

Wyre Forest District Council

KIDDERMINSTER CENTRAL AREA ACTION PLAN DEVELOPMENT PLAN DOCUMENT

FINAL SUSTAINABILITY APPRAISAL REPORT JULY 2012



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1 The SEA Directive Requirements and Where They Have Been Met

Table 1.0.1 The SEA Directive Requirements and Where They Have Been Met

SEA Directive Requirements	Where they have been met (Kidderminster Central Area Action Plan DPD)
(a) an outline of the contents, main objectives of the plan or programme and relationship with other relevant plans and programmes;	Section 5.1 Appendix A
(b) the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	Section 5.2 and Appendix B
(c) the environmental characteristics of areas likely to be significantly affected;	Section 5.2 and Appendix B
(d) any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Section 5.2, 5.4 and Appendix B
(e) the environmental protection objectives, established at international, Community or Member State level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation;	Section 5.1 and Appendix A
(f) the likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors;	Section 7.2 and Appendix C & D
(g) the measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme;	Section 7.4 and Appendix C & D
(h) an outline of the reasons for selecting the alternatives dealt with and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information;	Section 6.2, 6.3, 6.4 and 7.3
(i) a description of the measures envisaged concerning monitoring in accordance with Article 10;	Section 8.2
(j) a non-technical summary of the information provided under the above headings.	A separate non-technical summary has been produced.

2 Summary and Outcomes

2.1 A Statement of the Likely Significant Effects of the Plan

2.1.1 This section sets out a summary of the sustainability implications of the Plan policies and the extent to which they would support or achieve the sustainability objectives.

2.1.2 The Kidderminster Central Action Plan (KCAAP) Development Plan Document (DPD) allocates land and sets out policies which will meet the vision and objectives set out within the Adopted Core Strategy. The vision and objectives were tested against the SA Framework during the development of the Core Strategy. The site allocations have each been tested against the SA Framework.

2.1.3 The KCAAP DPD has identified a large number of positive effects in terms of both the policies which it sets out and the preferred sites for allocation. However, a small number of negative sustainability effects have been identified and they can be summarised as follows:

- Some of the sites have raised issues in relation to flood risk. This is an issue which will need to be considered on a site-by-site basis. Mitigation measures will include flood alleviation and appropriate design solutions.
- A number of sites involve the retention and conversion of Listed Buildings. These sites may not be able to meet the renewable energy requirement set out within the Adopted Core Strategy. This will be considered on a site-by-site basis and developers will be required to meet targets.
- Some sites have raised issues in relation to increased noise and light pollution, particularly in sensitive locations next to the river and the canal. Mitigation measures will be required to reduce the impact on new development and balance the need for increased activity and natural surveillance with environmental considerations.
- Some sites have raised issues relating to employment land switching and a resulting loss of training and employment opportunities. However, policies are in place to ensure that this is balanced and employment opportunities continue to be provided at accessible locations.
- Some sites have identified a loss of a public open space or playing pitches, however, policies are in place to ensure that in such instances adequate compensatory provision is provided.

Monitoring Indicators

2.1.4 The Sustainability Appraisal (SA) Report sets out a number of indicators that have been drawn from those set out within the SA Framework. These indicators are proposed for monitoring the impacts of the DPD on a number of issues. Broadly the indicators cover the following topics:

- Health and leisure
- Access to key facilities i.e. Schools, medical, post office
- Housing provision
- Design and Conservation
- Community involvement
- Sustainability
- Travel and transport
- Pollution, including noise and light
- Flooding

- Educational attainment
- Economic growth and business
- Nature conservation

2.2 Statement of the Difference the Process has Made to Date

2.2.1 The SA process has investigated the likely significant environmental, social and economic impacts of the policy options and specific sites considered during the development of the DPD. At each stage of the DPD each of the options, objectives, policies that have been put forward have been testing against the Sustainability Objectives in order to assess the likely positive and negative impacts. The results of this testing has informed what options and policies have been taken forward to the next stage and have ultimately shaped the selection of the Publication version of the KCAAP.

Reasons for selecting the alternatives

2.2.2 The options and policies taken forward into the Public KCAAP were selected as, in general, the the testing against the Sustainability Objectives demonstrated a positive impact. Some of the options taken forward did demonstrated negative impacts, but where this occurred it was felt that appropriate mitigate measures could be taken as detailed below.

2.2.3 The options progressed generally supported the the regeneration of Kidderminster adding to its vitality and vibrancy and contributing to economic growth. The options demonstrated a positive impact on the natural and historic environment of the town and in increasing peoples quality of life.

2.2.4 There were a number of options tested throughout the development of the DPD that were rejected. In some cases this was due to the guidance set out in the Adopted Core Strategy to ensure that the KCAAP met its objectives. However, in the majority of instances these options were rejected as they demonstrated a overall negative impact on the Sustainability objectives that could not be mitigated against.

2.2.5 A significant reason for dismissing options was due to them demonstrating a a negative impact on the regeneration of the town centre and economic growth. In addition to this options were dismissed for showing to have a negative impact on quality of life and in providing good connectivity and access around the town.

Mitigation Measures

2.2.6 The SA has also provided a function in identifying where appropriate mitigation measure would need to be taken should any of the options and places be implemented and where potential negative impacts have been identified.

2.2.7 The testing of the policies and options through the SA resulted in the identification of certain issues that would be important to address more adequately through the policies in the final DPD. The table below sets out some of the areas where the SA has directly influenced and led to provisions being included within policies.

Policy	Changes made as a result of the Sustainability Appraisal
KCA.DPL2 - Mixed Use Development	The testing revealed the positive benefits of providing mixed use development and therefore the policy encourages this. However, testing also identified a potential noise and light pollution issue when providing a mix of different uses in the same area. Therefore, wording was added to the policy stating that uses should be complimentary to each other and neighbouring uses.
KCA.GBP1 - Retail Development	The testing of retail options in regard to the Primary Shopping Area (PSA) revealed that not including the Bromsgrove Street area could have a negative impact on economic viability of the Eastern Gateway regeneration area and potentially stifle economic and retail growth. Therefore the Bromsgrove Street area is included within the PSA and the wording in the policy targets retail growth to this area. The testing also revealed the negative impact of including other areas of the town with the PSA (such as the Morrisons store) and therefore these have not be included in the policy or PSA.
KCA.GPB5 - Employment Development	Testing revealed that not allowing any industrial development could limit the economic potential and growth of the town. Therefore, provision has been included in the policy to allow for further industrial development in areas of existing uses.
KCA.UP2 - Public Realm	Testing highlighted the negative impact of not providing further open space within the town. Therefore the public realm policy identifies certain target locations where new and/or improved civic spaces could be created.
KCA.UP3 - Ring Road Framework	Testing revealed that the preferred option in regard to improving pedestrian and cycle access across the ring road would be to implement surface level crossings - as opposed to improving the existing subway network or providing bridges. Therefore the ring road policy states that developments affecting the ring road should implement surface-level crossings.
KCA.UP5 - Staffordshire & Worcestershire Canal	Testing highlighted a potential conflict between development fronting the canal and its existing and potential biodiversity and green infrastructure role. Therefore, wording was added to policy requiring development to enhance the role of the canal in regard to biodiversity and green infrastructure where it is appropriate to do so.
KCA.UP6 - River Stour	Testing highlighted the conflict between developing riverside areas and potential flood risk, as well as its role as a biodiversity and green infrastructure corridor, and the opportunity to improve water quality. Therefore, wording was included requiring developments to deliver flood betterment measures, improve green infrastructure links, enhance its biodiversity value and improve water quality..

Table 2.2.1

Sites	Changes made as a result of the Sustainability Appraisal
KCA.CH4 - Former Sladen School	Testing demonstrated a potential loss of open space in the form of the playing pitches. Therefore, a policy note was added requiring compensatory provision to be made.
KCA.CH6 - Lime Kiln Bridge	Testing demonstrated a potential loss of open space in the form of the playing pitches. Therefore, a policy note was added requiring compensatory provision to be made.
KCA.WG2 - Park Lane Canalside	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures.
KCA.WG3 - Weavers Wharf	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures. Biodiversity and green infrastructure were also highlighted and provision has also been included into this policy.
KCA.CW1 - Castle Wharf	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures. Impact of noise and light pollution was also highlighted and wording has been added requiring development to contribute towards improving the riverside environment.
KCA.MS1 - Mill Street Mixed Use Area	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures. Impact of noise and light pollution was also highlighted and wording has been added requiring development to contribute towards enhancing the biodiversity value of the river.
KCA.HP1 - Heritage Processions	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures.
KCA.HP2 - Frank Stone	Testing highlighted the potential flood risk issues within this area and as a result wording was added to the policy requiring developments to take this into full account and implement appropriate flood risk measures.

Sites	Changes made as a result of the Sustainability Appraisal
Park Lane Industrial Estate	Site has not been allocated for any alternative uses as the testing revealed the negative impact that losing a industrial area could have on the economy of the town.
Long Meadow Mills Industrial Estate	Site has not been allocated for any alternative uses as the testing revealed the negative impact that losing a industrial area could have on the economy of the town.

2.3 How to Comment on this Report

2.3.1 The Kidderminster Central Area Action Plan (KCAAP) DPD and this accompanying SA Report will be published for a six week period commencing Monday 23rd July 2012. Representations should be received by the District Council by 5.30pm on Friday 14th September 2012. All representations must be made in writing either on-line, by e-mail or by fax as follows:

On-line at: <http://wyreforestdc-consult.limehouse.co.uk>

Planning Policy
 Planning and Regulatory Services
 Duke House
 Clensmore Street
 Kidderminster
 Worcestershire
 DY10 2JX

E-Mail: Planning.Policy@wyreforestdc.gov.uk

Fax: 01562 732556

2.3.2 If you have any queries relating to this report, please contact the Planning Policy team on 01562 732928.

3 Background

3.1 Purpose of the SA and the SA Report

3.1.1 Section 19(5) of the Planning and Compulsory Purchase Act 2004, as amended by Section 180(5)(d) of the Planning Act 2008 requires a SA to be carried out on all DPDs which a Local Planning Authority produces. The SA process is integral to the production of DPDs and it enables the LPA to assess the degree to which the proposals contribute towards the achievement of sustainable development. This understanding assists in the preparation of planning policy.

3.1.2 Sustainable development is defined as 'development which meets the needs of the present without compromising the ability of future generations to meet their own needs'. The purpose of SA is to ensure that all DPDs conform to the Government's guiding principles of sustainable development, which are:

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

3.1.3 SA identifies and reports on the likely significant effects of the plan and the mitigation measures which can be taken to reduce them. These effects are identified through the use of a SA Framework.

3.2 Plan Objectives and Outline of Contents

3.2.1 The KCAAP will, through the formulation of site specific allocations and policies, allocate and designate areas of land within the town for particular uses including housing, retail, offices and leisure. The KCAAP will go beyond the traditional role of land use planning and will include other key areas of economic, environmental and social activity. It will also set out clear mechanisms to ensure that the plan is delivered.

3.2.2 The aims for the KCAAP area:

- To maximise the economic vitality and viability of central Kidderminster whilst enhancing the environment of the area as a place to live.
- To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.

3.2.3 The strategic objectives are:

1. Develop Kidderminster as the strategic centre of the District and beyond.
2. Deliver the growth of residential, retail, and employment development.
3. Deliver the regeneration of key town centre sites, re-using previously developed land and buildings.
4. Drive up the quality of urban design and architecture.
5. Conserve and enhance the town's heritage assets.

6. Develop and enhance the blue and green infrastructure provision within the town, particularly along the canal and river, recognising its contribution towards the wider Green Infrastructure network.
7. Safeguard and replenish the town's biodiversity and geodiversity contribution.
8. Ensure the town is equipped to adapt to and mitigate against the impacts of climate change.
9. Safeguard the town against flood risk and ensure good water management.
10. Improve air quality around the town, with a particular focus on the Horsefair AQMA.
11. Increasing the provision and use of sustainable modes of transport and create a walkable environment.
12. Ensure the town is safe and enjoyable for all users.

3.3 Compliance with the SEA Directive

3.3.1 Under Section 19(5) of the Planning and Compulsory Purchase Act, as amended by Section 180(5)(d) of the Planning Act 2008. SA is mandatory for any new or revised DPD. The SA process also incorporates Strategic Environmental Assessment (SEA) in accordance with the requirements of European Directive 2001/42/EC "on the assessment of the effects of certain plans and programmes on the environment".

3.3.2 The SEA Directive requires a report to be produced detailing information that may be reasonably required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme and its stage in the decision-making process. Information likely to be provided in the Environmental Report includes:

- The likely significant effects on the environment, including issues such as biodiversity, population, human health, flora, fauna, soil, water air, climate factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. These effects should include secondary, cumulative and synergistic, short, medium and long-term, permanent and temporary, positive and negative effects.
- An outline of the reasons for selecting the alternatives dealt with.
- The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme.

3.3.3 Government guidance promotes the integration of the SA and SEA processes into one report. Therefore, this report sets out both requirements. A table has been included at the front of this report to indicate where the requirements of the SEA Directive have been met.

4 Appraisal Methodology

4.1 Approach Adopted to the SA

4.1.1 The SA has been carried out using the methodology set out within Government guidance (ODPM, 2005) and the Planning Advisory Service's Plan-Making Manual. The table below sets out how the SA process has been incorporated within the DPD process.

Table 4.1.1 The Sustainability Appraisal Process

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

4.1.2 As illustrated above, the SA is being carried out in four main stages and three reports will be produced:

- The SA Scoping Reports were published for a 5 week consultation period between 31st April and 6th June 2008. The Scoping Reports covered the 'Stage A' tasks set out in the table above. The representations received on the SA Scoping Reports have been

considered and Revised SA Scoping Reports were published in January 2009 alongside the Issues and Options Papers.

- This Draft SA report tests the Issues and Options and the Preferred Options for both the Site Allocations and Policies and KCAAP DPDs against the respective SA Frameworks and sets out the positive and negative impacts of each of the options considered. The report also sets out mitigation measures to overcome any negative impacts identified resulting from the preferred options.
- The Final SA Reports will be prepared and published alongside the Pre-Submission Publication documents. It is anticipated that this will be during December 2011.

4.1.3 The appraisal of the options is based on a matrix. The matrix sets out the sustainability objectives which are set out within the SA Framework. Each policy option/site has been tested against each of the objectives using the decision-making criteria. Each option/site has been awarded a score based on the extent to which it meets the objective and the decision-making criteria. The baseline data set out within Appendix B to this report has been used to assist in the process. Where baseline data was not available, it has been necessary to make assumptions regarding the current situation and how this may change with the implementation of the plan. Further information can be found in the 'Uncertainties and Risks' section of this report. The degree of impact is graded as follows:

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

4.1.4 The assessments consider the probability, duration, frequency and reversibility of effects as well as the magnitude and spatial extent of effects in the following ways:

- Probability - it is assumed that an effect will occur unless the table includes it as a possible effect.
- Duration - the testing tables include reference to whether the effect is likely to be short-term or long-term. Some options may have negative short-term and positive long-term effects against the same SA criteria and vice versa.
- Frequency - it is assumed that effects will be a one off occurrence unless the testing tables make reference to the effect recurring.
- Reversibility - the tables highlight whether effects will be reversible or irreversible.
- Magnitude - The scoring systems takes into account the magnitude or seriousness of the effect by having different scores for more serious effects, this is set out in table above which explains the coring system.
- Spatial extent - the spatial extent of the effect is considered within the assessment of its magnitude. If the effect was to take place over a large area it will be scored ++ or XX

depending on whether it is positive or negative. If the event was only to take place over a small area it will be scored + or X as appropriate.

- The overall score relates to the combination of all of the above factors.

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

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

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

4.2 When the SA was Carried out and by Whom

4.2.1 The Council has carried out the majority of the SA work for the KCAAP Plan in-house and it is considered that this has been beneficial in providing an understanding of the key sustainability issues that face the District. Consultants URSUS were commissioned to undertake a 'Quality Check' and to assist with the assessment of secondary, cumulative and synergistic effects. The SA Scoping Report was published for consultation for five weeks between 30th April and 6th June 2008. The representations received were incorporated into the Revised SA Scoping Report which were published in January 2009. A joint Draft SA report was published covering both the Site Allocations and Policies and KCAAP DPDs. This Final SA Report relates only to the KCAAP DPD and it sets out the appraisal of the issues and options and preferred options as well as the policies and sites included within the Publication document. It will be published for a period of six weeks alongside the DPD.

4.3 Who was Consulted, when and how

4.3.1 At the Scoping Stage, a range of social, economic and environmental interests were consulted, as well as neighbouring authorities and the Statutory Bodies (Natural England, English Heritage and the Environment Agency). Consultation was undertaken by writing to the organisations set out, either electronically or in hard copy, giving a six-week time frame for representations to be made. The SA Scoping Report was also placed in libraries and Hubs within the three main towns of Kidderminster, Stourport-on-Severn and Bewdley and published on the District Council's website. The full list of consultees is set out at Appendix E to this report and the representations received and details regarding how they were addressed is set out at Appendix F to this report. The responses were incorporated into the Revised SA Scoping Reports which were published in January 2009.

4.3.2 A Draft SA Report covering both the Site Allocations and Policies and KCAAP DPDs underwent a six week consultation alongside the Preferred Options Papers for these DPDs between 26th May and 8th July 2011. The representations received in response to consultation on the Draft SA Report are also set out at Appendix E to this report. These representations have been incorporated into this Final SA Report where appropriate.

4.3.3 Consultation on the Draft SA Scoping Report included sending a copy of the report to English Heritage, Natural England, the Environment Agency and Worcestershire County Council and notifying in writing all other consultees on the DPD. Copies of the Draft SA Report were placed in the libraries and Hubs at Kidderminster, Stourport-on-Severn and Bewdley alongside the DPDs and were also published on the District Council's website. A number of exhibitions took place throughout the consultation period giving people the opportunity to discuss the DPDs and the Draft SA Report in more detail.

4.4 Appropriate Assessment

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

5 Sustainability Objectives, Baseline and Context

5.1 Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

5.1.1 The following plans, policies, programmes and sustainability objectives have been scoped and their contents have been taken into account in the development of the SA Framework. This context review is the first stage of the SA process. The plan may be influenced in various ways by other plans, policies, programmes and sustainability objectives. The relationship should be explored to:

- identify any external social, economic or environmental objectives that should be reflected in the SA process;
- identify external factors, such as sustainability issues, that might influence the preparation of the plan; and;
- Determine whether the policies in other plans and programmes might lead to cumulative effects when combined with policies in the plan that is subject to SA.

5.1.2 The context review meets the requirements of the SEA Directive to provide an outline of the contents, main objectives of the plan and the relationship with other relevant plans and programmes.

5.1.3 Relevant documents at the international, national, regional, and local level have been reviewed. For each document information relating to the key objectives and targets has been recorded and the implications for the SA Framework have been set out.

5.1.4 The table below sets out those document reviewed. The full review can be found at Appendix A to this report. The table has been updated throughout the SA process to include newly emerging documents and also suggestions from stakeholders.

INTERNATIONAL
Johannesburg Declaration on Sustainable Development (2002)
Rio Declaration on Environment & Development (1992)
Aarhus Convention (1998)
Kyoto Protocol (1997)
The EU Sustainable Development Strategy (updated 2005)
European Habitats Directive (1992)
European Birds Directive (1979)
European Air Quality Directive (2000)
European Water Framework Directive (2000)
European Sixth Environmental Action Plan (2001 – 2010)
European Landscape Convention (2000)
NATIONAL
The Wildlife and Countryside Act 1981 (as amended)
The NERC (Natural Environment and Rural Communities) Act
Conserving Biodiversity: The UK Approach

DEFRA (2007)
The Bern Convention
Making Space for Water
Working with the Grain of Nature – A Biodiversity Strategy for England (DEFRA, 2002)
UK Waste Strategy (DEFRA, 2000)
Waste Strategy for England 2007 (DEFRA)
The Eddington Transport Study (2006)
Barker Review of Land Use Planning (DCLG, 2006)
Strong and Prosperous Communities – the Local Government White Paper (October 2006)
UK Strategy for Sustainable Development (2005)
Urban White Paper (2000)
Rural White Paper (2000)
Sustainable Communities Plan (2003)
Transport 10 Year Plan (2000)
UK Climate Change Programme (1994)
Stern Review of the Economics of Climate Change (November 2006)
Energy White Paper (2007)
The Countryside and Rights of Way Act (CROW) 2000
Diversity and Equality in Planning 2005
Untapped Potential – Identifying and Delivering Residential Development on Previously Developed Land (CPRE, 2007)
Waterways for Tomorrow (DEFRA, 2000)
Planning a Future for the Inland Waterways (IWAAC, 2001)
The Historic Environment: A Force for Our Future (DCMS, 2001)
Heritage Protection White Paper (DCMS, March 2007)
Planning (Listed Buildings and Conservation Areas Act) 1990
Ancient Monuments and Archaeological Areas Act 1979
Code for Sustainable Homes – A step change in sustainable home building practice (DCLG, 2006)
Green Infrastructure Guidance, Natural England (2009)
National Planning Policy Framework (DCLG, March 2012)
Planning for Traveller Sites (DCLG, March 2012)
PPS1 – Delivering Sustainable Development (2005)
PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)
PPG2 – Green Belts (1995)
PPS3 – Housing (DCLG, 2010)
PPS4 – Planning for Sustainable Economic Growth (2009)
PPS5 - Planning for the Historic Environment (2010)
PPS7 – Sustainable Development in Rural Areas (2004)
PPG8 – Telecommunications (1991)
PPS9 – Biodiversity and Geological Conservation (2005)

PPS10 – Planning for Sustainable Waste Management (2005)
PPS12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)
PPG13 – Transport (2001)
PPG14 – Development on Unstable Land (1990)
PPG17 – Planning for Open Space, Sport & Recreation (2002)
PPG19 – Outdoor Advertisement Control
PPS22 – Renewable Energy (2004)
PPS23 – Planning and Pollution Control (2004)
PPG24 – Planning and Noise (2001)
PPS25 - Development and Flood Risk (2006)
Good Practice Guide on Planning for Tourism (DCLG, 2006)
Physical Activity and the Environment National Institute for Health and Clinical Excellence (January 2008)
Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society (DCLG, 2008)
The Climate of the UK and Recent Trends (2009) Hadley Centre

REGIONAL

Regional Sustainable Development Framework - Refreshed Version (2008)
Regional Historic Environment Strategy - Putting the Historic Environment to Work
West Midlands Regional Housing Strategy (2006-2021)
West Midlands Visitor Economy Strategy (2008)
West Midlands Energy Strategy (2004)
West Midlands Regional Forestry Framework (2004)
West Midlands Regional Biodiversity Strategy (2005)
Severn Trent Water Resources Plan 2005-2010
Choosing Health: Regional Health and Well-being Strategy (WMRA, 2008)
Fluvial Severn Flood Risk Management Strategy (2006)
South Housing Market Area: South Housing Market Assessment (2007)
South Housing Market Area: Gypsy and Traveller Accommodation Assessment (2007)
UKCIP 09: West Midlands Region
Regional Renewable Energy Study (2011)

COUNTY

Worcestershire Local Area Agreement (2006)
Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013
Worcestershire County Structure Plan (1996 – 2011)
Worcestershire Local Transport Plan 3 (2011)
Worcestershire Waste Core Strategy Submission Document (June 2011)
Worcestershire Biodiversity Action Plan (2008)
Destination Worcestershire Tourism Strategy (2008)

A Cultural Strategy for Worcestershire (2009-2013)
Worcestershire Minerals Local Plan 1997
Worcestershire Countryside Access and Recreation Strategy (2003 – 2013)
Fluvial Severn Flood Risk Management Strategy (2006)
Worcestershire Climate Change Strategy (2005)
Planning for Water in Worcestershire – Technical Research Paper (2008)
Planning for Renewable Energy in Worcestershire – Technical Research Paper (2008)
Planning for Climate Change in Worcestershire - Technical Research Paper (2008)
Planning for Soils in Worcestershire - Technical Research Paper (2008)
Worcestershire Local Investment Plan (March 2011)
Worcestershire Landscape Character Supplementary Guidance (October 2011)

DISTRICT

Wyre Forest District Sustainable Community Strategy (2008)
Wyre Forest District Adopted Core Strategy DPD (2010)
Wyre Forest District Adopted Local Plan (2004)
Wyre Forest District Housing Strategy (2004)
Wyre Forest District Cycle Strategy (2002)
Wyre Forest District Design Supplementary Planning Guidance (2004)
Wyre Forest District Community Safety Strategy
Wyre Forest District Air Quality Strategy (2005)
Wyre Forest District Housing Needs Survey
Wyre Forest District Housing Stock Condition Survey (2007)
Wyre Forest District Contaminated Land Inspection Strategy (2001)
Kidderminster Regeneration Prospectus (2009)
Churchfields Masterplan Supplementary Planning Document (2011)
Adopted Conservation Areas & Management Plans

PARISH

Church Street (Kidderminster) Conservation Area Character Appraisal (2009)
Green Street (Kidderminster) Conservation Area Character Appraisal and Management Plan (2011)
Vicar Street Conservation Area Character Appraisal (2003)
The Staffordshire and Worcestershire Canal Conservation Area Character Appraisal and Management Plan (2007)

Links to the Kidderminster Central Area Action Plan

5.1.5 The KCAAP needs to be in compliance with national planning guidance which provides the national framework for development. Therefore the Action Plan has strong links to the National Planning Policy Framework and provides high level planning guidance.

5.1.6 The other DPD included with the Local Development Framework (LDF) have a strong relationship with the KCAAP. The Adopted Core Strategy sets out the over-arching policy within which the Action Plan must sit and sets out a development strategy that targets development towards the town. This provides the broad strategic guidance for which the Action Plan then provides more detail in order to deliver this development. In addition to this, the Adopted Core Strategy sets out further strategic guidance in relation to issues such as sustainable development, water management, economic development, design etc which the Action Plan must be in conformity.

5.1.7 The Site Allocations and Policies DPD has been developed in tandem with the Action Plan and are mutually reinforcing documents. While the Action Plan provides targeted guidance for the town centre area, the Site Allocations and Policies document provides broader policy guidance which is equally applicable to the Action Plan area. The Action Plan relies of the Site Allocations and Policies document to provide policy guidance so as to not include any unnecessary repetition.

5.1.8 The Kidderminster Regeneration Prospectus was adopted by the District Council in September 2009 and sets out the town's challenges and opportunities. The Prospectus was created with extensive public consultation and worked to establish some key themes and physical areas of action and/or opportunities in terms of regeneration. The Prospectus has provide an important part of the evidence base in the development of the KCAAP. The Prospectus and the associated ReWyre Regeneration Initiative will be key in helping to deliver the objectives set out in the Action Plan.

5.1.9 The District Council adopted the Churchfields Masterplan Supplementary Planning Document (SPD) in 2011 and this is a key part of the evidence base for the Action Plan which provides a detailed design framework for the Churchfields area. Not only has this SPD helped to influence the policy guidance for Churchfields in the Action Plan it also continues to provide detailed additional and supporting guidance for further development in the area.

5.1.10 The Action Plan will also help to implement the key transport infrastructure objectives contained within Worcestershire County Council's Local Transport Plan 3.

Links to the Sustainability Appraisal

5.1.11 Although a range of plans have been scoped at all levels and each of the plans has influenced the SA Framework objectives in some way, as set out in Appendix A, many of the plans, policies and programmes have led to the same conclusions regarding the areas which the SA Framework objectives should consider. Perhaps the most significant plans, policies and programmes are the Adopted Core Strategy, Local Transport Plan 3 and the Sustainable Community Strategy.

5.1.12 The Adopted Core Strategy was itself subject to the sustainability appraisal process and the SA Framework was developed for this DPD. The Adopted Core Strategy has been scoped as part of this SA, it presents local level policies which encapsulate much of the thinking and many of the objectives set out in higher level policies, plans, and programmes. The Adopted Core Strategy has influenced the SA Framework, however, it also seeks to deliver the sustainability objectives itself. The Adopted Core Strategy sets out the over-arching policy which the KCAAP DPD must sit within, therefore, in order for an option to be realistic it must be in accordance with the policies set out within that document.

5.1.13 As mentioned above, the Kidderminster Regeneration Prospectus is a key part of the Action Plan evidence base. The Prospectus has influenced the SA, particularly in regard to the regeneration focused indicators, in order that the options be tested against the regeneration objectives for town.

5.1.14 The District Council has a number of adopted Conservation Areas, and their associated Management Plans, that cover the KCAAP area; namely Green Street, Church Street, Vicar Street and Exchange Street, and the Staffordshire and Worcestershire Canal. These Conservation Areas have also influenced the SA to judge whether options are in accordance with the objectives for these areas.

5.1.15 Local Transport Plan 3 provides the basis for the future development of transport within the County. This plan moves towards promoting sustainable transport measures and it was therefore considered essential that the SA Framework reflected this.

5.1.16 The Sustainable Community Strategy sets out the future vision for the area. This was developed alongside the Adopted Core Strategy and influenced the SA Framework. The central themes under which the baseline data are presented were taken from the Sustainable Community Strategy and it was considered important that all of these themes were reflected within the SA Framework.

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

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

Social Overview

5.2.2 Wyre Forest District is a rural district which lies in North West Worcestershire, to the South West of the Black Country conurbation. The District is made up of the three towns of Kidderminster, Stourport-on-Severn and Bewdley, of which Kidderminster is the largest. These are surrounded by a number of outlying villages and hamlets. The District covers an area of 75 square miles and has a population of 98,100 (2009 Mid Year Estimate). Without the plan, and the plans for neighbouring authority areas the population of the District may increase as a result of out-migration from the Black Country conurbation.

5.2.3 The KCAAP covers the town centre and extends to cover the Churchfields employment area and the retail development at Crossley park. Kidderminster is the District's main service centre and has significant regeneration opportunities which are recognised by the ReWyre Prospectus. The Area Action Plan will provide a detailed policy framework for the future development of these areas.

5.2.4 In 2006/2008, life expectancy at birth in Wyre Forest District was 78.18 years for males and 82.47 years for females. In 2001, the percentage of people living with a limiting long-term illness was 17.9%, this was lower than both the regional and national averages. The population of the District is ageing. Mid Year Population Estimates for 2009 show that more than 55% of the District's population is 40 years of age or over and an increasing number of residents are aged 80 years or over (5.3%). This has implications for access to services and facilities, particularly healthcare. Ethnic minorities are significantly under-represented within the District

compared to the national and regional averages. Without the plan, the District's population may age further as a result of in-migration as the District is a popular retirement area. This could have an impact on health as it would increase pressure on health services.

5.2.5 Crime within the Wyre Forest District decreased between April 2001 and March 2010 and is below the national average. Within the District, crime is highest in Greenhill ward which includes Kidderminster Town Centre. Without the plan, crime within the KCAAP area in particular would be likely to increase as a result of sites and premises lying derelict with no co-ordinated attempt to regenerate the town centre.

5.2.6 Wyre Forest has a higher proportion of owner occupied housing than the national average (2001 Census). House prices within the District are lower than the County and Regional average. Without the plan owner occupation would be likely to decrease as the economic circumstances make it more difficult for people to own their home, particularly first time buyers. This may increase the need for affordable housing.

Economic Overview

5.2.7 Unemployment within the Wyre Forest District was 4.8% in January 2011. This is higher than the county level but lower than the regional and national level. Unemployment in the District is concentrated in Broadwaters and Oldington and Foley Park where it was 7.4% and 12.0% respectively. Without the plan unemployment is likely to increase at least in the short-term as the economy continues to be in a period of recession.

5.2.8 The lowest income households are in Oldington and Foley Park ward. (2001 Census) Without the plan incomes are likely to stay low in the Oldington and Foley Park area because of the current economic situation.

5.2.9 Manufacturing still plays a key part in the economy of the Wyre Forest District and the District has a much higher percentage of workers based in the manufacturing industry, when compared to the regional and national averages. Other areas where there is a higher proportion of workers when compared to the region or nationally, are in the hotels and restaurant and tourism related sectors. This is reflective of the increasing role that tourism is having on the local economy, which is underpinned by regionally important tourist attractions which include the Severn Valley Railway, The West Midlands Safari and Leisure Park and the Wyre Forest. Without the plan the economy is likely to move more towards the tourism sector as manufacturing continues to decline within the area.

