A number of sites which currently contain community uses have been put forward as potential development sites (see Part B). The use of such sites for residential development is covered in policy SAL.DPL1: Sites for Residential Development. Development proposals involving community facilities should demonstrate that they have consulted with the relevant local community about options for the continued delivery of the community use and its incorporation

into any new development wherever possible. If suitable, alternative accommodation can be provided within the locality then the redevelopment of a community facility for other uses would be considered more favourably.

Educational Sites

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

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

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

Policy SAL.DPL12

Educational Sites

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

- (a) (i) Do not form part of a playing field or sports pitch, or if they do, that compensatory re-provision is delivered elsewhere; or
- (ii) Complement the education function of the site; or
- (iii) Demonstrate that there is no longer a need for the land or buildings to meet education requirements or wider community needs;

And

- (b) Do not diminish the amount of recreational open space within the locality; and
- (c) Are compatible with neighbouring or adjoining uses.

Reasoned Justification

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

Redevelopment at Birchen Coppice Primary School



5 A Good Place to do Business

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

Employment Context

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

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

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

Local Enterprise Partnerships

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

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

New Industrial Units - Kidderminster



Employment Land Allocations

Links to the Sustainable Community Strategy

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

Employment Land

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

Employment Land Allocations

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

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

Policy SAL.GPB1

Employment Land Allocation

1. Employment Land/Economic Development

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

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

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

The sites identified in the tables at 5.22 and as identified on the Policies Map, are to be safeguarded for economic development, in line with Adopted Core Strategy policy CP08.

The replacement of a rural building for economic development purposes may be allowed where this would result in a more acceptable, sustainable and better designed development than would be achieved through conversion. Under these circumstances the opportunity to convert the replacement building for other uses such as residential will be prohibited. For developments relating to the re-use or adaptation of rural buildings please refer to policy SAL.UP11.

2. Economic Development outside of Allocated Areas

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

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

Proposals for live/work units will be considered favourably where they involve a re-use or replacement of a rural building and are in conformity with Policies SAL.UP11 and SAL.UP1. New developments for live/work units will also be considered favourably subject to the following criteria being met:

1. They are located on Previously Developed Land;
2. They do not have an adverse impact on the character, landscape or wildlife of the area;
3. That suitable access arrangements can be made, without the need for extensive new access roads; and
4. They do not constitute inappropriate development in the Green Belt.

All Live/Work proposals must also ensure that:

- a. The work element is restricted to B1 activities. B2 uses may only be considered appropriate where there are no adverse impacts on surrounding properties;
- b. The workspace is designed to be separate from the dwelling;
- c. The emphasis is on the work element and this should be reflected in the percentage of floorspace afforded to the workspace; and
- d. The workspace must be constructed and available for occupation and use before the residential element of the scheme is occupied.

3. Hazardous Installations

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

4. 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

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

Development at the former British Sugar Site is under way



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

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

5.14 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.

5.15 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 Opportunities

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

5.17 The Adopted Core Strategy specifically encourages the provision of live/work units, with priority being placed on the re-use or replacement of existing rural buildings. In considering this, applications will need to be in conformity with Policies SAL.DPL2 and SAL.UP11. In some cases, new developments of live/work units may be acceptable, subject to proposals according with this policy.

5.18 Live/Work space is defined as property that is specifically designed for dual use, combining both residential and employment space. It is regarded as sui generis rather than having a specific use class as defined in the Town and Country Planning (Use Classes) Order 2005. In order to change the use of a building to a Live/Work unit, planning permission will always be required.

5.19 It should be noted that Live/Work is distinct from 'home working' which usually comprises a residential unit with ancillary and often temporary or informal work areas. Such businesses do not normally require planning permission. Live/Work is a distinctive and formal division of residential and employment floorspace within the same unit which does require planning permission.

5.20 Live/Work development will be limited primarily to B1 activities. This relates to uses such as light industrial, research and development. In some case B2 uses may be considered appropriate where there are no adverse impacts on surrounding properties.

5.21 Planning conditions will be imposed on live/work units to ensure that the residential use remains tied to the business element of the proposal.

Employment Site Retention

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

Kidderminster

Location	Size (ha)
Brintons, Stourport Road	5.40
Coppice Trading Estate, Stourport Road	2.89
Firs Industrial Estate, Stourport Road	8.65
Foley BusinessPark, Stourport Road	6.6
Foley Industrial Estate, Stourport Road	6.59
Lisle Avenue, Stourport Road	3.85
Oldington Trading Estate, Stourport Road	6.44
Vale Industrial Estate, Stourport Road	3.90
Folkes Forge, Stourport Road	5.75
Finepoint, Walter Nash Road, off Stourport Road	7.30
KlarkIndustrial Park, Walter Nash Road, off Stourport Road	0.59
Former Ceramaspeed, Zortech Avenue , off Stourport Road	3.22
Hoo Farm, Worcester Road	22.56
Easter Park, Worcester Road	3.11
Summerfield (land within WFDC), Worcester Road	34.49
SpennellsValley Estate, Chester Road South	4.18
Brockway Carpets, Chester Road South	1.14
Hoobrook Industrial Estate, Worcester Road	9.88
Worcester Road Industrial Estate, Worcester Road	11.16
Meadow Mills Industrial Estate, Dixon Street (KCAAP)	1.67
Puxton Mill, Puxton Lane	1.44
Greenhill Industrial Estate, Birmingham Road	4.43

Stourport-on-Severn

Location	Size (ha)
Sandy Lane Industrial Estate, Worcester Road	18.02
Wilden Lane Industrial Estate, Wilden Lane	6.38

Location	Size (ha)
OGL, IBM, Substation, Worcester Road	3.2
Thomas Vale, Worcester Road	1.3
Riverside Business Centre, Baldwin Road	3.09
Morgan Technical Ceramics, Bewdley Road	4.20

Bewdley and Rural

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

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

OGL, Stourport-on-Severn



Retailing

Links to the Sustainable Community Strategy

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

Retailing

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

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

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

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

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

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

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

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

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

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

5.31 Throughout the retail section of the document, a number of policies have regard to a threshold of 280sqm (net)⁽⁶⁾ This permissive approach towards small-scale development is a local initiative to provide flexibility to existing retailers and to promote appropriate community shopping facilities.

Kidderminster

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

Stourport-on-Severn

5.33 Stourport-on-Severn is the second largest retail centre within the District. This market town accommodates a number of shops, often independent traders, located primarily along High Street and Lombard Street, which provide important shopping facilities to meet local needs. The town also has a number of tourist



Stourport-on-Severn Town Centre

attractions and associated leisure and restaurant facilities which tend to be located around Bridge Street to the south of the main retail area. The approach to retailing within Stourport-on-Severn is set by the Adopted Core Strategy which focusses the policy on safeguarding and retaining the existing offer with the potential for small scale new provision to meet local needs to be developed. There do remain, however, some existing proposals and sites that could contribute to further retail provision for the town and these are discussed further in Part B.

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

Bewdley

Load Street, Bewdley

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



5.35 The designation of the retail areas is identified on the Policies Map with the approach to the future direction of retailing within the District to be managed through the following policy framework.

Policy SAL.GPB2

Town Centre Retail

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

1. Sequential Approach and Impact Test

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

Proposals for new retail development (of more than 280sqm net), or proposals regarding the removal of restrictive retail conditions, will only be permitted where a sequential approach has been followed and it is demonstrated that:

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

2. Primary Shopping Frontage

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

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

3. Secondary Shopping Frontage

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

4. Other Considerations

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

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

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

Reasoned Justification

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

⁷ for Bewdley, this is the Primary Shopping Area

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

5.37 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.

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

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

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

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

Neighbourhood and Village Centres

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

Policy SAL.GPB3

Protecting and Enhancing Local Retail Services

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

Neighbourhood/Village Centres

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

Kidderminster

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

Stourport-on-Severn

- Areley Common
- Queens Road Areley Kings
- Calder Road, Burlish
- Lime Tree Walk, Lickhill

Bewdley / Rural Areas

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

Support will be given for new retail development in neighbourhood or village centres comprising the conversion or extension of existing facilities, provided that the floorspace proposed does not exceed 280sqm net.

Outside of the neighbourhood or village designations, support will also be given for the development of new retail (A1) uses where they do not exceed 280sqm net and where:

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

Reasoned Justification

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

Blakedown Post Office



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

5.45 The policy also provides support for small scale

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

Other forms of Retailing

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

Policy SAL.GPB4

Specialist Retailing

Retail developments within employment areas (factory outlets) will not be permitted unless they are small scale uses (do not exceed 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.

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

Reasoned Justification

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

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

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

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

Hodge Hill Farm Shop



5.51 Like many farm shops, garden centres were also established as an ancillary function to agricultural (horticultural) production. However, such has been the growth in the leisure sector 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.

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

Sustainable Tourism

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

Table 5.1 Tourism related jobs in Wyre Forest – Time Series

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

Arley Arboretum



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

enough to prevent inappropriate development that would limit tourism potential and cause an adverse impact on the District.

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

Policy SAL.GPB5**Supporting Major Tourist Attractions****Severn Valley Railway (SVR)**

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

West Midland Safari and Leisure Park

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

The Wyre Forest

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

Arboreta

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

Reasoned Justification

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

Severn Valley Railway

5.57 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 Sever for most of its journey.

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

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

5.60 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.

Severn Valley Railway - Bewdley



West Midland Safari and Leisure Park (WMSLP)

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

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

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

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

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

The Wyre Forest

5.66 This ancient woodland is a major attraction for tourists and residents of the District alike. Situated to the west of the District, the Forest offers visitors a range of woodland walks and trails amongst beautiful ancient oak woodland and conifer plantation. The forest now stretches to approximately 6,000 acres (although not all of this lies within Wyre Forest District). It is one

of the largest remaining ancient woodlands in Britain and much of the area is designated as a Site of Special Scientific Interest (SSSI) with many rare species of flora and fauna being found there.

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

5.68 Proposals that build on the success of the Grow with Wyre project will also be supported. Grow with Wyre was a £4 million landscape partnership project to encourage people to visit, understand and protect the unique landscape of Wyre Forest. It aimed to conserve the built and natural features that create the unique and historic character of the Wyre Forest landscape and encourage more people to access, learn and become involved in the Wyre Forest landscape. Therefore, 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.

Wyre Forest Visitor Centre



Arboreta

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

6 Adapting to and Mitigating Against Climate Change

Promoting Transport Choice and Improving Accessibility

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

Relationship with the Sustainable Community Strategy

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

Sustainable Transport

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

Policy SAL.CC1

Sustainable Transport Infrastructure

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

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

Making New Developments Accessible

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

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

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

Highway Safety

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

Reasoned Justification

Rail

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

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

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

Bus Priority Routes

6.7 The bus network within Wyre Forest District has a number of shortcomings, including poor reliability due to congestion, limited and irregular services to the District's rural areas, and poor interchange with Kidderminster Rail Station. Although a new bus station has been provided within Kidderminster Town Centre, only a limited number of services use this facility, with most services operating from bus stops on Exchange Street. The Council will support measures to improve public transport within and between the three main towns and also the rural areas of the District. Although car ownership is high within the rural areas, access to a car is not universal and groups such as the young, the elderly and the disabled are particularly dependant on public transport to access services and facilities.

Cycle Route Network

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

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

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

Cycle Route at Springfield



Pedestrians

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

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

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

Parking

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

Policy SAL.CC2

Parking

Proposals involving the development of car parks will be considered on a site-by-site basis. Any proposed reduction in the amount of car parking spaces as a result of development will need to be fully justified. The suitability of these areas for lorry parking will be considered should a suitable level of demand be demonstrated.

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

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

Reasoned Justification

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

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

6.17 Although a key component of a modern town centre economy, car parks can often take up valuable development land and result in a 'sea' of surface level car parking; this is especially true in Kidderminster and consultation on the Kidderminster Central Area Action Plan has consistently identified this as a design issue within the town. Therefore, opportunities to intensify and make better use of town centre space should also be considered. However, in considering development, it will be important to retain a similar amount of spaces to that which currently exists within any one area.

Kidderminster Surface Car Parks



Major Transport Infrastructure

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

Policy SAL.CC3

Major Transport Infrastructure

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

Reasoned Justification

6.19 The Adopted Core Strategy establishes the principle of delivering both the Stourport Relief Road and the Hoobrook Link Road. The Stourport Relief Road is a long-standing ambition, the indicative route of which was safeguarded through the Adopted Local Plan (2004). Limited sections of the Stourport Relief Road have been delivered in conjunction with development schemes during the last 15 years. Policy CP03 of the Adopted Core Strategy identifies the Stourport Relief Road for delivery between 2021 and 2026. The scheme is also identified within LTP3.

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

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

Hoobrook Link Road - implementation



Freight

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

Policy SAL.CC4

Freight

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

Reasoned Justification

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

Access to the strategic road network is vital



Telecommunications

Telecommunication Facilities

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

Policy SAL.CC5

Telecommunications

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

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

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

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

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

Reasoned Justification

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

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

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

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

Existing Masts in Kidderminster



Delivering Sustainable Development Standards

6.29 Delivering development which meets high sustainability standards is a key consideration and will be vital in helping to achieve national targets. Whilst the Adopted Core Strategy sets out the standards which new developments are required to achieve, and a tailored version of the West Midlands Sustainability Checklist will be developed to assist developers in achieving these targets, it is felt that some aspects require further detailed policy consideration. Another area which is a key concern within the District is water resources and flooding and this has been considered in greater detail. Worcestershire County Council has recently adopted the Waste Core Strategy for Worcestershire. This document forms part of the Development Plan for the District and therefore all proposals will need to have regard to its contents, and particularly Policy WCS17: Making provision for waste in all new development.

Links with the Sustainable Community Strategy

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

Renewable Energy

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

Policy SAL.CC6

Renewable Energy

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

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

- i. The development can be efficiently connected into the existing National Grid infrastructure or the energy generated is for use on-site by a specific, identified end-user.
- ii. The proposals make acceptable provision for the removal of all equipment and reinstatement of the site should it cease to be operational.
- iii. The development does not lead to any unacceptable adverse effect on the amenity of the area in respect of noise, dust, odour and traffic generation.
- iv. In the case of wind turbines, the development is a safe distance from major roads and railways (at least 150m or the height of the turbine) and residential development (height of turbine plus 10% as a minimum).
- v. The development does not have a detrimental impact on landscape character or heritage assets.
- vi. The development meets the requirements of all other relevant policies within the Development Plan.

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

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

Reasoned Justification

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

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

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

Solar Panels - Bewdley



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

Micro-Renewables

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

Water Management

Flooding

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

River Severn in Flood, Bewdley



Water Quality

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

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

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

SUDS

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

Policy SAL.CC7

Water Management

SUDS

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

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

Local Flood Risk Management strategy

When considering development within the District, developers should also have regard to, and be in conformity with, the emerging Worcestershire Local Flood Risk Management Strategy.

Water Quality

Development proposals will be permitted which:

- Do not lead to deterioration of EU Water Framework Directive water body status;
- Do not have a negative impact on water quality, either directly through pollution of surface or groundwater, or indirectly through overloading of Wastewater Treatment Works;
- Help to conserve and enhance watercourses and riverside habitats. Where necessary, this should be 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.

Reasoned Justification

SUDS

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

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

6.44 It should be noted that infiltration SUDS should only be adopted where the ground conditions are shown to be appropriate (i.e. adequate permeability and absence of ground contamination). In areas where they are not suitable above ground, SUDS techniques/lined systems should be considered, which can provide a number of 'multi-functional' benefits including: managing flood risk; biodiversity enhancements; improvements to water quality, meeting WFD objectives (see below) and amenity space.

6.45 Where feasible, opportunities should be explored to use SUDS to help to re-wet drying out wetlands in the District. Examples of this include work that has been undertaken to restore the Wilden Marsh and Meadows SSSI by increasing the groundwater levels as well as a housing scheme in Kidderminster (Honeybrook) that has been designed and developed so that the

SUDS Scheme at Anchor Way, Stourport-on-Severn



surface water is directly discharged into the neighbouring Puxton Marsh nature reserve. Therefore, opportunities to link development sites to other potential schemes should be considered throughout the life of the plan.

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

The Flood and Water Act 2010

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

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

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

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

6.51 The Flood and Water Management Act 2010 also requires lead local flood authorities (Worcestershire County Council) to develop, maintain, apply and monitor a local flood risk management strategy. The strategy should consider all sources of local flood risk, i.e. surface water, groundwater, and ordinary watercourses in order to determine distinct objectives to manage local flood risk to local communities. Given the potential impact development could have on flood risk it is important that all new development takes into account the emerging Worcestershire Local Flood Risk Management Strategy.

Water Quality

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

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

6.54 The District area overlies a principal aquifer of regional strategic importance. The majority of the sites fall within the combined total source protection zone of a number of public water supply boreholes. The southern extent of the Kidderminster Town centre lies within the inner and outer protection zone of a public water supply borehole. The depth to water table across the area is variable; however, many of the sites fall within the valley of the Stour where the water table is shallow. The area is therefore located in a sensitive hydrogeological setting and new development must put measures in place to protect the water environment.

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

River Stour - Kidderminster



7 A Unique Place

Safeguarding the Green Belt

Links with the Sustainable Community Strategy

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

Safeguarding the Green Belt

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

Policy SAL.UP1

Green Belt

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

- i. There is a clear need demonstrated for new buildings for the purposes of agriculture or forestry.
- ii. Provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it, or for other uses of land which preserve the openness of the Green Belt, and do not conflict with the purposes of including land within it.
- iii. 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 (SAL.UP11).
- v. The proposals involve the redevelopment of an identified Previously Developed Site in the Green Belt and, are in accordance with the site specific policies contained in Part B.
- vi. The proposals are part of a Community Right to Build Order.

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

- a. There is a proven need in association with the purposes of agriculture or forestry.

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

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

Reasoned Justification

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

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

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

7.6 It is nationally recognised that outdoor sport is one of the uses of land which can be appropriate within the Green Belt. Within the District's Green Belt, there is a concentration of outdoor sports facilities on the Minster Road 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.

7.7 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 89 (final bullet point). Further site specific policies for each of these "Previously Developed Sites" are set out within Part B of this document.

Areas of Development Restraint

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

Policy SAL.UP2

Areas of Development Restraint

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

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

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

Reasoned Justification

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

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

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

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

7.12 Elsewhere, the Site Allocations and Policies Local Plan and Kidderminster Central Area Action Plan have identified sites, in sequentially preferable locations, that are considered to be available to meet the desired quantum of development indicated in the Adopted Core Strategy.

Providing a Green Infrastructure Network

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

Relationship to Sustainable Community Strategy

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

Policy SAL.UP3

Providing a Green Infrastructure Network

The existing green infrastructure network, as set out within the Green Infrastructure Strategy, and the open spaces identified within the Wyre Forest District Open Space, Sport and Recreation Assessment, will be safeguarded from development. Proposals should create new, or enhance and retain existing, open space or green/blue infrastructure. New development should incorporate open space in accordance with the quantity, quality and accessibility standards set out within the most up-to-date open space, sport and recreation assessment.

1. Green Infrastructure Corridors

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

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

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.

2. Public Rights of Way

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

Reasoned Justification

Green Infrastructure Corridors

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

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

Staffordshire and Worcestershire Canal



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

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

7.19 The delivery of the Stour Valley Country Park is a long-standing aspiration for the District. The completion of the Kidderminster Flood Alleviation Scheme presents the opportunity to create a new country park to the North of Kidderminster. The creation of a new country park would provide a new link between the town centre and the existing green corridor running from Springfield Park, Broadwaters, and Hurcott Pool via the important wetlands of the Stour and Blakedown Brook Valleys. The site will remain safeguarded in order to allow the future delivery of the Stour Valley Country Park.

Open Space and Play Provision

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

Policy SAL.UP4

Open Space and Play Provision

1. Existing Open Space Provision

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

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

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

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

2. New Play Provision

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

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

Reasoned Justification

Open Space, Sport and Recreation Provision Standards

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

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

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

7.23 The District has many open spaces ranging from large, formal parks such as Brinton Park in Kidderminster to smaller amenity green spaces often found within housing estates. The District is also fortunate to have a wealth of natural and semi-natural open space as a result of its largely rural nature. The three towns within the District are all within close proximity to open countryside and part of the role of the Green Infrastructure Strategy is to set out how access, particularly

Jubilee Gardens, Bewdley



pedestrian and cycle access, to this asset can be improved. Perhaps the most well-known open space within the District is the Wyre Forest itself which covers a significant area to the West of the District and extends northwards into Shropshire. Improving access to this site by non-car methods will open up access to more people and will reduce the impact that recreational use has on the Forest.