5.2.10 Educational attainment in Wyre Forest District is below both the regional and country average, with 42.2% of pupils achieving 5 A*-C grades in August 2009/10. Without the plan educational attainment is likely to increase steadily.

Environmental Overview

5.2.11 6% of land within the District is designated as a Site of Special Scientific Interest, the largest area being that of the Wyre Forest itself. A variety of habitats are found within Wyre Forest District, including broadleaved mixed woodland, natural grassland, acid grassland and heathland. The District also has a number of Special Wildlife Sites and both National and Local Nature Reserves. The District is also home to a number of protected species with most being found along the Rivers Stour and Severn and in ponds throughout the District. Without the plan the District's natural sites are likely to decline in quality and some sites could be at risk from development pressures.

5.2.12 The District has six Grade I, 29 Grade II* and 853 Grade II list entries on the statutory lists. The District also has nine Scheduled Ancient Monuments. The District has 18 Conservation Areas, 4 of these are within the KCAAP area. In addition to this, there are also a large number of records on the Historic Environment Record which include historic structures and archaeological remains. Without the plan there would be less protection for Locally and Statutorily Listed Buildings which could put some buildings at risk from development pressures.

5.2.13 Kidderminster lies on the River Stour and therefore flood risk is an issue within the town. There is pressure for further development to take place in areas at risk from flooding. However, the Environment Agency is consulted on all proposals within the defined flood zones. Flood defences have been constructed at Crossley Park/Puxton Marsh in Kidderminster. Without the plan the likelihood of flooding may increase within the Action Plan area as climate change leads to more intense periods of rainfall.

5.2.14 The overall volume of residential waste has decreased since 2004/05 from 38,353 tonnes to 37,399 tonnes in 2009/10. The percentage of this waste which is recycled has increased during the same period from 24.5% to 26.65%. All households within the District are now served by recycling facilities. Without the plan recycling rates are likely to increase as it becomes easier to recycle domestic waste and awareness is raised through national and local campaigns.

5.2.15 There is currently an Air Quality Monitoring Area within the KCAAP area which covers an area along St. Mary's Ring Road and into the Horesfair, Kidderminster. This is caused by traffic congestion within the affected area. Without the plan air quality is likely to deteriorate further within this area.

5.3 Difficulties in Collecting Data and the Limitations of the Data

5.3.1 The information collected and updated as part of the SA process is set out at Appendix B. The information presented relates directly to the identified sustainability issues and the indicators set out within the SA Framework and is a summary of the baseline data set out within the SA Report. There were difficulties collecting data as often, the required data is not available at the required level. The SA Framework set out within this report will form the basis of the monitoring framework. The indicators have been further developed and amended since the SA Scoping Report was published. The refined indicators have been closely aligned to those for the Adopted Core Strategy as this will aid monitoring.

5.3.2 One of the major problems with developing local indicators is the availability of data at district level. Often, county level is the lowest level at which data is available. Some data may be available at national and regional level but is not disaggregated to district level. In some instances, data for the suggested monitoring indicator is not available at present and therefore, monitoring systems will need to be put in place to collect this data. Data for those indicators which are also set out within the Adopted Core Strategy will become available as part of the process of monitoring that DPD.

5.4 Main Social, Environmental and Economic Issues and Problems Identified

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
Social		
Marked variation in the provision of community facilities between the District's urban wards.	Concentration of facilities in Greenhill and Broadwaters with few facilities in Aggborough and Spennells and Oldington and Foley Park (WFDC Community Facilities Audit June 2009).	Community facilities may decline as reduced public and voluntary sector budgets lead to a decline in standard and facilities come under pressure for development.
Importance of safeguarding the District's Local Centres in order to serve their resident populations.	The Wyre Forest District Retail Update 2009 demonstrates that there is a reasonable spread of local centres and that they serve their resident populations by providing a range of services.	Local centres are likely to remain but there may be an increase in hot food takeaways.
Poor access to play facilities in some urban and rural wards.	Largest deficiencies identified in Greenhill, Offmore and Comberton, and Franche wards (Open Space, Sport and Recreation Assessment, October 2008).	Without the plan play facilities would not be improved to meet demand from new development.
Variation in levels of health between the District's wards.	Within the District there is one SOA which falls into the most deprived 20% nationally for health, this is in Oldington and Foley Park ward. Habberley and Blakebrook, Oldington and Foley Park, Broadwaters, Greenhill and Offmore and Comberton wards all have at least one SOA within the 20% most deprived nationally. The least deprived wards are Rock, Blakedown and Chaddesley, Wolverley, and Bewdley and Arley where all of the SOAs are in the 50% least deprived nationally.	Without the plan health may decline as a result of an ageing population.
Need to bring empty homes within the District back into use.	Growth in empty homes within the District 2005-2009. Currently 4.73% of homes within the District are empty homes.	Empty homes within the District are being addressed by a separate District Council policy and are therefore likely to decrease in numbers even without the plan in place.
The need to reduce crime within the District.	Crime in the District has shown fluctuations but has fallen overall since 2001.	Without the plan crime is likely to increase particularly within the KCAAP area as premises and sites are more likely to become vacant and derelict.
The need to reduce drug and alcohol misuse within the District.	Wyre Forest has the second highest number of drug offences and the third highest number of alcohol related offences in Worcestershire (WFCSP, 2002-2003).	Drug and alcohol misuse may be reduced through other programmes outside of the LDF.
Need to retain and enhance short stay parking facilities within the town centres.	District Council car park data shows that Kidderminster is particularly well served by public car parks which are well used.	Without the plan car parks may come under pressure to be developed for other uses, alternatively, car parking may increase as vacant sites may become used as car parks on a temporary basis.
Economic		
A high concentration of fuel poverty within the District, particularly in the most deprived ward.	15% of households are estimated to be living in fuel poverty in Wyre Forest, compared to 13.3% across the County. In the most deprived ward, this figure is 27.3%, the highest in the County. (Source: Affordable Warmth for Worcestershire)	Without the plan fuel poverty is likely to increase as new, more energy efficient development is less likely to come forward.
Lack of affordable housing choice across the District.	The average house price across the District has risen rapidly in recent years. However, it is now falling. The ratio of lower quartile house prices to lower quartile earnings fell sharply after 2005 and, after a steady rise to 2008, fell sharply again in 2009.	Without the plan new affordable housing is less likely to come forward as sites are less likely to be developed.

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
Noticeably higher unemployment forming a corridor between Kidderminster and Stourport-on-Severn.	Unemployment within the District fell between 2000 and 2008 but has risen sharply since then. The highest levels of unemployment are within the urban areas.	Without the plan unemployment is likely to rise as new employers are less likely to come to the area.
Environmental		
Need to reduce noise pollution complaints in the District.	Noise pollution complaints have remained high in the District. However, they have fallen in 2009/10.	The plan is unlikely to have an impact on noise pollution complaints.
The need to improve the condition of SSSI habitats, particularly marshland and heathland areas.	Condition of SSSIs has improved since 2005. A much greater area of SSSI land is now unfavourable but recovering, and less is unfavourable but declining.	Without the plan the condition of SSSIs may decline as some areas may come under pressure from new development. Also, it would be more difficult to secure money from any new development to improve the condition of SSSIs.
The need to conserve and enhance the rich variety of habitat types within the District.	The 2008 Worcestershire Biodiversity Action Plan identifies a large number of habitat types within the District.	Without the plan some of these habitat types may face development pressure and it would also be more difficult to secure money from new development to improve these habitats.
The need to protect the variety of protected species from adverse development.	The 2008 Worcestershire Biodiversity Action Plan identifies a number of protected species within the District.	Without the plan new development may have an impact on protected species.
Significant residential and urban areas are at risk from flooding.	The Environment Agency's designated flood zones show that all three of the District's towns are affected by fluvial flooding from the main rivers. The District is also affected by surface water run-off, ground water flooding and foul water flooding.	Without the plan flooding is likely to increase as climate change leads to more intense rainfall periods.
Declining air quality within the urban areas of the District.	WFDC has declared one Air Quality Management Areas within the KCAAP area at St. Mary's Ring Road and Horsefair, Kidderminster.	Without the plan this AQMA is likely to remain in place.
To safeguard and enhance the distinctive historic environment of the District.	The District has 17 Conservation Areas, 3 of these fall entirely within the KCAAP area and one falls partially into it. The District also has 9 Scheduled Ancient Monuments, over 900 individual buildings and structures which are listed, and local lists for the three towns and the Parish of Wolverley and Cookley. There is also a significant amount of heritage outside of these designations. The Historic Environment Record has in excess of 2500 entries for the District including over 50% of which are not designated.	Without the plan some of the District's heritage assets could be threatened by development pressures.
Need to increase the generation and use of renewable energy within the District.	Currently there is very little renewable energy in the District; as a result the District is heavily reliant upon fossil fuels for its energy requirements (DTI).	Without the plan renewable energy generation is unlikely to increase significantly.
Need to improve energy efficiency in new and existing housing stock.	The average SAP rating of private dwellings within the District has increased since 2005/06 and was 54 in 2009/2010. The % of dwellings with a SAP rating below 35%, which is considered to be unacceptable, has declined since 2006/07 and is currently 9%.	The average SAP rating is likely to increase even without the plan as building regulations improves new build stock and grants are available to improve existing stock.
Need to reduce CO ₂ emissions within the District.	Total CO ₂ emissions within the District fell from 6.5 tonnes per capita to 6.1 tonnes per capita between 2005 and 2008.	Without the plan CO ₂ emissions within the District are likely to continue to fall but to a lesser degree than with the plan in place.
Need to adapt to the present and future changes in climate that the District is experiencing.	The climate of the West Midlands Region is forecast to change significantly by 2080. Changes include warmer average temperatures, increased winter rainfall, decreased summer rainfall and periods of more intense rainfall.	Without the plan less would be done to adapt to future changes in the climate.

Identified Sustainability Issue	Baseline/Trend Data	Predicted Change with no Plan
Need to conserve water resources and use them in a sustainable way.	Much of the District's water resources come from ground water abstraction and there is no scope for further abstraction.	Without the plan in place pressure for water would still be high, the plan may increase the pressure by delivering new development.
Need to reduce the total volume of waste produced and increase recycling.	The level of waste collected has increased and the % of waste recycled has decreased during 2009/10, however, the overall trend since 2004/2005 is for a decline in the level of waste and an increase in the recycling rate.	Waste recycling is likely to continue to increase without the plan as campaigns and initiatives outside of the planning system encourage recycling.
Need to focus new development on brownfield sites to preserve greenfield land and reduce the need to travel.	During 2009/2010 there was an increase to 9% in the percentage of residential developments which were not yet started or under construction on greenfield sites.	Without the plan in place it would be more difficult to resist the development of greenfield sites and focus development on brownfield land.
Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve greenfield land.	In 2009/10 the percentage of residential completions with a density greater than 30 dph remains high(88%).	Without the plan in place it would be more difficult to control the density of new development.
Impact of the Wyre Forest Schools Review on access to educational facilities and impact on travel patterns/increased journey times.	The Wyre Forest Schools Review has had an impact on the distance which some pupils travel to school.	This change is outside of the planning system and therefore journey times to schools will remain greater for some pupils than they were under the previous three-tier education system.
Rapidly increasing growth in rail usage at both the District's rail interchanges.	Kidderminster is the second busiest rail station in Worcestershire. Significant growth was recorded at both Kidderminster and Blakedown stations between 1994 and 2007 and this trend has continued to 2010.	Even without the plan in place demand for rail travel is likely to grow as the costs of running a private car increase.
Need to provide safe cycle route networks to increase cycling levels within the District.	2001 census data shows that only 2.19% of the District's working population cycle to work.	Cycling may continue to increase slowly without the plan in place.
Importance of safeguarding and enhancing the bus priority route network and the need to enhance public transport infrastructure.	WCC statistics show that bus patronage has fallen within the District since 2002. There is continued downgrading of bus services across the District in both urban and rural areas.	Bus patronage is likely to continue to decline without the plan in place as bus services have recently been cut within the District.

5.5 The SA Framework, including Objectives, Targets and Indicators

SA Objective	Decision-Making Criteria	Indicators	Target
Improved Health and Well-Being			
1. To improve the health and well-being of the population and reduce inequalities in health.	1. Will it improve access to health facilities across the District?	IMD health profiles.	Decrease in number of SOAs in most deprived 20% nationally. Increase in SOAs in least deprived 20% nationally.
	2. Will it help to improve quality of life for local residents?	Life expectancy.	Increasing trend
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	1. Will proposals enhance the provision of local services and facilities?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
	2. Will it contribute to rural service provision across the District?	% of villages with key facilities, i.e, primary school, post offices, GP, pub, village hall, convenience store.	No decrease

SA Objective	Decision-Making Criteria	Indicators	Target
	3. Will it enhance accessibility to services by public transport?	% of new residential development within 30 minutes public transport travel time of a GP or hospital.	90%
	4. Will it enhance accessibility to the District's countryside by sustainable modes of transport?	Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
3. To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	1. Will it provide opportunities to increase affordable housing levels within urban and rural areas of the District?	Number of affordable housing completions (net of demolitions).	60 units per annum
		% of housing completions which are affordable (net of demolitions).	30%
	2. Will it provide affordable access to a range of housing tenures and sizes?	% of housing completions by size (gross).	Maintain a balance of house sizes
		% of housing completions by tenure (net of demolitions).	30% of completions to be affordable
		Number of additional gypsy/traveller pitches granted permission.	35 pitches by 2026
		Number of extra care units completed.	Awaiting data on need within the District - target to be established once information is available.
	3. Does it seek to provide high quality, well-designed residential environments?	Number of residential applications refused as a result of poor quality design. (Using Policy CP11 of the Adopted Core Strategy).	Decreasing trend
4. Does it provide opportunities for the construction of sustainable homes?	% of homes constructed to Code level 4 and above.	Increasing trend	
4. To enhance the quality of life for all residents within the District.	1. Does it seek to enhance the prospects and quality of life of disadvantaged communities?	Life expectancy.	Increasing trend
	2. Does it provide fair access to all members of the community, regardless of social class?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
	3. Does it promote opportunities for easy access to the District's greenspaces?	Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend
Community Safety			
5. To encourage pride and social responsibility in the local community and reduce crime.	1. Does it offer the opportunity to enhance civic pride?	NI3: Those who have participated in a local area.	Increasing trend
	2. Do proposals offer the opportunity for community involvement?	Average number of neighbour and statutory consultation letters sent per planning application.	
	3. Does it promote the principles of 'Secured by Design'?	Number of new developments incorporating 'Secured by Design' principles. (Major applications - based on information in Design and Access Statements).	Increasing trend
Better Environment			

SA Objective	Decision-Making Criteria	Indicators	Target
6. To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.	1. Are opportunities to increase recycling incorporated into proposals?	% of residential apartment and all commercial developments providing storage for recycling (permissions granted).	Increasing trend
	2. Will it reduce waste?	Volume of waste collected. (excluding recycling)(tonnes).	Decreasing trend
		Volume of waste recycled. (NI 192).	Increasing trend
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	1. Will it reduce emissions of greenhouse gases?	District per capita CO ₂ emissions.	Decreasing trend
	2. Will it use sustainable construction methods?	% of homes built to Code level 4 or above.	Increasing trend
	3. Will it encourage opportunities for the production of renewable energy?	Number of major new developments incorporating on-site renewable energy generation.	Increasing trend
	4. Will it promote greater energy efficiency?	Average energy rating of new housing.	Increasing trend
8. To reduce the need to travel and move towards more sustainable travel modes.	1. Will it reduce the need to travel?	% of residential completions within Kidderminster, Stourport-on-Severn and Bewdley.	93% by 2026
	2. Will it provide opportunities to increase sustainable modes of travel and reduce congestion?	% of new residential development within 30 minutes public transport travel time of a GP, Hospital, Employment, Primary School, Secondary School, Retail Centre.	90%
		Number of developments granted permission providing cycle parking.	Increasing trend
		Number of major developments granted permission which incorporate travel plans.	100%
	3. Does it focus development in existing centres and make use of existing infrastructure to reduce the need to travel?	% of residential completions within Kidderminster, Stourport-on-Severn and Bewdley.	93% by 2026
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	1. Will it provide opportunities to reduce the District's Air Quality Monitoring Areas and other areas of concern?	Number of AQMAs and areas of air quality concern within the District.	Decreasing trend
	2. Will it improve air quality across the District?	Number of AQMAs and areas of air quality concern within the District.	Decreasing trend
	3. Will it provide opportunities to improve water quality?	% of new permissions incorporating SuDS.	80%
	4. Will it encourage measures to improve water efficiency in new development, refurbishment and redevelopment?	% of new permissions incorporating rain-water harvesting/water efficiency measures.	Increasing trend
10. Ensure development does not occur in high-risk flood prone areas and does not adversely	1. Does it protect the floodplain from development?	Number of new residential developments(permissions given) where any part of site is located in the flood plain (Zone 2 and 3) .	Decreasing trend

SA Objective	Decision-Making Criteria	Indicators	Target	
contribute to fluvial flood risks or contribute to surface water flooding in all other areas.		New residential granted permission in flood zones 2 & 3 / All new residential permissions granted.	Decreasing trend	
	2. Does it take account of all types of flooding?	Number of planning permissions granted contrary to EA advice.	0	
	3. Does it reduce the risk of flooding in existing developed areas?	% of new permissions incorporating SUDS.	80%	
	4. Does it promote Sustainable Drainage Systems?	% of new permissions incorporating SUDS.	80%	
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	1. Will it achieve high quality, sustainable design for buildings, spaces and the public realm which is sensitive to the locality?	Number of applications refused as a result of poor quality design. (Using Policy CP11 of the Adopted Core Strategy).	Decreasing trend	
	2. Will it enhance the District's Conservation Areas?	Number of applications refused in Conservation Areas. (Using CA Policies in Adopted Local Plan).		
		Number of planning permissions granted in Conservation Areas. (Using CA Policies in Adopted Local Plan).		
	3. Does this preserve and enhance the historic character of the landscape and townscape?	Number of new records added to the HER.	Increasing trend	
		Number of Listed Building consents granted.		
	12. To conserve and enhance the District's biodiversity and geodiversity.	1. Will it help to safeguard the District's biodiversity and geodiversity?	Number of applications approved contrary to Natural England recommendation.	0
Number of applications refused because of their potential impact on biodiversity/geodiversity.			Decreasing trend	
2. Will it provide opportunities to enhance local biodiversity/geodiversity in both urban and rural areas?		Condition of SSSIs.	Improvement in condition	
		Number of developments (applications approved) which benefit the green infrastructure network.	Increasing trend	
3. Will it protect sites designated for nature conservation?		Change in areas of biodiversity importance.	No decrease	
		Proportion of Local Sites where positive conservation management has been or is being implemented(NI197).	Increasing trend	
4. Will it help to achieve targets set out in the Biodiversity Action Plan?		Achievement of Biodiversity Action Plan targets.	Increase in targets being achieved	
5. Will it provide opportunities to investigate/remediate potential contamination?		Amount of land that has been investigated and remediated.	Increase in remediated land	
13. Conserve and enhance the historic and built environment		1. Will it preserve, protect and enhance conservation areas, listed buildings, archaeological	Number of demolition consents (Listed Buildings)	0

SA Objective	Decision-Making Criteria	Indicators	Target
through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	remains, historic parks and gardens and their settings and other features and areas of historic and cultural value?	Number of demolition consents (Conservation Areas) using Policy CA2 Adopted Local Plan.	Decreasing trend
	2. Will it help safeguard the District's Listed, Locally Listed and other historic buildings?	Number of buildings on the national and local Buildings At Risk Registers.	Decreasing trend
	3. Will it improve and broaden access to and understanding of, local heritage, historic sites, areas and buildings?	% of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years.	100%
		% of Conservation Areas with Management Plans completed/updated within the last 5 years.	100%
	4. Will it help to realise the physical, social, economic and environmental value of the historic environment in the regeneration of the District?	Number of derelict buildings brought back into use.	Increasing trend
14. Ensure efficient use of land through the safeguarding of mineral reserves, the best and most versatile agricultural land and greenfield land; and maximise the use of previously developed land.	1. Will it safeguard the District's mineral resources?	To be developed.	
	2. Will it help to protect the District's agricultural land from adverse developments?	Amount of best and most versatile agricultural land lost to built development.	None
	3. Will it preserve the openness of the Green Belt?	Number of planning permissions granted in the Green Belt. (Using GB Policies in Adopted Local Plan).	Decreasing trend
	4. Will it protect and enhance the District's open spaces of recreational and amenity value?	Number of hectares of open space and recreational/amenity space lost to development.	0
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	1. Does it focus development in the town centres of Kidderminster and Stourport-on-Severn?	% of new residential completions located in Kidderminster and Stourport-on-Severn.	93% by 2026
	2. Does it encourage the re-use of existing buildings and brownfield sites in Kidderminster and Stourport-on-Severn?	% of new residential completions located on brownfield land in Kidderminster and Stourport-on-Severn.	93% by 2026
16. Mitigate against the unavoidable negative impacts of climate change.	1. Does it promote development that is adaptable to and suitable for predicted changes in climate?	% of new permissions incorporating SUDS.	80%
	2. Does it promote land uses that are suitable for the predicted changes in the District's climate?	% of new permissions incorporating SUDS.	80%
17. Reduce noise and light pollution.	1. Does it mitigate against noise pollution?	Number of noise pollution complaints.	Decreasing trend
	2. Does it mitigate against light pollution?	Number of light pollution complaints received.	Decreasing trend
Greater Learning and Prosperity			
18. To raise the skills levels and	1. Will it provide opportunities to further develop adult and	% of school leavers with 5 A*-C grades.	Increasing trend

SA Objective	Decision-Making Criteria	Indicators	Target
qualifications of the workforce.	community learning facilities within the District?	% of the District's working age population qualified to NVQ level 4 or higher.	Increasing trend
19. To consult communities in accordance with the SCI, providing opportunities to participate in and contribute to the decisions that affect their neighbourhood and quality of life.	1. Do proposals incorporate consultation with local communities?	% of LDF consultations carried out in accordance with the SCI.	100%
	2. Are proposals transparent and open to the public?	Number of consultation responses received on LDF documents.	Increasing trend
	3. Will it offer people the chance to directly affect decisions in their locality?	Number of consultation responses received on LDF documents.	Increasing trend
	4. Does it promote community engagement?	Number of consultation responses received on LDF documents.	Increasing trend
Shared Prosperity			
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	1. Will it help enhance the District's economy?	Number of VAT registered businesses within the area.	Increasing trend
	2. Will it help reduce unemployment in Oldington and Foley Park and Broadwaters wards?	Unemployment levels if Oldington and Foley Park and Broadwaters wards.	Decreasing trend
	2. Will it contribute towards rural regeneration?	Number of VAT registered businesses in rural areas.	Increasing trend
	3. Will it provide opportunities for businesses to develop and enhance their competitiveness?	De-registrations of VAT registered businesses in the area.	Decreasing trend
	4. Will it support sustainable tourism?	Number of bed spaces developed (Hotels and Guest Houses).	Increasing trend
		Number of tourism related jobs.	Increasing trend
	5. Will it support the shopping hierarchy?	New retail development within or on the edge of primary shopping area (Kidderminster and Stourport-on-Severn) (permissions granted).	7,000sq m by 2016 25,000sq m by 2026
Net new retail floorspace completed (sq m).		Increasing trend	
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	1. Does it encourage innovative and environmentally friendly technologies?	% of employment land developed on brownfield land (permissions granted).	Increasing trend
		Number of B1 completions.	Increasing trend

5.5.1 When testing the options against the SA Framework, it has been assumed that 800m equates to a 10 minute walk time. The distance have been measured using GIS. For Kidderminster, the town centre has been defined as the Town Hall. Sources of information used to carry out the appraisal have included bus maps, SHLAA site assessment sheets, the

Strategic Flood Risk Assessment, the Open Space, Sport and Recreation Assessment and planning history and land ownership information. A number of specific assumptions have been applied to each objective and they are set out below:

5.5.2 Objective 1: The issues considered in relation to health and well-being were travel time to the nearest GP, to Kidderminster hospital and to Kidderminster town centre. The town centre was included as it provides a range of health facilities including opticians and dentists as well as other specialist medical services. The assessment has been carried out on the current location of GP surgeries based on locations mapped on the Council's GIS system. However, there are proposals to relocate Aylmer Lodge Surgery and Northumberland Avenue Surgery to a new development at the Kidderminster Hospital site. Should this development be progressed, the assessment will need to be reconsidered. It was considered that 800m equates to a 10 minute walk.

5.5.3 Objective 2: Within Kidderminster, cultural facilities include the Town Hall, library, cinema and the Rose Theatre. In addition, public transport connections to Birmingham and Worcester were considered as part of the assessment of sites in Kidderminster. Access to local services and facilities included considering walking distance to a local shop/convenience store. It was considered that 800m equates to a 10 minute walk.

5.5.4 Objective 3: This objective considered the delivery of affordable housing. It was assumed that all sites would need to provide affordable housing in accordance with the policy set out within the Adopted Core Strategy. It is assumed that sites currently owned by Wyre Forest Community Housing would come forward as 100% affordable housing schemes. Some sites were assumed to provide no affordable housing as they fall below the thresholds set out within the Adopted Core Strategy policy.

5.5.5 Objective 4: Considerations for this objective included proximity to open space and recreational facilities and any loss of open space as a result of developing the site. Open spaces used were those set out within the District Council's Open Space Sport and Recreation Assessment. Access to other facilities including schools and employment is also considered as part of this objective.

5.5.6 Objective 5: It was assumed that all new developments would include community consultation through the planning policy and planning application processes and that all new developments would include measures to design out crime as this is a requirement set out within the Adopted Core Strategy.

5.5.7 Objective 6: It was assumed that all new development would include waste management measures in accordance with the Adopted Core Strategy. Where buildings exist on a site it is assumed that demolition waste will be reused as far as possible. In some instances it is assumed that a building will be converted; this is usually where the building is of historic interest. In order to determine whether a building was of historic interest information from national and local listings was used as well as the judgement of the District Council's Conservation Officer.

5.5.8 Objective 7: It was assumed that all new homes would provide 10% of required energy from renewable or low-carbon sources in accordance with the Adopted Core Strategy policy. It was also assumed that greenfield sites offered the potential to deliver greater levels of renewable energy because of lower development costs resulting from not having to address demolition or contamination issues. It was also assumed that the largest sites offered the opportunity to deliver greater levels of renewable or low-carbon energy through economies of

scale. Where the assumption has been made that a site is for 100% affordable housing, it is also assumed that these would be built to Code Level 4 of the Code for Sustainable Homes in line with national funding requirements.

5.5.9 Objective 8: The assessment for this objective is based on current bus routes and the assumption that 800m is 10 minutes walk time. Bus routes were taken from the County Council's bus route maps. Proximity to rail services and town centres is also considered under this objective.

5.5.10 Objective 9: Considerations for this objective included whether or not the site is within or adjacent to an AQMA and any loss of trees/woodland which could reduce air quality. AQMAs were taken from the District Council's GIS records. Information relating to potential loss of tree cover was taken from the District Council's aerial photography and site visits. It is assumed that where there are known to have been industrial processes taking place on sites that there may be contamination issues. It is also assumed that these will be remediated as a requirement of any development on-site. It is difficult to know exactly what land is contaminated as often this only becomes apparent through planning applications, therefore, assumptions have been made based on known previous activities. Where land is known to be used for agricultural purposes it is assumed that agricultural soils will be lost as a result of development. The SA has not considered the need for developments to achieve higher than CSH Level 4 for water efficiency. Information relating to impact on water quality has been taken from the Water Cycle Strategy where possible and for those sites not included within the Water Cycle Strategy, assumptions have been made based on the information available.

5.5.11 Objective 10: The assessment for this objective was based on the assumption that that all new development would provide SUDS in accordance with policies set out within the Adopted Core Strategy. Considerations included whether or not the site is within the floodplain based on the Strategic Flood Risk Assessment and the sequential test has been used to inform assessments. The capacity of wastewater collection and treatment facilities has been included within the assessment and information on this has been taken from the Water Cycle Strategy.

5.5.12 Objective 11: It has been assumed that Listed Buildings will be retained. Considerations included impact on townscape of the loss of any buildings to be demolished, impact of adding a new building where one did not exist before and the impact of intensification of development on the area where it was assumed that new development would be higher density than existing.

5.5.13 Objective 12: Assessment against this objective considered loss of open space/natural features which may have an impact on biodiversity and it considered the potential of new development to provide biodiversity features. The assessment also made assumptions about the biodiversity of brownfield sites based on information provided by Worcestershire Wildlife Trust as part of the SHLAA assessments. The proximity to designated sites has also informed the assessments.

5.5.14 Objective 13: Assessment against this objective considered the loss of historic buildings and the loss of features which would impact on the setting of a Listed Building or a Conservation Area. It was assumed that Listed Buildings would be retained. Information on Conservation Areas and Listed Buildings was taken from the Council's GIS records. The assessment also considers proximity to other historic assets such as Scheduled Monuments, Registered Parks and Gardens and Registered Battlefields.

5.5.15 Objective 14: The assessment of options against this objective considered whether the site was greenfield or brownfield. The definition used was that set out within PPS3 (June 2010) and as such, gardens associated with existing residential development were considered to be greenfield. Information from the SHLAA which was based on aerial photography and site visits was used to help determine whether sites were greenfield or brownfield. The objective also looked at the agricultural land classification of the site to determine whether or not it is considered to be Best and Most Versatile Agricultural Land. Information on agricultural land classifications was taken from the Government's resource MAGIC and is held on the District Council's GIS records. The assessment also considered whether or not development would have an adverse impact on the Green Belt or any open space identified through the Open Space, Sport and Recreation Assessment.

5.5.16 Objective 15: Assessment against this objective considered whether or not the development would add vibrancy to Kidderminster town centre by bringing people into the town to live, work, shop or use town centre facilities. It was assumed that if Kidderminster was the closest service centre to the development or if it provided development within the town centre which would encourage people to go into the town centre for example retail or employment uses then it would have a positive impact. Where greenfield sites are proposed it is assumed that this would have a detrimental impact on the strategy to regenerate brownfield sites and in turn Kidderminster town centre.

5.5.17 Objective 16: There was an assumption that all new development will provide SUDS and adhere to the Delivering Sustainable Development Standards policy set out within the Adopted Core Strategy. It is assumed that affordable housing will be required to deliver CSH Level 4 in line with national funding requirements.

5.5.18 Objective 17: Assessment against this objective includes consideration of the impact of street lighting and the impact of additional noise arising from residential development and associated traffic. It was assumed that all new development would have street lighting and generate a certain amount of noise. Information on current land uses based on aerial photography, local knowledge and site visits was used in determining whether noise and lighting levels would increase.

5.5.19 Objective 18: This objective considers the impact of development on educational facilities within the District. Assessment against this objective also considers the loss of employment land as it is considered that this will lead to loss of employment opportunities and potentially a loss of workplace training opportunities. Information from the Employment Land Availability Assessment was used.

5.5.20 Objective 20: Assessment against this objective considers the loss of employment land. Information from the Employment Land Availability Assessment was used. The assessment also considers the potential for delivery of new employment land as well as the potential to support tourism development and the location of new retail development.

5.5.21 Objective 21: Assessment against this objective considered the extent to which proposals for the site will support high-technology industries.

Conflicts Between SA Objectives

5.5.22 Testing of the SA objectives against each other can also be found in Appendix C of the report. A number of internal conflicts have also been discovered.

5.5.23 As discussed above, SA Objective 15 regarding the regeneration of the town centre, could have a potential conflict with Objectives 10 and 12 dealing with flood risk and biodiversity. However these issues could be resolved with the appropriate mitigation measures require through planning policies.

5.5.24 There has also been a potential conflict identified between those objectives promoting development and activity (e.g. 3 and 15) with Objective 17 regarding reducing noise and light pollution. However, as this area is largely a town centre urban environment, it is unlikely that there would be significant disturbances. The greatest risk is potentially with the promoting of a mix of uses. However, policy safeguards could be put in place to ensure uses are compatible and considerate to each other.