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

Playing Pitches

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

Stourport Sports Club



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

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

Children's Play Space

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

Play equipment at Springfield Park



Safeguarding and Enhancing the Natural Environment

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

Relationship to the Sustainable Community Strategy

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

Providing Opportunities for Local Biodiversity and Geodiversity

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

Policy SAL.UP5

Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity

1. Priority Species and Habitats

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

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

2. Designated Sites

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

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

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

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

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

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

3. Ecological Surveys and Mitigation Plans

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

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

Reasoned Justification

Landscape Character

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

Biodiversity Action Plans

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

7.34 Biodiversity Action Plans provide guidance on targets and actions for habitats and species conservation. The Worcestershire Biodiversity Action Plan was first published in 1999. The BAP was revised and re-launched in 2008 and now contains Action Plans for 17 of Worcestershire's key wildlife habitats and 25 species. These have been chosen because of their threatened status or because important national strongholds occur in Worcestershire, or both. In addition, 3 Generic Action Plans are presented for common themes that permeate most aspects of biodiversity conservation in the county. Each plan gives an overview of the current status of the habitat or species within the county, identifies particular threats to it, as well as current areas of work or activity being undertaken by partner organisations. The plan then presents targets for maintenance, restoration, expansion or creation (as appropriate) for the conservation of that habitat or species, followed by a list of

Wildlife shelter, River Stour, Kidderminster



actions agreed by the local partners. All plans recognise the need for appropriate legislative and policy background, but also the need for increased funding to enable action to be undertaken on the ground.

Designated Sites

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

Designation	Sites	
Areas of National Importance: <ul style="list-style-type: none"> Sites of Special Scientific Interest (SSSIs) National nature Reserves (NNRs) Other 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. 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 Plain SSSIs - Sites of geological interest Dumbleton Dingle SSSI - Broadleaved, mixed and yew woodland - lowland 	
Areas of Regional, County or Local Importance	Local Nature Reserves	<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 scarce 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
	Other Potential LNRs	<ul style="list-style-type: none"> Blakedown Valley (Blakedown) Hoobrook Valley (Kidderminster) Mitton Marsh (Timber Lane/River Stour, Stourport-on-Severn)
	Other Nature Reserves	Worcestershire Wildlife Trust: <ul style="list-style-type: none"> Betts Reserve (Far Forest)

Designation	Sites
	<ul style="list-style-type: none"> ● 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>Local Wildlife Sites</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>
	<p>Local Geological Sites:</p> <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 ● Redstone Rock - Triassic, Sherwood Sandstone Group, Wildmoor Sandstone Formation ● Leapgate Old Railway Line and Quarry
	<p>Additionally, the Council considers that areas of at least local geological or geomorphological importance exist at various locations, including the following:</p> <ul style="list-style-type: none"> ● 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

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

- Be of sufficient detail, and undertaken during appropriate seasons and at appropriate times of the day or night, to ensure they record all relevant features of nature conservation interest, and other relevant features. This may necessitate undertaking a survey several months before a planning application is submitted.
- List all species, giving their names in Latin and English and all habitats (including watercourses) and their species structures.

- iii. State which species are protected under European or British law.
- iv. State which species and habitats are identified for action in any relevant local Biodiversity Action Plan or Programme.
- v. Describe other relevant characteristics, such as soil types, topography and exposure.
- vi. Include a clear description of the effects a proposal would have on the nature conservation interest in the short, medium and long-term.
- vii. Identify the above on detailed maps, as appropriate.
- viii. Include an assessment of cumulative effects.

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

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

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

Rock Cutting, Wolverley



Safeguarding the Historic Environment

Relationship to the Sustainable Community Strategy

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

Safeguarding the Historic Environment

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

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

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

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

Stourport-on-Severn Canal Basin



9 (The Government's Statement on the Historic Environment for England 2010)

Policy SAL.UP6

Safeguarding the Historic Environment

1. Heritage Assets

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

- Conservation Areas, Listed Buildings and Scheduled Monuments.
- Building and Structures on the Local Heritage List.
- Landscape features including ancient woodlands and veteran trees, field patterns, watercourses, and hedgerows of visual, historic or nature conservation value.
- Archaeological remains and non-designated historic structures recorded on the County Historic Environment Record.
- Historic parks and gardens.

Developments that relate to a Heritage Asset should be accompanied by a Heritage Statement. Where proposals are likely to affect the significance of a heritage asset, including its setting, the Heritage Statement should demonstrate an understanding of such significance and in sufficient detail to assess any potential impacts. This should be informed by currently available evidence.

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

- i. To ensure that proposals would not have a detrimental impact on the significance of a Heritage Asset or its setting and to identify how proposals make a positive contribution to the character and local distinctiveness of the area.
- ii. Any harm or loss of significance will require clear and convincing justification.
- iii. The re-use of heritage assets will be encouraged where this is consistent with the conservation of the specific heritage asset.
- iv. Proposals which secure the long-term future of a heritage asset at risk will specifically be encouraged.
- v. That repairs, alterations, extensions and conversions of heritage assets take into account the materials, styles and techniques to be used and the period in which the asset was built.
- vi. The installations of fixtures and fittings should not have a detrimental impact on a heritage asset, should be inconspicuously sited and proportioned and be designed sympathetically.
- vii. In considering new development that may affect a heritage asset, proposals will need to identify how the scale, height and massing of new development in relation to the particular feature, and the materials and design utilised, does not detrimentally affect the asset or its setting.

Development proposals that would have an adverse impact on a heritage asset and/or its setting, or which will result in a reduction or loss of significance, will not be permitted, unless it is clearly demonstrated the following criteria are met:

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

Where material change to a heritage asset has been agreed, recording and interpretation should be undertaken to document and understand the asset's archaeological, architectural, 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.

2. Conservation Areas

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

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

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

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

Reasoned Justification

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

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

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

Heritage Statements

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

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

- For applications for **listed building consent**, a written statement that includes a schedule of works to the listed building(s), an analysis of the significance of the archaeology, history, architecture and character of the building/structure, the principles of and justification for the proposed works and their impact on the special character of the listed building or structure, its setting and the setting of adjacent listed buildings or other associated heritage assets may be required. A structural survey may be required in support of an application for listed building consent.
- For applications for **conservation area consent**, a written statement that includes a structural survey, an analysis of the character and appearance of the building/structure within its setting and/or its significance within its setting, the principles of and justification for the proposed demolition and its impact on the significance of the area may be required.
- For applications affecting a Registered or Locally Listed Historic Park and/or Garden, a written statement setting out the principles of and, justification for, the proposed works and their impact on the significance of the designed landscape or its setting will be required. The statement may need to include an historic landscape assessment, a site survey and analysis of the historic landscape, an archaeological assessment, a tree survey, an ecological survey and/or a management plan.
- For applications either related to, or impacting on, the **setting of heritage assets**, a written statement of how the setting contributes to the significance of the heritage asset, and the impact on this significance should be provided. Plans showing historic features that may exist on or adjacent to the application site may be required, along with an analysis of the significance of the archaeology, architecture, history and character of the asset, the principles of and justification for the proposed works, and

their impact on its significance and any associated assets. In the case of Historic Parks and Gardens, account will be taken of historic views and vistas and an historic landscape assessment may be required.

- For applications **within or adjacent to a conservation area**, an assessment of the impact of the development on the character and appearance of the area may be required.
- For applications for demolition or alteration of a **building** identified on the Worcestershire Historic Environment Record or on a Local Heritage List, where such a list exists, an analysis of the significance of the archaeology, architecture, history and character of the building/structure, the principles of and justification for the proposed works and their impact on the building or structure, its setting and the setting of adjacent heritage assets may be required. A structural survey may also be required.
- For all applications involving the **disturbance of ground**, applicants are advised to check the Worcestershire Historic Environment Record to determine whether the scheme will affect known, or has the potential to affect previously unrecorded, heritage assets. Applicants may need to commission an assessment of existing archaeological information or an archaeological field evaluation and submit the results as part of the Heritage Statement.

Listed Buildings - Churchill



Listed Buildings and Local Heritage List

7.48 There are in the region of 1,000 Statutory Listed Buildings and structures within the District, together with 17 Conservation Areas and 9 Scheduled Monuments. In addition, there are approximately 900 buildings and structures currently on the Wyre Forest Local Heritage List. The Local Heritage List is being produced on a phased basis with surveys of the three main towns and the rural areas of Wolverley & Cookley and Blakedown all completed. It is envisaged that the list will continue to be updated in the remainder of the rural areas over the next few years.

Conservation Areas

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

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

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

7.51 Each of the designated Conservation Areas within the District has an associated Conservation Area Character Appraisal (except for Blakebrook and Areley Kings) and therefore new development, within or adjacent to a Conservation Area, will need to take full account of the detail contained within the appropriate Character Appraisal.

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

Archaeological Sites

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

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

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

Historic Landscapes

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

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

Sustainability

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

7.58 When considering the demolition of an historic building or structure (whether on the statutory list or not) regard should be had to national planning guidance. In the case of proposals for demolition applicants should:

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

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

Bewdley Riverside



Quality Design and Local Distinctiveness

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

Links with the Sustainable Community Strategy

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

Quality Design and Local Distinctiveness

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

Policy SAL.UP7

Quality Design and Local Distinctiveness

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

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

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

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

Reasoned Justification

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

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

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

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

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

Wyre Forest Crematorium



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

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

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

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

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

Design of Extensions

Policy SAL.UP8

Design of Extensions

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

1. Residential Extensions

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

- i. Accord with the 45 degree code as set out within the Council's Adopted Design Quality SPG (2004).
- ii. Be in scale and keeping with the form, materials, architectural characteristics and detailing of the original building.
- iii. Be subservient to and not overwhelm the original building, which should retain its visual dominance.
- iv. Harmonise with the existing landscape or townscape and not create incongruous features.

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

2. Non-Residential Extensions

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

- i. Accord with the 45 degree code as set out within the Council's Adopted Design Quality SPG (2004), 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

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

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

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

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

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

Landscaping and Boundary Treatment

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

Policy SAL.UP9

Landscaping and Boundary Treatment

1. Landscaping

Landscaping schemes must demonstrate that they:

- i. Involve the predominant use of species native to the area, specifying their position and allowing adequate room for growth and acknowledge the importance of existing trees, hedges and plants.
- ii. Incorporate the strategic use of thorny plants to help prevent crime and vandalism and where necessary incorporate tree guards.
- iii. Incorporate features that clearly mark desire lines, enhance and create views or vistas, and clearly define public and private space.
- iv. Include appropriate lighting and where appropriate utilise lighting and architectural features to give artistic effect.
- v. Provide a management plan.
- vi. Provide imaginative, porous hard landscaping solutions which are durable and add to a sense of place and local distinctiveness and meet the requirements of policy SAL.CC7.
- vii. Take into consideration the Landscape Character Assessment and protect any existing trees and distinctive landscape features where possible.

2. Boundary Treatments

Boundary treatments must:

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

Reasoned Justification

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

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

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

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

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

Landscaping at a new development in Stourport-on-Severn



Advertisements

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

Policy SAL.UP10

Advertisements

1. Local Character, Amenity and Safety

Proposals for advertisements must:

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

2. Heritage Assets

Proposals for advertisements within or adjacent to Heritage Assets must:

- i. Conserve the significance of a building, monument, site, place, area or landscape, including its setting.
- ii. Avoid the use of internally illuminated signage, or comprise individually illuminated letters.
- iii. Avoid the use of non-traditional materials such as PVC, perspex and illuminated box fascias.
- iv. Reflect the traditional signage of the area.
- v. Be in scale and proportion with the building on which they are displayed.

3. Advertisement Hoardings

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

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

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

4. Advance Warning Signs

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

5. Free Standing Signs

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

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

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

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

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

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

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

Rural Development

Relationship to the Sustainable Community Strategy

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

Rural Development

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

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

Rural Affordable Housing



Re-use and Adaptation of Rural Buildings

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

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

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

Policy SAL.UP11

Re-use and Adaptation of Rural Buildings

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

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

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

1. Economic Development

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

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

2. Residential Development

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

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

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

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

Reasoned Justification

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

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

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

7.99 The Council is unlikely to give favourable consideration to proposals for the residential re-use of buildings where the existing building is unsuitable for conversion without extensive alteration, rebuilding or extension, or if the creation of a residential curtilage would have a

harmful effect on the character of the countryside. To this end, and to ensure the character and heritage of the countryside remains intact, no further extensions to dwellings that were created through policy SAL.UP11 will be permitted.

West Midlands Farmsteads and Landscapes Project

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

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

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

Chalets

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

Policy SAL.UP12

Chalets

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

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

Replacement of a chalet by another chalet, caravan or mobile home will only be allowed where the development would result in a reduction in the visual impact on the landscape. The replacement of a holiday use chalet by a permanent residential dwelling will not be permitted. For sites that are located within the floodplain, consideration should be given to

relocating the caravan(s) to an area of lower flood risk and it must be demonstrated that the development can be made safe for the lifetime of the development. Replacement of chalets should be on a 'like for like' basis in terms of size and materials.

Reasoned Justification

7.103 There are approximately 380 Chalets within the District as evidenced through the Council's Survey of Chalets undertaken in 1979 and 1992. Pressures to further extend and modernise holiday chalets could lead to chalet sites evolving into permanent residential estates. This is highly undesirable as they are usually located in areas where residential development would not normally be permitted. They are often found in inaccessible locations with poor access roads, remote from shops and schools and often in areas liable to flooding. There is a particular issue with these developments along the River Severn and within the Wyre Forest itself. Historically, these chalets were used at weekends and during the summer but they are increasingly being used as permanent dwellings, often with the addition of a brick skin.

Equestrian Development

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

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

Policy SAL.UP13

Equestrian Development

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

1. Commercial Equestrian Facilities

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

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

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

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

2. Equestrian Facilities for Leisure Use

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

Reasoned Justification

7.106 The keeping of horses on agricultural land usually requires an approval for change of use. Also, any physical development on the land such as stables, tack rooms, feed stores and maneges also require express planning consent.

7.107 Careful consideration will be given to the impact of proposals on the landscape character of the surrounding area, and in particular the cumulative impact of stables and field divisions. Relevant conditions or S.106 agreements may be imposed on planning permissions where necessary.

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

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

Agricultural Land Quality

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

Policy SAL.UP14

Agricultural Land Quality

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

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

Reasoned Justification

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

Agricultural Land, Wolverley



8 Introduction

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

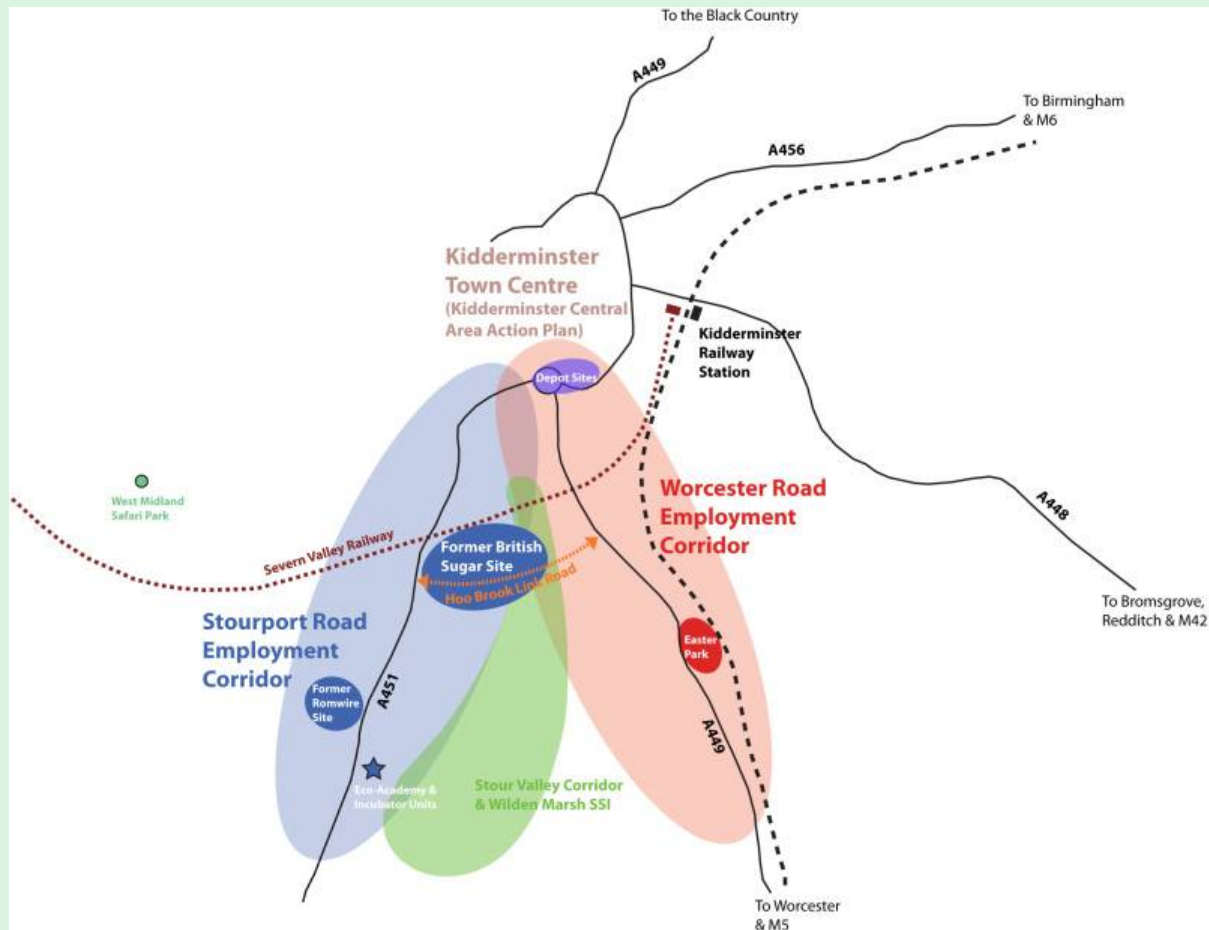
- South Kidderminster Enterprise Park
- West Kidderminster
- Kidderminster - smaller sites
- Stourport-on-Severn Town Centre
- Stourport-on-Severn - Eastern Approaches
- Stourport-on-Severn - West
- Stourport-on-Severn - smaller sites
- Bewdley
- Rural
- Previously Developed Sites in the Green Belt

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

9 South Kidderminster Enterprise Park

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

South Kidderminster Enterprise Park - Concept Plan



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

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

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

Stourport Road Employment Corridor

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

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

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

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

Worcester Road Employment Corridor

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

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

Policy SAL.SK1

South Kidderminster Enterprise Park

Development proposals within the South Kidderminster Enterprise Park area should:

- a. Positively contribute to the economic well-being of the District.
- b. Ensure that they are compatible with neighbouring uses and should not prejudice the operation and amenity of current employment operations within this area.
- c. Enhance the relationship between the sites and the Staffordshire and Worcestershire Canal and River Stour Corridor, where appropriate.
- d. Positively enhance the Wilden Marsh and Meadows SSSI, where appropriate.
- e. Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

- f. Strengthen the visual harmony of the Stourport Road with its strong tradition of tree lining, service roads and a prominent set-back of the building line narrowing to the bridge over the Severn Valley Railway
- g. Ensure that they do not prejudice the delivery of the Hoobrook Link Road.
- h. Safeguard and promote development of new 'enterprise units' for start up businesses.
- i. Take account of flood risk.

Reasoned Justification

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

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

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

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

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

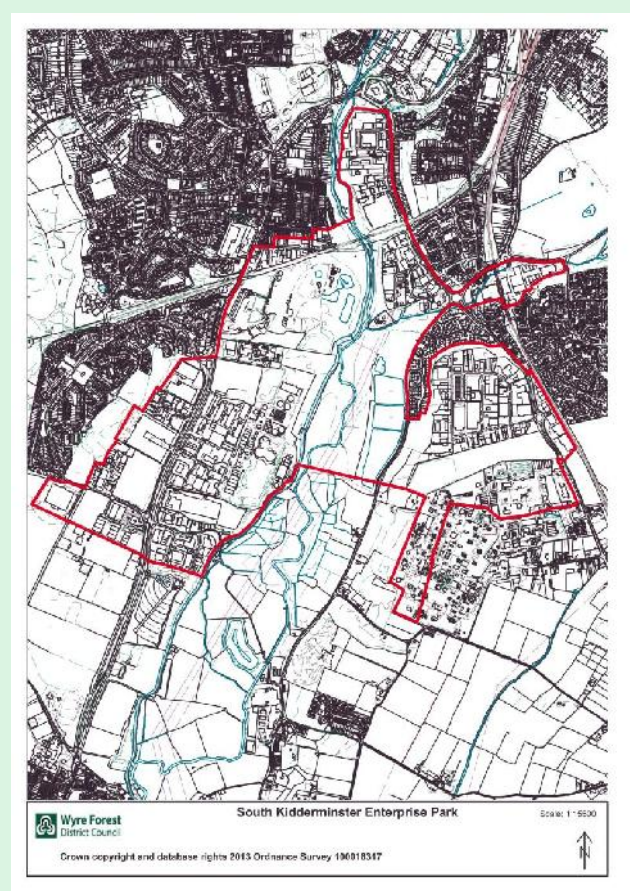
9.15 The South Kidderminster Enterprise Park area contains the indicative line of the Hoobrook Link Road. New development will therefore need to ensure that it does not compromise the deliverability of the proposed road scheme. More information on the Hoobrook Link Road is provided within Adopted Core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

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

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

9.18 It should be noted that although the area of the South Kidderminster Enterprise Park covers some natural features and Green Belt land, development will only be permitted on the Previously Developed sites that exist within the corridor, in line with the Development Strategy. The site designation (below) includes the natural areas of the Wilden Marsh and Meadows SSSI to ensure that the impact on any of the natural features are considered when development occurs within this area, and that benefits from developments can go towards the enhancement of this area.

Site Location



Former British Sugar Site

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

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

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

Policy SAL.SK2

Former British Sugar Site

Proposals for this site should:

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

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

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

Proposals for this site should:

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

- vii. Seek to maximise the connectivity of the site to nearby centres and attractions including Kidderminster Town Centre, Stourport-on-Severn, the Canal and Severn Valley Railway.
- viii. Have full regard to the HSE zone that affects the site and locate uses accordingly.
- ix. Provide a multi-functional SUDS network and ensure that an appropriate drainage strategy is in place.
- x. Incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

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

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

Development Types

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

9.24 It is important that the proposals:

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

Former British Sugar Site - Indicative Masterplan



Infrastructure

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

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

9.27 The redevelopment of the site also provides opportunities to provide new cycle and pedestrian links. The links between the Stourport Road and Worcester Road are equally as poor for other forms of transport and so opening this site up to improve permeability through it will help to improve the sustainable transport options within this area of the town. The site provides the opportunity to create direct access to link into the canal towpath and associated

travel network which provides a sustainable transport link between the two largest towns in the District and therefore should be included as part of the proposals. The canal corridor is a multi-functional resource and proposals should therefore seek to explore the opportunities available to:

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

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

Existing Green Infrastructure to be retained



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

Environmental Issues

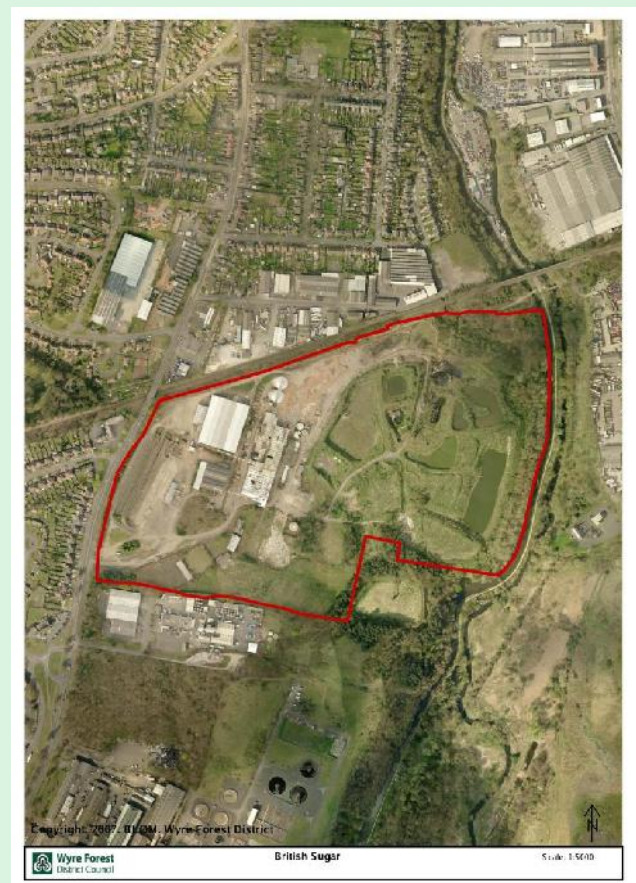
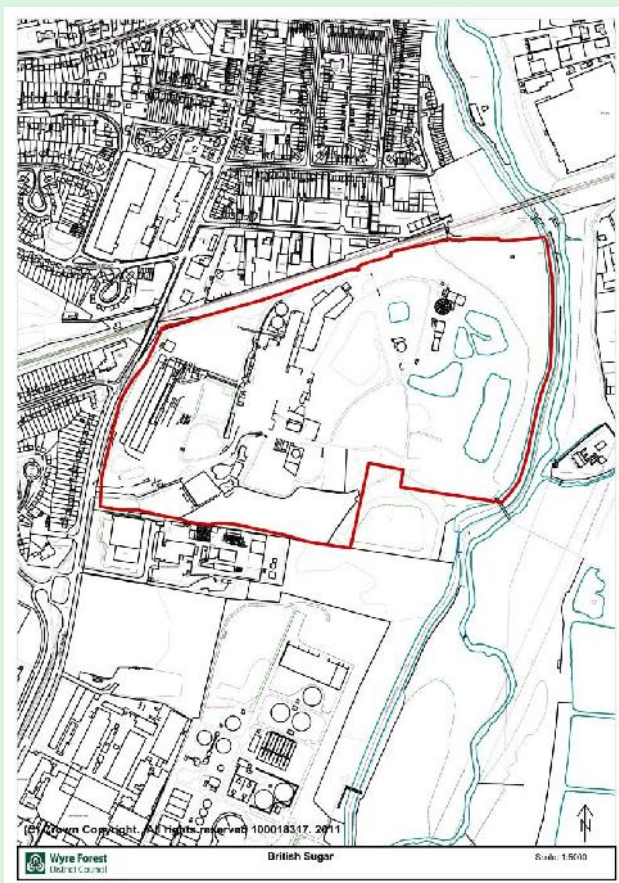
9.30 The site lies adjacent to some important natural and conservation designations. One of the main areas of land adjacent to the site is the Wilden Marsh and Meadows SSSI. This is an important natural habitat and development within this area will need to respect and enhance this designation wherever possible. Public access to Wilden Marsh and Meadows SSSI is prohibited because of the sensitivity of the site and this should continue. However, the potential exists to provide a bird hide and educational interpretation at the site. The site also abuts the Staffordshire and Worcestershire Canal Conservation Area. Proposals will need to have regard to this designation and take account of the Character Appraisal. The River Stour corridor and

the Staffordshire and Worcestershire Canal corridor are also designated Local Wildlife Sites and therefore proposals will need to ensure that there are no adverse impacts as a result of development.

9.31 Given the manufacturing legacy of the site, and in line with policy SAL.SK1, it will be important that contamination issues are considered from the outset with appropriate investigation studies undertaken and mitigation works approved accordingly. Due to the size of the development site, the opportunity exists to consider the multi-functional role of SUDS. A drainage strategy will need to be produced to confirm the exact volume of surface water attenuation required on site for a 1% plus climate change event. SUDS proposals will need to be further informed by the site investigation, taking into account the presence of contamination and the hydrological conditions within the area.

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

Site Location



Oasis Arts & Crafts and Reilloc Chain

- Area: 2.69ha
- Indicative Phasing period: 2011-2021
- Indicative Capacity: 100

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

Policy SAL.SK3

Oasis Arts & Crafts and Reilloc Chain

Development proposals for this area should:

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

Reasoned Justification

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

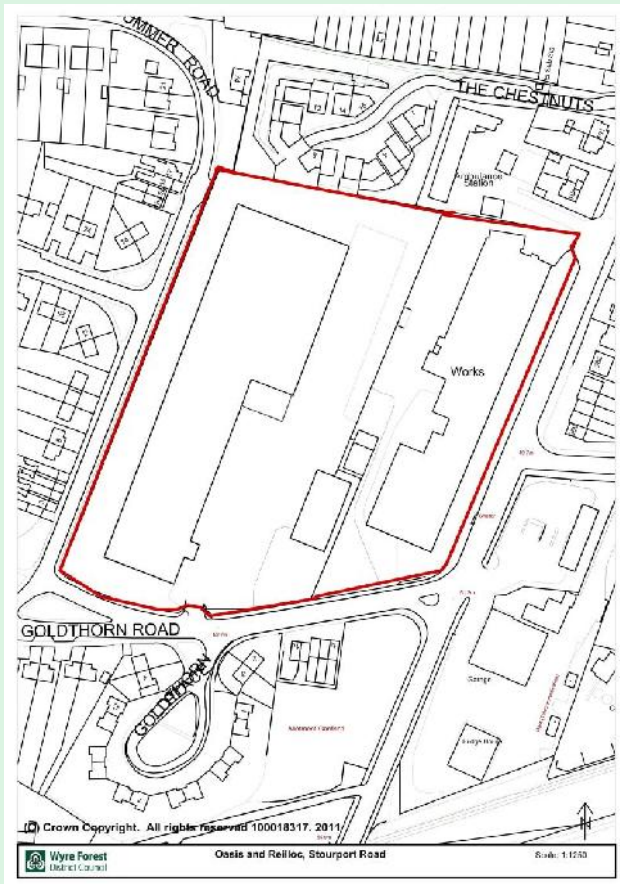
9.35 A new development may help to improve the streetscene by incorporating improved design along the Stourport Road frontage. The site is surrounded by residential development on all sides and is in a sustainable location being situated along a high frequency bus route and within easy walking distance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

9.36 Should one of the sites become available sooner in the plan period than the other, its development should enable a comprehensive approach to be realised with the ability for future linkage between the two sites.

Oasis Arts and Crafts Site



Site Location



Reilloc Chain



Former Romwire Site

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

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

Policy SAL.SK4

Former Romwire Site

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

Development proposals should:

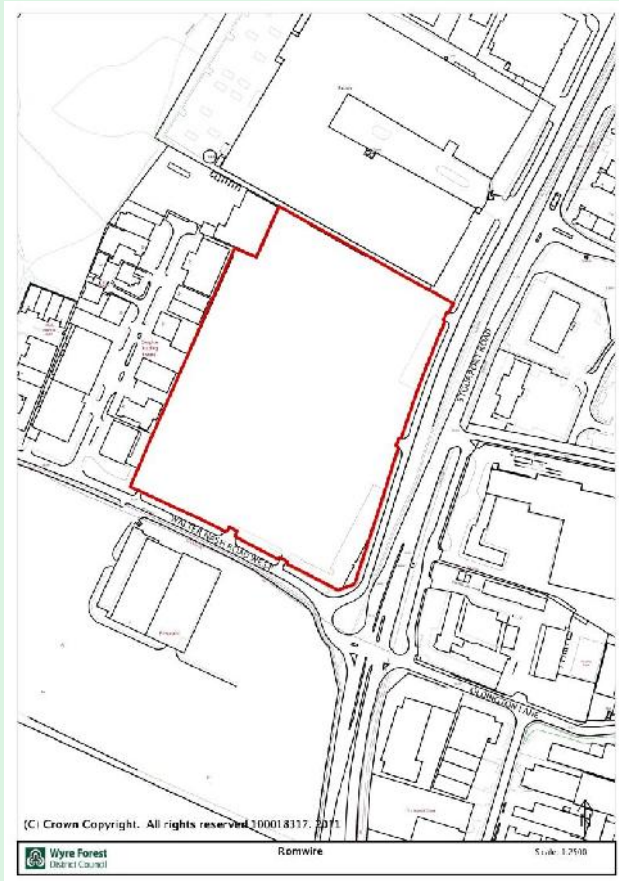
- Take account of the relationship to the surrounding uses, including industry and the Local Nature Reserve.
- Ensure that suitable frontages are provided to Walter Nash Road and the Stourport Road.
- Ensure that the development of the whole site provides a connected layout that would enable phased delivery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

Reasoned Justification

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

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

Site Location



Former Romwire Site



10 West Kidderminster

Blakebrook School and County Buildings Site

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

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

Policy SAL.WK1

Blakebrook School and County Buildings

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

- Residential
- Extra-care facility
- Community uses

Proposals should also:

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

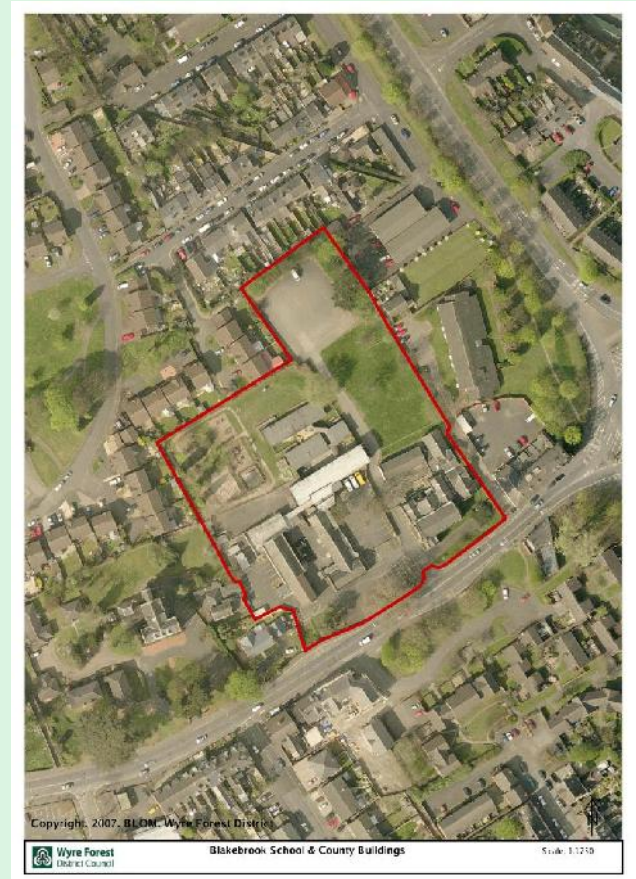
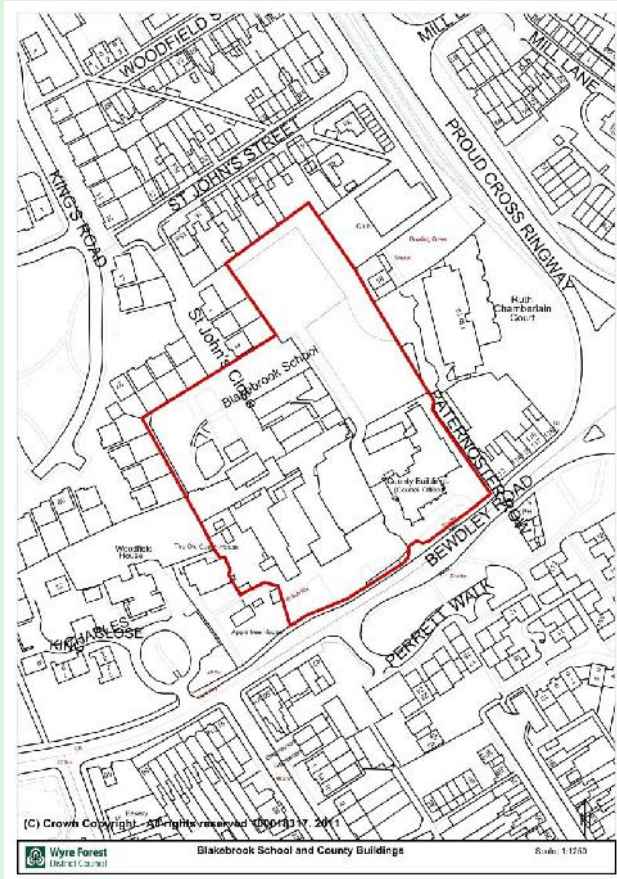
Reasoned Justification

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

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

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

Site Location



Kidderminster Hospital

- Area: 4.6ha

Policy SAL.WK2

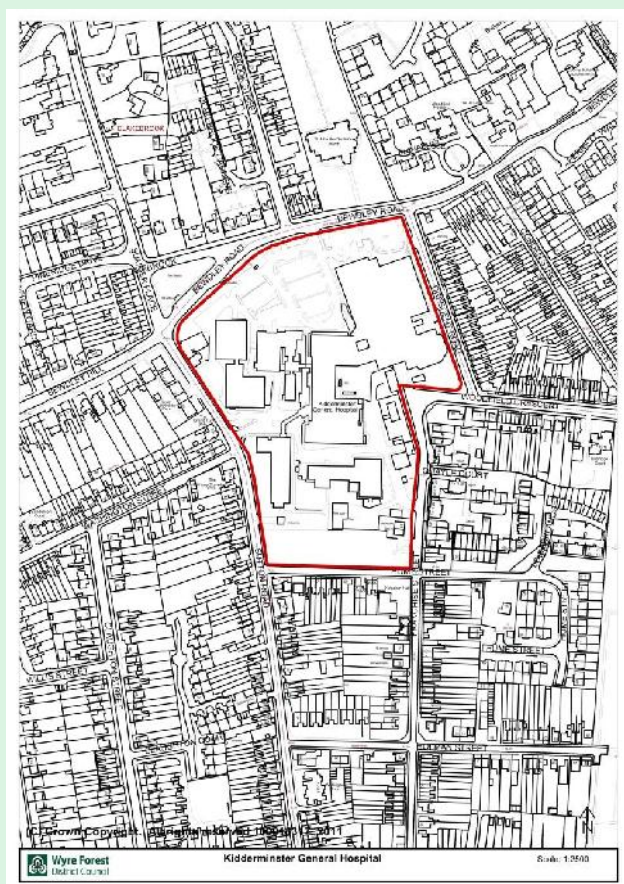
Kidderminster Hospital

The Kidderminster Hospital site as shown on the Policies Map will be safeguarded for medical uses. Proposals for non-healthcare uses will not be permitted unless it can be demonstrated that healthcare provision will not be compromised, in line with the criteria set out in Policy SAL.DPL11: Community Facilities.