6 Plan Issues and Options

6.1 Main Strategic Options and How They Were Identified

6.1.1 The options set out within the KCAAP have been identified from a number of pieces of work. The residential sites have been identified through the SHLAA where officers identified potential sites and a consultation period was held for landowners and members of the public to suggest sites which they felt should be considered. A number of additional potential residential sites were also suggested through the Issues and Options consultation and through on-going consultation on the LDF.

6.1.2 The Employment Land Review has considered all of the current employment sites within the District and has recommended which sites should remain in employment use and which could be considered for alternative uses. Those sites which are currently being used as employment sites and are recommended to remain in employment use have not been tested against the SA Framework. Where the Employment Land Review recommended that a site be considered for alternative uses, the sustainability of residential uses at these sites has been tested using the SA Framework.

6.1.3 All open space sites have been identified through the Open Space, Sport and Recreation Assessment (October 2008) and this study recommended that all sites identified within the audit be safeguarded from development. The District also has a number of National Nature Reserves, Sites of Special Scientific Interest, Local Nature Reserves, Special Wildlife Sites and Local Geological Sites. All of these sites will be identified and safeguarded through both the Site Allocations and Policies DPD and the KCAAP but these sites have not been tested against the SA Framework.

6.1.4 The policy options have been developed over a period of time by Wyre Forest District Council, in consultation with the public and other stakeholders. In January 2009, an Issues and Options Paper set out a range of issues to be addressed in the DPD, and posed a number of possible options to address those issues. The Issues and Options Paper describes in detail the nature of each issue to be addressed and the rationale by which the proposed options have been arrived at, and was published for public consultation and comments invited. In May 2011, a Preferred Options Paper was published for consultation, which set out the District Council's preferred options for addressing the various issues identified.

6.1.5 The SA has appraised a series of policy options relevant to a range of issues. The reason these options were chosen is because they are the options that have been identified by the Issues and Options Paper, and where relevant have been amended or supplemented by the Preferred Options Paper. Account has also been taken of responses to the public consultations on the Issues and Options and Preferred Options Papers, and where consultees have suggested other options these have been included. The detailed rationale for choosing the various options can be found in the KCAAP Issues and Options Paper dated January 2009.

Conflicts between SA Objectives and KCAAP Objectives

6.1.6 The full results of the testing of the KCAAP objectives can be viewed in Appendix C of this report. Through the testing it is apparent that there is some potential conflict between the objectives of the KCAAP and the objectives set out in the SA. However, in most cases it is felt that the implementation of appropriate mitigation measures will overcome these issues.

Furthermore, these mitigation measures are largely requirements set out in the policies within the DPD to ensure that they are applied. In most respects that objectives of the KCAAP are complimentary to those in the SA.

6.1.7 SA Objective 10, regarding development in high-risk flood prone areas, is a particular point of potential conflict as many of the town's key development sites are adjacent to the waterways and in flood zone areas. A key objective of the KCAAP to enhance the environment of the River Stour and would look to development of sites alongside it to deliver these improvements. This brings in the question the flood risk posed upon any development. However, Adopted Core Strategy Policy CP02 already sets out a policy addressing flood risk and policies in the KCAAP will highlight the need for flood mitigation at site specific level. Therefore it is felt that this conflict can be adequately tackled.

6.1.8 SA Objective 12, regarding the conservation of biodiversity, is another potential area of conflict. In Kidderminster, the canal and river corridors are both important biodiversity corridors. The KCAAP objective to enhance these natural assets and make them more prominent features in the town brings a potential conflict with this. Developing areas adjacent to the waterways could disturb biodiversity and decrease their environmental quality. However, it is important that policies within the KCAAP ensure that new developments protect and enhance the biodiversity value, particularly along the River Stour. In this respect, biodiversity could actually be improved.

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

6.2.1 The following tables provide a summary of the full testing of aims and objectives, the proposed sites and the policy options set out within the KCAAP Issues and Options paper. It The full testing tables can be viewed in Appendix C and D of this document.

6.2.2 For each site there is a brief summary of the potential positive and negative impacts that were identified when testing against the sustainability objectives. Each site is then ranked in relation to its suitability as a residential development allocation. The Policy option tables are split into different themes and contain the different options that were considered within them. For each option a brief summary of the findings after testing is given. The tables also include a reference which directs the reader to the appropriate part of the Issues and Options paper where the options are identified.

6.2.3 The testing carried out resulted in the selection of options and sites to be taken forward and explains why some have been eliminated. This is expanded on further in section 6.4 of this document.

Aims and Objectives Testing

KCAAP Aims	Issues and Options Reference	Positive Impacts	Negative Impacts
To maximise the economic vitality of central Kidderminster whilst enhancing the environment of the area as a place to live.	Chapter 1 - Local Development Context	Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy. Promotes high quality design and attractive urban and natural environments.	None identified.
To help make Kidderminster the premier destination of choice for shopping and	Para. 1.8	Would promote the regeneration of Kidderminster and encourage economic growth and diversity	None identified.

KCAAP Aims	Issues and Options Reference	Positive Impacts	Negative Impacts
entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.		of economy. Would help to promote Kidderminster a tourist destination.	

KCAAP Objectives	Issues and Options Reference	Positive Impacts	Negative Impacts
Maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.	Chapter 1 - Local Development Context Para. 1.9	Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy.	None identified.
Release the potential of the area's canalside setting.		This could help improve the quality of the environment in the town and form part of quality residential developments. Would increase activity onto the canal and improve natural surveillance and community safety. This could also encourage more visitors into the town.	Could potential create more noise and light pollution onto the canal.
Open up the river Stour to create an enhanced biodiversity potential and environmental setting.		This could help improve the quality of the environment in the town and form part of quality residential developments. Would provide the opportunity to enhance the riverside environment and its biodiversity potential.	Could potential create more noise and light pollution onto the canal.
Improve the environment by enhancing streets and spaces for people.		Improve the attractiveness of the town centre environment and encourage more visitors and businesses. Better use of town centre space could offer multi-functional use for cultural events.	None identified.
Connect and integrate the main developments and environmental assets.		Increase walking and cycling around the town and contribute towards a more attractive public realm. This would also improve natural surveillance and community safety.	None identified.
Provide a framework for proactive town centre management.		Would promote the regeneration of Kidderminster and encourage economic growth and diversity of economy.	None identified.

Sites Testing

Site	Issues and Options Reference	Positive Impacts	Negative Impacts	Rank ⁽¹⁾	Reasons for Allocation
H025: KTC3 Worcester Street	Chapter 7 - Site Appraisals	Very good access to services and facilities. No AQMA or flooding issues. Opportunity to secure the future of a Locally Listed Building. Brownfield site. Significant contribution to the regeneration of Kidderminster.	Conversion of Locally Listed Building/retention of facade could limit opportunities for renewable energy.	1	Located as part of a wider Easter Gateway regeneration area. Secure locally listed building on a gateway into the town centre.
H026: Rock Works, Park Lane		Very good access to services and facilities. No AQMA or flooding issues. Positive impact on townscape and opportunity to secure the future of a Locally Listed Building. Brownfield site.	Conversion of Locally Listed Building could limit opportunities for renewable energy.	1	Allocated for a potential mix of uses as part of wider Park Street/Park Lane regeneration area.

Site	Issues and Options Reference	Positive Impacts	Negative Impacts	Rank ⁽¹⁾	Reasons for Allocation
H027: Timber Yard, Park Lane		Very good access to services and facilities. No AQMA issues. Positive impact on townscape. Brownfield site. Potential to improve the canalside.	Flood zone 2 and 3 affects edge of site. Relocation of existing business?	2	Allocated to secure redevelopment of key canalside site.
H039: Comberton Place		Very good access to services and facilities. No AQMA or flooding issues. Positive impact on townscape. Brownfield site.	Loss of existing businesses.	2	Allocated to improve quality of urban environment and reuse of largely vacant site.
H040: Long Meadow Mills, Dixon Street	Chapter 7 - Site Appraisals	Very good access to services and facilities. Potential to improve wildlife corridor. Opportunity to improve setting of Locally Listed Building. Brownfield site. Could reduce noise.	Loss of employment and training opportunities. Loss of existing businesses. Flooding issues.	2	Not-allocated for residential to protect for employment uses.
H046 (EMP 7.2) Industrial Estate, Park Lane		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene and setting of Locally Listed Buildings ('Dolls Houses'). Potential to improve Special Wildlife Site.	Loss of employment and training opportunities. Loss of existing businesses.	2	Not-allocated for residential to protect for employment uses.
H047 (EMP 7.1) Industrial Estate, Park Street		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene and setting of neighbouring historic cottages.	Relocation of existing businesses.	2	Allocated for a potential mix of uses as part of wider Park Street/Park Lane regeneration area.
H051: 100-102 Comberton Hill	Chapter 7 - Site Appraisals	Very good access to services and facilities. No AQMA or flooding issues. Potential to improve gateway site. Brownfield site. Could incorporate existing retail units.	Possible loss of shops although a mixed use scheme could prevent this.	2	Not specifically allocated to allow for mix of uses to support neighbourhood centre.
H052: Kidderminster Market Auctions, Comberton Place		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene. Brownfield site.	Auction rooms would need to be relocated.	1	Allocated. No constraints.
H053 (EMP 5.1) Churchfields Business Park, Clensmore Street	Chapter 7 - Site Appraisals	Very good access to services and facilities. No flooding issues. Potential to address AQMA. Potential to improve streetscene and create a high quality townscape. Brownfield site.	AQMA issues but potential to address this through comprehensive redevelopment of the area. Relocation of existing uses?	1	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.
H054 (EMP 5.2) Georgian Carpets, Clensmore Street		Very good access to services and facilities. Potential to improve streetscene. Brownfield site. Potential to improve Special Wildlife Site and Site of Special Scientific Interest. Would contribute to the regeneration of Kidderminster.	AQMA issues but potential to address this through comprehensive redevelopment of the area. Flood zone 2 affects a small area of the site.	1	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.
H055: BT Mill Street		Good access to services and facilities on foot and by public transport. Redevelopment offers the opportunity to improve the streetscene and the River Stour SWS.	Part of the site is within the floodplain. Site is currently an operational business and redevelopment could increase noise and light pollution.	2	Not specifically allocated to allow for mix of uses to support local retail area.

Site	Issues and Options Reference	Positive Impacts	Negative Impacts	Rank ⁽¹⁾	Reasons for Allocation
H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street		Very good access to services and facilities. Potential to improve streetscene. Brownfield site. Potential to improve Special Wildlife Site. Would contribute to the regeneration of Kidderminster.	AQMA issues but potential to address this through comprehensive redevelopment of the area. Flood zone 2 affects a small area of the site. Relocation of existing businesses.	2	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.
H073: Frank Stones, Green Street	Chapter 7 - Site Appraisals	Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene and the setting of a Locally Listed Building and to improve adjacent Special Wildlife Site.	Entire site is within flood zone 3.	2	Allocated to ensure reuse of locally listed building.
H083: Depot, Green Street		Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene.	Site is within flood zone 2. Existing Council depot would need to be relocated.	3	Allocated for a potential mix of uses, to enhance urban design and highway layout.
H098: Carters, New Road		Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene.	Site is within flood zones 2 and 3.	2	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
H103: Site opposite 40 Park Lane	Chapter 7 - Site Appraisals	Very good access to services and facilities. No AQMA issues. Potential to improve the streetscene. Brownfield site.	Partially within flood zone 3.	2	Not specifically allocated.
H113: Netto, New Road		Very good access to services and facilities. No AQMA issues. Brownfield site.	Entire site within either flood zone 2 or 3. Would reduce the retail offer within Kidderminster and could lead to a loss of employment opportunities.	3	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
H135: Bed City MCF Complex, New Road		Very good access to services and facilities. No AQMA issues. Potential to improve streetscene. Potential to improve Special Wildlife Site and retain Castle Mills. Brownfield site.	Entire site within either flood zone 2 or 3. Possible loss of Castle Mills.	2	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
H146: Cheshires Site, Coventry Street		Very good access to services and facilities. No AQMA or flooding issues. Potential to improve streetscene, landmark site. Brownfield site. Would aid regeneration of Kidderminster.		1	Allocated for a mix of uses as part of the Eastern Gateway area. Improve urban design and the environment of the town.
H148: CMS Car Showroom, Churchfields		Very good access to services and facilities. No flooding issues. AQMA could be addressed through comprehensive redevelopment of the area. Potential to improve streetscene. Brownfield site. Would aid the regeneration of Kidderminster.	Site is adjacent to an AQMA. Loss of businesses could lead to a loss of employment opportunities.	3	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area.

1. 1 - Considered to be suitable for residential allocation. 2 - Considered to be suitable for residential allocation subject to identified difficulties being overcome. 3 - Could be suitable for residential allocation. However, sites in category 1 and 2 should be allocated first.

Options Testing

Issue: Housing Density and Type		
Policy Option	Issues and Options Reference	SA Comments
Concentrate mixed-use development formats incorporating new homes in the central part of town.	Chapter 5 Options 1 - Housing in the KCAAP area	This option would help improve access to services and facilities, including health care facilities and it will help to provide a range of housing types. It could help to introduce natural surveillance to the town centre and reduce anti-social behaviour and would reduce the need to travel. The option would focus development of brownfield sites, thus safeguarding greenfield land from development and would aid the regeneration of Kidderminster. The option may have a detrimental impact on the historic environment but this would depend on the exact location of sites and it could be overcome through good design.
Recognise the constraints of many town centre sites will lead to the development of apartments.	Chapter 5 Options 2 - Housing Density and Type	This option would help improve access to services and facilities, including health care facilities. The option would limit the type of accommodation on offer within the town centre. It could help to introduce natural surveillance to the town centre and reduce anti-social behaviour and would reduce the need to travel. The option would focus development of brownfield sites, thus safeguarding greenfield land from development and would aid the regeneration of Kidderminster. The option may have a detrimental impact on the historic environment but this would depend on the exact location of sites and it could be overcome through good design.
Recognise that, in the Kidderminster central Area, there will be a need for dedicated car-parking for new homes.	Chapter 5 Options 2 - Housing Density and Type	The need for parking is likely to detract from the objective to reduce the need to travel and also to reduce contributions to climate change.
Recognise the specific economic challenges of redeveloping the town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane (north).	Chapter 5 Options 3 - Affordable Housing	The viability of certain sites in the town centre is lowered due to the challenges and abnormal costs of developing the site. This option would potentially limit the amount of affordable housing delivered to offset developer costs. However, not recognising these constraints could lead to sites not being delivered at all.
Deliver a mix of densities and types elsewhere within KCAAP including Churchfields.	Chapter 5 Options 2 - Housing Density and Type	This option would ensure that there is a range of housing types available within the KCAAP area and would assist in the regeneration of Kidderminster by developing mixed communities.
Deliver housing in both the town centre and elsewhere within the KCAAP area.	Chapter 5 Options 2 - Housing Density and Type	This option would ensure that there is a range of housing types available within the KCAAP area and would assist in the regeneration of Kidderminster by developing mixed communities.

Issue: Affordable Housing		
Policy Option	Issues and Options Reference	SA Comments
Recognise that the constraints of many town centre sites will lead to the development of apartments and many of these will not be standard sizes or shapes and do	Chapter 5 Options 3 - Affordable Housing	These policy options were put forward at a time where the Adopted Core Strategy was proposing 40% affordable housing. However, after undertaking viability work the level of affordable housing was set at 30% through the Adopted Core

Issue: Affordable Housing		
Policy Option	Issues and Options Reference	SA Comments
not lend themselves to standard housing formats.		Strategy. It is considered that given the drop in the District-wide affordable housing requirement, it is no longer appropriate to consider a lower level for specific parts of the District, having said this, where it is demonstrated that sites are not viable at 30% the District Council will be prepared to enter into negotiations on a site-by-site basis.
Recognise the specific economic challenges of redeveloping town centre sites when assessing the level of affordable housing provision within the town centre ring road and the environment of Park Lane (north) i.e 30%		
Deliver a mix of types and tenure and up to 40% affordable housing elsewhere within KCAAP including Churchfields		
The current 30% policy on affordable housing is suitable for residential development in the KCAAP area.		

Issue: Employment Uses		
Policy Option	Issues and Options Reference	SA Comments
Within the KCAAP area the focus should be on new retail, commercial, leisure and office developments and not B1(c)/B2/B8 land uses.	Chapter 5	This option would create employment opportunities and potentially improve the skills and qualifications of residents through job-based training. However, not allowing light industrial within the action plan area may restrict the job opportunities available and may increase the need to travel as these jobs locate away from the town centre.
Should Light industrial uses be retained within the KCAAP.	Options 4 - Employment Uses	Allowing light industrial within the KCAAP area could reduce the need to travel by car as the area is accessible by foot and public transport.
Allow office development outside the KCAAP area (i.e. The SREC).		Allowing office development outside the KCAAP area would be detrimental to the aims to regenerate the town centre. It would also mean locating offices in places less accessible to public transport and therefore not as environmentally sustainable.

Issue: Retail		
Policy Option	Issues and Options Reference	SA Comments
Include Bromsgrove Street in the Primary Shopping Area.	Chapter 5	This option would allow additional capacity for retail growth which could contribute to the towns economy. It would contribute to the regeneration of a key area of the town - the Easter Gateway. It would also allow for the redevelopment on area with a poor urban environment.
Do not include Bromsgrove Street in the primary Shopping Area.	Options 5 - Town Centre Definitions	This option does not promote town centre development and would greatly reduce the capacity for retail growth. It would also not be in support of the aspiration to regenerate the Eastern Gateway area of the town.
Use the WYG proposed extension to the Primary Shopping Area.		This option possibly may stretch the retail offer of the town and undermine the centre.

Issue: Retail		
Policy Option	Issues and Options Reference	SA Comments
Include Morrisons within the Primary Shopping Area.		This option would have a negative impact on the regeneration of the town and the town centre in particular as it would stretch the retail offer of the town and undermine the retail offer of the centre.
Primary Shopping Area as defined in the Preferred Option.		This option would allow additional capacity for retail growth which could contribute to the towns economy. It would contribute to the regeneration of a key area of the town - the Easter Gateway. It would also allow for the redevelopment on area with a poor urban environment. It would also allow for retail growth at Weavers Wharf, which is already an important retail area.

Issue: Mixed Use		
Policy Option	Issues and Options Reference	SA Comments
Do you think that it is appropriate to encourage mixed use development within the central area?	Chapter 5 Options 7 - Mixed uses	Mixed use development could reduce the need to travel and improve access to services and facilities. It would also help to regenerate Kidderminster by improving the vitality of the town centre and increasing passive surveillance throughout the evening.
Do not promote mixed use development within the central area.		This option could have a negative impact on crime/safety as single uses do not provide activity at all times of the day and night. It could also have sustainable options by increasing peoples need to travel.

Issue: Economics		
Policy Option	Issues and Options Reference	SA Comments
Recognise the importance of retail and housing as enabling development for wider regeneration and community infrastructure.	Chapter 5 Options 11 - Economics	Delivering new community infrastructure will reduce the need to travel and will improve quality of life by improving access to services and facilities.
Reduce and limit ambitions for new and improved community infrastructure.		This option would be detrimental to improving quality of life, reducing the need to travel and securing the regeneration of Kidderminster. It would not contribute towards improving access to services and facilities.
Continue to diversify the economic base of Kidderminster and create development opportunities for creative industries and media in the Green Street area.		This option would reduce the need to travel and create employment and learning opportunities. It would help to support and promote the regeneration of Kidderminster.
Work with partners to identify other sources of funding and through the promotion of 'Connecting Kidderminster' the prospectus for regeneration.		This option would help to support regeneration and would help to deliver employment and education opportunities within the town and could also improve access to services and facilities.

Issue: Urban Environment		
Policy Option	Issues and Options Reference	SA Comments
Create a sense of enclosure and ensure that backs of buildings do not face onto the pedestrian environment.	Chapter 5 Options 12 - Urban Environment	This option would ensure that people have high quality places to live and that the townscape is enhanced.
Enhance the quality of the streetscape through the de-cluttering of street furniture, the re-paving of footpaths, and the inclusion of more urban greenery.		This option would improve quality of life and assist with the regeneration of Kidderminster.
Refurbish existing poor quality buildings to provide a more attractive frontage.		This option would improve the townscape and would aid the regeneration of Kidderminster. It would also have a positive impact on quality of life.
Promote high quality design and workmanship on any future development.		This option would improve the townscape and would aid the regeneration of Kidderminster. It would also have a positive impact on quality of life.

Issue: Character and Place Identity		
Policy Option	Issues and Options Reference	SA Comments
Could public art play a major role in the town centre renaissance and help to create a greater sense of place and identity?	Chapter 5 Options 13 - Culture and Place Identity	This option could improve the townscape and have a positive impact on quality of life. It will also contribute to local distinctiveness and creating a sense of place.
Should no further public art be included within the the town centre?		This option could reduce opportunities to increase civic pride and sense of place.

Issue: Open Space		
Policy Option	Issues and Options Reference	SA Comments
Do you agree that there is a lack of public open spaces within the town centre? Would you like to see more?	Chapter 5 Options 14 - Open Space	More public open space within the town centre could have positive impacts on health and well-being and could improve the townscape. It could also contribute to regeneration and improve the town centre economy by attracting more visitors and encouraging them to stay for longer. It could also improve opportunities for biodiversity within the town centre.
What is your opinion on the potential of the Bull Ring and the Town Hall areas to be public open spaces?		These spaces could both make high quality public open spaces and are located in accessible parts of the town centre.
With a bridge across the canal to Park Lane there is scope for a new town park in woodland adjacent to the Timber Yard.		Creating a town park which is within easy access of the town centre could improve health and well-being, enhance the townscape and improve opportunities for biodiversity. It could also help to reduce anti-social behaviour.
Make more of important connecting spaces including St. George's Park and Crossley Park.		Promoting existing greenspaces could help to improve health and well-being and could help to reduce anti-social behaviour by increasing natural surveillance though increased use.

Issue: Open Space		
Policy Option	Issues and Options Reference	SA Comments
No further public open spaces should be created.		This open would restrict the delivery of green infrastructure and biodiversity habitats in the town centre. It could also reduce the quality of life of residents in the town centre who don't have private amenity space.

Issue: Reconnecting with the Waterways		
Policy Option	Issues and Options Reference	SA Comments
Do you agree that the town should better utilise the waterways that run through it?	Chapter 5	Making better use of the waterways could improve health and well-being and provide sustainable transport opportunities by providing attractive walking and cycling routes. It is uncertain what the impact on biodiversity might be.
Are the river treatments made through the Tesco and Morrisons developments something you would like to see more of?	Options 15 - Reconnecting with the waterways	Measures such as those taken at Tesco and Morrisons can help to reduce flood risk, improve the townscape and increase the amount of greenspace within the town. They would also have a positive impact on biodiversity.
Should the areas adjacent to watersides be developed to make better use of them?		Developing the areas adjacent to watercourses may increase the risk of flooding. However it could also improve the security of the waterways by introducing passive surveillance. This would encourage more people to use the waterways, thus improving quality of life and health and wellbeing.

Issue: Ring Road		
Policy Option	Issues and Options Reference	SA Comments
Should surface level crossings be introduced to provide easier routes across the ring road?		Introducing surface level crossings will reduce the risk of crime associated with the subways and should encourage more people to walk into the town centre. This will improve health and well-being and quality of life.
Should the existing subway network be improved to make it more attractive?	Chapter 5	Removing the subways will reduce the risk of crime associated with the subways and should encourage more people to walk into the town centre. This will improve health and well-being and quality of life.
Should bridges be constructed over the ring road?	Options 16 - Ring Road	This option will reduce the risk of crime associated with the subways and should encourage more people to walk into the town centre. This will improve health and well-being and quality of life.
Should speed restriction measures and environmental improvements be introduced to enhance the pedestrian experience?		This option may encourage walking and cycling as a result of improved townscape. This would improve health and wellbeing and quality of life.

Issue: Movements around Town		
Policy Option	Issues and Options Reference	SA Comments
Would more attractive and well signposted pedestrian routes encourage more people to walk or cycle within or around the town centre?	Chapter 5	Better pedestrian routes would encourage walking and cycling, reduce the need to travel by private car and consequently may improve air quality and improve health and wellbeing and quality of life.
Would improvements to the bus infrastructure encourage more people to use public transport?	Options 17 - Movements around town	This option would encourage greater public transport use, reduce the need to travel by private car and consequently may improve air quality and improve health and wellbeing and quality of life.
Would improvements to the rail station interchange encourage more people to use public transport?		This option would encourage greater public transport use, reduce the need to travel by private car and consequently may improve air quality and improve health and wellbeing and quality of life.

Issue: Space for Pedestrians		
Policy Option	Issues and Options Reference	SA Comments
Could the incorporation of more 'shared space' areas reduce the dominance of cars in the town centre?	Chapter 5	Shared spaces could increase the desirability of walking and cycling and therefore could reduce car travel and this could have a positive impact on air quality. It would also improve the townscape.
Could existing footpaths be widened to create more secure pedestrian routes?	Options 18 - Space for Pedestrians	Widening footpaths could make walking more attractive which could reduce car travel and have a positive impact on quality of life and air quality. However, if road carriageways were narrowed in order to make this possible then it may result in slow moving traffic and a deterioration in air quality.
Is there a need for more dedicated cycle lanes within the town centre?		This option could increase cycling as a means of transport, improve health and well being and quality of life and have a positive impact on air quality.

Issue: Air Quality Management		
Policy Option	Issues and Options Reference	SA Comments
Could there be a possibility of bypassing Blackwell Street with a new road through the adjacent Churchfields area?		This option could have a positive impact on air quality and could remove the need for the Horsefair Air Quality Monitoring Area.
Could Blackwell Street possibly be pedestrianised in the future?	Chapter 5	Pedestrianising Blackwell Street would improve air quality in the area and would make a more attractive walking environment. This could improve health and well being and quality of life. However, it could have an adverse impact on the Horsefair local centre by removing traffic going past the shops.
Could Blackwell Street become a one way street, enabling the pavements to be widened?	Options 19 - Air Quality Management	Widening the pavements and making the street one way would also have a positive impact on the walking environment and could have similar benefits. This option could have a positive impact on air quality and could remove the need for the Horsefair Air Quality Monitoring Area.
Provide a new multi-modal bridge across the canal to Crossley Park.		This option could help take pressure off Blackwell Street and contribute towards solving the AQMA. It could provide greater ease of movement by providing alternative routes.

Issue: Conservation Areas		
Policy Option	Issues and Options Reference	SA Comments
Do you think the existing Conservation Area designations adequately cover the areas of historic interest within the town centre?	Chapter 5 Options 20 - Conservation Areas	Designating additional Conservation Areas would help to safeguard the historic character of the town centre.
Do not create any further Conservation Areas.		This option presents the danger of potentially losing heritage assets.

Issue: Heritage		
Policy Option	Issues and Options Reference	SA Comments
Do you think that the town centre celebrates its manufacturing heritage as much as it should?	Chapter 5 Options 21 - Heritage	Celebrating the manufacturing heritage of the town centre would help to enhance the townscape by ensuring that historic buildings are safeguarded and new uses are secured for them.
Could the use of public art help to celebrate this heritage further?		This option could encourage pride and social responsibility within the community.

Issue: Tourism		
Policy Option	Issues and Options Reference	SA Comments
Do you think that the Kidderminster central area is an appropriate location for a new hotel development?	Chapter 5 Options 22 - Tourism	New hotel development in this area is likely to be accessible by public transport and could therefore reduce the need to travel. It would also support the tourist economy of the District and could help to establish an evening economy in the town centre, making it more vibrant and increasing natural surveillance.
No new hotels in the Kidderminster central area.		This option would limit the ability of the town to develop its tourism economy and attract visitors to the town.

Issue: Climate Change		
Policy Option	Issues and Options Reference	SA Comments
Do you support the Council's policy towards sustainable development and its support for the Code for Sustainable Homes and the BREEAM standards?	Chapter 5 Options 23 - Climate Change	Delivering development which meets these standards would reduce reduce the District's contribution to climate change.
Would like to see more developments in the town centre built to excellent sustainability standards such as the Morrisons store?		Delivering development which meets these standards would reduce reduce the District's contribution to climate change.

Issue: Flood Risk		
Policy Option	Issues and Options Reference	SA Comments
Focus residential development out of the flood zone.	Chapter 5 Options 24 - Flood Risk	This option would reduce flood risk and could improve health and wellbeing and quality of life as a result.
Reduce development densities in areas liable to flood.		Placing any development in areas likely to flood will have a detrimental impact on reducing flood risk and is likely to have a negative impact on health and well-being and quality of life.
Require developers to provide off-site compensatory flood storage capacity.		This option would reduce the risk of flooding.
Require developments to feature Sustainable Drainage Systems (SUDS) in premises and infrastructure.		SUDS is required by the Adopted Core Strategy and has been appraised as part of its development.

Issue: Green Infrastructure		
Policy Option	Issues and Options Reference	SA Comments
Do you think the town would benefit from having more access to green open space?	Chapter 5 Options 25 - Green Infrastructure	Increasing the amount of greenspace within the town centre would improve the townscape, improve opportunities for biodiversity and improve health and well being and quality of life. Green spaces could also improve air quality and help to mitigate against climate change.
Do you think improving the pedestrian links to Brinton Park would encourage more people to use it?		Improving pedestrian links to Brinton Park could help to improve health and well being and help to promote walking as a means of travel to the park.
Could the town's car parks be enhanced with softer landscaping and street trees?		Increasing soft landscaping and planting street trees would improve the townscape, improve opportunities for biodiversity and improve health and well being and quality of life. Green spaces could also improve air quality and help to mitigate against climate change.

Issue: Community Safety		
Policy Option	Issues and Options Reference	SA Comments
Should the focus be on creating new development which provides natural surveillance.	Chapter 5 Options 1 - Housing in the KCAAP Area Options 7 - Mixed Uses	Promoting natural surveillance will add vibrancy to the town centre and is likely to have a positive impact on the economy, particularly the evening economy.
Should the focus be on providing CCTV and other mechanical surveillance?		This option may not address the fear of crime and quality of life aspect. CCTV and mechanical surveillance can be detrimental to the townscape and can suggest that crime is a problem in the area. This may have a detrimental impact on the economy.

Options Taken Forward

6.2.4 All options explored in regard to **Housing Density and Type** were taken forward. The options to deliver a mix of densities and types within the Action Plan area, including within the town centre, was judge to promote the regeneration of Kidderminster and add vitality and vibrancy to the area. Incorporating residential into mixed-development formats would further

add to the vibrancy and also improve crime and safety through improved natural surveillance. These options are also anticipated to have positive impacts on sustainability by reducing peoples need to travel and to use more sustainable transport options.

6.2.5 The **Affordable Housing** option is taken forward as it is a requirement of the Adopted Core Strategy. However, the 30% option is being taken forward out of the different scenarios as this level of provision has since been dictated through the Adopted Core Strategy. However, the option to consider lower levels of provision where viability is an issue will also be progressed.

6.2.6 In regard to the **Employment** issue the preferred option was for the Action Plan area to be the focus on new retail, commercial, leisure and office growth as a means of promoting the regeneration of Kidderminster and diversifying its economy. However, the option to provide for light industrial uses in certain existing areas of similar uses in the Action Plan area is also being progressed so as to not restrict economic growth.

6.2.7 In regard to **Retail**, the preferred option taken forward is to extend the the Primary Shopping Area to include Bromsgrove Street and beyond (as set out in the definition of the PSA in the Preferred Option). These options were anticipated to strengthen the retail offer of the town centre while providing for additional retail growth and thus promote the regeneration of Kidderminster. This was also seen as key to revitalising the Eastern Gateway area.

6.2.8 The option to encourage **Mixed Use** developments in the Action Plan was progressed and is anticipated to improve vitality and vibrancy of the town and increase activity and natural surveillance at all times of the day and night.

6.2.9 In regard to **Economics**, the preferred option taken forward is to diversify the economic base of Kidderminster, recognising the importance retail, creative industries, media and tourism. This was anticipated to increase economic growth, improve skills and generally promote the wider regeneration of the town.

6.2.10 All of the options presented for the **Urban Environment** have been taken forward as they are all judged to contribute towards creating a high quality place that people want to spend their time in. This includes the safeguarding and enhancement of the historic and natural environment. This has potential knock-on impacts in encourage further investment, visitors and businesses to the town the town that all contributes to regeneration.