Reasoned Justification

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

Site Location



11 Kidderminster - Smaller Sites

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

Policy SAL.KSS1

Smaller Kidderminster Sites

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

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

* Any proposals for the redevelopment of the Rifle Range Shops will be required to:

- i. Incorporate an element of convenience retail provision.
- ii. incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

Northumberland Avenue Surgery

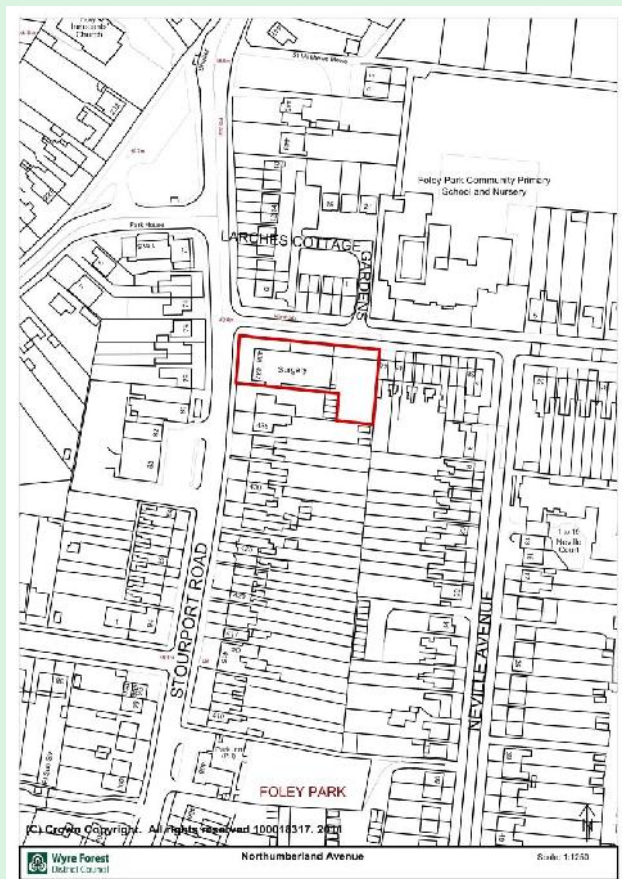
- Area: 0.14ha
- Indicative Phasing Period: 2011-16
- Indicative Capacity: 10

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

Northumberland Avenue Surgery Site



Site Location



Chester Road South Service Station

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

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

Site Location



Broadwaters Community Centre

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

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

Site Location



Rifle Range Shops and Musketeer Public House

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

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

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

Site Location



12 Stourport-on-Severn Town Centre

Bridge Street Basins Link

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

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

Policy SAL.STC1

Bridge Street Basins Link

Proposals for this site should:

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

Reasoned Justification

Bridge Street Basins Link SPD

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

Site Information

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

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

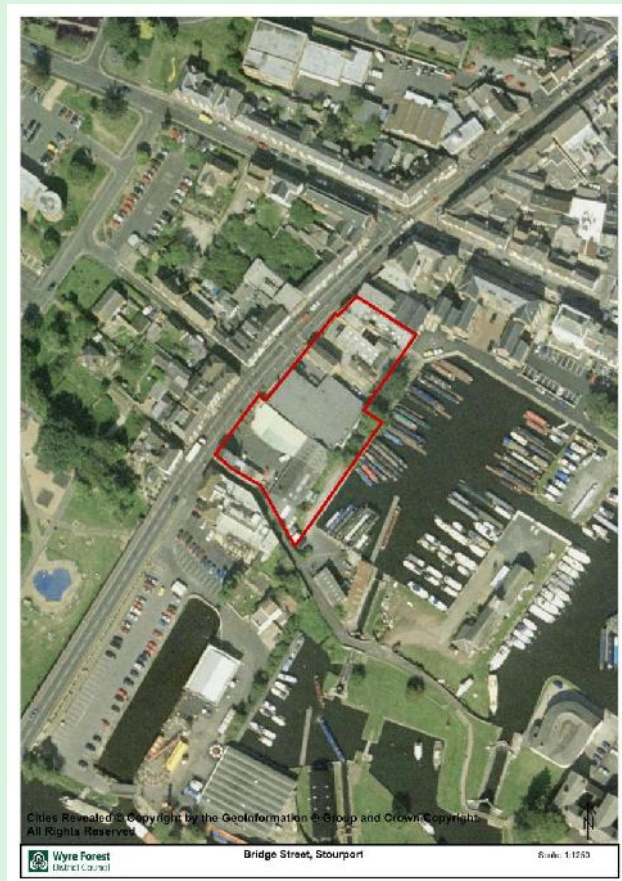
"To assist the emergence of a new basins quarter in the heart of Stourport-on-Severn by actively linking existing townscape and waterscape through development that serves to redefine the role of Bridge Street as a thriving area for commerce and living."

12.5 Other key considerations are:

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



Site Location



Stourport-on-Severn Canal Basin



Tan Lane and County Buildings

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

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

Policy SAL.STC2

Tan Lane and County Buildings

Phase 1: Tan Lane

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

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

Proposals should also:

- Retain and enhance the former school building which is on the Local Heritage List.
- Front onto existing and proposed highways.
- Where possible provide a link through to Bewdley Road / Lombard Street.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Phase 2: County Buildings

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

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

Proposals will need to ensure that compensatory provision is provided for the existing community uses affected and for their expansion commensurate with development growth in Stourport-on-Severn, if these are not to be retained on site, before considering any future redevelopment. Proposals will also need to ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

Tan Lane (Phase 1)

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

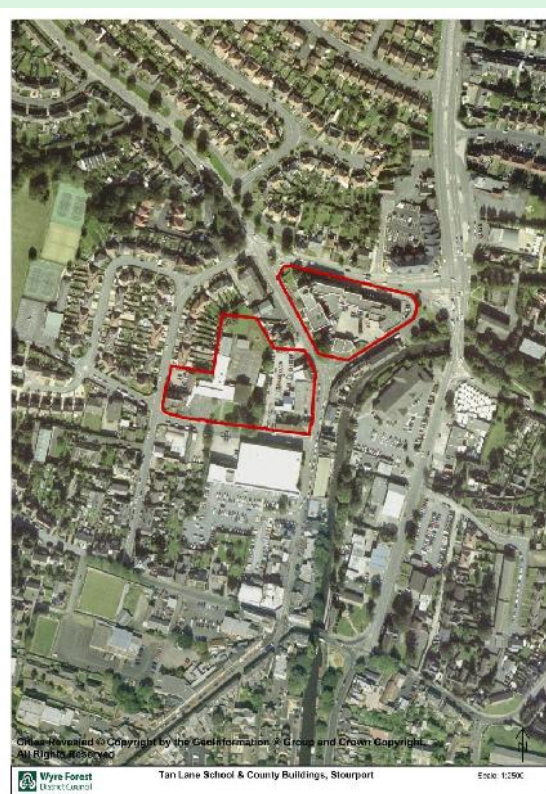
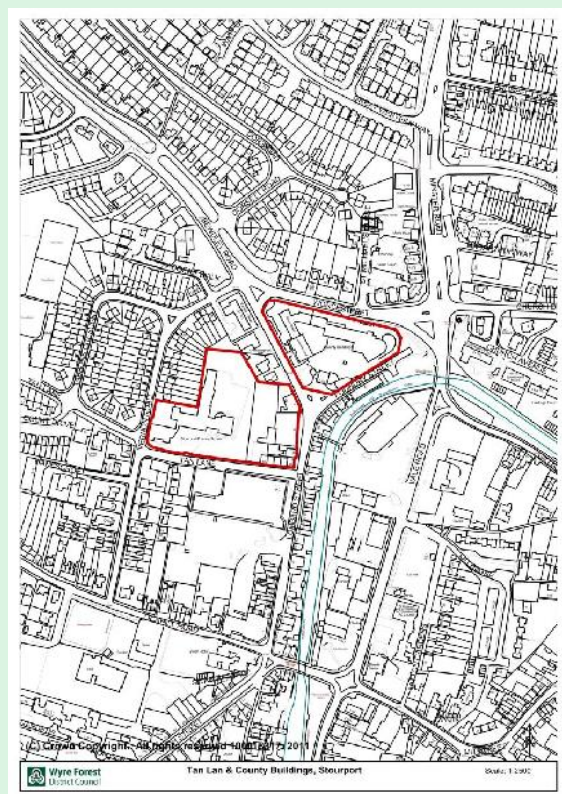
12.8 The site boundary for this redevelopment area has been extended to include some of the land that is adjacent to Lombard Street. By including these further areas of land, it is considered that a more holistic approach to future redevelopment can be realised. Retail development within this area would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

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

County Buildings (Phase 2)

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

Site Location



Civic Centre

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

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

Policy SAL.STC3

Civic Centre

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

- Community Uses (D1 and D2), including police and fire services
- Residential Development
- Offices
- Extra Care Accommodation
- Hotel

Proposals should:

- Be in conformity with Adopted Core Strategy policy DP11 (Community Facilities).
- Ensure that development enhances and complements the adjacent Conservation Area.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

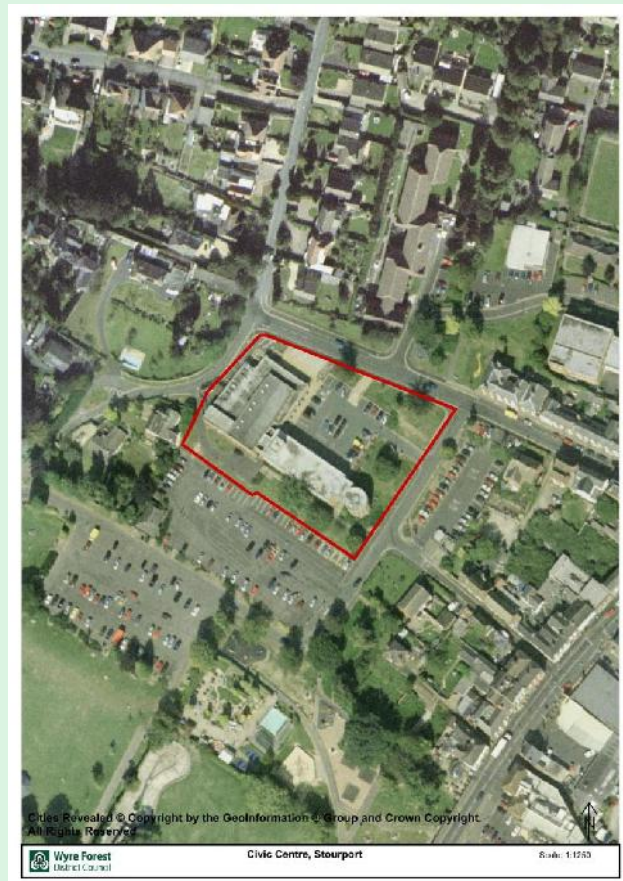
Reasoned Justification

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

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

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

Site Location



Stourport-on-Severn Civic Centre



Swan Hotel and Working Men's Club

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

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

Policy SAL.STC4

Swan Hotel and Working Men's Club

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

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

Proposals should:

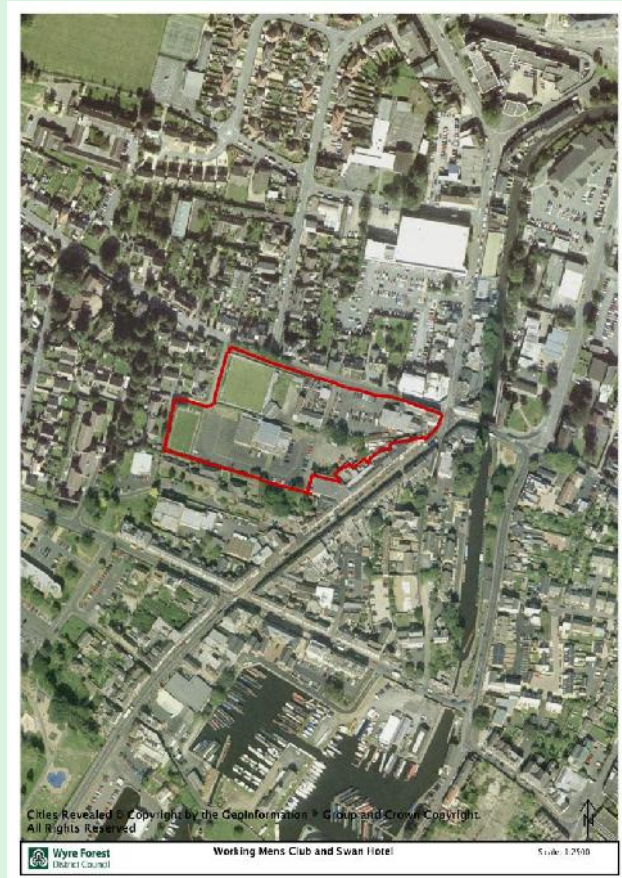
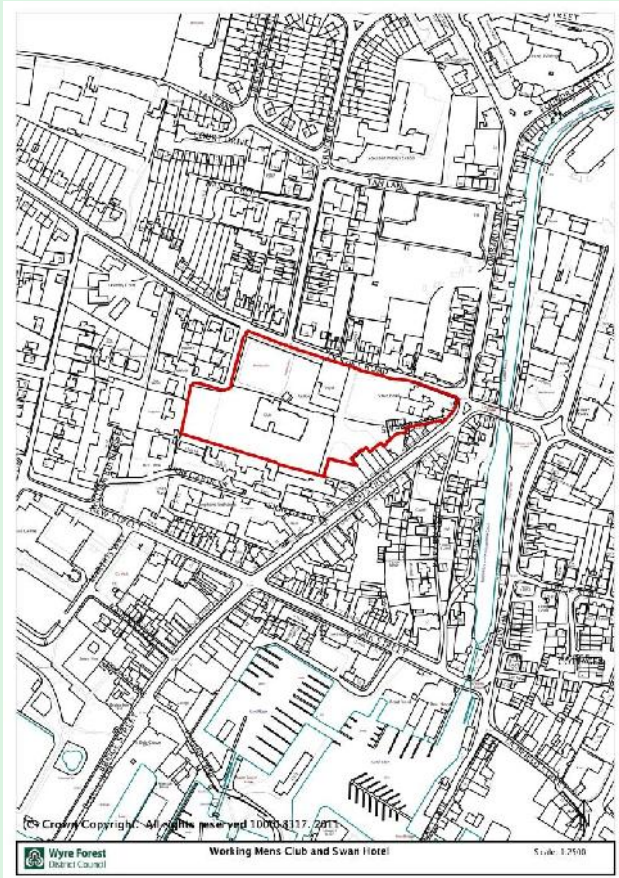
- Enhance and complement the adjacent Conservation Area.
- Retain and bring back into beneficial use the Swan Hotel which is on the Local Heritage List and, where feasible, remove the modern extensions along Lickhill Road.
- Improve the appearance of the backs of the High Street shops whilst continuing to allow for servicing.
- Not prejudice the comprehensive redevelopment of the whole site.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

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

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

Site Location



Former Swan Hotel



13 Stourport-on-Severn - Eastern Approaches

Carpets of Worth

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

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

Policy SAL.EA1

Carpets of Worth

Redevelopment proposals for this site should:

- Provide for a mix of land uses to include B1 Business, small scale retail (less than 280sqm) and C3 residential.
- Allow, subject to the policies of the retail section, potential for a new supermarket.
- Subject to other material considerations retain and bring back into use the important buildings and structures identified in the Severn Road Development Brief.
- Preserve and enhance the character of the Conservation Area and its setting.
- Safeguard and enhance the natural assets of the site provided by the River Stour, whilst also taking into account and mitigating against the flood risk of the area.
- Be accessible via a new road to be provided as part of the redevelopment, linking this site with Discovery Road.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

The key principles for the development of this site include:

- The need for commercial development to front the main routes within the site area to create an active edge.
- Providing a clear and logical block structure that connects with Lichfield Street making use of retained buildings as a 'gateway' into the site to assist with legibility.
- The need for development to provide private backs and public fronts to all streets and spaces both within and outside of the site including the new Severn Road link road and the River Stour corridor.
- The creation of a new central square/space within the development.
- Full integration of the River Stour with high quality open space.
- The creation of high quality streets incorporating home zones and natural traffic calming within the site.
- The incorporation of a range of parking approaches including on-street, on-plot and parking courts as appropriate.

- h. Creating a 'boulevard' street frontage to the River Stour.
- i. Incorporating a bespoke and high quality approach to building and landscape design (both hard and soft landscaping including streets) that is sympathetic to the Conservation Area, Local Heritage List and nearby development of Lichfield Basin (Phase 1 of the Severn Road development).

Reasoned Justification

13.2 This site comprises the land formerly occupied by the Bond Worth carpet factory and is subject to a number of planning approvals. The company was reorganised and amalgamated with others in the 1980s as Carpets of Worth, before its closure in the early 1990s. The site provides an opportunity to open up a significant part of the town and improve access to natural features of the area. In particular, it will allow the opportunity to enjoy and appreciate the adjacent River Stour by opening up access and through re-establishing the importance of the waterways system which formed an essential element to the prosperity of the town. Therefore, any development within this area will need to ensure a positive relationship is made with the adjacent river and guarantee that it is an integral feature of the proposals. However, given the proximity of the river, it will be important that flood risk is fully considered and mitigated against. One solution would be to retain a riverside walkway and open space area directly next to the waterway, which would bring benefits in terms of flood flow routes and improving access and interest next to the river.

Carpets of Worth Site



13.3 The site provides a key development opportunity and will represent the gateway into Stourport-on-Severn with direct access over the River Stour to Discovery Road and the proposed route of the Stourport Relief Road. This link will provide an important phase of the redevelopment and will need to be included in any proposed development of the site. The provision of new infrastructure will benefit greater permeability of the site, with the potential of extending the existing circulation paths into the site area, creating and reinforcing links to developments on the east of the Stour.

13.4 Any proposals should blend well with the existing townscape and should have due regard to the Public Realm Design Guide for Stourport-on-Severn and the district-wide Design Quality SPG. Proposals will also need to ensure that any development has a positive impact on the adjoining Conservation Area.

Site Location



The first phase of development has started



Cheapside

- Area: 2.2ha
- Indicative phasing period: 2016-21
- Indicative capacity: 60

13.5 This is a former manufacturing site that is located on the bank of the River Severn. The site is surrounded by other areas that have, or are, benefiting from regeneration, most notably the development at Lichfield Basin. The future redevelopment of this site would enable the continued regeneration of this part of Stourport-on-Severn.

Policy SAL.EA2**Cheapside**

Redevelopment proposals for this site should:

- Provide for a mix of land uses to incorporate residential and business use.
- Retain and enhance the listed buildings and Local Heritage List assets that are within the site boundaries.
- Incorporate and enhance the natural assets of the site, including the environment provided by the Rivers Stour and Severn that surround the site.
- Have full regard to flood risk and be accompanied by a Flood Risk Assessment.
- Have full regard to the Stourport-on-Severn No.1 Conservation Area and the associated Character Appraisal.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

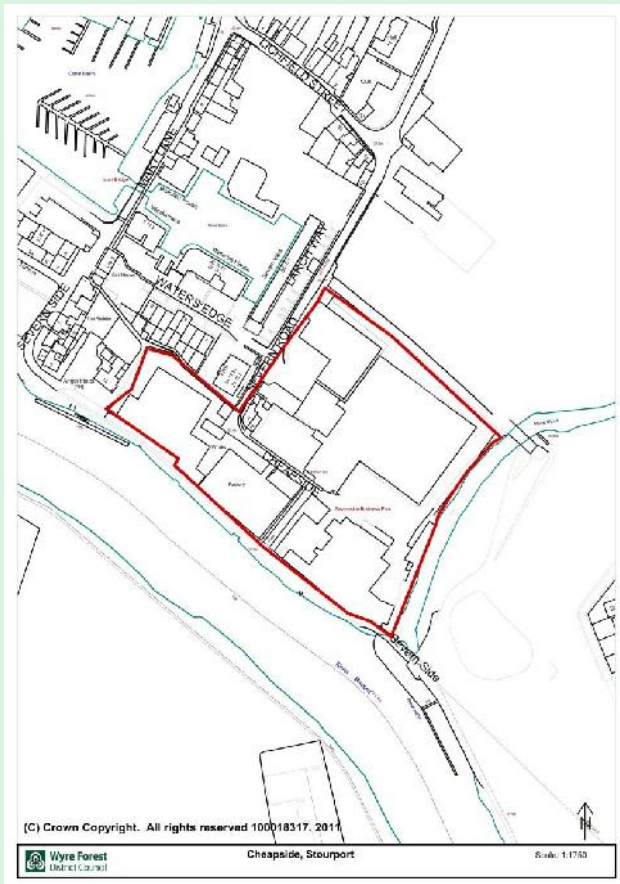
Reasoned Justification

13.6 The redevelopment of this site provides another element of the focussed regeneration effort within Stourport-on-Severn. The site could provide important new residential and business opportunities whilst improving links and access to some of the natural features that surround the site.

13.7 Key considerations will be the heritage setting of the site, given its location within a Conservation Area, the listed buildings and the Local Heritage List assets that exist within the site boundaries. Additionally, there are surrounding natural features which also require consideration and could prove to be real assets if incorporated well into the design.

13.8 One of the main issues affecting this site is flooding. The southern elements of the site, located nearest to the River Severn lie within Flood Zone 3. The remainder of the site is largely affected by Flood Zone 2. Therefore, any redevelopment proposals will need to ensure that flood risk is fully taken into account.