6.2.11 The option to provide additional and improved **Open Space** in the Action Plan area was the preferred option. Providing open spaces in key locations is anticipated to have a positive impact on health and well being, enhancing the urban environment, encouraging civic provide, and encourage more visitors into the town. Particular areas identified for new/improved spaces that were taken forward are the Bull Ring and Town Hall areas and the Park Lane woodland; as well as improving access to St. George's Park.

6.2.12 In regard to **Reconnecting with the Waterways**, all of the options put forward were taken forward. The options were anticipated to provide particular benefits in providing green infrastructure routes used for walking and cycling , encouraging greater activity and use on the waterways and enabling flood and biodiversity betterment measures.

6.2.13 Options to provide surface level crossings and providing environmental improvements to the **Ring Road** were progressed as well as recognising the potential to improving the existing subway network in the short-term. This is anticipated to improve accessibility into the town and encourage cycling walking as well as providing a more attractive urban environment.

6.2.14 All options presented for **Movements around Town** and **Space for Pedestrians** were progressed as they were all judged to provide an improved transport system and a better connected town.

6.2.15 In regard to **Air Quality Management**, the options to provide a bypass for Blackwell Street through the adjacent Churchfields area, making Blackwell Street a one-way street, and providing a bridge to Crossley Park were all progressed. This package of options were seen as enabling the improvement of the air quality management area in the Horsefair.

6.2.16 In regard to **Conservation Areas** and **Heritage**, options to conserve, enhance, and promote historic assets were taken forward in order to safeguard the historic character of the town centre. This could have knock-on impacts of improving the townscape and urban design and attracting more visitors into the town.

6.2.17 The option under **Tourism** to provide further hotel development in Kidderminster was progressed as way of developing the tourism economy and attracting visitors to the town and developing more of an evening economy.

6.2.18 All of the options relating to **Climate Change** were progressed in order to improve sustainable development within the Action Plan area.

6.2.19 In regard to **Flood Risk**, the options to requiring developers to provide off-site compensatory flood storage and SUDS is the preferred option. The risk associated with developing within flood zones is acknowledge, however it is felt that mitigation measures can be put in place to adequately address any issues.

6.2.20 All of the options relating to **Green Infrastructure** were progressed as it was anticipated that they would have a positive impact on increasing access to green space and encouraging walking and cycling. The options could also have a positive impact on the urban environment and encouraging more people to visit the town.

6.2.21 Under **Community Safety**, the options to provide new development which provides natural surveillance was progressed. Appropriately designed developments, containing a mix of uses, can provide the activity at different times of the day and night that provide safer communities.

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

6.3.1 A large number of potential sites formed the basis of the consultation at issues and options stage. Since this stage of consultation, the District Council has adopted its Adopted Core Strategy which sets out the Development Strategy for the District. Therefore, a number of sites were discounted from the preferred options stage as they were not in conformity with the Adopted Core Strategy. Those sites which were in conformity with the Adopted Core Strategy were used to select the preferred sites for allocation. The selection was based on feedback from the issues and options consultation as well as the results of the SA as summarised in the tables above. The evidence base documents also played a significant role in helping to determine which sites should form the preferred sites for allocation.

6.3.2 The Issues and Options Paper set out a number of questions relating to policy areas. The feedback from the consultation was used to help inform the preferred options for the policies set out within the Preferred Options Paper. These policies have undergone SA and the results

have been used to refine the policies - the results of which are summarised above. Many of the policies are based around principles set out within the Adopted Local Plan. The policies are required to be in accordance with national planning policy and the Adopted Core Strategy, and this has limited the number of options which can be considered for addressing many of the policy areas.

6.4 Other Options Considered and why these were Rejected

Rejected Options

6.4.1 All of the options considered have been tested against the SA Framework and a summary of the results for each site can be found earlier within this section of the report. The main reasons for dismissing sites were that they were not in accordance with the Adopted Core Strategy or that the SA had identified a number of negative impacts associated with their development. The paragraphs below provide a more detailed explanation of why certain options and sites were rejected.

Sites

6.4.2 Long Meadow Mills, Dixon Street (No. H040) was not taken forward to Preferred Options stage as it was felt that this was a viable industrial area support numerous small businesses. It was judge that Its redevelopment for alternative uses could have a negative impact upon the economy of the town.

Options

Housing Density and Type

6.4.3 No options were removed from the options under this issue as it was felt that the preferred option would be a mix of the options explored. Therefore it was felt that to housing should be focused both in the town centre and other parts of the KCAAP area.

Employment Uses

6.4.4 The only option to be removed for this issue was the one to deliver up to 40% affordable housing on sites. This has been dismissed as the Adopted Core Strategy was adopted between the Issues and Options and Preferred Options stages that set this level at 30%.

Retail

6.4.5 Under this issue the options to not include Bromsgrove Street into the Primary Shopping Area (PSA), to use the WYG proposed extension to the PSA, and to include the Morrisons store into the PSA, were all dismissed. To include the WYG area and Morrisons into the PSA was deemed likely to undermine the viability of the existing retail centre. Furthermore, all three of these options would not contribute towards the aim of regenerating the Bromsgrove Street (Eastern Gateway).

Mixed Uses

6.4.6 The option to not promote a mix of uses was dismissed for this issue. Not having a mix of uses could lead to a lack of activity in different times of the day and could increase opportunities for crime and anti-social behaviour. This option may also increase the need to travel by distancing different uses, and therefore services and facilities, from each other.

Economics

6.4.7 The only option to be removed from this issues was the one to reduce and limit ambitions for community infrastructure improvements as this could be detrimental to the quality of life of residents.

Urban Environment

6.4.8 None of the options under this issue were dismissed as it was felt that they could all have an role in improving the environmental quality of the town.

Character and Place Identity

6.4.9 The option to provide no more public art was dismissed as it was considered that it would reduce opportunities to increase civic pride and sense of place.

Open Space

6.4.10 The option to to provide no further open spaces was dismissed. It was felt that this option would restrict opportunities to provide green infrastructure and biodiversity habitats in the town centre. Open spaces can also provide vital areas for residents in town centres with no access to private amenity space and this option would reduce that provision.

Reconnecting with the Waterways

6.4.11 None of the options under this issue were dismissed as it was felt that they could all have an role in improving the quality of the town and contributing towards regeneration.

Ring Road

6.4.12 The options to improve the existing subways and to provide new bridges were both dismissed. Both of these options were viewed to have a negative impact on community safety and did not contribute to easy or welcoming pedestrian and cycle routes into the town.

Movements around town

6.4.13 None of the options under this issue were dismissed as it was felt that they could all have an role in improving movement around the town.

Space for pedestrians

6.4.14 None of the options under this issue were dismissed as it was felt that they could all have an role in improving the public realm in the town.

Air Quality

6.4.15 For this issue the option to pedestrianise Blackwell Street was dismissed. While this option would solve the air quality issues on Blackwell Street and make for a more attractive environment, it was uncertain what impact this would have on the surrounding road network and its environment. Furthermore, removing passing traffic from Blackwell Street would undermine the viability of the Horsefair local centre.

Conservation Areas

6.4.16 The option to not create any more conservation areas was dismissed for this issue as it was felt that this could harm the protection of the historic environment and character.

Heritage

6.4.17 None of the options for this issue were dismissed as they were felt to contribute towards protecting and enhancing the heritage of the town.

Tourism

6.4.18 The option to provide no new hotel in Kidderminster was dismissed for this issue as it was that this would limit the ability of the town to develop its tourism economy and attract visitors to the town.

Climate Change

6.4.19 None of the options under this issue were dismissed as it was felt that they could all contribute towards climate change.

Flood Risk

6.4.20 For this issues the options to focus residential development outside flood zones and reducing densities in flood risk areas were dismissed. While they would they would lower flood risk they would have a big implication for the regeneration of the town as many key redevelopment sites are located in these areas. However, development in flood risk areas will need to have appropriate mitigation measures and protect more vulnerable uses; as required by the Adopted Core Strategy.

Green Infrastructure

6.4.21 None of the options under this issue were dismissed as it was felt that they could all contribute towards providing green infrastructure in the town.

Community Safety

6.4.22 Neither of the options under this issue were dismissed as they both could have a role in improving community safety. However, it is noted that the CCTV option is fair less preferable option then providing natural surveillance. Therefore the option for CCTV will not be promoted within the KCAAP.

7 Plan Policies

7.1 Introduction

7.1.1 This chapter presents an overview of the SA of the preferred options for both sites and policies. The preferred options have been identified using the SA and the feedback from the issues and options consultation.

7.2 Significant Social, Environmental and Economic Effects of the Preferred Policies

7.2.1 The tables below set out the sites and policies that were taken forward from the Issues and Options stage. The policies and the sites that were ruled out at this Issues and Options stage are detailed in section 6.4. Many of the options were dismissed at this stage because they scored poorly through the SA testing.

7.2.2 The policies and sites included at Preferred Options stage were retested against the SA objectives and the positive and negative impacts have been identified. A summary of these these are set out below. For the full text of each policy please refer to the Preferred Options Paper.

General Policies

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts
1 - Sites for Housing	Chapter 4 - A Desirable Place to Live	Positive impacts include creating high quality living environments, delivering a mix of tenures, improved quality of life, improved natural surveillance, reducing the need to travel, focusing development on brownfield land and promoting the regeneration of Kidderminster.	None identified.
2 - Mixed Use	Chapter 4 - A Desirable Place to Live	Positive effects include creating high quality urban environments in accessible locations, encouraging natural surveillance by widening the mix of uses, reducing the need to travel by car, the regeneration of Kidderminster town centre and supporting the economy.	Potential noise pollution issue from neighbouring uses.
3 - Retail Development	Chapter 5- A Good Place to do Business	Positive impacts include providing a range of retail facilities, reducing the need to travel, raising the quality of the townscape and promoting Kidderminster as the retail centre of the District.	None identified.
4 - Primary and Secondary Shopping Frontages	Chapter 5- A Good Place to do Business	Positive impacts include supporting residential uses within the town centre which adds to natural surveillance, reducing the need to travel, focusing on brownfield land, promoting the regeneration of Kidderminster, and supporting the economy.	None identified.
5 - Outside of the Shopping Frontages	Chapter 5- A Good Place to do Business	Positive impacts include encouraging a mix of uses, reducing opportunities for crime and anti-social behaviour, reducing the need to travel, focusing development on brownfield land and supporting the economy.	None identified.
6 - Edge-of-Centre and Out-of-Centre Retailing	Chapter 5- A Good Place to do Business	Positive impacts include focusing retail development in the town centre, reducing the need to travel, promoting the regeneration of Kidderminster and supporting economic diversification.	None identified.
7 - Employment Development	Chapter 5- A Good Place to do Business	Positive effects include locating jobs in the town centre which reduces the need to travel, promoting economic diversification, focusing development on brownfield land and providing new employment and training opportunities.	None identified.

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts
8 - Tourism Development	Chapter 5- A Good Place to do Business	Positive effects include increased provision of cultural facilities, increased quality of life, reduced car dependency, promoting the regeneration of Kidderminster and economic diversification.	None identified.
9 - Leisure Development	Chapter 5- A Good Place to do Business	Positive effects include increasing the provision of leisure facilities, reducing the need to travel, promoting the regeneration of Kidderminster and economic diversification.	None identified.
10 - Sustainable Transport	Chapter 6 - Adapting to and Mitigating Against Climate Change	Positive effects include increasing access to services and facilities and reducing the need to travel.	None identified.
11 - Walkable Town	Chapter 6 - Adapting to and Mitigating Against Climate Change	Positive effects include increasing access to services and facilities, reducing the need to travel and improving health and well-being by encouraging walking and cycling.	None identified.
12 - Urban Design Key Principles	Chapter 7 - A Unique Place	Will improve access to services and facilities, and reduce the need to travel by car by making more attractive walking environments. Will enhance recreational opportunities and improve quality of life.	None identified.
13 - Public Realm	Chapter 7 - A Unique Place	Will improve access to services and facilities, and reduce the need to travel by car by making more attractive walking environments. Will enhance recreational opportunities and improve quality of life.	None identified.
14 - Ring Road Framework	Chapter 7 - A Unique Place	Will improve access to services and facilities and reduce the need to travel by car by creating more attractive walking environments. Will lead to improvements in health and wellbeing.	None identified.
15 - Ring Road Character Areas	Chapter 7 - A Unique Place	Will improve access to services and facilities and reduce the need to travel by car by creating more attractive walking environments. Will lead to improvements in health and wellbeing.	None identified.
16 - Staffordshire & Worcestershire Canal	Chapter 7 - A Unique Place	Will enhance the canal environment contributing to recreational and sustainable transport opportunities which will lead to improvements in health and wellbeing. Could provide new opportunities for biodiversity enhancement.	Possible increase in noise and light pollution.
17 - River Stour	Chapter 7 - A Unique Place	Improved quality of life and increased natural surveillance. Increased opportunities for biodiversity.	Potential flood risk associated with developing next to the river.
18 - Green Infrastructure	Chapter 7 - A Unique Place	Increased access to green infrastructure can encourage more active lifestyles, improving health and wellbeing and quality of life. Will increase opportunities for biodiversity and geodiversity.	None identified.

7.2.3 The **Sites for Housing and Mixed Use** policies was considered to provide multiple benefits in regard to the regeneration of Kidderminster, through providing extra vibrancy and activity in the town, and in providing good environments for people to live in. It also was identified to have benefits in regard to crime and safety, providing important natural surveillance at different times of the day and night, and sustainable living. Promoting a mix of uses did raise an issue of potential noise pollution, but it is felt that guidance in the policy could mitigate against this occurring. There were no other identified negative affects so the policy was taken forward.

7.2.4 The **Retail Development, Primary and Secondary Shopping Frontages, Outside the Shopping Frontages, and Edge of Centre and Out of Centre Retailing** policies were all judge to promote the regeneration of Kidderminster through strengthening the Primary Shopping Area in the town centre. It also promotes non-retail activity in certain areas which will help to

provide vibrancy and activity in the town. These policies also have positive sustainability impacts by concentrating services and facilities in a sustainable town centre location, as well as improving the quality and accessibility of these services for people. No negative impacts were identified and therefore these policies have been taken forward.

7.2.5 The **Employment Development** policy was considered to have positive impacts on economic growth through helping to diversify the economy of the town and contributing towards raising skill levels and creating job opportunities. Similarly, the **Tourism Development** and **Leisure Development** policies would also have a positive economic impacts through creating a tourism 'hub' and attracting more visitors into the town. These all contribute towards the regeneration of the town. Therefore these policies have been taken forward.

7.2.6 The **Sustainable Transport** and **Walkable Town** policies both promote a more accessible town, particularly in regard to pedestrian and cyclists, and as result would improve the urban environment. These policies were also judged to improve the use of sustainable methods of travel, promoting healthier lifestyles and providing improved access to services and facilities. No negative impacts were anticipated and therefore these policies were taken forward.

7.2.7 The **Urban Design Key Principles** and **Public Realm** policies were both judge to have likely positive impacts on creating a more attractive environment and helping to enhance the town's heritage assets. This has potential knock-on impacts of great accessibility and increasing the numbers of people walking and cycling into the town. These policies were also expected to improve the likelihood of people visiting the town and have added benefits for the economy.

7.2.8 The **Ring Road Framework** and **Ring Road Character Areas** were judged to have positive impacts on improving accessibility, particularly for pedestrians and cyclists, and increasing travel by more sustainable means. The policies were also anticipated to increase the attractiveness of the town and encourage more visitors into the centre. No negative impacts were identified and these policies were taken forward.

7.2.9 The **Staffordshire and Worcestershire Canal** and **River Stour** policies were to judge to have positive impacts on improve the accessibility of these features and using them to create high quality environments. This could have benefits on increased tourism to the town and adding to the economy. Possible negative impacts included the potential for increased noise and light pollution onto the waterside environments and also the flood risk associated with developing near to waterways. However, it was felt that these impacts could be adequately mitigated against. Therefore these policies we taken forward.

7.2.10 The **Green Infrastructure** policy was anticipated to have positive impacts on improving green infrastructure provision, biodiversity habitats and quality of life generally. No negative impacts were identified and this policy has been taken forward.

Site Specific Policies

7.2.11 The table below does not cover all the site specific policies found within the KCAAP. Those omitted have been because they have already been assessed as part of the residential sites brought forward in the Issues and Options Paper. The summary of the testing can be found in Chapter 6 - Plan Issues and Options.

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
19 - Churchfields Masterplan	Chapter 10 - Churchfields	Promotes the delivery of housing, including a mix of tenures and affordable housing, in a high quality residential environment. It promotes brownfield development and the regeneration of Kidderminster and could contribute towards improving the Horsefair AQMA.	None identified.	Masterplan area allocated to ensure the holistic approach to the regeneration of Churchfields.
20 - Grasmere Close	Chapter 10 - Churchfields	Promotes the delivery of housing, including a mix of tenures and affordable housing, in a high quality residential environment. It promotes brownfield development and the regeneration of Kidderminster.	None identified.	Permission granted for residential development. Part of the Churchfields Masterplan area.
21 - Former Sladen School	Chapter 10 - Churchfields	Promotes the delivery of housing, including a mix of tenures and affordable housing, in a high quality residential environment. It promotes the regeneration of Kidderminster	Could involve the loss of greenfield land in the form of the playing fields.	Allocated as a part of the Churchfields Masterplan area - housing led regeneration area. Loss of playing fields will be compensated for.
25 - Crossley Park	Chapter 10 - Churchfields	Promotes the regeneration of Kidderminster and could provide new employment opportunities. Could improve the vibrancy of the canal and natural surveillance onto it.	Could increase noise and light pollution to the canal. Also flood risk issues on the site.	Allocated for mix of uses. Flood risk can be mitigated against. Impact on the canal can be mitigated against.
26 - Horsefair	Chapter 10 - Churchfields	Promotes the regeneration of Kidderminster and the Local Centre and aims to improve the urban and historic environment of the street. Supports the growth of retail opportunities.	None identified.	Allocated for a mix of uses that support the local centre. Part of the Churchfields Masterplan.
27 - Comberton Hill Area	Chapter 11 - Eastern Gateway	Promotes the regeneration of Kidderminster and the Local Centre and aims to improve the urban and historic environment of the street. Supports the growth of retail opportunities.	None identified.	Allocated for a mix of uses that support the local centre.
28 - Kidderminster Railway Station	Chapter 11 - Eastern Gateway	Promotes the improvement of sustainable transport facilities and the public realm of the station area.	None identified.	Allocated for an improved transport interchange facility.
30 - Comberton Island	Chapter 11 - Eastern Gateway	Encourages walking and cycling and improves the public realm. Promotes regeneration of the town centre by improving accessibility to it.	None identified.	Identified for surface level pedestrian crossings and removal of subways.
31 - Bromsgrove Street Area	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer the opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses including a major retail development. Part of the Eastern Gateway regeneration area.
32 - Worcester Street Retail Development	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer the opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses including a major retail development. Part of the Eastern Gateway regeneration area.
33 - Lion Street	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer the	None identified.	Allocated for a mix of uses to add vitality to the area. Part of the Eastern Gateway regeneration area.

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
		opportunity to deliver residential, retail and employment development.		
34 - Waterloo Street Area	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. The site could offer opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses. To improve vitality in the area and urban design. Part of the Eastern Gateway regeneration area.
35 - Park Street Industrial Estate & Rock Works	Chapter 11 - Eastern Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment and open up public open space. Could also help improve pedestrian accessibility to the town centre. The site could offer opportunity to deliver residential, retail and employment development.	None identified.	Allocated for a mix of uses, including residential. Part of the wider Park Street/Park Lane regeneration area.
36 - Park Lane Canalside	Chapter 12 - Western Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment and provide vibrancy to the canal. Could also help improve pedestrian accessibility to the town centre. The site could offer opportunity to deliver residential, retail and employment development.	Could increase noise and light pollution to the canal and river.	Allocated to secure redevelopment of key canalside site. Mixed use, including residential. Impact on the canal and river can be mitigated against.
37 - Weavers Wharf	Chapter 12 - Western Gateway	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Also provides the opportunity to improve the quality of the canal and river. The site could offer opportunity to deliver residential, retail and employment development.	Could increase noise and light pollution to the canal and river.	Allocated for a mix of uses to enhance the retail function and add other leisure and residential development. Impact on the canal and river can be mitigated against.
38 - Castle Wharf	Chapter 13 - Castle Wharf	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Could help to compliment the Green Street Conservation Area and improve the quality of the canal and river. The site could offer opportunity to deliver residential, retail and employment development.	Could increase noise and light pollution to the canal and river. Some flood risk issues and part of the site.	Allocated for a mix of uses to enhance setting of canal and river and conservation area. Flood risk can be mitigated against.
39 - Mill Street Mixed Use Area	Chapter 14 - Crossley Park and Mill Street	It promotes brownfield development and the regeneration of Kidderminster and this local shopping area. Supports the growth of retail opportunities but also residential and employment development.	None identified.	Allocated for a mix of uses to enhance this local and niche retail area.
40 - Civic Spaces	Chapter 15 - Traditional Town Centre	Help to improve the urban environment and public realm as well as improving civic pride. Could provide additional space for cultural activity and improve the tourism potential of the town centre.	None identified.	Allocated to improve the public realm in the town centre and provide cultural space.
41 - Street Improvements	Chapter 15 - Traditional Town Centre	Help to improve the urban environment and public realm as well as improving civic pride. Encourage more visitors into the town and provide a more attractive environment for businesses.	None identified.	Allocated to improve the public realm in the town centre.

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts	Reasons for Allocation
42 - Heritage Processions	Chapter 16 - Heritage Processions	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Could help to compliment the Green Street Conservation Area and improve the quality of the river. The site could offer opportunity to deliver residential, retail and employment development.	Some flood risk issues in parts of the area.	Allocated to secure the protection and enhancement of the Green Street conservation area and the reuses of listed and locally listed buildings.
45 - Bus Depot	Chapter 16 - Heritage Processions	Promotes brownfield development and the regeneration of Kidderminster and also provides the opportunity to improve the urban environment. Could help improve transport accessibility. Could also compliment the Green Street Conservation Area and retain locally listed buildings.	None identified.	Allocated for a potential mix of uses, to enhance urban design and highway layout.

Changes at Publication Stage

7.2.12 The policies taken forward to Publication have remained largely unchanged from the Preferred Options stage. The SA showed that these options provided largely positive benefits and those negatives impacts identified could be appropriately mitigated against. Therefore it was felt that changing them would not be necessary and they would continue to be sustainable options that would meet the District Council's Objectives.

7.2.13 However, there were some smaller alterations made to the Policy wording that required them to be retested against the sustainability objectives. The summary of the results are set out in the table below.

7.2.14 Through consultation on the Preferred Options KCAAP it was also identified that the document lacked direction in terms of setting out the Strategic Objectives; the overall aims that the individual generic and site-specific policies look to achieve. Therefore, a clear list of Strategic Objectives has now been included within the Publication version and have also been set out against the sustainability objectives.

Policy Alterations

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts
Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Chapter 4- A Good Place to do Business Policy 4 - Primary and Secondary Shopping Frontages	Promotes greater activity in the town and greater economic diversity.	None identified.
Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Chapter 4- A Good Place to do Business Policy KCA.GPB5 - Employment Development.	Improve the quality of the environment of a largely residential area.	Reduce the potential for economic activity.

Policy	Issues and Options Reference	Positive Impacts	Negative Impacts
Specific guidance on the Evening Economy in Policy KCA.GPB7.	Chapter 4- A Good Place to do Business Policy KCA.GPB7 - Evening Economy	Improve the quality of the environment and control noise and light pollution.	None identified.
Add caveat to Policy KCA.UP5 - Staffordshire & Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Chapter 6 - A Unique Place Policy KCA.UP5 - Staffordshire and Worcestershire Canal	Improve the contribution of the canal to the biodiversity and green infrastructure network.	None identified.
Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.	Chapter 6 - A Unique Place Policy KCA.UP6 - River Stour	Reduce flood risk for riverside developments and protect water quality.	None identified.
Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Chapter 8 - Churchfields Policy KCA.Ch6 - Lime Kiln Bridge	Maintains open space provision in the area.	None identified.
Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Chapter 11 - Castle Wharf Policy KCA.CW1 - Castle Wharf	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.
Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Chapter 14 - Heritage Processions Policy KCA.HP1 - Heritage Processions Area	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.
Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Chapter 14 - Heritage Processions Policy KCA.HP2 - Frank Stone	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.
Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.	Chapter 14 - Heritage Processions Policy KCA.HP3 - Green Street Depot	Enhance the conservation area and strengthen local distinctiveness and sense of place.	None identified.

Publication Strategic Objectives

Objective	Issues and Options Reference	Positive Impacts	Negative Impacts
Develop Kidderminster as the strategic centre of the District and beyond.	Chapter 2 - A Sustainable Future - Development Strategy	Promotes development, economic growth and diversity of the economy, and ultimately the regeneration Kidderminster.	None identified.
Deliver the growth of residential, retail, and employment development.		Promotes development, economic growth and diversity of the economy, and ultimately the regeneration Kidderminster.	Some key regeneration sites within flood risk areas.
Deliver the regeneration of key town centre sites, re-using brownfield land and buildings.		Supports development on brownfield land and within Kidderminster helping to regenerate the town.	Some key regeneration sites within flood risk areas.

Objective	Issues and Options Reference	Positive Impacts	Negative Impacts
Drive up the quality of urban design and architecture.		Strengthen the quality of the townscape and improve sense of place and local distinctiveness.	None identified.
Conserve and enhance the town's heritage assets.		Enhance and protect the town's heritage assets and improve quality of place.	None identified.
Develop and enhance the Blue and Green Infrastructure provision within the town.		Improve the quality of waterways and green spaces and access to them. Improves quality of life in the town and contributes towards regeneration.	Some key regeneration sites are adjacent to blue and green infrastructure and development may have negative impact.
Safeguard and replenish the town's biodiversity and geo-diversity contribution.	Chapter 2 - A Sustainable Future - Development Strategy	Improve access to green spaces and water and improve biodiversity contribution in the town.	Some key regeneration sites are adjacent to blue and green infrastructure and development may have negative impact.
Ensure the town is equipped to adapt to and mitigate against the impacts of climate change.		Increases sustainable development practices and mitigates against climate change impacts.	None identified.
Safeguard the town against flood risk and ensure good water management.		Promotes flood risk betterment and improving water quality.	None identified.
Improve air quality around the town, with a particular focus on the Horsefair AQMA.		Improve air quality and the environment of the town.	None identified.
Increasing the provision and use of sustainable modes of transport and create a walkable environment.		Increase the use of sustainable modes of transport.	None identified.
Ensure the town is safe and enjoyable for all users.		Increase activity and natural surveillance in the town at all times of the day and night.	None identified.

7.3 Secondary, Cumulative and Synergistic Impacts of the Preferred Options

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

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

7.3.2 The policies within the plan are assessed for their individual impacts, but there may be collective effects which occur as a result of the policies being implemented in combination. These impacts may be greater than the sum of implementing individual policies. Good practice

suggests that cumulative impact assessment should be conducted throughout and as an integrated component of the SA process. Therefore, this section assesses the secondary, cumulative and synergistic effects of the policies and sites which are carried forward to the Preferred Options and Publication versions of the document. The assessment considers any secondary, cumulative and synergistic effects arising from a combination of policies set out within the KCAAP DPD and a combination of policies set out within the Site Allocations and Policies and KCAAP DPDs.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
1. To improve the health and well-being of the population and reduce inequalities in health.	<p>There will be a cumulative effect from developing sites which are located within the main urban areas. Access to healthcare will be improved by locating new development in areas where health provision is good and this will lead to improved health and wellbeing.</p> <p>The residential location policies and the policy which safeguards Kidderminster Hospital for medical uses will work together to ensure that medical facilities remain accessible and this will improve health and well being within the District.</p> <p>Policies relating to open space and leisure provision will have a positive impact on health as they will provide greater opportunities for healthy lifestyles.</p> <p>The above effects will help to achieve the objectives of the Sustainable Community Strategy and the Regional Health and Wellbeing Strategy.</p>	Long-term significant positive effect.
2. To improve the quality of and accessibility to, cultural services and local services and facilities.	<p>There will be a cumulative effect from developing sites which are located within the main urban areas. Access to services and facilities will be improved by locating new development in areas where access to services and facilities is good. This will create vibrant communities as more people use local facilities and interact.</p> <p>The residential location policies and the policies which safeguard community and education facilities will work together to ensure that local services and facilities remain accessible and this will reduce the need to travel. This will help to meet the objectives of LTP3.</p> <p>The above effect will help to achieve the objectives of the Cultural Strategy for Worcestershire.</p>	Long-term significant positive effect.
3. To provide decent, affordable housing for all, of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	<p>Allocating specific sites to meet affordable housing need, together with the Adopted Core Strategy policy which requires affordable housing on all sites will help to deliver affordable housing. Policies which deliver housing will work together with design policies to create attractive areas to live. Together with transport policies housing locations will reduce the need to travel by private car.</p> <p>Delivery of affordable housing as well as market housing will help to achieve the objectives of the Strategic Housing Market Assessment (SHMA) and the West Midlands Housing Strategy. Delivery of affordable housing will help to meet need identified through the Wyre Forest District Housing Needs Survey.</p> <p>Policies relating to delivery of Gypsy, Traveller and Travelling Showpeople sites will meet need identified in the Gypsy and Traveller Accommodation Assessment.</p>	Long-term significant positive effect.
4. To enhance the quality of life for all residents within the District.	<p>Allocating sites for housing and employment will help to bring development forward and provide housing choice and employment opportunities within the District. Policies on housing locations and design will provide attractive places to live, thereby enhancing quality of life. Policies on green infrastructure, landscape and biodiversity will help to improve quality of life and deliver the objectives of the Sustainable Community Strategy.</p>	Long-term positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
5. To encourage pride and social responsibility in the local community and reduce crime.	The overall heritage, public art and urban design policies (including Secured by Design principles) as well as site specific design criteria will help to create safe environments and environments which enhance civic pride.	None identified.
6. To manage waste in accordance with the waste hierarchy: reduce, reuse, recycling and composting, recovery, disposal.	None identified.	None identified.
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	The cumulative effect of requiring renewable energy on all sites, as well as encouraging free standing renewable energy schemes will increase the amount of energy generated from renewable sources within the District. This will help to deliver targets set out within the Worcestershire Climate Change Strategy and the Energy White Paper and the Regional Renewable Energy Study.	Long-term positive effect.
8. To reduce the need to travel and move towards more sustainable travel modes.	Allocating sites within the DPDs which are within the existing urban areas will encourage development to come forward in accessible locations and reduce the need to travel by car. Creating a green infrastructure network and improving public realm will encourage walking and cycling. The KCAAP DPD will improve public realm and green infrastructure within the Kidderminster area and ensure it is connected to the wider district. These effects will contribute to the delivery of priorities set out within LTP3.	Long-term positive effect.
9. Protect the use of water, soil and air, whilst maintaining or improving their quality.	Allocating previously developed land to meet employment and housing development targets will safeguard the best quality soils and prevent air pollution from increasing by focussing development on brownfield land and reducing the need to travel. Site specific policies for the Churchfields area will help to address the Horsefair AQMA and the St. Mary's borderline AQMA. These effects will help to meet the requirements of the European Air Quality Directive and the Wyre Forest District Air Quality Strategy. The Water management policy will help to improve water quality and deliver the objectives of the Water Cycle Strategy.	Long-term positive effect.
10. Ensure development does not occur in high-risk flood prone areas and does not adversely contribute to fluvial flood risks or contribute to surface water flooding in all other areas.	A number of the allocated sites raise some concerns in relation to flooding. The cumulative effect of bringing forward all of these sites for development will need to be closely considered through site specific Flood Risk Assessments. Development of these sites should include proposals for betterment and this will address concerns raised in the Strategic Flood Risk Assessment.	Long-term negative effect.
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	The cumulative effect of the design and heritage policies working together will ensure that the townscape and landscape are strengthened. The green infrastructure policy will also work together with these policies to provide an enhanced townscape. These will help to deliver the objectives of the Landscape Character Assessment SG.	Long-term positive effect.
12. To conserve and enhance the District's biodiversity and geodiversity.	The cumulative effect of the green infrastructure and biodiversity policies, as well as allocations which do not have a detrimental impact on biodiversity will enhance the biodiversity of the area. However, some sites have raised concerns relating to biodiversity and the cumulative effect of bringing them forward could have a detrimental impact on the biodiversity of the District. The Green Infrastructure and biodiversity policies will act together to deliver the objectives of the Worcestershire Biodiversity Action Plan, the West Midlands Regional Biodiversity Strategy, the NPPF The NERC Act and The Wildlife and Countryside Act.	Long-term positive effect but also potential for long-term negative effect in some areas.
13. Conserve and enhance the historic and built environment through considerate siting and design and through respecting architectural, cultural and archaeological heritage.	Land allocations, site specific policies and the heritage policies set out within the DPDs will help to safeguard the historic environment. However, a small number of the allocated sites have locally listed buildings which are afforded little statutory protection. Policies safeguarding the historic environment will help to deliver the objectives of the Conservation Area Appraisals and Management Plans, the Regional Historic Environment Strategy, the Heritage Protection White Paper and The Historic Environment: A Force for Our Future.	Long-term positive effect but also potential for a long-term negative effect around the loss of locally listed buildings.
14. Ensure efficient use of land through the safeguarding of mineral reserves, the best and most versatile	Allocating sites within the urban areas as well as including a policy to safeguard the best and most versatile agricultural land will work with the settlement hierarchy set out within the Adopted Core Strategy to direct	Long-term positive effect.