Site Location



Former Vinegar Works - Local Heritage Asset



Parsons Chain

- Area: 6.26ha
- Indicative phasing period: 2021-2026
- Indicative capacity: 150 dwellings

13.9 This site is a former industrial area located on the eastern side of Stourport-on-Severn. The site was cleared in 2008 and has remained vacant since this time. It also comprises a former railway embankment which forms the eastern boundary of the site. The following policy will apply to development proposals in this location:

Policy SAL.EA3**Parsons Chain**

Proposals for this site should:

- Provide for a mix of uses including residential, business and community uses throughout the site.
- Implement the section of the Stourport Relief Road that runs through the site, as safeguarded by the indicative line shown on the Policies Map.
- Provide frontages onto the main highway network (existing and planned).
- Ensure compatibility between the adjacent existing uses and proposed new uses.
- Maintain and improve green infrastructure links through the site linking adjacent areas of open space and biodiversity.
- Ensure flood risk is fully considered and incorporate SUDS and green infrastructure linking Hartlebury Common and the River Stour.
- Proposals involving solely residential use may be considered, subject to robust market appraisal and viability assessments and proposals not undermining the role of adjacent industry.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

13.10 The site has been identified in the SHLAA as being suitable for residential development. The site was also assessed through the Council's Employment Land Review, and this concluded that the site could be considered for alternative uses. However, in light of the Council's desire to retain a satisfactory mix of uses throughout Stourport-on-Severn, the site should include some commercial or community uses.

13.11 The Stourport Relief Road is a long standing commitment that has the backing of both the District and County Councils and is identified within the District Council's Adopted Core Strategy. It is also identified as a scheme within LTP3. The indicative line of the Stourport Relief Road runs through this site. In order to address congestion in the area and to provide satisfactory access to the site, any redevelopment will be expected to deliver the section of the Stourport Relief Road which lies within the site as well as the junctions which link this with Discovery Road and the Millfields Drive sections of the Relief Road. Gaining satisfactory access to the

site will be a key consideration for development proposals. There are currently a number of historic access points to both the Hartlebury and Worcester Roads used to service the factory premises, but these are considered unsatisfactory to form a main access to the site.

13.12 The site is located on a principal aquifer and total protection zone, with shallow groundwater. Given the industrial history of the site and previous use, there is high potential for land contamination issues. Proposals will need to adequately address these issues. Part of the site is located within Flood Zone 2. The NNPF and its Technical Guidance state that those uses defined as more vulnerable and less vulnerable are appropriate within Flood Zone 2. Therefore, the uses set out within this policy are appropriate without the need to pass a sequential test. However, a site-specific Flood Risk Assessment will be required to be submitted alongside any planning application for the site.

Site Location



Worcester Road Car Garages

- Area: 0.83ha
- Indicative phasing period: 2016-21
- Indicative capacity: 30

13.13 This site is a small site located in the east of Stourport-on-Severn and currently consists of a number of uses but is predominantly used as a car sales area. The remainder of the site is occupied by small scale industrial units and a small area of hard-standing which is used temporarily as a car washing area. The future development of the site is considered in the following policy:

Policy SAL.EA4**Worcester Road Car Garages**

Development proposals for this site should:

- Provide for a mix of uses including residential and business.
- Ensure that proposals are compatible with existing surroundings.
- Ensure development fronts onto the Worcester Road.
- Take full account of flood risk.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

13.14 This site, fronting the Worcester Road, provides the opportunity to deliver a mixed use development to regenerate some of the more dated parts of the site and provide residential space. The policy remains flexible so that existing occupiers and businesses could continue to trade whilst providing the opportunity for new development to come forward in a sustainable location. Given the site's location along the frontage of a main road, the continuation of a car garage and sales area would be appropriate. This type of use would be in conformity with Adopted Core Strategy policy CP08 which provides flexibility for sui-generis uses such as this.

13.15 A new development may also help to improve the street scene by incorporating a new design fronting onto the Worcester Road and removing the small industrial uses which are now beginning to look dated in parts. The site is in a sustainable location with links to the town centre and the services and facilities that this provides. Links to the town centre will also be improved as other sites within the area are brought forward for development.

13.16 The site is located within Flood Zone 2. The NPPF and its Technical Guidance state that those uses defined as more vulnerable and less vulnerable are appropriate within Flood Zone 2. Therefore, the uses set out within this policy are appropriate without the need to pass a sequential test. However, a site-specific Flood Risk Assessment will be required to be submitted alongside any planning application for the site.

Site Location



Worcester Road Car Sales



Baldwin Road

- Area: 2.03ha
- Indicative phasing period: 2016-21
- Indicative capacity: 50

13.17 This site is formed from a number of areas along Baldwin Road where it is considered a holistic approach to future development would be the best approach. The policy framework for future development of this site is as follows:

Policy SAL.EA5**Baldwin Road**

A masterplan for the whole site will be required prior to any development being considered. The wider site incorporates the following key sites:

- The petrol station and workshop at the junction with Worcester Road
- The former coach depot adjacent 1 Baldwin Road
- Land east of 7-9 Baldwin Road
- An area of urban open space, which is currently inaccessible.

Proposals for this site should:

- Incorporate a mix of uses which are predominantly residential but allow for small-scale commercial uses.
- Retain, enhance and make accessible the urban open space that lies within the site boundary and take into account any ecological surveys undertaken.
- Provide green infrastructure connections through the site and to the adjacent canal corridor.
- Provide access to the Canal and improve cycling and walking links through the site (linking Baldwin Road with the Canal).
- Ensure that development fronts onto the existing Baldwin Road, where possible.
- Take into account flood risk.
- Ensure that the development does not have an adverse impact on the adjacent Canal Conservation Area.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Applicants seeking to develop individual parcels within the site must demonstrate how their proposals could make a valuable contribution to the wider site area. The affordable housing thresholds will be applied pro-rata to the entire site.

Reasoned Justification

13.18 These sites have all been identified independently in previous versions of the development plan with a number of parcels already identified as being acceptable for residential development. However, it is considered imperative to include the sites under one policy framework to provide the flexibility and opportunity for the site to be considered in a holistic

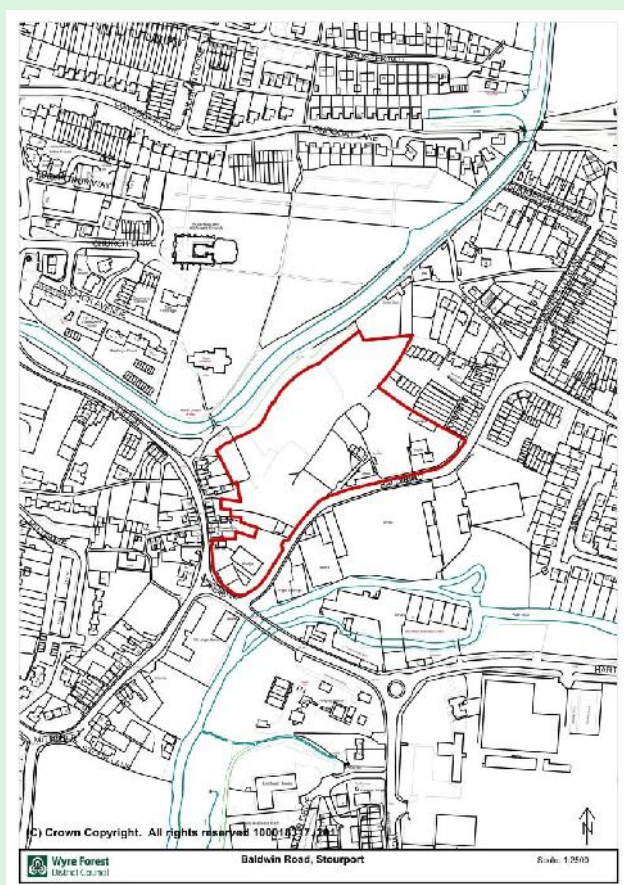
manner. The policy framework for this site is to provide a mixed use approach that will enable a scheme to come forward incorporating a clear design for the area as a whole, rather than considering piecemeal development. By including the site as a wider regeneration area, it provides the opportunity to look at other impacts such as road infrastructure in a comprehensive manner.

13.19 Key considerations for this site are the improvement of links to the adjacent canal and the enhancement of the open space that lies within the site so that access can be gained to it. This site provides genuine opportunities to provide links to these assets and make them a focus for development. The site also offers the potential to improve green infrastructure links within this area, linking with the Canal and the associated habitats and wildlife.

13.20 Due to the location of the site, adjacent to the Staffordshire and Worcestershire Canal Conservation Area, proposals will need to make sure they do not have an adverse impact on the area and should have regard to the associated Character Appraisal.

13.21 A small portion of the site is also affected by Flood Zone 3 and therefore a Flood Risk Assessment would be required to ensure that the development was safe.

Site Location



14 Stourport-on-Severn - West

MIP

- Area: 3.28ha
- Indicative phasing period: 2011-16
- Indicative capacity: 100 dwellings, Extra Care Accommodation

14.1 This area of land is located in the western area of Stourport-on-Severn. The site is a vacant, cleared parcel of land which offers a regeneration opportunity in a sustainable location.

Policy SAL.WS1

Former Midland Industrial Plastics Site

Proposals for this site should include:

- Residential Use (C2-C3)
- Suitable highway access points

Proposals should:

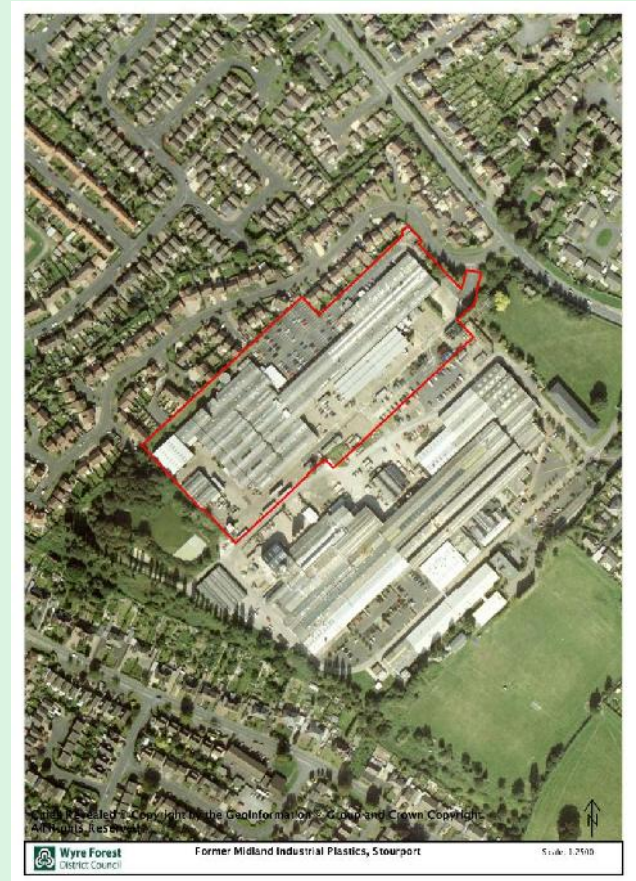
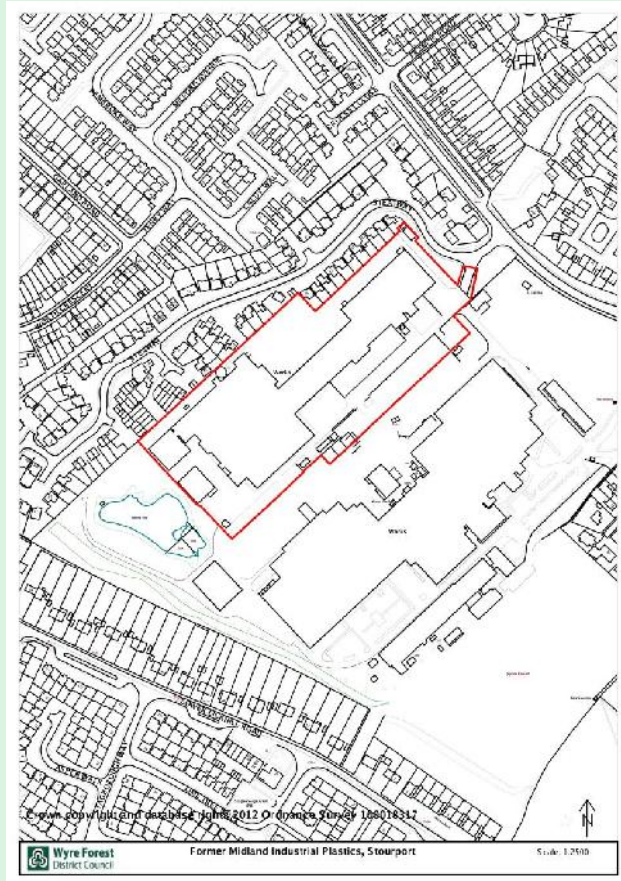
- Ensure that prior to any development, appropriate noise mitigation measures are agreed to ensure compatibility of uses within this location.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

14.2 The site identified for allocation is a former Industrial site. This site lies immediately adjacent to the Morgan Technical Ceramics site and is currently cleared and vacant. Past operations of the site have mainly been of a manufacturing nature, including some temporary operators of the site, but it has largely remained unoccupied over recent years. The Council have considered other options for the site given that it has largely been unused for its existing use. The site was identified in the District's SHLAA (2009) as being suitable to be considered for residential use as well as being assessed through the Employment Land Review (ELR) which identified that the site should be considered for alternative uses given its current position. Given the fairly sustainable nature of the site it is considered to be suitable to provide for a range of housing requirements.

14.3 However, one of the main issues within this area is the noise mitigation measures required to protect amenity and to guard against potential issues that may occur from the adjacent employment site. Proposals will therefore need to prove that an acceptable living environment can be achieved. Given the site's industrial history, it is also important that any potential contamination issues are fully considered and mitigated against.

Site Location



Lucy Baldwin Unit

- Area: 1.14ha
- Indicative phasing period: 2011-16
- Indicative capacity: 40 dwellings

14.4 This site comprises a collection of buildings that were once used as a hospital. The site is now vacant and future development at this location will be subject to the following policy:

Policy SAL.WS2

Lucy Baldwin Unit

Proposals for this site should:

- Provide for residential development.
- Ensure that the Local Heritage List assets that are contained within the site boundaries are brought back into use and sympathetically incorporated into any design.
- Provide linkages to the existing green infrastructure network, taking full advantage of the opportunities presented by the adjacent Memorial Park.
- Provide access to the adjacent open space through improved walking and cycling links.
- Ensure that Significant Trees are retained and included within the scheme.

Reasoned Justification

14.5 This site is located in the west of Stourport and is a former maternity hospital site. The hospital has been closed for a number of years and is vacant and falling into disrepair. The site is located in a predominantly residential area but the northern boundary of the site fronts onto Stourport Memorial Park, providing an attractive outlook for the site.

14.6 Any potential development of the site will need to take into account the presence of Local Heritage List assets and ensure that they are incorporated into the design. Furthermore, this site provides enormous opportunity to improve green infrastructure links and improve access to the large open space that is immediately adjacent to the site. The site contains a number of Significant Trees and these should be retained and incorporated within any development proposal, in line with guidance from the Council's Arboricultural Officer.

Lucy Baldwin Site



Site Location



15 Stourport-on-Severn - Smaller Sites

15.1 There are a number of smaller sites within Stourport-on-Severn that provide redevelopment opportunities. The sites identified for future development are the Queens Road shops and garages on the Walshes Estate in Areley Kings and the Robbins Depot on Manor Road.

Policy SAL.SSS1

Smaller Stourport-on-Severn Sites

The following sites as identified on the Policies Map are allocated for redevelopment for residential uses:

- Queens Road Shops and Garages
- Robbins Depot, Manor Road

Any proposals for the redevelopment of the Queens Road Shops will be required to incorporate an element of convenience retail provision.

Reasoned Justification

Queens Road Shops and Garages

- Area: 0.36ha
- Indicative phasing period: 2016-21
- Indicative capacity: 15 dwellings (net gain of 7)

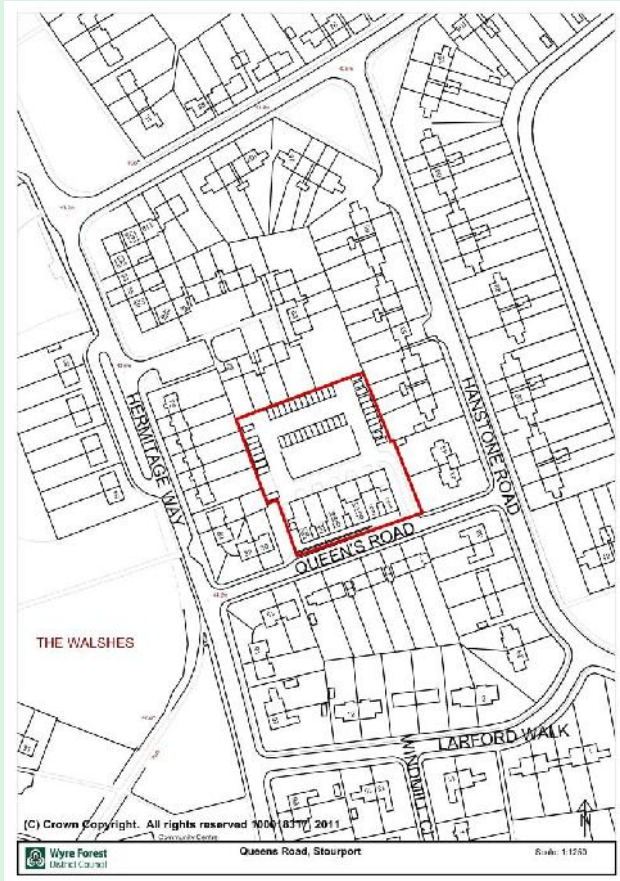
15.2 This site currently consists of a parade of shops with residential units above together with a large number of lock-up garages to the rear. The site is predominantly owned by the Community Housing Group and it has been identified as an area where improvements to the current offer could be realised. It has the potential to provide much needed affordable housing within this area of Stourport-on-Severn.

15.3 The existing retail units act as important top-up shopping facilities for the local neighbourhood and improve its sustainability. Therefore any redevelopment scheme would need to ensure that appropriate provision is made to enable the retailing function to continue on-site and that the existing tenants are relocated.

Queens Road Site



Site Location



Robbins Depot, Manor Road

- Area: 0.19ha
- Indicative phasing period: 2016-21
- Indicative capacity: 12 dwellings

15.4 This site is currently a small lorry depot situated in a predominantly residential area to the north of Stourport-on-Severn. The site was identified in the Strategic Housing Land Availability Assessment as being suitable for residential development. Given the site's location in the street scene, it is proposed that providing terraced housing, in keeping with the rest of the street scene, would be the preferred option for this site. The site is located close to services and facilities and is a previously developed site.

Site Location



16 Bewdley

Load Street Redevelopment Area

- Area: 0.66ha
- Indicative phasing period: 2016 - 21
- Indicative capacity: 16 dwellings

16.1 The Load Street car park is located within the heart of the historic town of Bewdley and includes a variety of open spaces, built development and land ownerships. The site is bounded by Load Street to the south-east, Dog Lane to the west and north and Severnside North (and the River Severn) to the east. Future development proposals for this site will be subject to the following policy:

Policy SAL.B1

Load Street Redevelopment Area

Within the Load Street Redevelopment area a mixed use redevelopment will be sought, incorporating:

- Community uses (D1)
- Residential (C3)
- Small scale A1 retail to meet local needs

Proposals for this site should:

- Create a new destination within the town centre and a new 'shared space' at the heart of the area.
- Enhance the pedestrian environment and calm traffic within the area.
- Improve consolidated public services on a more intensively used site.
- Create new housing opportunities within Bewdley.
- Improve the vitality and viability of the Town Centre including providing new commercial/retail opportunities.
- Replace existing gaps and low density poor quality buildings with more appropriate quality buildings which respond and respect their heritage setting in a positive manner, including views across the area.
- Address and mitigate against flood risk.
- Seek to reduce its impact on the AQMA.
- Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

16.2 The Load Street Redevelopment Area is within Bewdley Town Centre and currently houses a number of community facilities including a library, a medical centre, a fire station and an area of public car-parking. The site is dominated by the car-parking provision and makes a poor contribution to the public realm.

Development Types

16.3 Development of this site provides the opportunity for residential units to be built but will need to ensure that appropriate community facilities are provided on-site or through compensatory provision.

16.4 Policy DS01 of the Adopted Core Strategy sets out the settlement hierarchy which identifies Bewdley as a Market Town. Suitable development here includes Convenience A1 retail to meet local needs, local small-scale business and housing to meet local needs. Policy DS03 of the Adopted Core Strategy identifies that housing provision in Bewdley will be limited primarily to affordable housing to meet local needs on allocated sites. Small scale retail provision would also be acceptable given the site's central location.