SA Objective	Proposals which combine to bring secondary, cumulative or synergistic effects	Significance
agricultural land and greenfield land; and maximise the use of previously developed land.	development away from greenfield land. This will help to achieve objectives set out within The Barker Review of Land Use Planning, Untapped Potential, Planning for Soils, the NPPF and the ReWyre Strategy.	
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	The allocated sites together with the settlement hierarchy and the other locational policies will direct development toward Kidderminster and Stourport-on-Severn, aiding their regeneration. This will help to deliver the objectives of the ReWyre Strategy.	Long-term significant positive effect.
16. Mitigate against the unavoidable negative impacts of climate change.	Policies relating to green infrastructure, biodiversity, flooding and SUDS will work together to mitigate against negative effects of climate change. This will help to deliver the objectives of the UK Strategy for Sustainable Development, the UK Climate Change Impacts Programme, the Stern Review of the Economics of Climate Change. The County and District Climate Change Strategies and the Planning for Climate Change in Worcestershire Technical Research Paper.	None identified.
17. Reduce noise and light pollution.	Focusing developments within the urban areas using sites allocations and locational policies as well as the settlement hierarchy within the Adopted Core Strategy will contain noise and light pollution within the urban areas. Site specific and green infrastructure policies include reference to mitigation measures to reduce the impact of noise and light pollution on biodiversity habitats.	Long-term positive effect.
18. To raise the skills levels and qualifications of the workforce.	Safeguarding education sites and locating new development in areas where education is accessible will help to raise the skills and qualifications of the District's workforce. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.
19. To consult communities in accordance with the SCI, providing opportunities to participate in and contribute to the decisions that affect their neighbourhood and quality of life.	None identified.	None identified.
20. Create and maintain a diverse, knowledge-driven economy, ensuring all have the benefits, urban and rural.	Allocating sites for employment development together with the policies which guide the location of employment development will help to provide certainty to developers and encourage employment development within the District. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	The provision of employment sites, together with the requirement for renewable energy in all new developments could help to stimulate this economic sector. This will help to deliver parts of the ReWyre Initiative and the Sustainable Community Strategy.	Long-term positive effect.

Cumulative Impact Assessment

Methodology

7.3.3 There are two types of situation which could give rise to cumulative impacts:

- the same effect arising from two or more different sources; and
- different effects where there is a relationship between the effects and potentially an interaction.

7.3.4 Synergistic effects are a type of cumulative impact. These are effects where the cumulative impact may be greater or smaller than the sum of the separate effects.

7.3.5 Cumulative impacts were considered in the appraisal in two ways:

- the potential for different developments to give rise to the same type of effect; and
- the potential for interaction between different types of effect.

7.3.6 In order to assess the cumulative impacts arising from all potential developments under the KCAAP DPD, the appraisal considered the overall effect of the DPD as a whole on each of the SA objectives. The results of this are set out in the SA Report in Section 2.2.

7.3.7 An assessment has also been made of the cumulative effects of the site allocations. This was done in two ways.

7.3.8 First, the sites were considered for their potential to give rise to cumulative effects in combination with other sites. The predicted cumulative effects arising from sites in the KCAAP DPD in combination with others are set out in detail in Annex B.

7.3.9 The appraisal then considered the potential for effects arising from other plans and programmes which in combination with effects arising from the KCAAP DPD may give rise to significant impacts. In undertaking this assessment, a review was made of all relevant current and reasonably foreseeable plans programmes and strategies which could give rise to in-combination effects with developments at the allocated sites. The assessment also considered the potential for cumulative effects arising in combination with the Site Allocations and Policies DPD. The results of the review of other plans and programmes and their potential to give rise to cumulative effects is set out in detail in Annex A. The findings are summarised below.

Findings and Conclusions

7.3.10 The following table summarises the likely significant effects of other plans and programmes on key receptors of relevance to the KCAAP DPD in general terms. The full review and detailed findings are set out in Annexes A and B. This is followed by an assessment of the key significant cumulative effects.

Table 7.3.1 Summary of Likely Significant Cumulative Effects of KCAAP DPD and Other Plans and Programmes on Receptors

Plan or Programme	Resource use (energy, water, minerals)	Waste generation	Climate change	Road networks	Flooding	Air quality	Water quality	Soil quality	Population	Ecosystems	Cultural heritage
	Site Allocations and Policies DPD, Publication Version	x	x	+/x	+/x	+/x	0	?	0	+	+/x
Kidderminster Central Area Action Plan, Publication Version	x	x	+/x	+	+	+	?/+	+	+	+/x	+/x
Worcestershire Economic Partnership Joint Investment Plan	0	0	0	+	0	+	0	0	+	0	0
Worcestershire Local Transport Plan 3	0	0	0	0	0	+	0	0	+	0	+
Worcestershire Waste Core Strategy Submission Document	+	+	+	0	0	0	0	0	0	0	0
An Economic Strategy for Worcestershire 2010-2020	?	?	?	?	0	?	0	0	+	0	?

Plan or Programme	Resource use (energy, water, minerals)	Waste generation	Climate change	Road networks	Flooding	Air quality	Water quality	Soil quality	Population	Ecosystems	Cultural heritage
Wyre Forest District Sustainable Community Strategy	0	0	+	0	0	0	0	0	+	0	0
Wyre Forest District Air Quality Strategy	0	0	+	+	0	+	0	0	0	0	0
Wyre Forest Core Strategy	x/+	x/+	x/+	x/+	+	x/+	0	0	+	+	?
Bromsgrove Draft Core Strategy 2	0	0	0	x	0	x	0	0	0	0	0
Stourbridge Area Action Plan, Publication Stage	0	0	0	x	0	0	0	0	0	0	0
Shropshire Local Development Framework Adopted Core Strategy	0	0	0	+	0	0	0	0	+	0	0
South Staffordshire Core Strategy Proposed Changes	0	0	0	0	0	0	0	0	0	+	0

7.3.11 The following receptors have been identified as the most likely to be subject to cumulative effects. They have been selected on the basis that they are areas where the various plans and strategies in combination with the KCAAP DPD are likely to have the impacts of greatest significance. The conclusions incorporate the findings of the assessment of cumulative impacts of all development arising from both the KCAAP DPD and the Site Allocations and Policies DPD.

7.3.12 It should be noted that these receptors and their effects are all inter-related, for example effects on transport networks give rise to climate change and air quality effects. Furthermore, it should be recognised that all of the receptors have effects on and consequences for people. The inter-relationship between effects is discussed in the following sections.

Resource Use

7.3.13 Several plans and strategies relevant to Wyre Forest, including the Adopted Core Strategy and KCAAP and Site Allocations and Policies DPDs, place a strong emphasis on economic and housing growth. This is likely to lead to increased resource use including energy, water and minerals, in order to facilitate the growth and development. Consuming these resources will lead to increased greenhouse gas emissions and climate change, with its attendant pressures and risks for both people and biodiversity. However, the Adopted Core Strategy and KCAAP and Site Allocations and Policies DPDs will also help to reduce the pressure on resource use through likely positive effects on recycling of waste and requiring water and energy efficiency in new developments, although the extent to which this will be able to offset the pressures of growth is not clear. The Waste Core Strategy will also help to promote greater resource efficiency.

Waste Generation

7.3.14 As with resource use, the growth and development emphasised in Wyre Forest is highly likely to lead to increased waste generation. Again, the Core Strategy, KCAAP and Site Allocations and Policies DPDs and the Waste Core Strategy will help to encourage waste

minimisation, although the extent to which this will be able to offset the effects of growth is unclear. Increasing the amount of waste generated will lead to increased need for waste transport and facilities to manage the waste, and additional economic costs to provide these.

Climate Change

7.3.15 The strong emphasis on housing and economic growth is likely to lead to increased greenhouse gas emissions. This is likely to have climate change consequences by increasing the risk of climate change occurring and adding to pressures from impacts such as flood risk, increased storminess and higher temperatures. These pressures are felt by both communities and ecosystems. Other policies are in place to promote energy efficiency, renewable energy and sustainable transport and it may be that this will enable greenhouse gas emissions to be reduced, although this is not certain. However, it should mean that any increase in emissions is at least minimised.

Road Networks

7.3.16 The planned housing and economic growth in the District are likely to lead to increased demand for transport. This could have adverse impacts on the road network, although a number of measures are planned to address this, including locating most developments in accessible locations, promotion of cycling and walking, and support for rail and bus improvements. This will help to reduce the demand for road space and alleviate congestion, which will have related benefits for air quality, reduce noise and make the urban areas more pleasant and livable places. However, it is uncertain whether the number of vehicles on the roads will increase significantly despite the mitigating actions, although this is possible. Furthermore, new roads are to be constructed which, while they should alleviate congestion, may encourage more use.

Flooding

7.3.17 Wyre Forest is significantly affected by flood risk, and a large number of the proposed sites contain land within flood zones 2 or 3 or both. For many of the development sites these risks are identified in the Site Allocations and Policies and KCAAP DPDs and developments are required to address and mitigate flood risk, although this is not the case for all sites. However, the Core Strategy contains policy requiring mitigation for any developments in areas with known flooding issues, and therefore adverse effects are unlikely. Cumulatively, developments within the District could lead to an improvement in flood risk by carrying out mitigation work. The implementation of sustainable drainage measures (SUDS) will also help to reduce flood risk, although there is a large number of development sites which are constrained in their ability to accommodate SUDS.

7.3.18 Any reduction in flood risk will have related benefits for water quality. Reduced flood risk will also improve safety for local people, and avoid the economic costs of flood events.

Air Quality

7.3.19 There are strong inter-relationships between air quality and road use. The main significant effects on air quality in Wyre Forest are likely to arise from any increase in road traffic as a result of economic and housing growth and road improvements, promoted by the LDF and other plans and programmes. However, measures to promote more sustainable transport and reduce the need to travel are likely to offset that increase, and may even lead to no significant

increase in road traffic and therefore have no adverse effect on air quality. In any event, air quality in the Horsefair and Welch Gate AQMAs is likely to improve as a result of planned measures in the KCAAP DPD and other plans and programmes.

Water Quality

7.3.20 The level of growth promoted by the Site Allocations and Policies and KCAAP DPDs will increase the demand for water supply and wastewater treatment. These demands are related to effects on water quantity and quality, both of which can have significant consequences for biodiversity.

7.3.21 The Water Cycle Strategy notes that overall water supply is limited within the District, but it is not envisaged by Severn Trent Water Ltd to be a constraint to development, due to the improvement plans highlighted in their Water Resources Management Plan and the ability to transfer water between Water Resource Zones. Consultation with Severn Trent Water Limited has identified that there is flexibility with the water supply headroom figures which should be sufficient to account for levels of development of up to 4400 new dwellings and 43 hectares of employment land. However, without mitigation, this will be in deficit in a few years. There are also a number of water-dependent SSSIs and abstraction restrictions which must be appreciated and considered when supplying water to a new development. Due to these constraints and the future predictions of population growth and climate change, it is paramount for demand management techniques to be implemented into all new developments, including rainwater harvesting and grey water recycling, as is required by the Adopted Core Strategy.

7.3.22 Due to the predicted increase in development and the drought-related effects of climate change, water resources will become increasingly limited. Limitations in water resources may pose a problem dependent upon the type of development and the density of development. This may result in a delay to the timing in which industry can be developed if mains water cannot be provided or is too expensive.

7.3.23 The capacity of the main wastewater treatment works within the District have been identified as having the ability to accommodate the predicted increase in effluent, including the Kidderminster Oldington works, which is key to a majority of the development. However, there are a number of pumping stations and rural treatment works that are already operating at capacity and will therefore require upgrade or improvement to accommodate the additional flows. Most notable are the Blakedown, Roundhill, Upper Arley and Chaddesley Corbett works. These results will not prevent development but indicate a potential time or cost implication when developing within these areas.

7.3.24 It is also necessary to ensure that the environmental constraints are not exceeded as a result of new development, especially as some watercourses (Blakedown Brook) are already failing their river quality objectives and the District as a whole has been identified as suffering from nitrification issues. Policy within the Site Allocations and Policies DPD requires development to have no negative effects on water quality, either directly through pollution or by overloading wastewater treatment works.

Population

7.3.25 The communities within Wyre Forest District are likely to experience positive cumulative effects arising from the KCAAP and Site Allocations and Policies DPDs, in combination with various other plans and programmes. The key benefits will result from the increase in

employment opportunities provided, and improved residential environments, leading to economic regeneration of the District's main towns, reduced deprivation and a better quality of life. People living in the new developments will have good access to services and facilities, including healthcare, cultural and educational facilities. The quality of the urban environment more generally will be improved, both in terms of the appearance of the townscape and from greater use of more sustainable modes of accessing services and facilities and therefore improved air quality and reduced noise and congestion. All of these effects will help to enhance people's quality of life.

Ecosystems

7.3.26 The SA of the Core Strategy suggests that the planned levels of housing development could have a detrimental impact on biodiversity. A small number of sites in the Site Allocations and Policies and KCAAP DPDs are adjacent to or contain recognised biodiversity assets, and development at these sites could potentially risk adverse effects on biodiversity, either from physical damage or from the impact of noise and light pollution from human activity. There is a risk that the level of development proposed in the KCAAP and Site Allocations and Policies DPDs could adversely affect biodiversity, in two ways. First, the increase in residential areas, particularly in Kidderminster, will increase the demand for open space for recreation which may put excessive pressure on existing green spaces. Secondly, some species and habitats such as those of acidic communities cope poorly with breaks in connectivity, while others such as otter can tolerate small disturbances but not a series of small or larger developments within its range.

7.3.27 Policy SAL.UP3 in the Site Allocations and Policies DPD proposes to create a Country Park to the north of Kidderminster, and therefore the pressure for recreation should be alleviated so that adverse effects on existing sites are unlikely.

7.3.28 Policy in the Core Strategy and the Site Allocations and Policies DPD requires developments to protect and enhance biodiversity within and outside designated sites, and to make enhancements to the green infrastructure network. . Policy SAL.UP5 in the Site Allocations and Policies DPD should be amended to explicitly require cumulative effects to be addressed in ecological surveys, and the supporting text should note the particular risks regarding connectivity for acidic communities and the cumulative effects of small disturbances on certain species.

Cultural Heritage

7.3.29 The SA of the Core Strategy suggests that the planned levels of housing development could have potential for impacts on the integrity of the historic environment. The Site Allocations and Policies DPD contains policy which requires any development proposal affecting the District's heritage assets or their setting to demonstrate how these assets will be protected, conserved and where appropriate enhanced. Furthermore, the Core Strategy requires that new developments and their layouts should take into account heritage assets and where possible utilise historic streets, buildings, spaces and infrastructure as an integral part of the scheme design. Therefore significant cumulative effects on designated assets are unlikely.

7.3.30 Notwithstanding this, it is possible that the scale of development proposed, particularly in Kidderminster, will permanently change the character of the town by replacing large areas of old, often undesignated, buildings with new. The cumulative effects of this could be significant.

There is a recognised relationship between the quality of the historic environment and its contribution to economic vitality, and this is demonstrated in vacancy rates in the different towns and areas within towns in Wyre Forest.

7.3.31 However, there is policy within the Site Allocations and Policies DPD which requires development to build on the quality of the historic environment, maximising opportunities to contribute to local distinctiveness while at the same time having regard to the traditional design of the locality and avoid inappropriate features and detail. It is therefore likely that any adverse cumulative effects arising from developments in Kidderminster will be minimised.

7.4 Proposed Mitigation Measures

7.4.1 As the above sections identify there are some sites and policies that do not score well through the SA when tested against certain objectives. As mentioned above, flood risk provides a particular conflict to many of the sites and policies in the KCAAP. However, it is felt that in many cases that it is important to retain these options within the KCAAP due to their strategic importance to the regeneration of Kidderminster. In these cases the District Council believes that adequate mitigation measures can be taken to guard against the conflicts with the SA objectives.

7.4.2 Proposed mitigation measures are set out within the tables in appendices C, D and E. The table below summarises the mitigation measures proposed for each of the negative issues raised.

Negative Effect Identified	Proposed Mitigation Measures	Influence on the KCAAP
Flooding	<ul style="list-style-type: none"> ● Implement a suitable SUDS scheme to reduce surface water run-off. ● Locate vulnerable uses at higher levels. ● Open up existing culverts. ● Introduce soft landscaping to reduce run-off. 	For site specific policies where there is an identified flood risk wording should be included to highlight this and to require appropriate mitigation measures to be implemented as part of any new development.
Transport	<ul style="list-style-type: none"> ● Improvements to public transport. ● Introduction of new bus services. ● Improved walking and cycling routes. 	Policies KCA.CC1 Sustainable Transport and KCA.CC2 Walkable Town expect new developments to contribute towards a well connected and accessible town centre that provides for pedestrian and cycle movement. The Sustainable Transport policy looks to implement a number of priority projects aimed at improving transport, including the ring road and railway station interchange.
Green Infrastructure	<ul style="list-style-type: none"> ● Contribution towards the green infrastructure network, either financial or actual provision. ● Compensatory playing pitch provision. 	Policy KCA.UP7 - Green Infrastructure requires new development to provide green infrastructure through their design and link it to the wider network. Enhancing the contribution of the canal and river is highlighted specifically.
Design	<ul style="list-style-type: none"> ● High quality design to ensure that schemes do not have a detrimental impact on their surroundings. 	Policy KCA.UP1 - Urban Design provides detailed guidance on design issues to ensure that new developments are appropriately designed.
Community Facilities	<ul style="list-style-type: none"> ● Compensation should be sought for the loss of the existing community facility. 	The KCAAP relies on policies within the Core Strategy and the Site Allocations & Policies DPDs for guidance on community facilities.

Negative Effect Identified	Proposed Mitigation Measures	Influence on the KCAAP
Noise/Light Pollution	<ul style="list-style-type: none"> ● Use of low-impact lighting to minimise adverse affects. ● Sensitive screening, acoustic barriers and siting. ● Implement improvements to wildlife habitats. 	Policies KCA.UP5 - Staffordshire and Worcestershire Canal and KCA.UP6 - River Stour state that developments should enhance these waterways role as part of the Green Infrastructure and Biodiversity networks. Furthermore, site specific policies further highlight this guidance where relevant.

7.5 Uncertainties and Risks

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

7.5.2 The main uncertainty within this report is the availability of baseline data. This has made it difficult in some cases to identify the current situation and the likely impact future development may have. Uncertainties relating to baseline data will be resolved through monitoring.

7.5.3 The SA Report assesses sites and policy options against the SA Framework and identified which is the most sustainable. There may also be circumstances where unforeseen effects occur and these will not have been included within the assessment. A number of assumptions have been made during the assessment and these are set out within section 5.5. Whilst the policies set out within this DPD are more detailed than those set out within the Adopted Core Strategy for example, and this DPD refers to specific sites there is still a lot of uncertainty regarding the exact nature of the development which will take place on sites. An example of this is where sites are allocated for a mix of uses, the exact mix of uses could have an impact on the sustainability of the site however, at this stage those details are not clear. Where sites are allocated for residential development, it is assumed that they will meet the specific policy requirements set out within the Adopted Core Strategy for affordable housing and renewable energy for example, however, there are clauses within the Adopted Core Strategy policies to allow for reduced levels of affordable housing or renewable energy where developers can demonstrate that meeting these requirements would render a development unviable. Therefore, there is some uncertainty about whether the assumptions made will be reflected in the actual development delivered on some of the sites.

7.5.4 The SA Framework uses 21 criteria to assess the sites and policy options. The outcome will vary depending on the weight afforded to each of the criteria. Although there is no explicit weighting of the criteria, there will be implicit weighting because the 21 objectives are not equally balanced between the social, economic and environmental areas of sustainability, however, they are all of equal importance.

7.5.5 An example of how some criteria might carry more weight, though not explicitly, is in relation to flood risk. When ranking the development sites flood risk is identified as a crucial issue and there are negative impacts for some sites. However, flood risk, in this case, can usually be mitigated by good design and this is likely to have a positive impact on the economy and the quality of the local environment, additionally, the sites are in highly accessible town centre locations and this has a positive impact in terms of reducing the need to travel. Therefore, although flood risk can be a significant issue, where it is mitigated correctly it can lead to other positive benefits.

7.5.6 The consistency in judgements between appraising different policy areas and different site uses is important. Considerable work has been carried out to ensure that the effects have been treated in a comparable fashion. Details of the assumptions applied for each SA objective are set out in section 5.5 of this report. By way of example, there are assumptions made about what a suitable walking distance is and this has been applied to sites when assessing their access to services and facilities, however, the quality of the walking route has not been assessed meaning that although some sites are considered to have good access, the walking route may be unpleasant thus encouraging car use whereas other sites which are more distant from services and facilities may still provide access to them by foot as the route is of a higher quality.

7.5.7 The degree to which the SA process can assess secondary, cumulative and synergistic effects is limited. As there is uncertainty about assessing the immediate effects, once assumptions start being made about subsequent and cumulative impact the level of uncertainty grows.

8 Implementation

8.1 Links to Other Tiers of Plans and Programmes and the Project Level

8.1.1 The Site Allocations and Policies DPD and the KCAAP DPD both sit within the LDF . The first LDF document to be produced was the Core Strategy DPD. All subsequent DPDs, including the Site Allocations and Policies and KCAAP DPDs must be in conformity with the Adopted Core Strategy. The DPDs must also be in general conformity with national planning policy.

8.1.2 The Site Allocations and Policies and KCAAP DPDs provide more detailed policies and allocate sites in order to implement the principles set out within the Adopted Core Strategy. The SA of these documents has elaborated on the earlier SA of the Core Strategy.

8.2 Proposals for Monitoring

8.2.1 The following indicators are proposed for monitoring. These indicators are drawn from those set out within the SA Framework. These indicators are also being used to monitor the sustainability impacts of the Adopted Core Strategy and as such, information should become available on these indicators as part of that process. These indicators will also be used to monitor the the Site Allocations and Policies DPD. However, these indicators may need to be amended to reflect the availability of information.

- IMD health profiles
- Number of developments (applications approved) which benefit the green infrastructure network
- Life expectancy
- Adult participation in sport (NI8)
- % of new residential development within 30 minutes public transport travel time of key facilities.
- Loss of community facilities as a result of new development.
- % of villages with key facilities, i.e, primary school, post office, GP, pub, village hall, convenience store
- Number of affordable housing completions (net of demolitions)
- % of housing completions which are affordable (net of demolitions)
- % of housing completions by size (gross)
- % of housing completions by tenure (net of demolitions)
- Number of additional gypsy/traveller pitches granted permission
- Number of extra care units completed
- Number of residential applications refused as a result of poor quality design (applications refused using Policy D1 in Wyre Forest District Adopted Local Plan 2004)
- % of homes constructed to Code for Sustainable Homes level 4 or above
- NI3: Those who have participated in a local area
- Average number of neighbour and statutory consultation letters sent per planning application
- Number of new developments incorporating 'Secured by Design' principles (applications determined using policy D16 in the Wyre Forest District Adopted Local Plan, 2004)
- % of flatted residential and all commercial developments providing storage for recycling (permissions granted)
- Volume of household waste recycled (NI192)
- Household waste collected (excluding recycling)(tonnes)

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

- New retail development within or on the edge of primary shopping area (Kidderminster and Stourport-on-Severn)
- Net new retail floorspace completed.
- % of employment land developed on brownfield land
- Number of B1 completions

A Links to Other Policies, Plans, Programmes and Sustainability Objectives and How they Have Been Taken into Account

INTERNATIONAL		SA Implications
Policy/Plan/Programme/Strategy/Initiative	Objectives	
Johannesburg Declaration on Sustainable Development (2002)	<ul style="list-style-type: none"> Collective responsibility to advance and strengthen the pillars of sustainable development – economic, social development and environmental protection at local, national, regional and global levels. Responsibility to one another, to the greater community of life and to our children. Increase access to basic requirements - clean water, sanitation, adequate shelter, energy, health care, food security and the protection of biodiversity. Assist access to financial resources, benefit from the opening of markets, and ensure capacity building. 	Pillars of sustainable development are interwoven into the SA Process. The objectives consider social, economic and environmental issues.
Rio Declaration on Environment and Development (1992)	<ul style="list-style-type: none"> Environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it. Decrease the disparities in standards of living. Reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies. Facilitate and encourage public awareness and participation by making information widely available. 	Undertake public consultation on the SA and Core Strategy development to facilitate awareness and participation.
Aarhus Convention (1998)	<ul style="list-style-type: none"> Sets out the obligation to safeguard the Environment for future generations. Links accountability and environmental protection. Imposes obligations re: access to information and public participation. 	Reflected in the SEA Directive the requirements of which need to be incorporated into the SA Report.
Kyoto Protocol (1997)	<ul style="list-style-type: none"> Established to limit emissions of greenhouse gases. UK committed itself to a 12.5% reduction in its green house gas emissions (carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride). It has also set out domestic target of a 20% reduction in carbon dioxide by 2010. 	Include SA Objective on reducing greenhouse gas emissions within the District.
The EU Sustainable Development Strategy (updated 2005)	Seeks to combat climate change, ensure sustainable transport, address threats to public health and manage natural resources more responsibly and stop biodiversity decline, combat poverty and social exclusion and meet the challenge of an ageing population.	Include SA objectives that work towards sustainable development and combating climate change.
European Habitats Directive (1992)	Promote the maintenance of biodiversity by requiring measures to maintain or restore natural habitats and wild species at a favourable conservation status.	Include SA Objective on maintaining and enhancing biodiversity within the District.
European Birds Directive (1979)	<ul style="list-style-type: none"> Maintenance of the favourable conservation status of wild bird species. Identification and classification of Special Protection Areas for rare or vulnerable species. Establishment of a general scheme of protection for all wild birds. 	Include SA Objective on maintaining and enhancing biodiversity within the District.
European Air Quality Directive (2000)	Introduction of new air quality standards for previously unregulated air pollutants. Including sulphur dioxide, nitrogen dioxide, particulate matter, lead and ozone.	Include SA Objective on promoting opportunities for sustainable travel to reduce transport emissions.

INTERNATIONAL		SA Implications
Policy/Plan/Programme/Strategy/Initiative	Objectives	
	<ul style="list-style-type: none"> ● Pollutants governed by already existing ambient air quality objectives and benzene, carbon monoxide, polycyclic aromatic hydrocarbons, cadmium, arsenic, nickel and mercury. ● Establishes a community wide procedure for exchange of information and data on ambient air quality in the EC. 	
European Water Framework Directive (2000)	<ul style="list-style-type: none"> ● Framework for the protection of inland surface waters, transitional waters, coastal waters and groundwater. ● Four distinct elements; characterisation and assessment of impacts on river basin districts, environmental monitoring, the setting of environmental objectives and design and implementation of the programme of measures needed to achieve them. 	Include SA Objective on preservation and enhancement of the District's water resources.
European Sixth Environmental Action Plan (2001 – 2010)	<ul style="list-style-type: none"> ● High level of protection for the environment and human health, for general improvement in the environment and quality of life. ● Identifies areas at risk of flooding and possible future flooding problems. 	Include SA Objective on seeking opportunities to reduce the risk of flooding within the District.
European Landscape Convention (2000)	<p>The aim of the Convention is to achieve a greater unity between members for the purpose of safeguarding and realising the ideals and principles which are their common heritage, it is concerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment; Noting that the landscape has an important public interest role in the cultural, ecological, environmental and social fields, and constitutes a resource favourable to economic activity and whose protection, management and planning can contribute to job creation; Aware that the landscape contributes to the formation of local cultures and that it is a basic component of the European natural and cultural heritage, contributing to human well-being and consolidation of the European identity; Acknowledging that the landscape is an important part of the quality of life for people everywhere: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas; Noting that developments in agriculture, forestry, industrial and mineral production techniques and in regional planning, town planning, transport, infrastructure, tourism and recreation and, at a more general level, changes in the world economy are in many cases accelerating the transformation of landscapes; Wishing to respond to the public's wish to enjoy high quality landscapes and to play an active part in the development of landscapes; Believing that the landscape is a key element of individual and social well-being and that its protection, management and planning entail rights and responsibilities for everyone.</p>	Include an SA objective on protecting and enhancing the landscape of the District.
NATIONAL		SA Implications
Policy/Plan/Programme/Strategy/Initiative	Objectives	
The Wildlife and Countryside Act 1981 (as amended)	The Act protects in law wildlife (birds, animals and plants listed in the Annexes), the countryside, National Parks, and the designation of protected areas, and public rights of way.	Include SA objectives on preserving and enhancing the biodiversity of the region.
The NERC (Natural Environment and Rural Communities) Act	Section 40 of the Act places a duty upon all public bodies to have regard to the purpose of conserving biodiversity.	Include SA objectives on preserving and enhancing the biodiversity of the region.

NATIONAL		
Conserving Biodiversity: The UK Approach DEFRA (2007)	<p>This document sets out an approach to biodiversity conservation that is designed not only to meet the commitment to halt the loss of biodiversity by 2010, but to guide action well into the second decade of the 21st century at a time when the challenges faced by the natural environment are great. It comprises:</p> <ul style="list-style-type: none"> ● A shared purpose in tackling the loss and restoration of biodiversity ● The guiding principles that we will follow to achieve it ● Our priorities for action in the UK and internationally ● Indicators to monitor the key issues on a UK basis 	<p>Include SA objectives on preserving and enhancing the biodiversity of the region.</p>
The Bern Convention (1979)	<p>The Bern Convention is a binding international legal instrument in the field of nature conservation, which covers most of the natural heritage of the European continent and extends to some States of Africa. Its aims are to conserve wild flora and fauna and their natural habitats and to promote European co-operation in that field.</p> <p>The Convention places a particular importance on the need to protect endangered natural habitats and endangered vulnerable species, including migratory species.</p> <p>All countries that have signed the Bern Convention must take action to:</p> <ul style="list-style-type: none"> ● promote national policies for the conservation of wild flora and fauna, and their natural habitats; ● have regard to the conservation of wild flora and fauna in their planning and development policies, and in their measures against pollution; ● promote education and disseminate general information on the need to conserve species of wild flora and fauna and their habitats; ● encourage and co-ordinate research related to the purposes of this Convention. <p>and also co-operate to enhance the effectiveness of these measures through:</p> <ul style="list-style-type: none"> ● co-ordination of efforts to protect migratory species; ● and the exchange of information and the sharing of experience and expertise. 	<p>Include SA objectives on preserving and enhancing the biodiversity of the region.</p>
Making Space for Water	<p>This is a cross-government programme taking forward the developing strategy for flood and coastal erosion risk management in England.</p>	<p>Include an SA objective on flood risk.</p>
Working with the Grain of Nature – A Biodiversity Strategy for England (DEFRA, 2002)	<ul style="list-style-type: none"> ● Aims to protect and enhance biodiversity by embedding it into all types of public policy. ● Sets out different actions to be taken in different areas, including urban areas, agriculture, water and woodland. 	<p>Include SA objectives on preserving and enhancing the biodiversity of the region.</p>
UK Waste Strategy (DEFRA, 2000)	<ul style="list-style-type: none"> ● Tackling Waste is essential to securing sustainable development. ● Sets targets to reduce the amount of waste going to landfill, landfill tax escalator will help to achieve this. ● Key target: - recycle or compost 30% of household waste by 2010. 	<p>Include SA objectives on reducing consumption and increasing recycling.</p>

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<p>Waste Strategy for England 2007 (DEFRA)</p>	<p>Promotes a move towards 'One Planet Living'. Reducing waste is an important contributor to this goal.</p> <p>Need to break the link between economic growth and waste growth, and use fewer natural resources. Most products should be re-used or their materials recycled. Energy should be recovered from other wastes where possible. For a small amount of residual material, landfill will be necessary.</p> <p>VISION: Despite major progress since 2000, England's performance on waste still lags behind many European countries. All parts of society will have to share responsibility:</p> <ul style="list-style-type: none"> ● Producers will have to make products using more recycled materials and less newly extracted raw materials. They will have to design products that are less wasteful and take responsibility for the environmental impact of their products throughout their life. ● Retailers will have to reduce packaging, source and market products that are less wasteful, and help their consumers to be less wasteful. ● Consumers – both business and individual households – will have the opportunity to reduce their own waste, purchase products and services that generate less waste and reduce environmental impacts, and separate their waste for recycling. ● Local authorities will have to commission or provide convenient recycling services for their residents and commercial customers and advice and information on how to reduce waste. They will also have to work with their communities to plan and invest in new collection and reprocessing facilities. ● The waste management industry will have to invest in facilities to recycle and recover waste, and provide convenient waste services to their customers to recycle and recover their waste. ● The Government's key objectives are to: ● decouple waste growth (in all sectors) from economic growth and put more emphasis on waste prevention and re-use; ● meet and exceed the Landfill Directive diversion targets for biodegradable municipal waste in 2010, 2013 and 2020; ● increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste; ● secure the investment in infrastructure needed to divert waste from landfill and for the management of hazardous waste; and ● get the most environmental benefit from that investment, through increased recycling of resources and recovery of energy from residual waste using a mix of technologies.
<p>The Eddington Transport Study (2006)</p>	<p>Sets out the importance of a good transport system to maintaining a strong economy, and the importance of reducing congestion in urban areas.</p> <ul style="list-style-type: none"> ● Transport contributes around a quarter of emissions and is the fastest growing source. There is a need to reduce the emissions from the transport sector in order to tackle global warming.
<p>Barker Review of Land Use Planning (DCLG, 2006)</p>	<ul style="list-style-type: none"> ● Increase flexibility and responsiveness of the planning system through the quicker delivery of development plan documents and a more positive attitude to development.
<p>Include an SA objective on reducing waste, increasing recycling and promoting the waste hierarchy.</p>	
<p>Include SA objectives on reducing the need to travel, and encouraging walking, cycling and the use of public transport as alternatives to the private car.</p>	
<p>Develop SA objective on the efficient use of land, prioritising the use of PDL and protecting urban green space.</p>	

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	<ul style="list-style-type: none"> ● Improve the efficiency of the planning process, including major reform of the planning process for major infrastructure projects, and the streamlining of policies and processes including national planning guidance policy. ● Promote more efficient use of land through fiscal incentives to encourage business property to be kept in use and to develop vacant Brownfield sites, and a review of greenbelt policies to ensure that they are still appropriate.
Strong and Prosperous Communities – the Local Government White Paper (October 2006)	<ul style="list-style-type: none"> ● Overall vision of revitalised local authorities working with their partners to reshape public services around the citizens and communities that use them. ● Requires the preparation of Local Area Agreements. Simplify procedures to enable the co-ordination of consultation on Sustainable Community Strategies, Local Area Agreements and Local Development Frameworks.
UK Strategy for Sustainable Development (2005)	<ul style="list-style-type: none"> ● Living within environmental limits. ● Ensuring a strong, healthy and just society. ● Achieving a sustainable economy. ● Promoting good governance and using sound science responsibly. ● Highlights four priority areas for action: Sustainable consumption and production, climate change and energy, protecting our natural resources and enhancing the environment and creating sustainable communities and a fairer world. ● For each of these areas, the Strategy identifies indicators through which to review progress. ● Includes 20 UK Framework Indicators intended to cover key impacts and outcomes that reflect the priority areas across the UK.
Urban White Paper (2000)	<ul style="list-style-type: none"> ● People shaping the future of their community ● People living in attractive well-kept towns and cities which use space and buildings well. ● Good design and planning which makes it practical to live in a more environmentally sustainable way with less noise, pollution and traffic congestion. ● Towns and cities able to create and share prosperity investing to help all their citizens reach their full potential. ● Good quality services – health, education, housing, transport, finance, shopping, leisure and protection from crime that meets the needs of people and businesses wherever they are.
Rural White Paper (2000)	<ul style="list-style-type: none"> ● Support vital village services ● Modernise rural services ● Provide affordable homes ● Deliver local transport solutions ● Rejuvenate market towns and a thriving local economy ● Set a new direction for framing. ● Preserve what makes rural England special ● Ensure everyone can enjoy an accessible countryside
	<p>The Local Development Framework should be the spatial expression of the Community Strategy.</p> <p>Engage the LSP in a visioning exercise.</p>
	<p>Pillars of sustainable development are interwoven into the SA Process. The objectives consider, social, economic and environmental issues.</p>
	<p>Develop SA Objective on encouraging urban regeneration.</p>
	<p>Develop SA Objective on promoting rural regeneration through improving housing choice and localised services in appropriate areas.</p>

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	<ul style="list-style-type: none"> ● Give local power to country towns and villages ● Establishes a rural proofing mechanism to ensure that all major policies are assessed for their rural impact. 		
Sustainable Communities Plan (2003)	<ul style="list-style-type: none"> ● Long-term programme of action for delivering sustainable communities in urban and rural areas: - addressing the housing shortage through accelerating the provision of housing, affordable housing and tackling homelessness. ● Addressing low demand and abandonment ● Decent homes ● Liveability – improving local environments ● Protecting the countryside. 	Develop SA Objective to promote opportunities to improve housing choice and provide affordable housing opportunities.	
Transport 10 Year Plan (2000)	<ul style="list-style-type: none"> ● Ten-year strategy for investment in the future to create prosperity and a better environment. Approach based on integrated transport, public & private partnership and new projects to deliver a broad package of improvement by 2010. ● 50% increase in rail use ● 80% increase in rail freight ● Traffic congestion reduced below current levels particularly in large urban areas ● 10% increase in bus passenger journeys ● Safer cycling and walking routes, more 20mph areas and Home Zones for safer roads. 	Develop SA Objective to improve transport choice for local residents and to reduce the dependency on the private car as a mode of transport.	
UK Climate Change Programme (1994)	<ul style="list-style-type: none"> ● Improve business use of energy, stimulate investment and cut costs. ● Energy labels, standards, integrated pollution prevention and control, stimulate new more efficient sources of power generation, ● Cut emissions from the transport sector, promote better energy efficiency in the domestic sector, improve energy efficiency requirements of the building regulations, ● Protecting and enhancing forests, ● New targets for improving energy management of public buildings, energy efficiency targets for local authorities, schools and hospitals, developing green travel plans. 	Develop SA Objectives relating to increasing the amount of energy which is generated from renewable sources, reducing transport emissions and improving the energy efficiency of buildings.	
Stern Review of the Economics of Climate Change (November 2006)	<ul style="list-style-type: none"> ● The Planning System's chief role will be encouraging buildings and infrastructure to take account of climate change, particularly by limiting development in floodplains. ● The Planning System will be a key tool for encouraging both private and public investment in locations that are less vulnerable to climate risks today and in the future. 	Develop SA Objective to take account of the effects of climate change and the location of new development in the District.	
Energy White Paper (2007)	<ul style="list-style-type: none"> ● Cut the UK's Carbon Dioxide emissions by some 60% by 2050 with real progress by 2020. ● To maintain the reliability of energy supplies. ● To promote competitive markets in the UK and beyond helping to raise the rate of sustainable economic growth and improve productivity. ● To ensure that every home is adequately and affordably heated. ● Envisages an energy system by 2020 that will be much more diverse, using a much greater mix of energy, especially electricity sources and technologies, therefore affecting the means of supply and the control and management of demand. 	Develop SA Objective to promote opportunities for renewable energy facilities in appropriate circumstances and to improve the energy efficiency of new buildings.	

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The Countryside and Rights of Way Act (CROW) (2000)	<ul style="list-style-type: none"> ● Extends the public's ability to enjoy the Countryside whilst also providing safeguards for landowners and occupiers. ● Creates a new statutory right of access to open country and registered common land. ● Modernise the Rights of Way system ● Give greater protection to SSSIs. ● Provide better management arrangements for AONBs ● Strengthen Wildlife Enforcement Legislation. 	Develop SA Objective to promote opportunities to access and enjoy the District's countryside in a sustainable manner.
Diversity and Equality in Planning (2005)	<ul style="list-style-type: none"> ● Early and effective engagement between LPAs and the communities they serve. ● Planning staff should understand the mix of people within their area and how it might be changing. <p>Effective data analysis combined with local knowledge can help identify planning needs and monitor progress over time.</p>	Develop SA Objective to promote opportunities to engage with local communities and address diverse local needs.
Untapped Potential – Identifying and Delivering Residential Development on Previously Developed Land (CPRE, 2007)	<p>Housing on PDL can stimulate the renaissance of cities, towns and villages and increase population levels close to services and facilities, thus reducing travel demand and contributing to improved urban vitality.</p> <p>PPS3 reinforces the Government's commitment to creating mixed and sustainable communities, and nationally there is a target to develop at least 60% of housing on PDL.</p> <p>The report has five key findings:</p> <ul style="list-style-type: none"> ● Capacity assessments are underestimating actual PDL potential. ● The contribution of small sites is underestimated. ● Strong density policy helps increase development on PDL. ● Rigorous monitoring is key to accurate assessment of supply. ● Proactive development of PDL stimulates sustainable urban renaissance. 	Develop an SA objective to promote the re-use of previously developed land.
Waterways for Tomorrow (DEFRA, 2000)	<ul style="list-style-type: none"> ● This report follows up 'A new Deal for Transport: Better for everyone' by setting out proposals for the future of our inland waterways – the canals and navigable rivers of England and Wales. ● The aims for the inland waterways are: to see an improving quality of infrastructure; a better experience for users through more co-operation between navigation authorities; and increased opportunities for all through sustainable development. ● The report also encourages the use of waterways for recreation, education, regeneration, and both passenger and freight transport. 	Develop an SA objective which ensures that the District's inland waterways are protected and enhanced and that sustainable transport options are considered.
Planning a Future for the Inland Waterways (IWAAC, 2001)	<ul style="list-style-type: none"> ● The report acknowledges that the inland waterways of England and Wales are a national asset. The Government wishes to improve the contribution that they make to quality of life in both rural and urban areas. This contribution spans a wide range of policy objectives and they are set out below. ● REGENERATION: Act as a Catalyst for economic and social regeneration; Increase development value and the opportunity for investment; Focus and link regeneration opportunities; Generate long-term economic activity and opportunities for investment; Promote inclusion and quality of life. 	Develop an SA objective which ensures that the District's inland waterways are protected and enhanced and that sustainable transport options are considered.

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<ul style="list-style-type: none"> ● SPORT AND RECREATION: Provide an important sport and recreation resource; Contribute to the health and well-being of society; Form corridors linking urban areas to the countryside; Promote accessibility to all members of society; Add value as a national fishery. ● TOURISM: Act as a tourism asset in their own right; provide a link between existing/new attractions; Support the holiday industry through water-based activities; Provide world-renowned destinations; Enhance the environment and attract increased visitor activity. ● HERITAGE, CULTURE AND THE NATURAL ENVIRONMENT: Form a unique heritage, cultural, educational, landscape and environmental asset; Host a wide array of important historic buildings and structures; Contribute to the diversity of the natural environment by sustaining habitats and hosting rare species; Contribute to open space provision; provide a resource for water supply and land drainage. ● TRANSPORT: Contribute to integrated transport objectives; Provide transport routes on a local and national scale; Act as a waterborne transport corridor for people and freight; Form important cycling, walking and public access corridors. 	<p>Develop an SA objective to protect the historic environment.</p>
<p>The Historic Environment: A Force for Our Future (DCMS, 2001)</p> <p>The report aims to:</p> <ul style="list-style-type: none"> ● Ensure that the full potential of the historic environment as a learning resource is realised; ● Ensure that the historic environment is accessible to everybody and is seen as something with which the whole of society can identify and engage; ● Ensure that the historic environment is protected and sustained for the benefit of our own and future generations; ● Ensure that the historic environment's importance as an economic asset is skilfully harnessed. 	<p>Develop an SA objective that protects all aspects of the historic environment.</p>
<p>Heritage Protection White Paper (DCMS, March 2007)</p> <p>The White paper sets out changes that are proposed to the heritage system. The most relevant to this scoping exercise is the strengthening of protection for vulnerable sites. Under this section, the main changes include:</p> <ul style="list-style-type: none"> ● World Heritage Site protection will be strengthened by the introduction of greater notification of major developments and strengthened protection against minor works. ● Protection will be strengthened for archaeological sites on cultivated land. The Class 1 consent system will be reformed to prevent work on sites where a management strategy had not been agreed. ● Designation will now include complex sites of early human activity that do not have structures. ● Subject to consultation; locally designated buildings could be protected from demolition and greater controls restored over Conservation Areas. 	<p>Develop an SA objective which protects the historic environment.</p>
<p>Planning (Listed Buildings and Conservation Areas Act) 1990</p> <p>The Act makes provision for the listing of buildings and the designation of Conservation Areas. It seeks to preserve buildings of special architectural or historic interest and areas of special architectural or historical interest, the character or appearance of which should be preserved.</p>	<p>Develop an SA objective which protects the historic environment of the District.</p>
<p>Ancient Monuments and Archaeological Areas Act 1979</p> <p>The Act consolidates and amends the law relating to ancient monuments and makes provision for the investigation, preservation and recording of matters of archaeological or historical interest.</p>	<p>The SA process will ensure that sustainability is the central consideration in the Core Strategy.</p>
<p>Code for Sustainable Homes – A step change in sustainable home building practice (DCLG, 2006)</p> <p>The Code has been developed to drive the construction of sustainable homes.</p> <ul style="list-style-type: none"> ● It introduces minimum standards for energy and water efficiency and includes new areas of sustainability design such as lifetime homes and the inclusion of composting facilities. 	<p>The SA process will ensure that sustainability is the central consideration in the Core Strategy.</p>

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	<ul style="list-style-type: none"> ● A star system indicates the overall sustainability performance of a home. ● The Code promotes reduced greenhouse gas emissions, better adaptation to climate change and a reduced impact on the environment overall. 	Develop SA objectives to promote the development of sustainable homes.
Green Infrastructure Guidance, Natural England (2009)	<p>Natural England's Green Infrastructure Guidance articulates Natural England's position in relation to green infrastructure planning and delivery, which is increasingly recognised as an essential part of sustainable spatial planning. This is due in no small part to the role of green infrastructure as a 'life support system', able to deliver multiple environmental functions, and to play a key part in adapting to and mitigating climate change.</p> <p>Using the guidance, Natural England will drive forward green infrastructure planning and delivery.</p> <p>In particular, the guidance will help to:</p> <ul style="list-style-type: none"> ● facilitate a co-ordinated and consistent approach to green infrastructure strategies ● support colleagues and guide external partners in the effective delivery of sustainable green infrastructure ● promote the contribution of green infrastructure to 'place-making', in addition to other government agendas and links to spatial planning ● inspire through best practice examples and case studies of green infrastructure planning and delivery ● inspire through best practice examples and case studies of green infrastructure planning and delivery ● demonstrate that green infrastructure adds hugely to the value of plans and projects through the delivery of multiple benefits which other conventional 'grey' infrastructure solutions may not be able to offer 	Develop SA objectives relating to health and well-being, access to greenspace and safeguarding biodiversity.
National Planning Policy Framework (DCLG, March 2012)	<ul style="list-style-type: none"> ● The National Planning Policy Framework is a radical streamlining of existing Planning Policy Statements, Planning Policy Guidance Notes and some circulars to form a single consolidated document. ● The framework sets out the Government's key economic, social and environmental objectives and the planning policies to deliver them. ● The framework has at its heart a 'presumption in favour of sustainable development'. 	Ensure the SA framework considers economic, social and environmental sustainability.
Planning for Traveller Sites (DCLG, March 2012)	<ul style="list-style-type: none"> ● Seeks to consolidate and streamline planning policy for sites for Gypsies, Travellers and Travelling Showpeople. ● Seeks to bring the development of such sites within the Green Belt into line with residential development in the Green Belt. ● Enables Local Planning Authorities to derive local targets for Gypsy and Traveller pitch provision. 	Ensure that the LDF incorporates adequate framework allocations and criteria based policies for delivering sites for Gypsies, Travellers and Travelling Showpeople.

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Ensure that the content of the consultation document is considered when assumptions are made during the SA assessment of possible sites for Gypsies, Travellers and Travelling Showpeople.	The SA process will ensure that sustainability is the central consideration in the Kidderminster Central Area Action Plan.
<p>PPS1 – Delivering Sustainable Development (2005)</p> <ul style="list-style-type: none"> ● Contributing to sustainable economic development. Protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities. ● Ensuring high quality development through good and inclusive design and efficient use of resources. ● Community involvement to present a shared vision and strategy of how the area should develop to achieve more sustainable patterns of development. ● High quality inclusive design in the layout of new developments and individual buildings in terms of function and impact. ● Consider people's diverse needs and aim to break down unnecessary barriers and exclusions to benefit the whole community. ● Policies should take account of environmental issues such as: <ul style="list-style-type: none"> ● Mitigation of effects and adaptation to climate change through the reduction of greenhouse gas emissions and the use of renewable energy, air quality and pollution, land contamination, protection of groundwater from contamination and noise and light pollution. ● Protection of the wider countryside and impact of development on landscape quality, conservation and enhancement of wildlife species and habitats. The promotion of biodiversity. ● Need to improve built and natural environment in and around urban areas and rural settlements including the provision of good quality open space, conservation of soil quality, preservation and enhancement of built and archaeological heritage. 	<p>PPS: Planning and Climate Change – Supplement to PPS1 (DCLG 2007)</p> <ul style="list-style-type: none"> ● Sets out the role of planning in addressing climate change. ● Planning Authorities should provide a framework that promotes and encourages renewable and low carbon energy generation. ● When allocating land for development, sustainability criteria set out within the document should be considered.
<p>PPG2 – Green Belts 1995</p> <ul style="list-style-type: none"> ● Prevent urban sprawl by keeping land permanently open, stopping towns merging into one another and to preserve the setting and special character of historic towns, and to assist in urban regeneration, by encouraging the recycling or derelict and other urban land. ● Assumption against development that may be considered inappropriate in the Green Belt resulting in; the loss of open space, disproportionate additions over and above the size of the original dwelling and new uses associated with development conflicting with openness and the loss of visual amenity. 	<p>Develop SA objectives on both mitigating, and adapting to climate change and ensure principles set out under 'Selecting land for Development' are represented within the SA Framework.</p> <p>Develop SA Objective to safeguard the greenbelt and open countryside and maximise the use of previously developed land.</p>

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	<ul style="list-style-type: none"> When considering Green Belt boundaries and/or reviewing them Authorities must consider carefully whether the land should be better reserved for future development and thus ease the pressure on other land that should have the long-term protection of the Green Belt. Safeguarded land should be located where future development would be an efficient use of land, well integrated with existing development, and well related to public transport and other existing and planned infrastructure, so promoting sustainable development.
PPS3 – Housing (DCLG, 2010)	<ul style="list-style-type: none"> Ensure wide choice of housing types available (both affordable and market). Deliver better balance between demand and supply and improve affordability. Create sustainable, inclusive and mixed communities in all areas. Developments should be attractive, safe and designed and built to a high quality. They should be located in areas with good access to jobs, key services and infrastructure. Housing land assessments and housing market assessments to be carried out by LPAs to inform LDFs and RSS. High quality housing that is designed and built to a high standard. A sufficient quantity of housing taking into account need and demand and seeking to improve choice. Removed garden land from the definition of 'brownfield'. Removes the minimum density requirement.
PPS4 - Planning for Sustainable Economic Growth (2009)	<ul style="list-style-type: none"> Sets out the national planning policy for economic development. The document defines economic development and sets out objectives for economies. Sets out policies for achieving the economic objectives.
PPS5 - Planning for the Historic Environment (2010)	<ul style="list-style-type: none"> Replaced PPG15 and PPG16 once finalised. Sets out policies for the conservation and enhancement of the historic environment through the planning system. Applies to those parts of the historic environment which have statutory protection but also covers heritage assets which are not currently designated or are not capable of designation under current heritage protection legislation, but which have a level of interest which should be conserved and where possible, enhanced. The Government's broad aim is that the historic environment, and heritage assets in particular, should be conserved, enhanced and enjoyed for the quality of life they bring to this and future generations. A number of objectives and policies are set out for achieving the for vision.
PPG8 – Telecommunications (1991)	<ul style="list-style-type: none"> Facilitate the growth of new and existing telecommunications systems whilst keeping the environmental impact to a minimum. Protect public health. Protect the countryside and urban areas – especially national parks, areas of outstanding natural beauty, SSSI's, Green Belts, and areas and buildings of architectural or historic importance. Authorities should seek not to prevent competition between operators and should not question the need for the proposed development.
	<p>Develop SA Objectives to provide a wider choice of housing through improving affordability to create inclusive and mixed communities in all areas of the District.</p> <p>Ensure that sites are assessed as greenfield where appropriate.</p>
	<p>Ensure that economic growth is fully considered within the SA framework.</p>
	<p>Ensures that the historic environment is adequately covered within the SA framework.</p>
	<p>Include an SA objective relating to health and well-being.</p>

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	<ul style="list-style-type: none"> The sharing of masts and sites is strongly encouraged where that represents the optimum environmental solution in a particular case. Encourage roll out to rural areas whilst managing potentially undesirable impacts upon the environment. 	<p>Include a sustainability objective to maintain/enhance biodiversity and geological conservation within the District.</p>
PPS9 – Biodiversity and Geological Conservation (2005)	<ul style="list-style-type: none"> Policies should seek to maintain, or enhance, or add to biodiversity and geological conservation interests Policies on the form and location of development should take a strategic approach to the conservation and enhancement of biodiversity and geology, and recognise the contributions that individual sites and areas make to conserving these resources in the wider environment Development policies should promote opportunities for the incorporation of beneficial biodiversity and geological features within the design of development. Policies should aim to maintain, enhance, or add to, biodiversity and geological conservation interests, including incorporating features into development 	
PPS10 – Planning for Sustainable Waste Management (2005)	<ul style="list-style-type: none"> Protect human health and the environment by producing less waste and by using it as a resource wherever possible. Step change in the way waste is handled and significant new investment in waste management facilities. Providing sufficient opportunities for new waste management facilities of the right type, in the right place and at the right time. Waste management should be considered alongside other spatial planning concerns, such as transport, housing, economic growth, natural resources and regeneration. Good design and layout in new development can help to secure opportunities for sustainable waste management, including for kerbside collection and community recycling as well as for larger waste facilities. The Waste Hierarchy: Reduction, Re-use, Recycling and Composting, Energy Recovery, Disposal. 	<p>Include SA Objective to plan for sustainable waste management.</p>
PPS12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning (2008)	<p>Sets out a number of objectives for Local Spatial Planning:</p> <ul style="list-style-type: none"> produce a vision for the future of places that responds to the local challenges and opportunities, and is based on evidence, a sense of local distinctiveness and community derived objectives, within the overall framework of national policy and regional strategies; translate this vision into a set of priorities, programmes, policies, and land allocations together with the public sector resources to deliver them; create a framework for private investment and regeneration that promotes economic, environmental and social well being for the area; coordinate and deliver the public sector components of this vision with other agencies and processes [eg LAAs]; create a positive framework for action on climate change; and contribute to the achievement of Sustainable Development. 	<p>Ensure that these are fully considered in the Kidderminster Central Area Action Plan DPD.</p>
PPG13 – Transport (2001)	<ul style="list-style-type: none"> Promote development within urban areas at locations highly accessible by means other than the private car. Locate major generators of travel demand in existing centres, which are highly accessible by means other than the private car. 	<p>Develop SA Objective to promote opportunities for sustainable modes of transport including walking, cycling and public transport.</p>

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<ul style="list-style-type: none"> ● Strengthening existing local centres, which offer a range of everyday community, shopping and employment opportunities, and aim to protect and enhance their viability and vitality. ● Maintain and improve choice for people to walk, cycle or catch public transport rather than drive between homes and facilities which they tend to visit regularly. ● Limit parking provision for developments and other on or off street parking provision to discourage reliance on the car for work and other journeys where there are effective alternatives. 	<p>Develop SA Objective to take account of the effects of climate change and the location of new development in the District.</p>
<p>PPG14 – Development on Unstable Land (1990)</p>	<p>Development proposals should ensure that land use is appropriate in the light of any known landslide risk.</p> <p>Encourage full and effective use of land in an environmentally friendly manner.</p> <p>Given proper safeguards, land which had been damaged by mining or other industrial activities or which is naturally unstable can often be put to appropriate uses.</p> <p>The principal aims of considering land instability are:</p> <ul style="list-style-type: none"> ● To minimise the risks and effects of land instability on property, infrastructure and the public. ● To help ensure that various types of development should not be placed in unstable locations without appropriate precautions. ● To bring unstable land, where possible, back into productive use. ● Any necessary protection or remedial works will not lead to significant adverse environmental effects at the site or elsewhere. ● Built development may not be appropriate unless adequate and environmentally acceptable slope stabilisation measures are included. ● Ensure that new development is suitable for the ground conditions at its location and will not be threatened by subsidence in the near future.
<p>PPG17 – Planning for Open Space, Sport & Recreation (2002)</p>	<p>Develop SA Objective to preserve and enhance open space and recreational facilities within the District.</p> <ul style="list-style-type: none"> ● To maintain an adequate supply of open space and sports and recreational facilities. ● High quality/value open spaces should be recognised and protected through appropriate policies. ● Local authorities should: avoid any erosion of recreational function and maintain or enhance the character of open space. ● Encourage better accessibility of open spaces and recreational facilities. Local planning authorities should ensure that new facilities are accessible by walking, cycling and public transport as alternatives to the use of the car. ● Open space has multiple functions: defining and separating urban areas, support regeneration, improve quality of life, promote health and well being, provide havens and habitats for flora and fauna, act as a community resource and as a visual amenity.
<p>PPG19 – Outdoor Advertisement Control</p>	<p>Include an SA objective relating to landscape and townscape.</p> <p>To help everyone involved in the display of adverts to contribute positively to the appearance of an attractive and cared-for environment.</p>

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<p>PPS22 – Renewable Energy (2004)</p>	<ul style="list-style-type: none"> ● Should contain policies designed to promote and encourage rather than restrict the development of renewable energy resources. ● LPA's should recognise the full range of renewable energy sources, their differing characteristics, locational requirements and potential for exploiting them subject to appropriate environmental safeguards. ● Small-scale projects can provide a limited but valuable contribution to overall outputs of renewable energy and to meeting energy needs both locally and nationally. ● LPA's and LSPs should foster community involvement in renewable energy projects and seek to promote knowledge of and greater acceptance by the public of prospective renewable energy projects that are appropriately located.
<p>PPS23 – Planning and Pollution Control (2004)</p>	<ul style="list-style-type: none"> ● Aim to keep apart housing and other developments sensitive to pollution from polluting or potentially polluting uses, where such uses cannot reasonably coexist. ● Policies for development on and remediation of existing contaminated and derelict land. ● Control and minimise pollution ● In terms of contaminated land, identify and remove unacceptable risks to human health and the environment ● The principles of sustainable development and the precautionary principal should be taken into account
<p>PPG24 – Planning & Noise (2001)</p>	<ul style="list-style-type: none"> ● Noise-sensitive developments should be located away from existing sources of significant noise. ● Policies to avoid potentially noisy developments in areas which have remained relatively undisturbed by noise nuisance and are prized for their recreational and amenity value for this reason. ● The character of the noise (and frequency) should be taken into account, as well as its level. ● Consideration should be given to whether proposals for new noise sensitive development would be incompatible with existing facilities. ● Planning authorities should consider both the likely level of noise exposure at the time of the application and any increase that may reasonably be expected in the foreseeable future. ● Measures to control the source of, or limit exposure to, noise include; engineering, layout and restricting operation times/activities permitted on a site.
<p>PPS25 - Development and Flood Risk (2006)</p>	<p>To ensure that flood risk is taken into account at all stages in the planning process to account at all stages in the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas at highest risk.</p>
<p>Good Practice Guide on Planning for Tourism (DCLG, 2006)</p>	<ul style="list-style-type: none"> ● The document states that the planning system has a vital role to play in terms of facilitating the development and improvement of tourism in appropriate locations. ● The document points out that the planning system, by taking a pro-active role in facilitating and promoting the implementation of good quality development, is crucial to ensuring that the tourism industry can develop and thrive. At the same time, the planning system aims to ensure that these benefits are achieved in the most sustainable manner possible. ● The document emphasises that the planning process provides the opportunity to help to make new development more sustainable, both through the preparation of development plans and when decisions are taken on specific schemes. The outcomes should be developments which: provide well-designed, safe and accessible development, and create new opportunities that will improve
<p>Develop an SA Objective to promote opportunities for renewable energy facilities within the District in appropriate circumstances.</p>	<p>Develop SA Objectives to safeguard water, air and soil quality and to seek to remediate contaminated land.</p>
<p>Develop and SA indicator relating to quality of life.</p>	<p>Develop SA objective to reduce and manage the risk of flooding in the District.</p>
<p>Ensure that the SA takes into account the role of the planning system in developing opportunities for sustainable tourism.</p>	

NATIONAL	
<p>the well being of individuals and the regeneration of communities; result in the more efficient use of land and bring forward sufficient land to meet a wide range of expected needs; provide a supportive framework for economic growth and successful business; create vibrant, vital and viable town centres; reduce the need to travel; and protect and enhance the natural and built environment and safeguard natural resources.</p>	<p>Ensure the SA contains an objective to increase walking and cycling and reduce the need to travel by the private car.</p>
<p>Physical Activity and the Environment National Institute for Health and Clinical Excellence (January 2008)</p> <ul style="list-style-type: none"> ● The guide presents the recommendations on 'Promoting and creating built or natural environments that encourage and support physical activity'. ● The guidance presents the first national, evidence-based recommendations on how to improve the physical environment to encourage physical activity. It demonstrates the importance of such improvements and the need to evaluate how they impact on the public's health. ● The recommendations are: <ol style="list-style-type: none"> 1. Involve communities and experts in developing strategies, policies and plans to ensure the potential for physical activity is maximised and ensure that local facilities and services are easily accessible on foot and bicycle, and that children can participate in physically active play. 2. Ensure pedestrians and cyclists are given the highest level of priority when designing new developments. 3. Plan and provide a comprehensive network of pedestrian and cycle routes which offer everyone convenient, safe and attractive access to workplaces, homes, schools and other facilities. 4. Ensure public open spaces can be reached on foot or by bicycle and by public transport. 5. Ensure different parts of campus sites are linked by pedestrian and cycle routes and ensure that new workplaces are linked to pedestrian and cycle routes. 	<p>Ensure the SA includes an objective on provision of homes to meet the needs of all people.</p>
<p>Lifetime Homes, Lifetime Neighbourhoods: A National Strategy for Housing in an Ageing Society (DCLG, 2008)</p> <ul style="list-style-type: none"> ● The ageing society poses one of our greatest housing challenges. By 2026 older people will account for almost half (48 per cent) of the increase in the total number of households, resulting in 2.4 million more older households than there are today. ● Today, most of our homes and communities are not designed to meet people's changing needs as they grow older. Older people's housing options are too often limited to care homes or sheltered housing. Put simply, we need more and better homes for older people now. ● Vision: We want to prepare our communities for the multiple changes that we will face: to 'future proof' our society so that it does not alienate or exclude; and to allow everybody, regardless of age, to participate and enjoy their home and their environment for as long as possible. ● It is not just lifetime homes that are needed, but lifetime neighbourhoods, where older people are not left out or forgotten because they cannot access buildings or public spaces. ● We will ensure therefore that all public housing will be built to Lifetime Homes Standards by 2011. ● Our aspiration is that all new housing will be built to these standards by 2013. ● It is not just lifetime homes that are needed, but lifetime neighbourhoods, where older people are not left out or forgotten because they cannot access buildings or public spaces. 	<p>Ensure the SA includes an objective on provision of homes to meet the needs of all people.</p>

NATIONAL	
<p>The Climate of the UK and Recent Trends (2009) Hadley Centre</p>	<p>The SA should include an indicator on climate change and emissions.</p>
<p>● Warming of the global climate system is unequivocal, with global average temperatures having risen by nearly 0.8 °C since the late 19th century, and rising at about 0.2 °C/decade over the past 25 years.</p> <p>● It is very likely that man-made greenhouse gas emissions caused most of the observed temperature rise since the mid 20th century.</p> <p>● Global sea-level rise has accelerated between mid-19th century and mid-20th century, and is now about 3mm per year. It is likely that human activities have contributed between a quarter and a half of the rise in the last half of the 20th century.</p> <p>● Central England Temperature has risen by about a degree Celsius since the 1970s, with 2006 being the warmest on record. It is likely that there has been a significant influence from human activity on the recent warming.</p> <p>● Annual mean precipitation over England and Wales has not changed significantly since records began in 1766. Seasonal rainfall is highly variable, but appears to have decreased in summer and increased in winter, although with little change in the latter over the last 50 years.</p> <p>● All regions of the UK have experienced an increase over the past 45 years in the contribution to winter rainfall from heavy precipitation events; in summer all regions except NE England and N Scotland show decreases.</p> <p>● There has been considerable variability in the North Atlantic Oscillation, but with no significant trend over the past few decades.</p> <p>● Severe windstorms around the UK have become more frequent in the past few decades, though not above that seen in the 1920s.</p> <p>● Sea-surface temperatures around the UK coast have risen over the past three decades by about 0.7 °C.</p> <p>● Sea level around the UK rose by about 1mm/yr in the 20th century, corrected for land movement. The rate for the 1990s and 2000s has been higher than this.</p>	<p>Need to balance economic and environmental sustainability issues. Whilst free parking may stimulate the local economy by increasing retail spend in town centres it could be detrimental to environmental sustainability if it encourages people to drive.</p> <p>Ensure that the SA framework directs retail development to town centres.</p>
<p>The Portas Review - an independent review into the future of our high streets (Mary Portas, December 2011)</p>	<p>Provides a number of recommendations for improving high streets and town centres.</p> <p>Relevant recommendations include:</p> <ul style="list-style-type: none"> ● Implement free controlled parking within town centres and have a parking league table. ● Addressing the use class system to make it easier to change uses on the High Street. ● Putting betting shops into their own use class. ● Make explicit a presumption in favour of town centre development in the wording of the National Planning Policy Framework. ● Introduce Secretary of State "exceptional sign-off for all new out-of-town developments and require all new large developments to have an 'affordable shops' quota. ● Run a high profile campaign to get people involved in Neighbourhood Plans. ● Promote the inclusion of the High Street in Neighbourhood Plans. ● Developers should make a financial contribution to ensure that the community has a strong voice in the planning system.