Constraints

16.5 The site has a number of constraints which will need to be considered as part of any proposals for redevelopment. The site lies within a Conservation Area and although there are no Listed Buildings on-site, redevelopment will be required to take account of the local context and contribute to the character and local distinctiveness of Bewdley. The scale, massing and heights of the existing built fabric are an important consideration as is the intimate 'burgage' plot character of this area of the town.

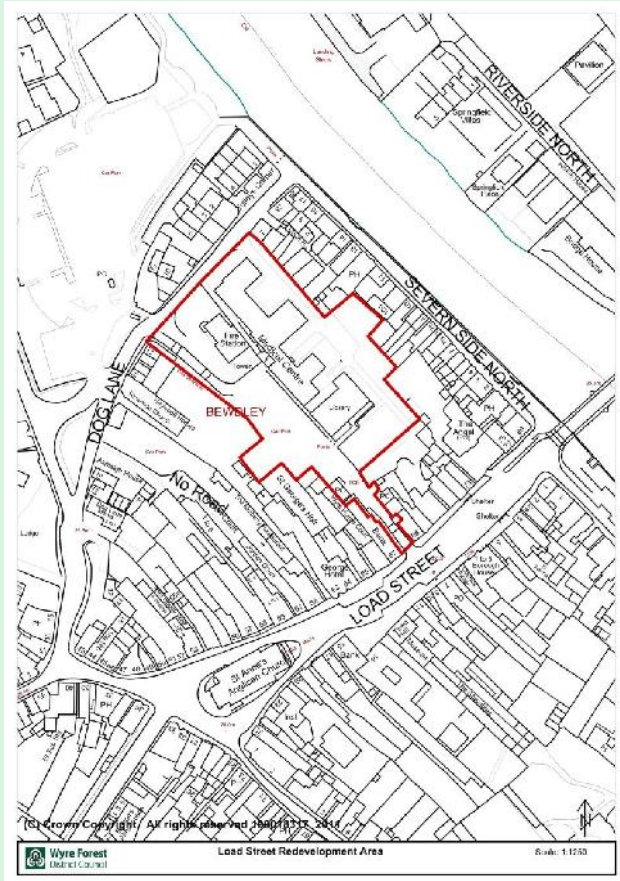
16.6 The River Severn and the flood risk arising from it are key considerations for any redevelopment of this site. The site is afforded protection by the de-mountable flood defences; however, new development on this site must be designed to mitigate flood water should the defences be over topped, breached or not in place at the time of flood. New development should be built at acceptable finished floor levels in accordance with guidance from the Environment Agency.

16.7 The site lies in close proximity to the Welch Gate Air Quality Management Area (AQMA).

Load Street Site



Site Location



Bewdley - Smaller Sites

16.8 There are smaller sites within Bewdley which provide opportunities for redevelopment or conversion. The site on Lax Lane incorporates the existing Craft Centre, the former WRVS building and the Red Cross building. The rear of the site has been subject to a previous planning application for residential development. The other identified allocation is the former Workhouse at 64 High Street.

Policy SAL.B2

Smaller Bewdley Sites

Lax Lane

This area is designated for

- Business units (B1)
- Residential development (C3)
- Community Uses

Former Workhouse, High Street

This area is designated for

- Residential development (C3)

Proposals for the development of these sites should:

- i. Address any flood risk issues.
- ii. Provide a suitable design solution which integrates well with the Conservation Area, Listed Buildings and the Local Heritage List.
- iii. Ensure they incorporate appropriate remediation, building and drainage design in order to deal with any land contamination.

Reasoned Justification

16.9 These sites provide the opportunity for mixed use development, including an element of residential development, within walking distance of Bewdley town centre. The sites offer good access to services and facilities, including open space.

16.10 Policy DS01 of the Adopted Core Strategy sets out the settlement hierarchy which identifies Bewdley as a Market Town. Suitable development here includes local small-scale business and housing to meet local needs. Policy DS03 of the Adopted Core Strategy identifies that housing provision in Bewdley will be limited primarily to affordable housing to meet local needs on allocated sites.

Lax Lane

- Area: 0.26ha

- Indicative phasing period: 2021-26
- Indicative capacity: 10

16.11 The entire Lax Lane site is within Flood Zone 3 and therefore any development will need to address flood risk in accordance with guidance from the Environment Agency. Additionally, the residential development to the rear of the site is private with no public access through it, so any access to this site would need to be from Lax Lane only.

16.12 Although the site itself is not within the Conservation Area, the Northerly and Westerly boundaries of the site form the Conservation Area boundary. A Conservation Area Character Appraisal has been produced and any proposals for the site must demonstrate through the Design and Access Statement that they enhance the setting of the Conservation Area and adjacent Listed Buildings and that they do not have a detrimental impact on the character of the Conservation Area.

Site Location

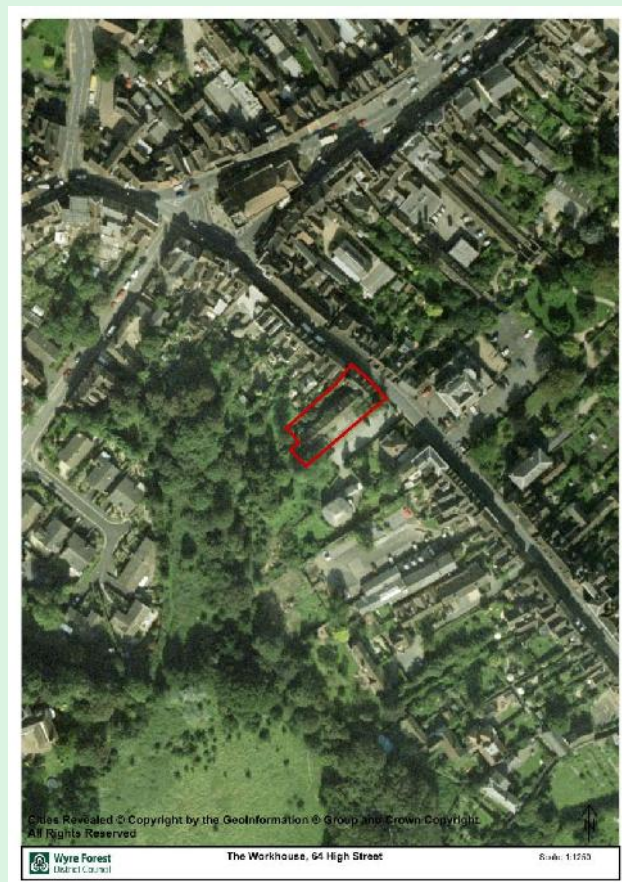
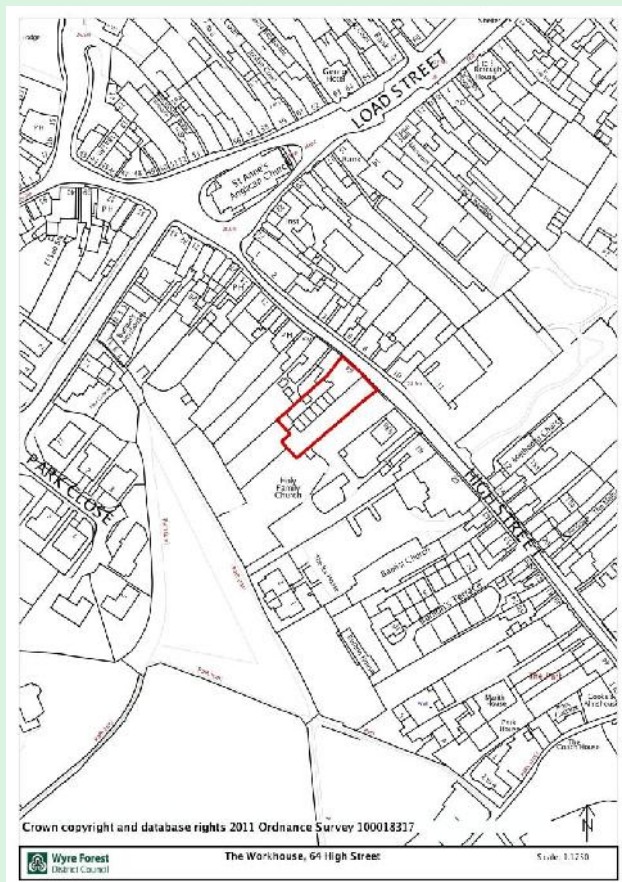


Former Workhouse, High Street

- Area: 0.08ha
- Indicative phasing period: 2016-21
- Indicative capacity: 6

16.13 This is a small site located along the High Street in Bewdley. The site comprises a listed building that has fallen into disrepair and is now used primarily for storage and as garages. However, an opportunity exists with this building which is currently on the Buildings at Risk Register to consider a renovation of the listed building and provide new residential units within the heart of Bewdley Town Centre.

Site Location



17 Rural

Blakedown Nurseries

- Area: 1.4ha
- Indicative phasing period: 2011-16
- Indicative capacity: 42

17.1 The former Blakedown Nurseries site on Belbroughton Road in Blakedown is a large rural site within a settlement boundary which provides an opportunity for residential redevelopment to address local needs.

Policy SAL.RS1

Blakedown Nurseries

Residential development (C3) at this site will be supported subject to the following:

- Development must provide for the identified specific affordable and local housing need as set out within the latest Parish Housing Needs Survey and as indicated by local housing waiting list in accordance with the Council's local connection policy.
- An element of enabling market housing may be permitted in order to provide for cross subsidisation of affordable housing if justified by a robust viability assessment.
- Development must not have a detrimental impact on the adjacent Local Wildlife Site.
- Development should provide strong pedestrian and, where possible, visual linkages to the adjacent open space.

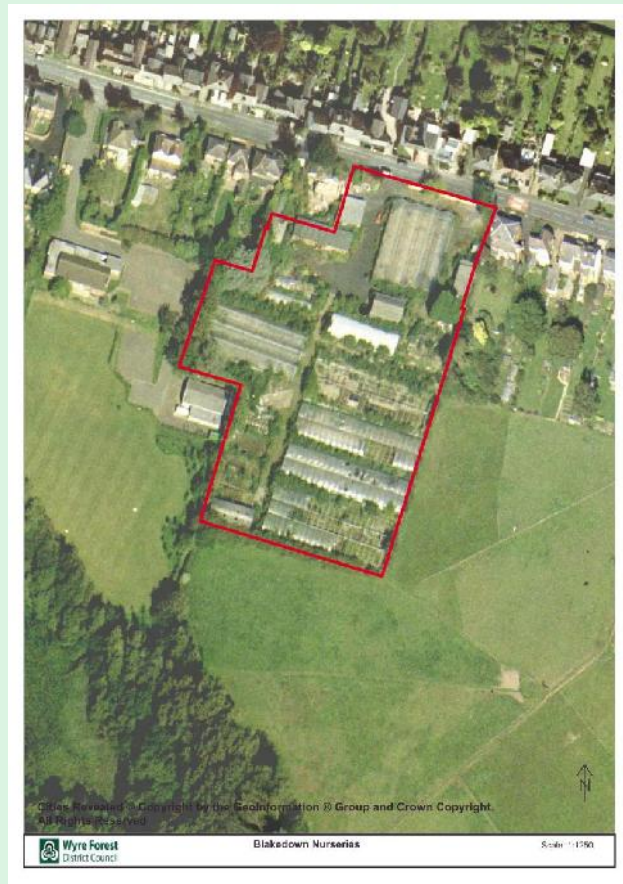
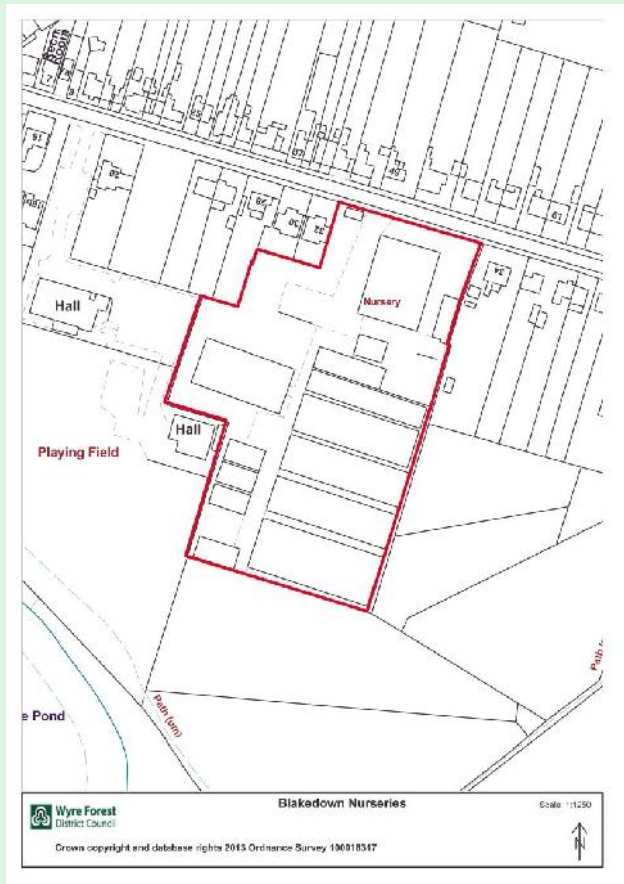
Reasoned Justification

17.2 The site is in a sustainable location; it is within 5 minutes walk of a local shop and within 10 minutes walk of the railway station which provides frequent services to Kidderminster/Worcester and Birmingham. Blakedown is identified as a village within the Adopted Core Strategy Settlement Hierarchy. Housing to meet local needs is one of the types of development which is identified as being appropriate within villages.

17.3 It is defined as greenfield by virtue of its previous use as a commercial plant nursery. However, there are large areas of hard standing. The majority of the derelict greenhouses on the site have now been cleared as the site has been a target for anti-social behaviour since the nursery closed. The site is adjacent to the parish rooms and scout hut car park with the Millennium Green and Churchill and Blakedown Valleys Local Wildlife Site beyond. It is important to maintain the screening of the site from the car park and Green and to restrict any surface run-off into the Forge Pool.

17.4 There is an identified need for affordable housing within Blakedown and this site is considered to be the preferred site for the delivery of housing to meet that need. Development proposals should also have regard to the Rural Housing and Financial Viability Policies (see policies SAL.DPL2 and SAL.DPL3).

Site Location



Development at the site has begun



Land at Clows Top

- Area: 1.45ha
- Indicative phasing period: 2011-21
- Indicative capacity: 30 dwellings

This site is a previously developed site within a rural area. The site is located opposite the village Post Office and there is a bus service and stop that would serve the site. Development proposals for this site will need to be in accordance with the following policy.

Policy SAL.RS2

Land at Clows Top

Residential development will be permitted on land at Clows Top, as identified on the Policies Map, subject to the following:

- i. Development must provide for the identified specific affordable and local housing needs set out within the latest Parish Housing Needs Survey and as indicated by local housing waiting lists in accordance with the Council's local connection policy.
- ii. An element of enabling market housing may be permitted in order to provide for cross subsidisation of affordable housing if justified by a robust viability assessment.
- iii. Development must ensure that appropriate drainage measures are provided
- iv. In terms of design, proposals should:
 - a. Provide development which fronts the existing highway network.
 - b. Provide a focal point at the junction of The Terrace and the A456.
 - c. Seek to retain significant trees on-site wherever possible.
 - d. Ensure that the development is compatible with the adjacent village hall.
 - e. Consider replacement of parking for local services.
- v. The impact of development in terms of the sterilisation of surface coal resources should be taken into account and, where practicable and environmentally feasible, the prior extraction of surface coal resources should be undertaken.

Reasoned Justification

17.5 This site constitutes previously developed land within a rural area which could provide affordable housing to meet local needs as identified through a Parish Housing Needs Survey. The site identified on the Policies Map is currently in two different ownerships. However, the Council expect that the sites should be considered together in a holistic manner to ensure that any potential development in this location is considered comprehensively. This could be either through a single application covering the whole site or alternatively an individual application on each landholding provided that the application demonstrated in a masterplan context how the policy objectives in SAL.RS2 can be achieved.

17.6 The policy allows for consideration of enabling market housing to be developed in order to bring forward affordable housing, subject to a robust viability assessment being submitted and agreed by the Authority.

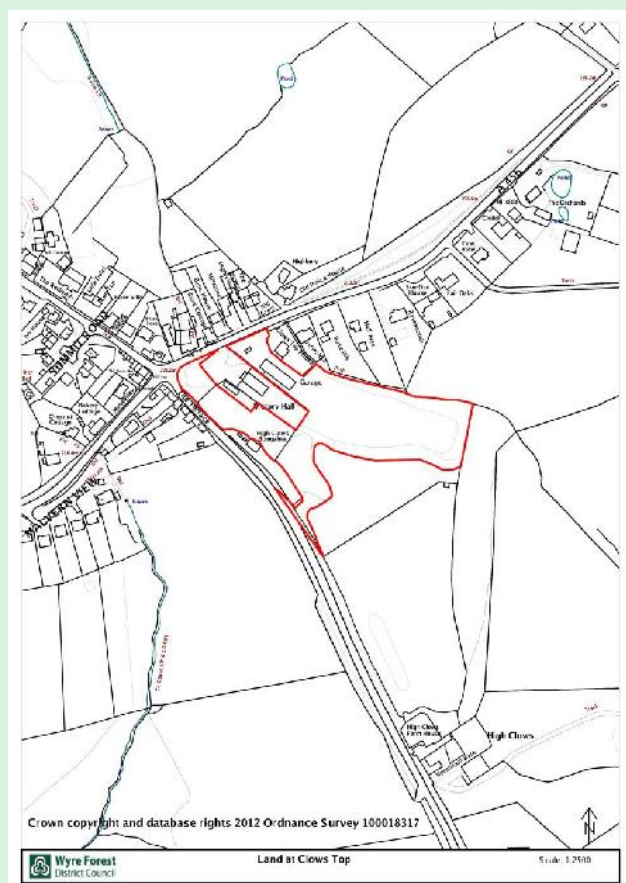
17.7 The site and wider area has known infrastructure issues in relation to drainage. Any development of this site will therefore need to ensure that appropriate drainage measures are provided as part of any proposal. Costs of undertaking this work could be factored into a viability assessment accompanying proposals for development.

17.8 The potential redevelopment of this site could provide for new housing within the rural areas as well as providing a suitable drainage solution to help alleviate known infrastructure issues within the village. It could also provide an improved environment benefiting the visual amenity of the village. The site is located within an area of the District where past coal mining legacy issues may be present and this will therefore need to be taken into account by new development proposals.

17.9 Any development proposals will need to be based on cross boundary working with neighbouring authorities Malvern Hills District Council and Shropshire Council, as these authorities may also have sites identified within the area that could cumulatively impact on the village of Clows Top.

17.10 Development of this site should also have due regard to policies DPL.2: Rural Housing and DPL.3: Financial Viability

Site Location



18 Previously Developed Sites in the Green Belt

18.1 The NPPF seeks to protect Green Belt land and to prevent urban sprawl by keeping land permanently open. The NPPF identifies that the essential characteristics of the Green Belts are their openness and their permanence. A large proportion of Wyre Forest District is designated as Green Belt land and therefore development within this designation needs to be appropriately managed. The NPPF identifies that:

'A local planning authority should regard the construction of new buildings as inappropriate in Green Belt. Exceptions to this are:

Limited infilling or the partial or complete redevelopment of previously developed sites (brownfield land), whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the Green Belt and the purposes of including land within it than the existing development.'

18.2 There are a number of sites that are considered to be 'Previously Developed Sites' in the Green Belt that lie within the District boundary. The largest of these sites are considered to require a site specific policy, identifying what uses would be acceptable within these locations. The largest Previously Developed sites are identified as:

- Rushock Trading Estate
- Lea Castle Hospital Site
- West Midlands Safari and Leisure Park

18.3 These sites currently provide, and offer further potential for, economic development within the District. The recognition of these sites for potential development is considered to be in line with the NPPF's focus on building a strong, competitive economy and the focus on local plans being pro-actively prepared to support an economy fit for the twenty first century.

18.4 Providing a balanced approach to allowing development within sensitive Green Belt areas is required and therefore the following policy provides the framework to consider development on Previously Developed Land subject to safeguards protecting the integrity of the Green Belt designation.

Policy SAL.PDS1

Previously Developed Sites in the Green Belt

Rushock Trading Estate

Within the Previously Developed area of Rushock Trading Estate, development for employment uses (B1, B2 and B8) will be permitted.