REGIONAL		SA Implications
Policy/Plan/Programme/Strategy/Initiative	Objectives	
<p>Regional Sustainable Development Framework – Refreshed Version (2008)</p>	<ul style="list-style-type: none"> Aims to help people develop review and implement strategies, policies and plans in the West Midlands region. Tool to help this happen, by setting out a common set of objectives based around four themes, designed to help the Region move towards a more sustainable future. Sustainable Consumption and Production: includes objectives to use more recycled materials in construction, promote high standards of resource efficient construction, reduce dependence on the private car, minimise waste, encourage local sourcing of food, goods and materials, reduce dependence on fossil fuels, and encourage social and environmental responsibility amongst businesses and individuals. Climate Change and Energy: includes objectives to reduce energy consumption, increase the supply of renewable and low-carbon energy, reduce greenhouse gas emissions, and implement a managed response to the effects of climate change. Natural Resource Protection and Environmental Enhancement: includes objectives to protect and restore environmental assets, maintain and recreate bio-diversity, minimise all forms of pollution, promote local distinctiveness and sense of place, encourage local stewardship of local environments, and promote environmental justice. Sustainable Communities: includes objectives to promote community engagement, ensure access to jobs and services, tackle poverty, reduce health inequalities, provide affordable housing for all, reduce crime, and promote lifelong learning. 	<p>Ensure that the RSDF Objectives are reflected within the SA objectives.</p>
<p>Regional Historic Environment Strategy - Putting the Historic Environment to Work A Strategy for the West Midlands 2010-12015</p>	<p>Our heritage encompasses all that we wish to look after and pass on to future generations. The strategy focuses on one element – the historic environment - which includes historic buildings and structures, historic and designed landscapes, townscapes and archaeological sites and monuments. These assets have evolved over many centuries and make the West Midlands unique.</p> <p>This document sets out:</p> <ul style="list-style-type: none"> A brief description of the places and special qualities that make up the historic environment of the region. Some of the successes and achievements of the many people and organisations who champion and care for historic places. The strategy – People, Places and Policies – for making the most of the positive contribution of the historic environment. An action plan (an annex to this document) – so that our vision can be realised over the coming years. 	<p>Ensure that consideration of the historic environment is fully incorporated within the SA process.</p>
<p>West Midlands Housing Strategy 2006 – 2021</p>	<ul style="list-style-type: none"> Create mixed, balanced and inclusive communities Assist in the delivery of urban and rural renaissance as per RSS Influence future development of new housing provision to facilitate and enhance economic development Address variety of different housing needs See that Decent Homes standards are met Achieve social and other affordable housing Achieve sustainable access to minimise environmental resource consumption and traffic and improve the quality of the environment 	<p>Develop SA Objective relating to the provision of housing for all people.</p>

REGIONAL	
<p>West Midlands Visitor Economy Strategy (2008)</p>	<ul style="list-style-type: none"> ● Need to create successful sustainable destinations ● Need to focus on key destinations and gateways ● Encourages the development of , and investment in, the destinations of the future ● Developing sustainable tourism and transport initiatives ● Focus public and private sector investment on the sustainable (re)development of key visitor destinations ● Focus on 'sense of place', 'liveability' and authentic local products ● Link destinations using information, signage and integrated public transport <p>Develop sustainable projects:</p> <ul style="list-style-type: none"> ● To meet market needs ● To fit with established themes ● With professional business planning ● Through partnership working
<p>West Midlands Energy Strategy (2004)</p>	<ul style="list-style-type: none"> ● Sets out how the region can contribute towards the development of renewable energy and greater take up of energy efficiency. ● 2020 vision: Delivered the West Midlands commitment to the climate change challenge. ● Ensured a sustainable, secure and affordable supply of energy for everyone. ● Strengthened the Region's economic capability ● Overall aims of strategy: To improve energy efficiency, to increase the use of renewable energy, to ensure that business benefits from commercial opportunities to produce energy efficient products/initiatives. ● To provide focused and practical delivery.
<p>West Midlands Regional Forestry Framework (2004)</p>	<ul style="list-style-type: none"> ● The vision is to create a viable and inclusive woodland and forestry sector that maximises sustainable development through the delivery of economic, environmental and cultural and social benefits to the people of the region. ● Aim to increase significantly woodland cover, linked to the Regional Spatial Strategy and local plans. ● To promote the role of woodland and forestry in the effective delivery of public benefits. ● Support the development of wood energy through the evolving renewable energy resource, through improved awareness and support. ● Increase the diversity, quality and accessibility of woodland recreation, for long-term public access. ● Social Inclusion. Enhancing opportunities for everyone to experience and enjoy trees and woodlands. ● Protecting and enhancing the biodiversity and ecological value of our woodlands. ● Improve the contribution that trees and woodlands provide for our natural, built and historic environment. ● For regeneration; embedding woodlands and forestry as a key component of new and revitalised green space and development sites in and around our towns and cities.
<p>West Midlands Regional Biodiversity Strategy (2005)</p>	<ul style="list-style-type: none"> ● Maintain and improve the condition of habitats, species and ecosystems ● Develop an area based approach to restoring wildlife ● Monitor the condition of habitats, species and ecosystems ● Reconnect and integrate action for biodiversity with other environmental, social and economic activity ● Cope with the impact of climate change

Develop an SA objective to promote the use of public transport in linking destinations.

Include SA Objective to incorporate opportunities for renewable energy generation within the District's new developments.

Ensure that the SA framework recognises the importance of access to greenspace.

Develop SA objective to protect and enhance the biodiversity of the District.

REGIONAL	
<p>Severn Trent Water Resources Plan 2005-2010</p> <ul style="list-style-type: none"> ● Demand for water is projected to stay essentially flat, and is therefore not a driver. ● Abstraction reductions may be required to achieve environmental objectives such as reducing nitrate levels. ● Over the 25 year planning period, there is a potential need for significant new strategic water resource developments to counter the impacts of climate change. ● There are many assumptions and uncertainties in the calculations of available water supply and demand. 	<p>Include SA objectives relating to flooding and natural resources.</p>
<p>Choosing Health: Regional Health and Well-Being Strategy (WMRA, 2008)</p> <ul style="list-style-type: none"> ● Vision: "To maintain, enhance, improve and protect the health and well-being of people in the Region and to reduce health inequalities by 2020 within environmental limits, so as not to compromise healthy life for future generations" ● Key aims include reducing health inequalities; eliminating child poverty; ensuring health issues are promoted in other strategies; partnership working; and promoting health and well-being and sustainable development as an integrated agenda. ● Planning can assist in delivering the vision by; creating sustainable communities; identifying sites for health and education facilities; and maximising investment through planning agreements. 	<p>Include an SA objective on improved health and well-being.</p>
<p>Fluvial Severn Flood Risk Management Strategy (2006)</p> <ul style="list-style-type: none"> ● 50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management. ● Identify and assess potential solutions: economically, technically and environmentally. ● Identify preferred flood risk management options and any environmental enhancements. ● In locations where there are no significant populations at flood risk, and where it would be economically viable, the preferred environmental option would be to manage retreat to allow reclamation of the floodplain. ● A long term vision for development can deliver reduced flood risk. 	<p>Include SA Objective to identify flood risk management options and any environmental enhancements.</p>
<p>South Housing Market Area: South Housing Market Assessment (2007)</p> <p>SHMA update at March 2007 shows a higher surplus of open market housing for sale in Wyre Forest and also a surplus in private rented accommodation. (Private rented sector used by those unable to access other tenures). Main change - no. of social re-lets falling greatly from 501 to 391. This means there is a shortfall of 107 a year. Add in those households which can not buy at 50% LQ price gives a total shortfall of 303 affordable housing units p.a. This is nearly 5 times the projected level of new affordable supply. Only Stratford and Warwick Districts have a greater shortfall. NB 2007/08 saw 84 affordable units completed with over 100 predicted for 2008/09.</p>	<p>Include an indicator on affordable housing.</p>
<p>South Housing Market Area: Gypsy and Traveller Accommodation Assessment (2007)</p> <p>Both the Local Authority residential sites are full. 30 additional pitches required for Gypsies on existing public and private sites. It may be possible for more private sites to be set up to cater for some of this need. Need to consider suitability and sustainability of sites in Stourport area.</p>	<p>Include an indicator on housing for all members of the community.</p>
<p>UKCIP 2009 West Midlands Region</p> <p>UKCIP09 sets out regional climate change projections for the 2020s, 2050s and 2080s based on three different emission level scenarios.</p> <p>The headline findings for the West Midlands Region are:</p> <ul style="list-style-type: none"> ● 2020s: <ul style="list-style-type: none"> ● Mean Winter temperature rise of between 0.5°C and 2.1°C ● Mean Summer temperature rise of between 0.7°C and 2.5°C 	<p>The SA will need to include an objective on climate change and seek to reduce the impact that new development has on emission levels.</p>

REGIONAL	
	<ul style="list-style-type: none"> Changes in annual mean precipitation of between -4% and +6% Changes in winter mean precipitation of between -1% and +15% Changes in mean summer precipitation of between -22% and +15%
	<ul style="list-style-type: none"> 2050s: <ul style="list-style-type: none"> Mean Winter temperature rise of between 0.9°C and 3.5°C Mean Summer temperature rise of between 1°C and 4.8°C Changes in annual mean precipitation of between -5% and +6% Changes in winter mean precipitation of between 1% and 31% Changes in mean summer precipitation of between -38% and +13% 2080s: <ul style="list-style-type: none"> Mean Winter temperature rise of between 1.4°C and 5.2°C Mean Summer temperature rise of between 1.3°C and 11.3°C Changes in annual mean precipitation of between -6% and +9% Changes in winter mean precipitation of between 3% and 51% Changes in mean summer precipitation of between -51% and +11%
Regional Renewable Energy Study (2011)	<p>The document assesses the capacity for renewable energy within the West Midlands region until 2030. The study uses the DECC methodology. The study has produced a comprehensive assessment of the available renewable energy resource by District. The key findings for Wyre Forest District are:</p> <ul style="list-style-type: none"> The District has a potential capacity of 800MW of renewable energy, representing around 2% of the total capacity of the West Midlands region. 69% of the total identified capacity is from wind resources and 30% is from micro-generation. 3MW of potential hydropower has been identified within the District. Energy from waste offers the most significant resource for the District to capitalise upon. Around 5% of the region's capacity for hydropower lies within the District. Micro-generation offers significant opportunities within the District.
	Ensure that the SA framework includes an indicator relating to renewable energy.
COUNTY	
Policy/Plan/Programme/Strategy/Initiative	Objectives
Worcestershire Local Area Agreement (2006)	<p>"A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment."</p> <p>Identifies 36 outcomes under 6 thematic blocks as follows:</p>
	SA Implications
	Ensure that the LAA Objectives are reflected within the SA Framework.

COUNTY		
	<p>A. Communities that are safe and feel safe</p> <p>B. A better environment for today and tomorrow</p> <p>C. Economic success that is shared by all</p> <p>D. Improving health and well being</p> <p>E. Meeting the needs of children and young people</p> <p>F. Stronger communities</p> <p>Includes an outcome under A as follows:</p> <p>A5: To improve the quality of life of people living in Broadwaters and Horsefair.</p>	<p>Ensure that the vision and key priorities are reflected in the SA framework.</p>
<p>Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire SECOND EDITION 2008 – 2013</p>	<p>The Sustainable Community Strategy addresses six themes:</p> <ul style="list-style-type: none"> ● Communities that are safe and feel safe ● A better environment for today and tomorrow ● Economic success that is shared by all ● Improving health and well being ● Meeting the needs of children and young people ● Stronger communities - covering a range of issues including housing, culture and volunteering. ● The thirty priorities to be tackled are set out under the six themes. <p>Vision – “A County with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment”</p>	<p>Ensure that the Structure Plan policies are incorporated into the SA Framework.</p>
<p>Worcestershire County Structure Plan (1996 – 2011)</p>	<p>Long term planning document covering the period 1996-2011.</p> <ul style="list-style-type: none"> ● Encourage and promote land use activities that will lead to improvement in the quality of air, water and land. ● Seek a reduction in the consumption of energy and finite resources through the more efficient use of resources, recycling, the use of renewable sources and the reduction in the amount of waste produced. ● Protect from damaging development and land use activity, and enhance, biodiversity and diverse and important environmental. Landscape townscape and historic features and characteristics. ● Ensure the integration of development within the landscape in order to protect and enhance essential landscape characteristics and features. ● Protect and expand amenity areas and open spaces, and access to them, in both town and country. ● Meet the housing requirements of the population of the new County through the provision of an adequate range of housing including general market, affordable and social housing in a way which protects the environment and makes the most effective use of the existing settlement pattern. ● Work towards a better balance between housing, employment, social and community facilities within settlements ● Encourage development that will help retain and enhance the identity, character and vitality of settlements. ● Promote energy efficient construction, design and development patterns. ● Seek the location of development in areas which will minimise the need to travel and reduce the distances required to be travelled (energy efficient locations) 	

COUNTY

	<ul style="list-style-type: none"> ● Guide new development to locations that can be served by a choice of transport modes for both the movements of people and freight. ● Support and facilitate the development of alternative modes of travel to the car. ● Facilitate the strengthening and diversification of the economic base of the Region and of Worcestershire by the provision of a mixed portfolio of development locations and sites and by the enhancement and management of an attractive County environment. ● Encourage urban and rural regeneration ● Support the enhancement, development and integration of, and access to, a range of recreation facilities both within and around settlements. ● Seek to reduce crime, the fear of crime and anti-social behaviour by introducing crime prevention as a material consideration into the land-use and development planning process. ● Prudent use of natural resources in order to minimise their use and to conserve them for future generations. ● There is a primary need to reduce energy use wherever possible at all stages of the development process. ● The loss of or detrimental impact to the County's environmental assets or landscape character should be avoided. ● Encourage development on previously developed land ● Deliver sustainable patterns of development, which allow accessibility to jobs, education, health, shopping, leisure and other local services. ● A key element of sustainability is to ensure that town centres within the County are not undermined by development proposals elsewhere. ● Skylines and hill features and prominent views of such features contribute to local landscape character and as such should be protected from development. ● The principle of sustainable development must be applied to agricultural land, and this will require the protection of the best and most versatile agricultural land for future generations, whilst recognising the environmental, economic and social needs of rural areas. ● Development will be expected to incorporate measures to prevent the pollution of watercourses and aquifers. ● Support for proposals that incorporate renewable energy/energy efficiency measures. 	
<p>Worcestershire Local Transport Plan 3 (2011)</p>	<ul style="list-style-type: none"> ● Sets out the transport strategy for Worcestershire and identifies a number of schemes for Wyre Forest District including: <ul style="list-style-type: none"> ● The Hoobrook Link Road. ● Kidderminster Ring Road junction and public realm improvement scheme. ● Kidderminster Station improvement scheme. ● Kidderminster town centre public realm improvement scheme. ● Kidderminster traffic and parking management study. ● Kidderminster minor traffic improvement schemes. ● Kidderminster secure cycle parking scheme. ● Stourport A451 Minster Road/Worcester Street junction improvements. 	<p>The Transport Strategy for Wyre Forest has been reflected in the Adopted Core Strategy. The site specific DPDs will provide greater detail on these schemes. The SA framework reflects the principles of sustainable transport.</p>

COUNTY	
	<ul style="list-style-type: none"> ● Stourport Relief Road. ● Stourport-on-Severn town centre public realm enhancements. ● Stourport-on-Severn traffic and parking management study. ● Stourport-on-Severn minor transport improvement schemes. ● Stourport-on-Severn (Severnside to Areley Kings) walk/cycle bridge scheme. ● Bewdley (Welch Gate) AQMA remediation scheme. ● Bewdley town centre public realm enhancement scheme. ● Bewdley traffic and parking management study. ● Bewdley minor traffic improvement schemes. ● Bewdley walk/cycle bridge scheme. ● A456 Kidderminster - M5 - Junctions 3 and 4 - Inter-urban corridor maintenance and improvement. ● A448 - Kidderminster to Bromsgrove - Inter-urban corridor maintenance and improvement. ● A449 - Kidderminster-Worcester - Inter-urban corridor maintenance and improvement. ● Blakedown - Station Enhancement Scheme. ● Stourbridge rail line enhancement scheme.
Worcestershire Waste Core Strategy Submission Document (June 2011)	<ul style="list-style-type: none"> ● The Waste Core Strategy is the plan for Worcestershire's waste. It will set out how the waste produced within the County will be managed. ● The Core Strategy will set out a long-term vision for the development of waste management facilities, objectives to address the issues and a strategy for delivery. ● It sets out the spatial strategy for the location of new waste facilities. ● Safeguards existing waste facilities from non-waste related uses. ● Requires new developments to provide space for separating and storing waste for recycling. ● Identifies a number of areas of search for new facilities within the Kidderminster and Stourport-on-Severn areas.
Worcestershire Biodiversity Action Plan (2008)	<ul style="list-style-type: none"> ● Takes objectives/targets of UK BAP and translates them into a Worcestershire context ● Contains Habitat Action Plans for 19 key wildlife habitats and Species Action Plans for 20 key species ● Habitat Action Plans aim to preserve habitats and their associated species by protecting existing sites, restoring degraded sites and where appropriate creating new sites. ● Species Action Plans aim to protect viable populations through protecting and enhancing them.
Destination Worcestershire Tourism Strategy (2008)	<ul style="list-style-type: none"> ● Help provide a high quality experience for all visitors, and to bring economic, social and environmental benefit through a growing and sustainable visitor economy ● Take opportunities to link with regional and county initiatives on the economy, transport, environment, leisure and cultural development where they impact on tourism and tourism can make a contribution ● Encourage walking, cycling, the development of 'quiet lanes', public transport interchange points and coach parties and other transport initiatives that strengthen appeal to visitors.
	<p>Ensure that the SA framework includes on objective on sustainable waste management.</p>
	<p>Develop SA objective to safeguard and enhance biodiversity and promote creation of appropriate new habitats.</p>
	<p>Ensure that the SA framework recognises the importance of sustainable tourism.</p>

COUNTY	
<p>A Cultural Strategy for Worcestershire (2009-2013)</p>	<p>The integration of culture into environmental initiatives helps to bring people and the planning process closer together. Programs that make use of creativity in addressing environmental issues can promote even greater empathy and awareness across a Worcestershire community, which already values its built heritage and natural environment very highly. The benefits include:</p> <ul style="list-style-type: none"> ● better understanding of the needs of environmental issues (through a crosscutting and integrated approach) ● managing tourism and balancing the needs of local people with promoting sustainable growth (through awareness and a wider educational context) ● direct and real improvements to natural assets ● strengthening support for community-based projects ● getting residents actively involved in environmental improvements
<p>Worcestershire Minerals Local Plan (1997)</p>	<ul style="list-style-type: none"> ● Identifies preferred areas for the working of sand and gravel in the County and sets our detailed policies. ● Proposals in the Green Belt must contribute to Green Belt purposes by maintaining openness and visual amenity and must be environmentally and ecologically acceptable. ● All proposals must be accompanied by detailed proposals for the reclamation of the site to an agreed after use.
<p>Worcestershire Countryside Access and Recreation Strategy. (2003 – 2013)</p>	<ul style="list-style-type: none"> ● Provides the Strategic Management Framework for issues relating to countryside access and recreation within Worcestershire. ● Vision: "To develop a countryside recreation culture in Worcestershire in which residents and visitors alike benefit from the opportunity to access a range of high quality countryside recreation opportunities. This will be planned and implemented having respect for the wishes of both landowners and the local community and ensuring the utmost protection of environmental interests. ● Ensuring opportunity is available to all sections of the community to enjoy the countryside. ● Securing and promoting opportunities for countryside access. ● Encouraging and enabling local communities to become involved in and take action to share and increase the local benefits of countryside recreation opportunities. ● Manage and promote responsible land use activities so as to reduce the potential for conflict between all types of land users, communities and rural enterprises. ● Making use of recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside. ● Provide a range of facilities of high standard to ensure that the differing demands and aspirations of users are catered for, to help people enjoy and appreciate their recreational experiences. ● Contributing to and promoting the associated health and well being qualities associated with countryside recreation activities. ● Raise awareness of the opportunities and benefits of countryside recreation to the diversification of the rural economy, in particular in its support for local tourism. ● Encourage and promote the use of a greater variety of transport modes to access the countryside and in particular alternatives to the car.
<p>Fluvial Severn Flood Risk Management Strategy (2006)</p>	<ul style="list-style-type: none"> ● 50yr framework for management of flood risk and a 5yr plan for capital investment in flood defence management. ● Identify and assess potential solutions: economically, technically and environmentally.

Include SA Objective to improve community consultation.

Note the principles set out in the Minerals Local Plan and ensure the openness of the green belt is maintained.

Include SA Objective to promote recreational opportunities whilst protecting and enhancing the environmental qualities of the countryside.

Include SA Objective to identify flood risk management options and any environmental enhancements.

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

COUNTY		
<p>Planning for Soils in Worcestershire (Technical Research Paper) 2010</p>	<p>The paper identifies the importance of soils which are a finite resource. The paper seeks to safeguard the best and most versatile agricultural land and direct developments to areas of lower soil quality which are less productive. Considers the importance of soils for biodiversity, geodiversity and green infrastructure.</p>	
<p>Worcestershire Local Investment Plan (March 2011)</p>	<p>The Worcestershire Local Investment Plan sets out 12 strategic priorities for the County:</p> <ul style="list-style-type: none"> ● Developing high growth employment sites. ● Creating and sustaining employment in Worcestershire's main centres. ● Supporting the economic stability of Worcestershire's towns. ● Developing housing to support high growth employment sites and main employment centres. ● Supporting housing markets in Worcestershire's towns. ● Delivering sustainable rural housing. ● Meeting special needs. ● Improving existing housing stock. ● Strengthening the highways infrastructure. ● Improving public transport. ● Developing social, community and green infrastructure. ● Managing Worcestershire's resources. 	
<p>Worcestershire Landscape Character Supplementary Guidance (October 2011)</p>	<p>The Landscape Character SG seeks to explain the concepts of landscape and landscape character and to offer guidance in the application of Landscape Character Assessment.</p> <p>The document sets out detailed information on each of the landscape types found within the County.</p>	
<p>DISTRICT</p>		
Policy/Plan/Programme/Strategy/Initiative	Objectives	SA Implications
<p>Wyre Forest District Sustainable Community Strategy (2008)</p>	<ul style="list-style-type: none"> ● The Sustainable Community Strategy sets out the following vision for the District: Wyre Forest is a vibrant District where all our communities enjoy a high quality of life, and people value themselves and one another. Residents of all ages receive efficient services and play an active part in the success and well being of the District. Our unique and beautiful rural landscape is preserved; our three uniquely identifiable riverside towns and the outlying villages thrive, socially and economically. Wyre Forest District is a safe, prosperous and healthy place to live, work and play. ● The Sustainable Community Strategy is presented in inter-related blocks, each with its own priorities, these are set out below: 	<p>Imperative that the central themes of the Community Strategy are reflected in the SA Framework.</p>

DISTRICT	
<ul style="list-style-type: none"> ● Communities that are Safe and feel Safe: Improve the quality of life for people who live in Wyre Forest by reducing crime and deliberate fires; reassure the public by reducing the fear of crime; reduce the harm caused by illegal drugs; and build respect in communities and reduce anti-social behaviour. ● A Better Environment for Today and Tomorrow: To have cleaner, greener, safer public spaces; To reduce greenhouse gas emissions and adapt to the impacts of climate change; To reduce waste and increase re-use and recycling; To protect and improve Wyre Forests natural environment/biodiversity. ● Economic Success that is Shared by All: To develop a vibrant and sustainable economy, by attracting and retaining high growth and niche businesses to Wyre Forest District; To develop the economic infrastructure; To improve the skills based of the population; To ensure access to economic benefits. ● Improved Health and Wellbeing: To increase the life expectancy of adults and to reduce the incidence of coronary heart disease and cancer; To improve the quality of life of older people, especially those with a limiting long-term illness; To reduce health inequalities; Improved life choices for people with mental health problems. ● Meeting the Needs of Children and Young People: Support children and young people to lead healthy lifestyles; Improve the emotional well-being of children and young people; Prevent bullying, and support children who have been affected by it; Protect children and young people who are at risk of harm or neglect; Ensure that children and young people are respected and valued in their communities; Actively involve children, young people and their families in decisions that affect their lives; Support the implementation of Extended Services in Wyre Forest District; Raise the educational achievement of all children and young people, from those who find learning challenging to the most gifted and able; To enrich the experiences and development of children and young people through activity and positive contribution; Ensure that children, young people and their families have things to do and enjoy in their communities; Increase the participation of young people aged 16 and over in education, employment and training; Ensure that all children and young people and their families live in satisfactory accommodation. ● Stronger Communities: Improve access to learning, participation and cultural opportunities; Increase participation in cultural, leisure and recreational activities; Improve access to services, including advice, support and facilities; Increase the availability of decent, appropriate and affordable housing; Improve housing conditions; Access to housing and preventing homelessness; To reduce the impact of traffic congestion upon Wyre Forest; Improve passenger transport leading to improved accessibility and an increase in passenger numbers; Increase the use of sustainable travel methods; Ensure the value of the Voluntary and Community Sector (VCS) and volunteers is recognised across the District; Empower local people to have a greater choice and influence over local decision making and a greater role in public delivery; Improve the quality of life for people in the most disadvantaged neighbourhoods (Oldington and Foley Park ward) and ensure service providers are more responsive to neighbourhood needs and improving their delivery; To reduce income deprivation including child and pensioner poverty. 	<p>Ensure that the SA framework recognises the policies within the Core Strategy.</p> <p>The SA Framework should reflect the aims of the development strategy.</p>
<p>Wyre Forest District Adopted Core Strategy (2010)</p>	<p>The Wyre Forest District Core Strategy was adopted in December 2010 and set out the vision for the District up until 2026. The Core Strategy provides the overall Development Strategy for the District and sets out a number of policies to deliver the vision. The Core Strategy focuses new residential and employment development on brownfield sites in and around Kidderminster and Stourport-on-Severn.</p>
<p>Wyre Forest District Adopted Local Plan (2004)</p>	<ul style="list-style-type: none"> ● Overall vision: "to establish a framework for achieving a sustainable balance between development necessary to meet the needs of the District and the conservation of the diverse character of the area's built and natural

DISTRICT	
<p>environments. In striving to achieve this balance, the Plan will help to ensure a better quality of life for residents, visitors and future generations.”</p> <p>Principle aims of the Development Strategy: accommodate the development needs of the District as set out in the Worcestershire County Structure Plan 1996 – 2011, in a sustainable manner by concentrating housing and employment development in the main towns of Kidderminster and Stourport-on-Severn.</p> <ul style="list-style-type: none"> ● Place an emphasis on urban regeneration and recycling of land and buildings particularly for mixed-use development in or adjacent to the main town centres. ● Concentrate retail, commercial, leisure and office uses in Kidderminster Town Centre and to a lesser extent Stourport-on-Severn town centre. ● Enable the diversification of the rural economy whilst generally limiting rural housing provision to local needs. ● Conserve and enhance the District's environmental assets including the countryside, natural and built heritage. ● Locate development so as to reduce the need to travel, provide a choice of travel modes, and support the provision of alternative modes to the private car. ● Maintain the existing adopted Green Belt boundaries unless exceptional circumstances require otherwise. 	<p>Develop a SA objective centred around providing housing for all.</p>
<p>Wyre Forest District Housing Strategy (2004)</p> <p>Four key priorities:</p> <ul style="list-style-type: none"> ● meeting affordable housing needs ● tackling homelessness and providing housing options ● maintaining independence of older and vulnerable people through housing and support ● improving conditions within private sector housing 	<p>Develop an SA Objective to promote opportunities to increase cycling levels within the District.</p>
<p>Wyre Forest District Cycle Strategy (2002)</p> <p>Aims to promote cycling as a sustainable form of transport and to provide a comprehensive framework of measures by which this can be achieved.</p> <p>Identifies a network of prioritised cycle route proposals for the District, which reflects WCC's LTP2 Strategy.</p> <p>Outlines the following objectives:</p> <ul style="list-style-type: none"> ● To create safe cycle routes for local people to utilise. ● To ensure that cyclists' needs are catered for in new developments within the District. ● To improve the provision of facilities for cyclists at transport interchanges and to promote links between cycling and public transport. ● To support the creation of safer routes to schools in conjunction with Worcestershire County Council. ● To implement the Sustrans Route 45 Network within the District in partnership with Sustrans and Worcestershire County Council. ● To increase cycle parking provision within the town centres of Kidderminster, Stourport-on-Severn and Bewdley. ● To promote cycle routes for leisure and sustainable tourism purposes within the District. ● To promote the environmental and health benefits of cycling as a form of transport through partnership working. ● To provide quality and usable cycle infrastructure through regular consultation with local cyclists. ● To work in partnership with Worcestershire County Council, the Highways Agency, Wyre Forest Cycle Forum and local residents to meet or exceed government targets of trebling cycling by 2010 compared with 2000. 	<p>Develop an SA Objective to promote opportunities to increase cycling levels within the District.</p>