Lea Castle Hospital Site

Within the Previously Developed Land (PDL) boundary of the former Lea Castle Hospital, the following development is acceptable in principle:

- C3 (Dwelling Houses)*

- C2 (Residential Institutions)
- B1 (Business)
- health and sport facilities

Planning permission for the development/redevelopment of any part of the site will not be granted in isolation unless the application is accompanied by a comprehensive masterplan for the whole site, which has been prepared in consultation with the local community and the District Council.

Development Principles for the Site

As a minimum, the District Council will require development proposals to:

- demonstrate no greater visual impact on the openness of the Green Belt than existing development.
- be focused on the previously developed parts of the site.
- supplement and enhance existing strong landscape framework surrounding the site to improve ecological and landscape value.
- retain Talbotshill Coppice.
- retain existing sport pitches for community use.
- investigate opportunities for providing safe, attractive and convenient pedestrian and cycle links between the site, Cookley and Kidderminster to ensure that local facilities are accessible by alternatives to the car.
- make a financial contribution to the provision of affordable housing off-site in accordance with the adopted Core Strategy Policy CP04.

*Any application for C3 (Dwelling Houses) must be accompanied by a viability assessment that supports the case for the proposed mix, tenure and overall quantum/density of housing on site.

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.

In considering development within the sites identified as being 'Previously Developed Sites', proposals will be permitted providing that they do not have a greater impact on the openness of the Green Belt and the purposes of including land within it than the existing development.

Proposals for Previously Developed Sites in the Green Belt

In order to protect the openness of the Green Belt, development proposals for Previously Developed Sites in the Green Belt should:

- i. Contribute to the achievement of the objectives for the use of land in Green Belts.
- ii. Not exceed the height of the existing buildings and other structures 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

Rushock Trading Estate

Rushock Trading Estate

- Area: 14.5ha (approx.)

18.5 Rushock Trading Estate is a former military site within the Green Belt. It is located in close proximity to Hartlebury Trading Estate and is accessed from the A442 Kidderminster – Droitwich road. The estate is a thriving business area and is owned by Hovi Developments who have recently acquired the site and spent money refurbishing and upgrading the facilities within the estate boundaries. It is considered that by specifically identifying this site as a Previously Developed Site in the Green Belt, the estate will benefit from the flexibility that the planning policy framework provides, and this will enable the re-use and redevelopment of sites within the curtilage to continue, subject to proposals being appropriate in terms of impact on the Green Belt.

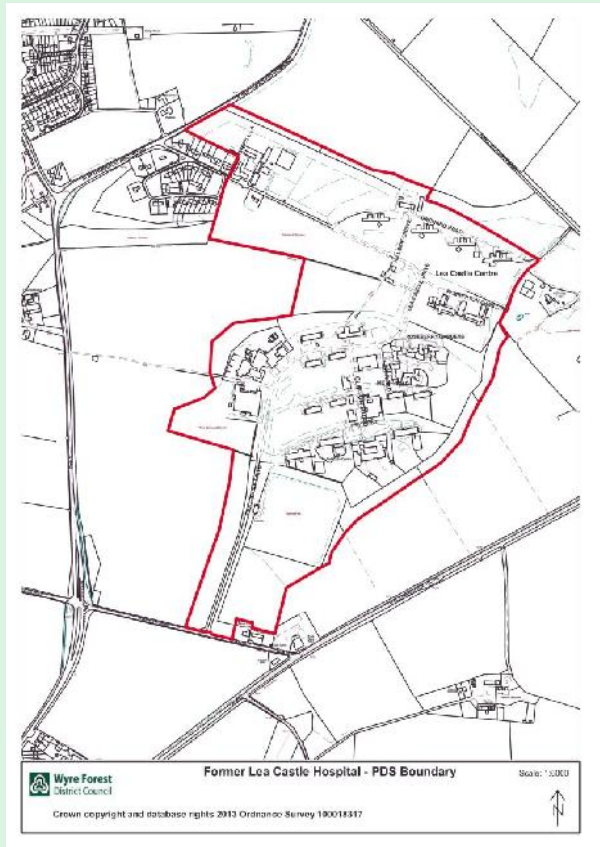


Lea Castle Hospital Site

- Area: 105ha (approx.)

18.6 The former Lea Castle Hospital site lies just beyond the north eastern fringe of Kidderminster, between the A449 Wolverhampton Road and the A451 Stourbridge Road. It contains a variety of buildings set out in an attractive landscape, well screened from the surrounding agricultural land by extensive belts of trees. The central area of the site comprises a mixed cluster of one and two storey derelict prefabricated buildings dating principally from the 1950s and previously used as a hospital for people with learning difficulties, which has since closed. These buildings, together with other former hospital buildings located in the north-west corner of the site, have a total estimated footprint of approximately 25,000sqm and a gross floor area of around 30,000sqm. There is also an extensive network of underground ducts serving the buildings. A sports pitch and club house is located immediately to the south of the main hospital site. The remainder of the undeveloped part of the site comprises a significant area of farmland. Land beyond the Previously Developed Site boundary is mainly under agricultural use, apart from the former nurses' accommodation located adjacent to the site's north west boundary which is now in use as private residential accommodation. The extent of the site runs to over 100 hectares; however, the developed element of the site is relatively small, with the majority of land comprising significant areas of farmland.

Former Lea Castle Hospital



18.7 The site was developed from the 1950s onwards and was used for a number of years by a variety of National Health Service uses. When the Local Plan was adopted in 2004, only a small section of the site had become obsolete due to a consolidation of activities, and was therefore identified as being suitable for redevelopment for a High Technology Business Park. However, since this time, further changes have occurred across the site. In early 2008, the PCT consulted on a number of options regarding the future use of this site. They concluded later that year that their preferred option was to relocate existing residents and close down operations. Therefore, the large majority of the site is now currently vacant, which creates a larger site that needs consideration through the planning framework.

18.8 The NPPF identifies that:

'Once Green Belts have been defined, local planning authorities should plan positively to enhance the beneficial use of the Green Belt, such as looking for opportunities to...improve damaged and derelict land.' (Paragraph 81)

18.9 Therefore, the Council are actively working with the site owners to consider the future redevelopment of this *damaged and derelict* site. The site has multiple ownerships but it is predominantly owned by the Homes and Communities Agency (89%). The remainder of the site is owned by the Primary Care Trust (8%) and the Department of Health (3%), with a small element being leased to Worcestershire County Council.

18.10 This is a large site which is located entirely within the Green Belt. The previous allocation, through the 2004 Adopted Local Plan, of part of the land for a High Technology Business Park has failed to stimulate any interest, and with the changes in the levels of occupation and ownership of the area, it is now considered that the whole of the site will now need to be reviewed. A recent consultation with regard to the future development of this site indicated a general support for a mixed use development, with suggestions such as hospital, hospice, educational facility, leisure, business and residential uses being forwarded to the Council. It is considered, therefore, that there is general public support for a pro-active policy to be implemented that helps to deliver viable development based on a potential mix of uses whilst being mindful of the unique landscape and Green Belt setting that the site has.

18.11 The Lea Castle site is an attractive semi-rural location; however, there are concerns about the viability of continuing the existing allocation of the site. As a consequence, it is proposed that other options need to be explored through the Site Allocations process. The policy proposes that the following mix of uses be considered for the site:

- B1 (Business)
- C2 (Residential Institutions)
- C3 (Dwelling Houses)

- Health Uses
- Sport and Recreation facilities

West Midlands Safari and Leisure Park (WMSLP)

- Area: 92ha (approx.)

18.12 The West Midlands Safari and Leisure Park is one of the largest tourist attractions within the District. The Park is located entirely within the West Midlands Green Belt and is situated in a strategic gap between the two towns of Kidderminster and Bewdley. The park is not only important locally but has regional and national attraction and provides a destination for visitors to the area.

18.13 Due to the size and scale of the Park, and its importance to the local economy, it was felt important to specifically identify the site within this section. Due to the nature of the activities at the park, the predominant land use is open grassland, which despite the fences and ancillary animal houses, generally maintains the openness of the Green Belt. However, there is a large part of the site that is considered to be 'Previously Developed' and this is contained primarily around the rides and leisure element of the park, as well as the associated car parking. The area identified as being Previously Developed is identified on the accompanying plan.

18.14 The policy outlines a positive approach for development within this area, identifying that development proposals, that support and enhance the park's operations as a leisure and tourism destination, will be permitted. The importance of the park to the local economy is also identified under 'A Good Place to Business' chapter, and it is therefore important that this policy is read in conjunction with policy SAL.GPB5: Supporting Major Tourist Attractions.



19 Monitoring and Implementation Framework

19.1 This Local Plan sets out the policies which contain the criteria against which planning applications for the development and use of land and buildings will be considered. These policies will ensure that development accords with the spatial vision and objectives which are set out in the Adopted Core Strategy.

19.2 It is important that the development policies are kept up to date and that their effectiveness is closely monitored. Monitoring will be undertaken in two key ways:

- Using the indicators which have been developed to provide a basis for monitoring the performance of the Adopted Core Strategy and for the specific site allocation policies. Indicators have been chosen to help guide overall progress of the implementation of the spatial strategy.
- Through the monitoring of planning application decisions, including planning appeals, and the extent to which development control policies have been supported.

19.3 An Annual Monitoring Report (AMR) will be prepared to indicate the extent to which the various policy targets set out in the Adopted Core Strategy and this document are being met throughout the plan period to 2026. As part of this process the role of these development control policies will be closely examined in order to assess whether any adjustment is needed.

19.4 This document is accompanied by a Sustainability Appraisal report which considers the social, environmental and economic effects of the policies set and measures their contribution towards achieving sustainable development. The Sustainability Appraisal sets out a number of indicators which will be used to monitor the effects of this Local Plan.

19.5 The following table cross references each of the development management and site specific policies against the relevant Adopted Core Strategy Policies. The relevant monitoring indicators for each of the Core Strategy Policies are set out in further detail in the table in the Adopted Core Strategy at Chapter 10.

Relevant Adopted Core Strategy Policies

Policy Name	DS01	DS02	DS03	DS04	DS05	CP01	CP02	CP03	CP04	CP05	CP06	CP07	CP08	CP09	CP10	CP11	CP12	CP13	CP14	CP15
SAL.DPL1-10	X	X	X	X	X	X			X	X	X	X								
SAL.DP11-12												X								
SAL.GPB1	X	X	X	X	X								X							
SAL.GPB2-4	X	X	X	X	X									X						
SAL.GPB5															X					
SAL.CC1-4								X				X								
SAL.CC5-6						X	X													
SAL.UP1-2	X	X	X	X													X			
SAL.UP3-4																	X	X	X	
SAL.UP5																	X	X	X	

Policy Name	DS01	DS02	DS03	DS04	DS05	CP01	CP02	CP03	CP04	CP05	CP06	CP07	CP08	CP09	CP10	CP11	CP12	CP13	CP14	CP15
SAL.UP6		X	X	X												X				X
SAL.UP7-10						X		X								X				
SAL.UP11-14				X									X			X	X			
SAL.SK2	X	X				X	X	X	X	X		X	X	X	X	X		X	X	X
SAL.SK3	X	X				X	X		X	X		X	X			X		X	X	
SAL.SK4	X	X				X	X	X				X	X			X		X	X	
SAL.WK1	X	X				X	X	X	X	X		X				X		X	X	
SAL.WK2												X								
SAL.KSS1	X	X				X	X		X	X		X		X		X		X	X	
SAL.STC1	X		X			X	X	X	X	X		X		X	X	X		X	X	X
SAL.STC2	X		X			X		X	X	X		X		X		X				
SAL.STC3	X		X			X			X	X		X			X	X		X		
SAL.STC4	X		X			X			X	X		X			X	X		X		
SAL.EA1	X		X			X	X	X	X	X		X		X		X		X	X	X
SAL.EA2	X		X			X	X	X	X	X		X		X		X		X	X	X
SAL.EA3	X		X			X	X	X	X	X		X	X			X		X	X	
SAL.EA4	X		X			X	X		X	X		X	X			X		X	X	
SAL.EA5	X		X			X	X		X	X		X				X		X	X	X
SAL.WS1	X		X			X	X	X	X	X		X	X			X		X	X	
SAL.WS2	X		X			X			X	X		X				X		X	X	
SAL.SSS1	X		X			X	X		X	X		X		X		X		X	X	
SAL.B1	X		X																	
SAL.B2	X		X			X	X		X	X		X		X		X		X	X	
SAL.RS1	X			X															X	
SAL.RS2	X			X															X	

19.6 The following table shows the indicative timetable for the implementation of the site specific policies.

Implementation Schedule for Site Specific Policies

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SAL.SK2 Former British Sugar Site																
SAL.SK3 Oasis Arts & Crafts and Reilloc Chain																

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SAL.SK4 Former Romwire Site																
SAL.WK1 Blakebrook School and County Buildings																
SAL.KSS1 Northumberland Avenue Surgery																
SAL.KSS1 Chester Road South Service Station																
SAL.KSS1 Broadwaters Community Centre																
SAL.KSS1 Rifle Range Shops & Musketeer Public House																
SAL.STC1 Bridge Street Basins Link																
SAL.STC2 Tan Lane and County Buildings																
SAL.STC3 Civic Centre																
SAL.STC4 Swan Hotel and Working Men's Club																
SAL.EA1 Carpets of Worth																
SAL.EA2 Cheapside																
SAL.EA3 Parsons Chain																
SAL.EA4 Worcester Road Car Garages																
SAL.EA5 Baldwin Road																
SAL.WS1 Former Midland Industrial Plastics Site																
SAL.WS2 Lucy Baldwin Unit																
SAL.SSS1 Queens Road Shops and Garages																
SAL.SSS1 Robbins Depot, Manor Road																
SAL.B1 Load Street Redevelopment Area																
SAL.B2 Lax Lane																
SAL.B2 Former Workhouse, High Street																
SAL.RS1 Blakedown Nurseries																
SAL.RS2 Land at Clows Top																

A Jargon Guide

Adopted Core Strategy (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.

Adopted Local Plan (2004) - the existing planning policy document for the Wyre Forest District, this was adopted in 2004 to guide future development within the District until 2011. Along with the Worcestershire County Structure Plan 1996-2011 and the Hereford and Worcester County Minerals Local Plan (1997) it constituted the Development Plan for the Wyre Forest District and has been replaced by the Core Strategy, the Site Allocations and Policies 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.

"Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market rent levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as 'low cost market' housing, may not be considered as affordable housing for planning purposes."

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

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

Areas of Development Restraint (ADR) (also referred to as Safeguarded Land) - land which lies between the urban area and the Green Belt which is identified to meet longer term development needs stretching well beyond the plan period. Safeguarded land is not allocated for development at the present time and planning permission should only be granted for such land following a Local Plan review which proposes development. Until areas of safeguarded land are identified for development, Green Belt policies apply to them.

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.

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

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

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

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

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

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 ensure sufficient provision is made for infrastructure and services such as roads, schools, healthcare and other facilities. Contributions are usually secured through planning conditions or legal agreements (often referred to as planning obligations or Section 106 agreements).

Development Plan- the Development Plan for the District comprises of the Core Strategy, the Site Allocations and Policies Local Plan and the Kidderminster Central Area Action Plan. Neighbourhood Plans will also form part of the Development Plan, once adopted.

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

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

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

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

Green Infrastructure - the living network of green spaces, water and environmental systems in, around and beyond urban areas. 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 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 - a general term used to refer to historical and archaeological features, buildings and monuments which are of local, regional or national interest.

Heritage Asset - a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

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

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

Kidderminster Central Area Action Plan (KCAAP) - a 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'.

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

Listed Building - a building of special architectural or historic interest. Listed buildings are graded I, II* or II, with grade I being the highest. Listing includes the interior as well as the exterior of the building and any buildings or permanent structures within its curtilage.

Live/Work - is defined as property that is specifically designed for dual use, combining both residential and employment space. It is regarded as sui generis use. Live/work units are dual use but are functionally different and therefore each element should involve separate entrances, kitchens and toilet facilities.

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. Now referred to as a Project Plan.

Local Heritage List - the Local Heritage List identifies those heritage assets that are not protected by statutory designations. Their local interest could be related to the social and economic history of the area, individuals of local importance. The Local Heritage List is not restricted to buildings. It may comprise sites, places or areas such as village greens or ponds.

Local Needs Housing - including affordable housing and market housing which addresses the established* needs of different groups in the community such as but not limited to, families with children, older people, people with disabilities, service families and people wishing to build their own homes.(*through Parish Housing Needs Surveys, Neighbourhood Plans and Local Housing Waiting Lists).

Local Plans (LPs) - the collective term given to all statutory documents that form the Development Plan for the District. 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. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in decisions on planning applications.

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

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

Original Dwelling - an original dwelling is one as it existed on 1st July, 1948, or if constructed after 1 July 1948, as it was built originally.

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

Previously Developed Land (PDL) - land which 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. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has

been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

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

Rural Exception Sites-small sites for the provision of affordable housing in perpetuity or to meet another specific identified local housing need (as evidenced through the Parish Housing Needs Survey, Neighbourhood Plan or the Council's Adopted Local Connections Policy), at locations which would not normally be used for housing. Rural exception sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the local authority's discretion, for example where essential to enable the delivery of affordable units without grant funding.

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.

Significant Trees - those trees which are protected by Tree Preservation Orders or which are important to local character.

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

Stourport Forward - Stourport Forward is a company limited by guarantee that was formed to utilise the £500,000 "Market Towns Initiative" (MTI) funding.

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

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

Strategic Flood Risk Assessment (SFRA) - collates information on all known sources of flooding that may affect existing or future development within the District. Such sources include river, surface water (local drainage), sewers and groundwater. In collecting this information, the SFRA identifies and maps areas that have a 'low', 'medium' and 'high' probability of flooding within the Wyre Forest, in accordance with National Policy. This information is used in the site selection process and also informs the Sustainability Appraisal.

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

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

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

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

Sustainable Community Strategy - the Sustainable Community Strategy 2008-2014 brings together the concerns of Wyre Forest communities under six main themes which the Council and its partners need to focus their efforts on in order to improve the social, economic and environmental wellbeing of the District. These are:- Communities that are safe and feel safe; A Better Environment for Today And Tomorrow; Economic Success Shared By All; Improving Health & Wellbeing; Meeting the Needs of Children and Young People and Stronger Communities. These themes will be addressed through the Adopted Core Strategy.

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

Sustainability Appraisal (SA) - the purpose of SA is to ensure that the Development Plan and associated Supplementary Planning Documents (SPDs) conform to the Government principles of Sustainable Development which are:

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

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

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

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

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

Worcestershire Local Transport Plan 3 (LTP3) 2011-2026 - sets out Worcestershire's transport strategy, as well as identifying major long-term transportation pressures on the County.

B Policies to be Replaced

B.1 A list of those policies within the Adopted Local Plan (2004) which are now replaced by this plan is set out below:

Adopted Local Plan Policy	Replaced By
H.2 Residential Locations	SAL.DPL1: Sites for Residential Development
H.6 Backland Development	SAL.DPL1: Sites for Residential Development
H.7 Sub-division of Existing Dwellings	SAL.DPL4: Flat Conversions
H.9 Other Provision for Housing	SAL.DPL2: Rural Housing
H.13 Residential Homes	SAL.DPL5: Extra Care Provision
H.14 Gypsy Sites: Existing Provision	SAL.DPL8: Land Allocations
H.16 Residential Caravans and Mobile Homes	SAL.DPL7: Residential Caravans and Mobile Homes
H.18 Accommodation for Dependants	SAL.DPL6: Accommodation for Dependants
E.3 British Sugar Factory	SAL.SK2: Former British Sugar Site
E.4 LeaCastleHospital	SAL.PDS1: Previously Developed Sites in the Green Belt
E.5 Rushock Trading Estate	SAL.PDS1: Previously Developed Sites in the Green Belt
E.6 Areas Allocated for Mixed Uses	Site specific policies
E.7 Development Involving Hazardous or Dangerous Substances	SAL.GPB1: Employment Land / Economic Development
E.9 Employment Development in the Green Belt	SAL.GPB1: Employment Land / Economic Development SAL.UP1: Green Belt SAL.UP11: Re-Use and Adaptation of Rural Buildings
D.4 Design (existing trees)	SAL.UP7: Quality Design and Local Distinctiveness
D.10 Boundary Treatment	SAL.UP9: Landscaping and Boundary Treatment
D.11 Design of Landscaping Schemes	SAL.UP9: Landscaping and Boundary Treatment
D.12 Public Art	SAL.UP7: Quality Design and Local Distinctiveness
D.15 Car Park Design	SAL.UP7: Quality Design and Local Distinctiveness
D.17 Design of Residential Extensions	SAL.UP8: Design of Extensions
D.18 Design of non-residential Extensions	SAL.UP8: Design of Extensions
AD.1 Local Character, Amenity and Safety	SAL.UP10: Advertisements
AD.2 Advertisements (Built Heritage)	SAL.UP10: Advertisements
AD.3 Advertisement Hoardings	SAL.UP10: Advertisements
AD.5 Advertisement Hoardings	SAL.UP10: Advertisements
AD.6 Free Standing Signs	SAL.UP10: Advertisements
NR.2 Contaminated Land	Adopted Core Strategy policy: CP01
NR.3 Development Adjacent to landfill Sites	National Policy
NR.11 Noise Pollution	National Policy

Adopted Local Plan Policy	Replaced By
NR.12 Light pollution	National Policy
NR.13 Development Adjacent to High Voltage Overhead Power Lines	National Policy
NR.14 Development Adjacent to Hazardous Establishments	National Policy
GB.1 Control of Development in the Green Belt	SAL.UP1: Green Belt
GB.2 Development in the Green Belt	SAL.UP1: Green Belt
GB.3 Outdoor Sport and Recreation	SAL.UP1: Green Belt
GB.4 Major Developed Sites in the Green Belt	SAL.PDS1: Previously Developed Sites in the Green Belt
GB.5 Re-use of Existing Industrial Premises in the Green Belt	SAL.UP1: Green Belt SAL.UP11: Re-Use and Adaptation of Rural Buildings
GB.6 Protection of Visual Amenity	SAL.UP1: Green Belt
DR.1 Areas of Development Restraint	SAL.UP2: Areas of Development Restraint
RB.1 Re-use and Adaptation of Rural Buildings – Conversion Criteria	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.2 Re-use and Adaptation of Rural Buildings – Appropriate Uses	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.3 Re-use and Adaptation of Rural Buildings – Impact of Existing Uses	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.4 Re-use and Adaptation of Rural Buildings – Operational Space	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.5 Re-use and Adaptation of Rural Buildings – Extensions and Curtilage Buildings	SAL.UP11: Re-Use and Adaptation of Rural Buildings
RB.6 Provision for Protected Species	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
CH.1 Extensions and Improvements to Permanently Occupied Chalets	SAL.UP12: Chalets
CH.2 Extensions to Holiday Chalets	SAL.UP12: Chalets
CH.3 Change of Nature of Occupation	SAL.UP12: Chalets
CH.4 Replacement	SAL.UP12: Chalets
LB.1 Development Affecting a Listed Building	SAL.UP6: Safeguarding the Historic Environment
LB.2 Repairs, Alterations, Extensions and Conversions	SAL.UP6: Safeguarding the Historic Environment
LB.3 Fixtures and Fittings	SAL.UP6: Safeguarding the Historic Environment
LB.4 Parks and Gardens	SAL.UP6: Safeguarding the Historic Environment
LB.5 New Development Affecting the Setting of a Listed Building	SAL.UP6: Safeguarding the Historic Environment
CA.1 Development in Conservation Areas	SAL.UP6: Safeguarding the Historic Environment
CA.2 Demolition in Conservation Areas	SAL.UP6: Safeguarding the Historic Environment
CA.3 Shopfronts in Conservation Areas and in Relation to Listed Buildings	SAL.UP6: Safeguarding the Historic Environment
CA.4 Trees and Hedgerows in Conservation Areas	SAL.UP6: Safeguarding the Historic Environment

Adopted Local Plan Policy	Replaced By
CA.6 Other Areas of Special Character and Appearance	SAL.UP6: Safeguarding the Historic Environment
AR.1 Archaeological Sites of National Importance	SAL.UP6: Safeguarding the Historic Environment
AR.2 Archaeological Sites of Regional, County or Local Importance	SAL.UP6: Safeguarding the Historic Environment
AR.3 Archaeological Evaluations and Mitigation Measures	SAL.UP6: Safeguarding the Historic Environment
ED.1 Enabling Development	Not required
NC.1 Areas of National Importance	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
NC.2 Areas of Regional, County or Local Importance	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
NC.7 Ecological Surveys and Mitigation Plans	SAL.UP5: Providing Opportunities for Safeguarding Local Biodiversity and Geodiversity
TR.11 Development Fronting Unmade Roads	Not required
TR.17 Car parking Standards and Provision	SAL.CC2: Parking
TR.20 The Location of Telecommunications	SAL.CC5: Telecommunications
LR.1 Parks, Public Open Spaces and Other Open Space Areas	SAL.UP4: Open Space and Play Provision
LR.3 Children's Play Space	SAL.UP4: Open Space and Play Provision
LR.4 Allotments	SAL.UP3: Providing a Green Infrastructure Network
LR.5 Informal Countryside Facilities	SAL.UP3: Providing a Green Infrastructure Network
LR.6 StourValley CountryPark	SAL.UP3: Providing a Green Infrastructure Network
LR.7 Hurcott Pool and Woods	Not required
LR.8 Public Rights of Way	SAL.UP3: Providing a Green Infrastructure Network
LR.9 Outdoor Sports Pitches and Playing Fields	SAL.UP4: Open Space and Play Provision
LR.10 Minster Road Outdoor Sports Area	SAL.UP4: Open Space and Play Provision
LR.11 Noisy or Intrusive Sports	Not required
LR.12 Airborne Sports	Not required
LR.13 Water Sports	Not required
LR.14 Golf Courses and Related Developments	Not required
LR.15 Staff Accommodation for Golf Facilities	Not required
TM.3 Extensions to Hotels and Guesthouses in the Green Belt	SAL.UP1: Green Belt
TM.4 Conversions to Tourism Uses in the Green Belt	SAL.UP1: Green Belt
CY.3 KidderminsterHospital	SAL.WK2: Kidderminster Hospital
CY.5 Existing Education Sites	SAL.DPL12: Educational Sites
CY.6 Cemeteries	Not required
RT.2 Primary Shopping Areas: Ground Floor Uses	SAL.GPB2: Town Centre Retail
RT.3 Bewdley District Centre	SAL.GPB2: Town Centre Retail

Adopted Local Plan Policy	Replaced By
RT.4 Edge-of-Centre Retail Proposals	SAL.GPB2: Town Centre Retail
RT.5 Retail Parks and Major Stores	SAL.GPB2: Town Centre Retail
RT.6 Local Centres and Other Groups of Shops	SAL.GPB3: Protecting and Enhancing Local Retail Services
RT.7 Small Shop Change of Use	SAL.GPB3: Protecting and Enhancing Local Retail Services
RT.8 Outside the Identified Centres	SAL.GPB3: Protecting and Enhancing Local Retail Services
RT.9 Petrol Filling Stations	SAL.GPB4: Specialist Retailing
RT.12 Horticultural Retailing	SAL.GPB4: Specialist Retailing
RT.13 Food and Drink	SAL.GPB2: Town Centre Retail
TC.2 Town Centre Uses	SAL.GPB2: Town Centre Retail
TC.3 Commercial Leisure Facilities	SAL.GPB5: Supporting Major Tourist Attractions
TC.5 Town Centre Car Parking Areas	SAL.CC2 and site specific policies
KTC.1 Kidderminster Town Centre Redevelopment Area	Not required
KTC.2 Bromsgrove Street	Not required
KTC.3 Worcester Street Enhancement Area	Not required
KTC.4 Green Street Mixed Use Area	Not required
STC.1 Lichfield Basin (Severn Road Phase One)	Not required
STC.2 Carpets of Worth (Severn Road Phase Two)	SAL.EA1: Carpets of Worth
STC.3 Cheapside (Severn Road Phase Three)	SAL.EA2: Cheapside
STC.4 Bridge Street – Basins Link	SAL.STC1: Bridge Street Basins Link
STC.5 Canal Basins Area	Not required
STC.6 Vale Road (West)	Not required

B.2 Worcestershire County Council also saved a number of Structure Plan Policies from the Worcestershire County Structure Plan beyond September 2007 under the provisions of the Planning and Compulsory Purchase Act. A number of these policies were replaced by the District Council's Adopted Core Strategy. The table below indicates those Structure Plan Policies which will be replaced by the Site Allocations and Policies Local Plan.

Structure Plan Policy	Replaced By
CTC.2: Skyline and Hill Features	Not replaced
CTC.3: Areas of Outstanding Natural Beauty	Not replaced
CTC.9: Impact on Watercourses and Aquifers	SAL.CC7 - Water Management
COC.10: Sites of International Wildlife Importance	Not replaced
CTC.16: Archaeological Sites of National Importance	SAL.UP6: Safeguarding the Historic Environment
CTC.17: Archaeological Sites of Regional or Local Importance	SAL.UP6: Safeguarding the Historic Environment
CTC.18: Enhancement and Management of Archaeological Sites	SAL.UP6: Safeguarding the Historic Environment

Structure Plan Policy	Replaced By
CTC.19: Areas and Features of Historic and Archaeological Significance	SAL.UP6: Safeguarding the Historic Environment
CTC.20: Conservation Areas	SAL.UP6: Safeguarding the Historic Environment
CTC.21: Reuse and Conversion of Buildings	SAL.UP11: Reuse and Adaptation of Rural Buildings and SAL.UP6: Safeguarding the Historic Environment
D.10: Housing in the Open Countryside Outside the Green Belt	SAL.DPL2: Rural Housing
D.12: Housing in the Green Belt	SAL.UP1: Green Belt
D.16: Reuse and Conversion of Buildings	SAL.UP11: Reuse and Adaptation of Rural Buildings
D.17: Residential Mobile Homes	SAL.DPL7: Residential Caravans and Mobile Homes
D.24: Location of Employment Uses in Class B8	SAL.GPB1: Employment Land Allocations, and site specific policies
D.25: Use of Employment Land for Specific Uses within Class B	SAL.GPB1: Employment Land Allocations, and site specific policies
D.27: New Buildings for Business Uses Outside the Green Belt	SAL.GPB1: Employment Land Allocations
D.28: New Buildings for Business Purposes in the Green Belt	SAL.UP1: Green Belt
D.33: Retailing in Out-of-Centre Locations	SAL.GPB2: Town Centre Retail
D.38: General Extent and Purposes of the Green Belt	SAL.UP1: Green Belt
D.39: Control of Development in the Green Belt	SAL.UP1: Green Belt
D.40: Green Belt Boundary Definition	SAL.UP1: Green Belt
D.44: Telecommunications	SAL.CC5: Telecommunications
T.3: Managing Car Use	SAL.CC1: Sustainable Transport Infrastructure
T.4: Car Parking	SAL.CC2: Car Parking
T.7: Interchange Facilities	SAL.CC1: Sustainable Transport Infrastructure
T.8: Interchange Facilities in the Green Belt	Not replaced
T.11: Assessment of New Roads	SAL.CC3: Major Transport Infrastructure
T.13: Motorway Service Areas	Not replaced
T.15: Freight/Goods Transfer	SAL.CC4: Freight
T.16: Accident Reduction	SAL.CC1: Sustainable Transport Infrastructure
T.17: Retention of Rail Property	SAL.CC1: Sustainable Transport Infrastructure
T.18: River Severn	Not replaced
T.19: Airfields	Not replaced
RST.1: Criteria for the Development of Recreation and Sports Facilities	SAL.UP3: Providing a Green Infrastructure Network
RST.2: Location of Informal Countryside Recreation Developments	SAL.UP3: Providing a Green Infrastructure Network
RST.3: Public Rights of Way	SAL.UP3: Providing a Green Infrastructure Network
RST.4: Recreational Walking Routes	SAL.UP3: Providing a Green Infrastructure Network

Structure Plan Policy	Replaced By
RST.5: Recreational Cycling Routes	SAL.CC1: Sustainable Transport Infrastructure
RST.6: Horse Riding Routes	SAL.UP3: Providing a Green Infrastructure Network
RST.7: Recreation in Areas of Outstanding Natural Beauty	Not replaced
RST.11: Major Sports Developments	Not replaced
RST.13: Golf Courses	Not replaced
RST.17: Holiday Chalets	SAL.UP12: Chalets
RST.19: Touring Caravan Sites	Not replaced
M.1: Regional Production	To be replaced by Minerals Core Strategy
M.2: Safeguarding of Deposits	To be replaced by Minerals Core Strategy
M.3: Mineral Extraction	To be replaced by Minerals Core Strategy
M.4: Restoration and Aftercare	To be replaced by Minerals Core Strategy
M.5: Abberley and Malvern Hills	To be replaced by Minerals Core Strategy
M.6: Recycled Materials	To be replaced by Minerals Core Strategy
EN.3: Waste to Energy	To be replaced by Waste Core Strategy
WD.1: Waste Management	To be replaced by Waste Core Strategy
WD.2: Waste Management Facilities	To be replaced by Waste Core Strategy
WD.4: Landfill	To be replaced by Waste Core Strategy

C Guidance on Viability Assessments

C.1 This appendix highlights the main inputs that the Council would expect to assess as part of a viability assessment, as well as the information and extent of evidence required to be submitted by the applicant (developer). The attached appendix is intended as a guide to the inputs and information required by the Council and is not intended to be exhaustive; further information may be requested by the Council on a site specific basis.

C.2 The Council reserves the right to obtain independent advice from a qualified professional with regards to any of the development appraisal inputs and evidence submitted by the applicant (developer), in order to validate cost or revenue/value assumptions. As previously stated the Council will ensure confidentiality and will gain the developer's consent prior to releasing any details that have been submitted in confidence.

Site Value

C.3 Where the site in question has already been acquired by the applicant prior to planning permission being granted, the basis of the acquisition cost must be fully explained in the supporting evidence. The acquisition cost must also include costs and fees in relation to purchasers' costs (i.e. stamp duty, legal fees and agency fees). If the site is yet to be acquired, the applicant must set out how much they are proposing to pay for the site.

C.4 As a general rule, a landowner, in most cases, will not be willing to release land for development if the residual site value does not exceed the value of the site in its existing use value. We set out below the various valuations which should be included in a viability assessment.

Existing Use Value (EUV)

C.5 The viability assessment should include an assessment of the value of the site in its existing use with no prospect of any alternative planning consent.

Alternative Use Value (AUV)

C.6 The viability assessment should, where relevant, also include an assessment of the market value of the site if that differs from the existing use value, including any allowance for 'hope value' of a potential project or alternative uses which are in accordance with the policies in the development plan. It is critical that any alternative uses must be realistic and can be shown to be capable of implementation. An alternative use value assessment may be required for the residential proposals and for any other realistic alternative land uses.

C.7 The Council will obtain an independent opinion from a qualified professional valuer, with local market knowledge, of the historic acquisition cost (if applicable), current existing use value, and the market value of the proposed residential uses and any other realistic alternative uses.

Build Costs (Basic Build Costs Only)

C.8 The viability assessment should specify the standard build costs for the following elements:

- Market housing
- Affordable housing
- Non-residential uses (where relevant)
- Ancillary facilities (including car parking and landscaping as separate items)

C.9 While base build costs can be expressed as a composite figure (per sqm/sqft) for each item (identified above) including external works, drainage, utilities, fees, preliminaries and contingencies, the evidence submitted to support the development appraisal must also provide a breakdown of these factors by cost and/or percentage on-cost, where appropriate. Average standard build costs, as well as overall build cost, must be included in the supporting evidence.

C.10 The Council may request a professionally prepared cost plan, including justification for any costs which vary markedly from industry standard indices such as the Building Cost Information Services (BCIS).

C.11 Build Costs should be based on current day costs; however, should the applicant have allowed for building cost inflation, these assumptions must be spelt out clearly and be fully justified.

Abnormal Costs

C.12 The viability assessment must include any abnormal build costs over and above those basic build costs identified above. These abnormal costs must be itemised individually in the appraisal and fully explained in the supporting evidence. Examples of abnormal costs include decontamination and remediation works.

Fees and Other On-Costs

C.13 The applicant should provide an itemised breakdown of the main development and sales related fees and other costs that the developer expects to incur, including fees for design (architects), engineering, planning, building control, surveying, warranties, project management, legal fees, introduction fees, marketing and direct sales costs and contingencies. The applicant must include within the supporting evidence a statement which sets out which services are provided in-house and those which are out-sourced.

C.14 The Council will also expect finance costs, the borrowing rate and the period of borrowing, as well as any credit rates to be specified in the development appraisal.

Planning Gain / Obligations / Levies / Tariffs

C.15 The development appraisal must include a detailed breakdown of planning obligations/levies/tariffs which conform to published policy documents and reflect any pre-application negotiations between the Council and the applicant. The nature, extent and timing of the contributions should also be specified. The Council will expect the supporting evidence to provide a breakdown of planning gain/obligations to be broken down on a per unit basis.

C.16 The Council will compare the estimated figures with its own knowledge on the levels of planning gain contributions sought and have reference to any pre-application discussions. Comparisons may be made with similar schemes within the District to ensure the levels identified are reasonable.

Profit Margin (Gross/Net)

C.17 The development appraisal must specify the total projected return for risk and profit, also expressed as a percentage of the gross development value/cost. A breakdown must also be provided for overheads and net profit levels.

Other Development Costs

Infrastructure Requirements

C.18 The development appraisal should include itemised costs relating to infrastructure requirements, such as neighbourhood and major roads and utilities. These costs relate to the development site itself and therefore will exclude contributions to strategic highways and infrastructure requirements as these are likely to be classified as planning obligations/levies/tariffs above.

C.19 The supporting evidence should explain the basis of these costs and the Council may request a professionally prepared cost plan.

Code for Sustainable Homes (CSH)

C.20 Build costs assumed within the development appraisals may increase over time, as higher code levels of the Code for Sustainable Homes (CSH) become mandatory in the future. The most recent report, 'Cost Analysis of the Code for Sustainable Homes' (Communities and Local Government) indicates that the additional costs of achieving higher code compliant homes could be significant. Code Level 6 – the highest code level - is scheduled to become mandatory by 2016.

C.21 As such, the Council will expect the appraisal and supporting evidence to specify the level of CSH assumed for both market and affordable dwellings and the basis of the costs assumed. Should Council policy specify a particular level of CSH to be achieved for a particular development, the applicant should ensure costs to achieve the relevant level are included within the assessment.

Projected Sales Prices for Dwellings

C.22 The supporting evidence should provide a schedule which includes the number, size and type (bedroom numbers and gross internal floorspace) of the market and affordable dwellings to be provided as part of the development.

C.23 The development appraisal must set out how much the developer is proposing to sell the completed dwellings for, broken down by dwelling type and the assumptions made as to sales rates for market housing.

C.24 The Council will expect the above assumptions to be supported by evidence, which will include a local residential property market report, setting out comparable new build developments in the locality to assist in establishing the base values for the proposed development. Local agents' advice will assist in the process, but will not be adequate in isolation.

C.25 Sales values should be based on current day values and, if predicted to the point of completion, these assumptions must be spelt out clearly and be fully justified.

Affordable Housing Revenues

C.26 The supporting evidence should provide details of the tenure mix of the affordable dwellings, which should be in accordance with policy CP04 of the Adopted Core Strategy which sets an indicative tenure split of 70% social rented and 30% intermediate housing unless indicated otherwise through pre-application discussions. Pre-application discussions will be

informed by the most up-to-date tenure mapping information. Applicants should provide a breakdown of the number of affordable dwellings, types and size (bedroom numbers and gross internal area).

C.27 The applicant should provide within the development appraisal and supporting evidence the value attributable to providing affordable housing, including social rented units, affordable rented units, shared ownership units and any other form of intermediate housing. The Council will require a statement as to the assumptions made regarding target rents and the likely levels of Social Housing Grant, where appropriate.

C.28 The Council may seek advice from preferred partner Registered Providers (RPs), as to the assumptions made with regards to the value attributed to the various affordable housing types.

Summary

C.29 The Council are aware that development viability is a material consideration when considering development proposals, which otherwise comply with planning policy. The Council will expect development proposals to be policy compliant in respect of contributions to infrastructure and other planning gain requirements (including affordable housing), unless a robust and fully justified viability assessment can be presented.