DISTRICT		Develop SA objective to ensure good, sustainable design in any (re)development.
<p>Wyre Forest District Design Supplementary Planning Guidance (2004)</p> <ul style="list-style-type: none"> Everyone deserves access to places, which are safe, welcoming, attractive and healthy. Good design adds value to development schemes in terms of environmental performance, community and social well being and commercial viability New development should remove real and perceived barriers to access and use Every opportunity should be taken to improve the environmental performance of development, at scheme and detailed level Sustainability relates to design, construction and operating costs of new development Development which scores 'Good' (or better) on the BREEAM rating system is encouraged Larger scale developments may need to demonstrate a commitment to sustainable design New buildings need to adapt to future change. Buildings that can be modified without major structural alteration will suit changing circumstances and the energy and upheaval of demolition can be avoided Design new development to contribute to vitality by mixing uses and increasing densities and the intensity of uses within buildings Design for walking and forms of movement other than the car – which should not dominate Residential development should support more sustainable lifestyles 	<ul style="list-style-type: none"> To reduce crime by 18% in the District by 2007/08 To reassure the public, reducing the fear of crime and antisocial behaviour. To reduce the harm caused by illegal drugs. To increase voluntary and community engagement especially amongst those at risk of social exclusion. 	<p>Develop SA Objective to contribute to the reduction of crime levels within the District.</p>
<p>Wyre Forest District Community Safety Strategy</p>	<p>Maps out the actions required to improve air quality and set out objectives and actions within strategic business and public sectors to implement and investigate further improvements to air quality within the District, Includes the following objectives:</p> <ul style="list-style-type: none"> Ensure that planning applications are assessed for the effects of air pollution on future occupiers of that development and the effects of the development on air quality. Implement procedures to liaise with neighbouring local authorities where developments within the District could adversely effect air quality within their area. Require air quality monitoring and modelling from developers for proposed development where appropriate. Apply LTP initiatives: S106 Obligations will be sought for contributions towards improved bus services and priority measures, inclusion of cycle facilities in proposals, S106 Obligations sought for developers to enhance pedestrian access to development, all major new developments that would create specific transport related problems must be accompanied by travel plans, promote use of public transport, Bus Quality Partnerships and other forms of sustainable transport, work together with WCC to co-ordinate a sustainable transport policy across the District, implement policies to reduce traffic demand on roads in the District, Provide energy efficiency and green energy initiatives to residents and businesses within the District. 	<p>Develop SA Objective to reduce the adverse effects on air quality within the District.</p>
<p>Wyre Forest District Air Quality Strategy (2005)</p>	<ul style="list-style-type: none"> To reanalyse the change in the housing market locally in order to reassess income thresholds for access to market housing. To reanalyse housing survey database. To reanalyse population forecasts. 	<p>Develop SA objective to ensure that there is an adequate range of affordable and social housing to meet the District's needs</p>
<p>Wyre Forest District Housing Needs Survey</p>		

DISTRICT		
	<ul style="list-style-type: none"> ● To provide an affordable need forecast to 2006. ● To inform the Housing Strategy and support Local Plan policies for affordable housing. 	Develop an SA objective regarding the provision of decent, affordable housing.
Wyre Forest District Housing Stock Condition Survey (2007)	<ul style="list-style-type: none"> ● The most recent housing stock condition survey was conducted in early 2007. 1,139 homes private rented and owner occupied homes were surveyed and information was collected on the following: General characteristics of the dwelling; condition of the internal and external fabric; provision of amenities; compliance with the fitness standard; compliance with housing health and safety; age and type of elements; energy efficiency measures; compliance with the Decent Homes Standard and socio-economic information about the household (where occupied). ● The report estimates that 9,770 homes within the District fail to meet the decent homes standard. 	Ensure that any contaminated land identified is recorded in the SA baseline.
Wyre Forest District Contaminated Land Inspection Strategy (2001)	<p>The principle aims of the strategy are:</p> <ul style="list-style-type: none"> ● To comply with statute law on contaminated land. ● To remove any threat to human health. ● To remove any threat to controlled waters. ● To remove any threat to flora and fauna. ● To aid effective re-development of land within the Wyre Forest District. ● To protect historic sites and the historic environment. ● The Strategy sets out the Council's priorities for dealing with contaminated land. These are: ● To protect human health. ● To protect controlled waters. ● To protect designated ecosystems. ● To prevent damage to property. ● To prevent any further contamination of land. ● To encourage voluntary remediation of land. ● To ensure compliance with Statute Law. ● To aid effective re-development of land within the Wyre Forest District. ● To ensure that procedures are in place for the provision of information to the Council's customers i.e. the public, developers, land owners etc. ● To enable the Council to address liability issues associated with Council owned land. ● To encourage the remediation/redevelopment of brown field sites within the District. ● To have a comprehensive Strategy in place before the inspection of the District takes place. ● To focus its strategy on areas of the District where statutorily contaminated land is more likely to exist and on industries specific to the region. 	Ensure that the SA framework recognises the importance of regeneration in Kidderminster.
Kidderminster Regeneration Prospectus (2009)	<p>The Kidderminster Regeneration Prospectus aims to highlight the town's challenges and opportunities to a wide audience both inside and outside of the area in order to attract support and investment in order to transform the fortunes of the town to deliver a renaissance.</p> <p>Consultants estimate that the redevelopment of key sites could bring in more than £300million of private sector investment in addition to public sector funding including the £130million Building Schools for the Future programme, new medical centres and public transport interchange facilities.</p>	

DISTRICT	
	<p>In short, Kidderminster could get significant investment and the Prospectus aims to highlight this and provide a pump priming framework to make sure that this major injection can be successfully realised in an integrated way. The ultimate goal is to maximise the vitality and viability of Kidderminster as a place to live and a driver for the economy west of the main Birmingham and Black Country conurbation. It is about recognising the town's position outside but serving the Rural Regeneration Zone which includes the western parts of Wyre Forest District. It is about maximising the overall sense of community well being in the town and achieving a sustainable and thriving community.</p>
PARISH	
Policy/Plan/Programme/Strategy/Initiative	SA Implications
<p>Church Street (Kidderminster) Conservation Area Character Appraisal (2009)</p>	<p>Church Street Conservation Area was designated by Wyre Forest District Council in 1993. It is 1.6 hectares in extent and is located within Kidderminster Town Centre. The Conservation Area encompasses a group of eighteenth and nineteenth century buildings. These buildings may have been constructed as a mixture of houses and businesses but are now in business or commercial use. The character appraisal aims to set out the special architectural and historic characteristics of the Conservation Area.</p>
<p>Green Street (Kidderminster) Conservation Area Character Appraisal and Management Plan (2011)</p>	<p>Wyre Forest District Council has designated the Green Street area of Kidderminster as a Conservation Area. The Green Street area covers flat, low-lying land in the plain of the River Stour. The whole area, covering approximately 9 hectares, is within a 1 kilometre walk of Kidderminster town centre. It contains one of the most important and ancient buildings in Wyre Forest, but it is predominantly an area of former carpet manufacturing premises erected between 1850 and 1925. This group of industrial buildings, including one of the most intact factory complexes in the town, is of great significance.</p> <p>The Management Plan provides guidance on the following:</p> <ul style="list-style-type: none"> ● Proposed additions to the local list ● education and information; ● Local Development Framework policies; ● guidance; ● regeneration strategy; ● enhancement schemes; ● open spaces and green infrastructure; ● enforcement and remediation.
<p>Vicar Street Conservation Area Character Appraisal (2003)</p>	<p>Vicar Street and Exchange Street Conservation Area was designated by Wyre Forest District Council on 16th July 2003. It is 1.46 hectares (3.61 acres) in extent and is located within Kidderminster Town Centre.</p>

PARISH	
<p>The Conservation Area encompasses civic, business and other buildings that date from the nineteenth and twentieth centuries; parts of an older street pattern; and a short length of the embankment to the River Stour. The purpose of the document is to describe the special architectural and historic interest of the Area, in order to assist all concerned with the use and development of land and buildings within and adjoining it to preserve and enhance its character.</p>	<p>Ensure that the SA Framework includes an objective on the historic environment.</p>
<p>The Staffordshire and Worcestershire Canal Conservation Area Character Appraisal and Management Plan (2007)</p>	<p>The Staffordshire and Worcestershire Canal Conservation Area was designated by Wyre Forest District Council in 1978 and the boundary was reviewed and amended in 2007. Being a linear Conservation Area, it stretches from just north of the Basins area in Stourport-on-Severn, meandering through to the edge of the District north of Caunsall, for over 14 km, approximately following the path of the River Stour. The canal goes on north out of the District through South Staffordshire, eventually linking into the Trent and Mersey Canal at Great Hayward, South Staffordshire and is designated a Conservation Area from the Wyre Forest District Boundary Line, north to the junction of the Trent and Mersey Canal.</p> <p>Associated with the canal are several bridges, locks, tunnels, cottages, walls and the towpath which help to form part of its special interest. There are also many trees and shrubs along the canal side that add to the character of the area.</p> <p>The document aims to set out the special architectural and historic characteristics of the Conservation Area.</p>

B Baseline Data and Trends

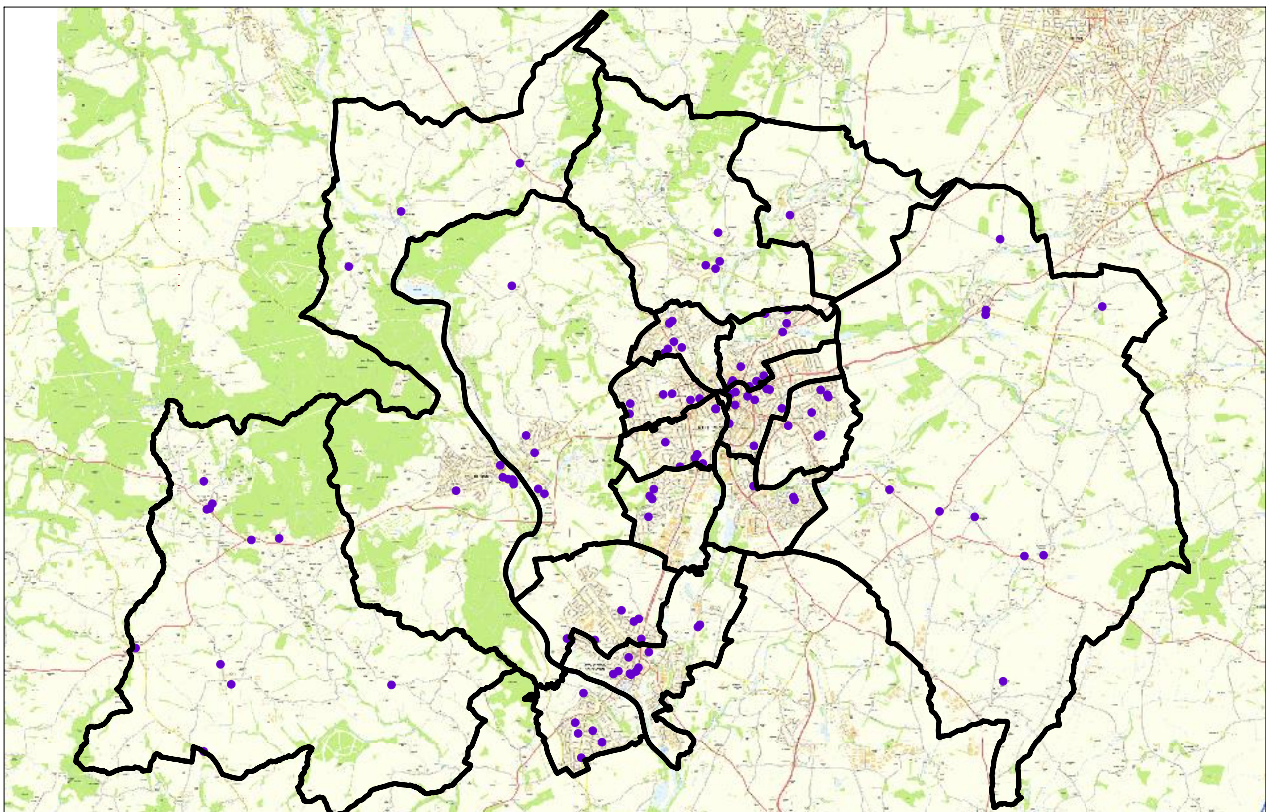
B.1 Baseline Data for Key Sustainability Issues

Social

Community Facilities Audit

B.1 This map shows the location of the community halls that are available for hire across the district. The type of facilities available include village halls, youth centres, day centres, community centres, community schools and church halls. In addition to these facilities there are a further 18 scout huts located across the district many of which are available for community use.

Community Facilities for Hire - June 2009



Local Centres

The table below sets out information relating to the local centres which fall within the 8 urban wards of Kidderminster.

Local Centres

Location	Retailer Representation	Vacancy and Other Changes	Car Parking	Anchor Unit(s)	Indicative Health
KIDDERMINSTER					
Blakebrook (Bewdley Road)	Fish and Chip Shop		Parking facilities located to the rear of the shops. Limited on-street parking (around 4 spaces)		?
	Charity Shop				
	Estate Agent				

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

Play Facilities

Provision of Facilities for Children (Open Space, Sport and Recreation Assessment (October 2008)) Kidderminster Wards

Ward	Population	Provision for Children (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Aggborough and Spennells	7,225	0.210	0.05	0.0290657	0.36125	-0.15125
Broadwaters	7,787	0.360	0.05	0.0462309	0.38935	-0.02935
Franch	7,071	0.300	0.05	0.0424268	0.35355	-0.05355
Greenhill	7,293	0.040	0.05	0.0054847	0.36465	-0.32465
Haberley and Blakebrook	6,477	0.460	0.05	0.0710205	0.32385	0.13615
Offmore and Comberton	6,901	0.100	0.05	0.0144907	0.34505	-0.24505
Oldington and Foley Park	5,261	0.300	0.05	0.0570234	0.26305	0.03695
Sutton Park	7,167	0.220	0.05	0.0306962	0.35835	-0.13835

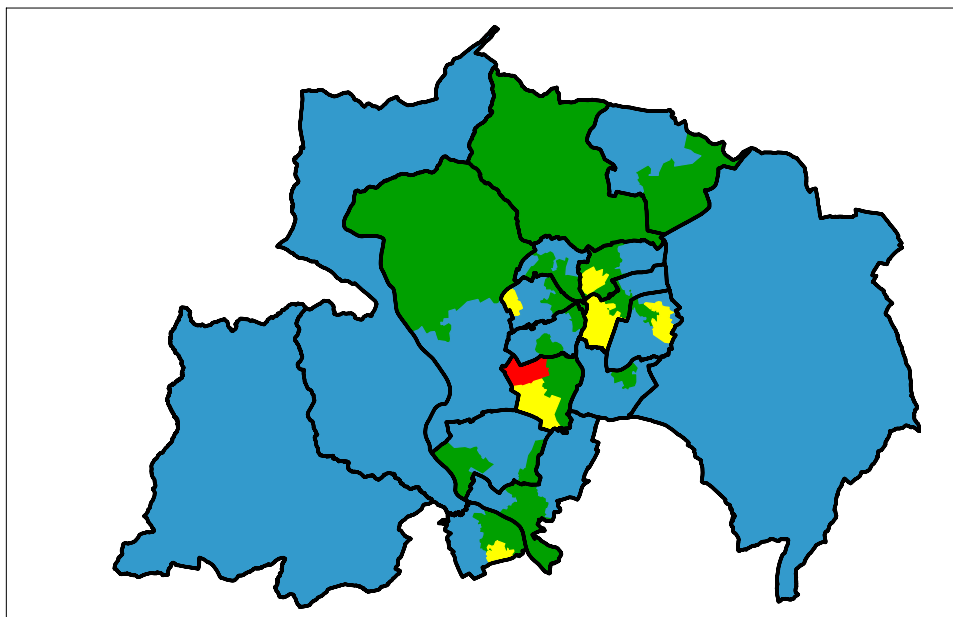
Provision of Facilities for Young People (Open Space, Sport and Recreation Assessment (October 2008)) Kidderminster Wards

Ward	Population	Provision for Children (hectares)	Local Standard (ha/1000)	Current Provision per 1000 Population	TOTAL Requirement	Surplus/Deficiency
Aggborough and Spennells	7,225	0.05	0.03	0.0069204	0.21675	-0.16675
Broadwaters	7,787	0.16	0.03	0.0205471	0.23361	-0.07361
Franch	7,071	0	0.03	0	0.21213	-0.21213
Greenhill	7,293	0	0.03	0	0.21879	-0.21879
Haberley and Blakebrook	6,477	0.05	0.03	0.0077196	0.19431	-0.14431
Offmore and Comberton	6,901	0.46	0.03	0.066657	0.20703	0.25297
Oldington and Foley Park	5,261	0.23	0.03	0.0437179	0.15783	0.07217
Sutton Park	7,167	0.14	0.03	0.019534	0.21501	-0.07501

Active People Survey

B.2 The Sport England Active People Survey 5 (Oct 2010-Oct 2011) shows that 15.5% of the District's population take part in 30 minutes of moderate intensity sport 3 times per week. There is no significant change since Active People Survey 2 (Oct 2007-Oct 2008).

Index of Multiple Deprivation (2007) - Health



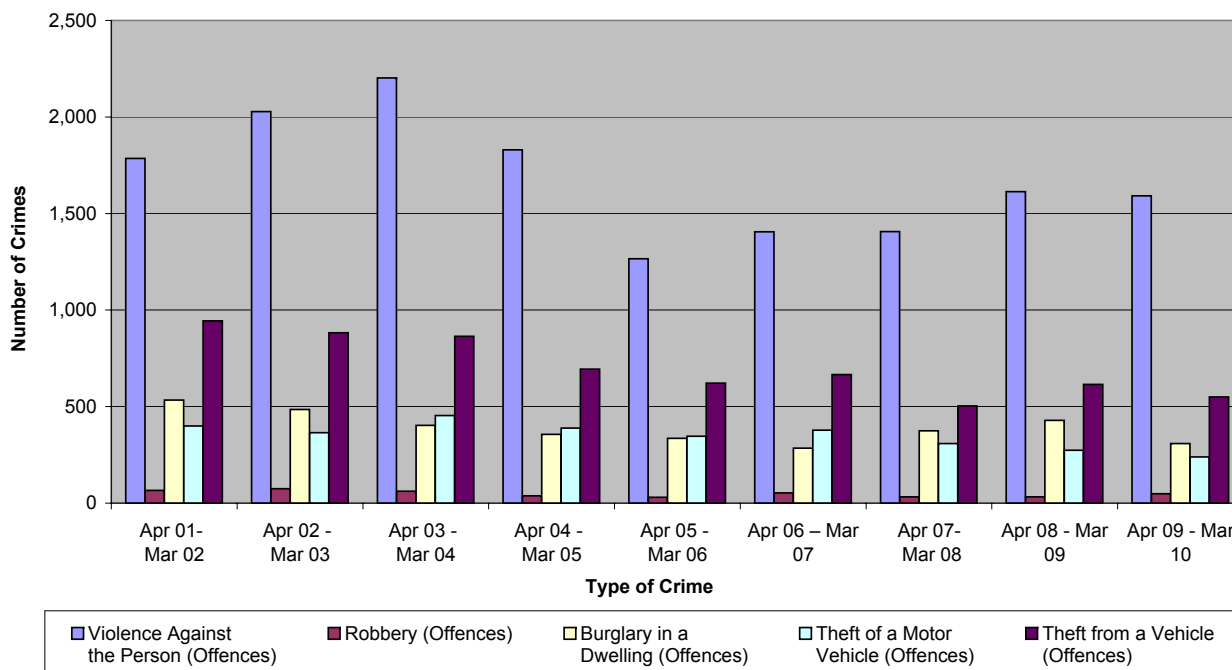
Empty Homes

Empty Homes Trend Data - Wyre Forest District

Year	Total Number of Empty Homes	% of Empty Homes
2005	1,800	3.94
2006	1,974	4.52
2008	2,057	4.65
2009	2,095	4.73

Crime

Crime in Wyre Forest District April 01 - March 10



Drug and Alcohol Misuse ⁽¹⁾

● **Drugs:**

- Wyre Forest had the second highest number of drug offences (413) in Worcestershire for 2002-2003. Possession of cannabis accounted for the majority of these.
- There were 439 drug-related crime offences within the District during this time. Kidderminster town centre and the Horsefair were the priority areas for these crimes which were mainly shop lifting and assault.
- Most individuals committing drug related crime and offences were male and aged between 20 and 30.
- Around two in every five residents said that drug use or drug dealing were problems in their local area.

● **Alcohol:**

- Wyre Forest had the highest number of alcohol related offences (1627) in Worcestershire for 2002-2003.
- Kidderminster and Stourport-on-Severn town centres and the Horsefair were identified as alcohol related hotspots.
- Males in the 18-24 category were responsible for the majority of alcohol related crime during this period.

1 data taken from Wyre Forest Community Safety Partnership Strategy 2004-2008

Town Centre Car Parks

District Council Pay and Display Car Parks (2009/10)

Car Park	Duration	No of Spaces
	Kidderminster	
Comberton Place	Short/Medium/Long	81
Market Street	Short Stay	82
Bateman Yard	Short/Medium/Long	57
Horsefair	Short/Medium/Long	33
Bromsgrove Street	Short/Medium/Long	301
Pike Mills	Short/Medium/Long	164
Aldi Store	Short/Medium/Long	72
Castle Road	Short/Medium/Long	38
St. Mary's Church	Short/Medium/Long	32
Youth Centre	Short/Medium/Long	60
Stadium Close	Short/Medium/Long	153
Private Carpark: Weavers Wharf	Short/Medium/Long	394

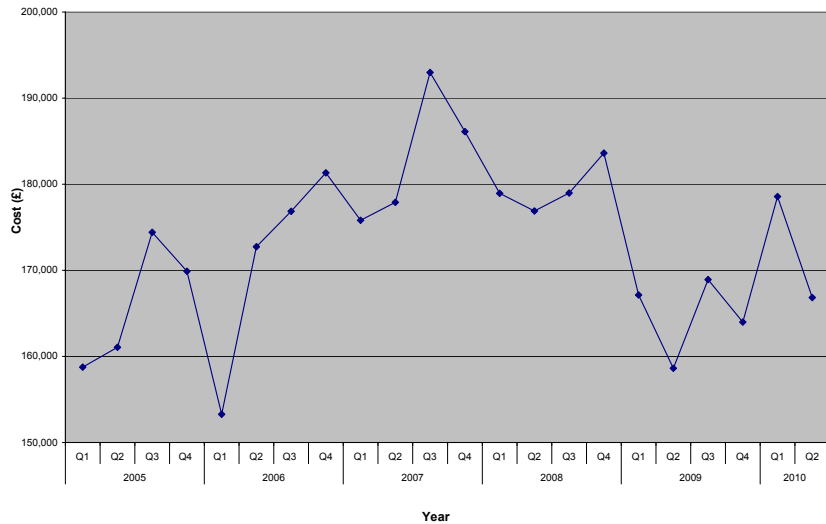
Economic

Fuel Poverty

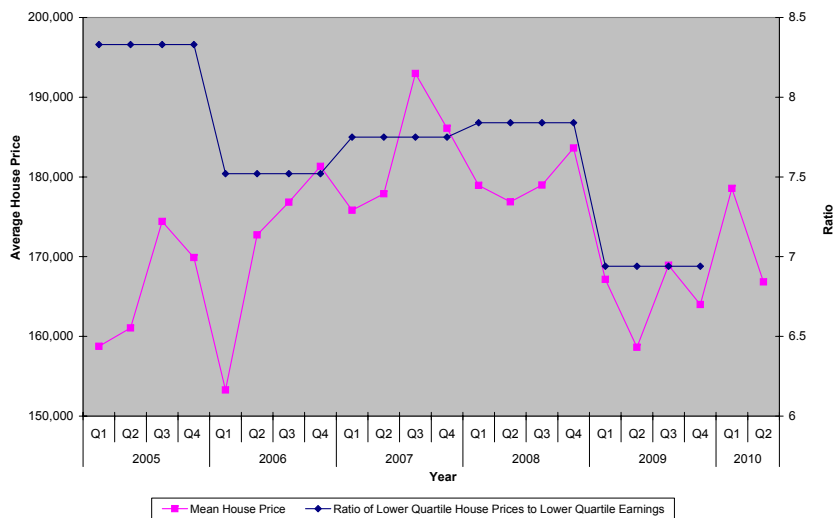
B.3 'Affordable Warmth for Worcestershire' defines fuel poverty as the inability to heat your home adequately for comfort and health without getting into debt as a result. It estimates the percentage of households in fuel poverty in each of the County's Districts. In Wyre Forest District, it is estimated that 15% of households suffer from fuel poverty. This is above the average for the County, which is 13.3%. In the least deprived ward, this figure is 9%, however, in the most deprived ward, it is 27.3%, and this is the highest level of fuel poverty in any ward in the County.

House Prices

Mean House Prices for Wyre Forest District



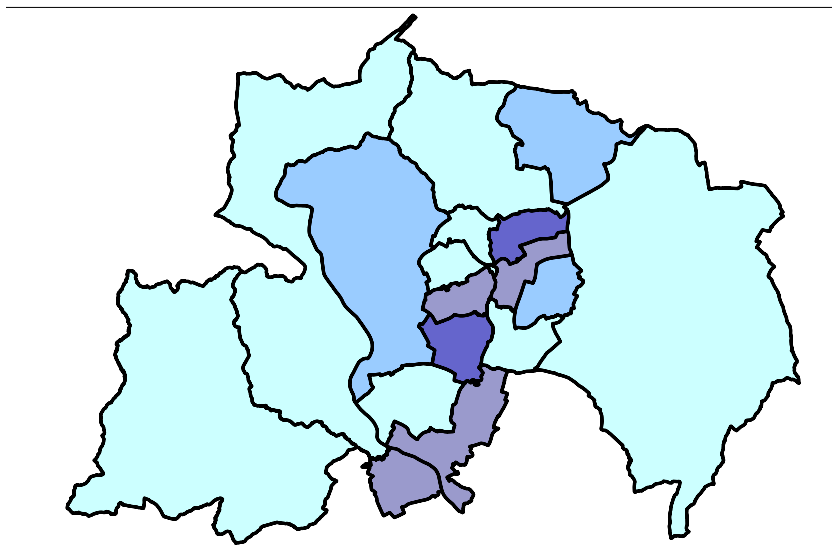
House Price Trend Data - Wyre Forest District



— Mean House Price — Ratio of Lower Quartile House Prices to Lower Quartile Earnings

Unemployment

Claimant Count Unemployment by Ward (Jan 2011)



The adjacent map indicates the claimant count unemployment level in the Wyre Forest by ward. The majority of wards have less than 5% of the resident population unemployed. There are pockets of higher unemployment, noticeably in the wards of Broadwaters and Oldington and Foley Park where the unemployment figures are 7.4% and 12.0% respectively.

The Wyre Forest District unemployment rate is 4.8% which, although slightly above the Worcestershire County rate of

4.0%, still compares favourably with the West Midlands rate of 6.5% and the England and Wales rate 5.2%.

Source: Worcestershire County Council Economic Summary (February 2011)

Unemployment Trend within the District

Date	Unemployment Percentage
January 2000	2.4
January 2001	2.1
January 2002	1.9
January 2003	1.9
January 2004	1.9
January 2005	1.6
January 2006	2.1
January 2007	2.1
January 2008	1.8
January 2009	3.7
January 2010	4.5
January 2011	3.8

B.4 The above figures give the claimant count rate based on the population aged 16-64 .
Source: www.nomisweb.co.uk

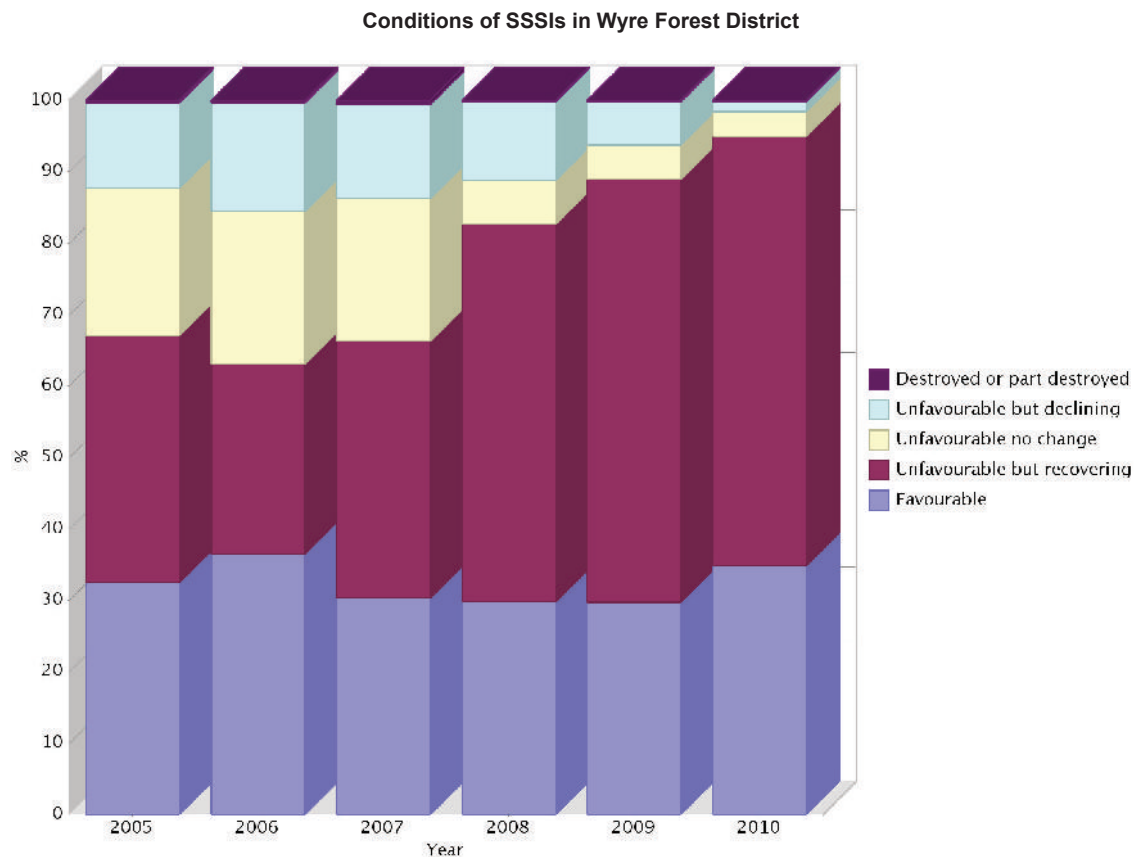
Environmental

Noise Complaints

Noise Pollution Complaints 2005-2010

Nature of Complaint	Year to 31/03/2005	Year to 31/03/2006	Year to 31/03/2007	Year to 31/03/2008	Year to 31/03/2009	Year to 31/03/2010
Pubs - Loud music	14	37	39	29	40	57
Commercial	35	56	15	22	25	18
Bird Scarers	2	2	0	4	1	6
Industrial	12	12	10	7	8	2
Commercial Alarm	7	2	6	6	6	3
Industrial Alarm	2	0	3	0	0	0
Sports	9	20	13	7	2	6
Commercial - other	32	23	9	15	14	13
Domestic - Music	89	100	123	87	103	116
Domestic - TV	5	8	5	3	2	1
Domestic - Dog	88	100	86	63	102	90
Domestic - DIY	8	8	12	9	6	5
Domestic - Car repairs	9	6	6	2	3	8
Domestic - Banging	4	3	6	3	14	8
Domestic - Alarm	12	8	10	5	6	0
Domestic - Shouting	16	12	20	22	19	24
Domestic - Other	38	49	32	26	41	35
Domestic - Children	2	7	4	3	7	5
Rail	0	0	1	0	0	0
Traffic	2	2	0	0	0	0
Air	0	0	1	0	0	1
Construction/Demolition	0	0	5	11	8	4
Equipment in Street	0	0	2	0	1	2
Vehicle in street	4	4	9	3	12	6
Vehicle Alarm	0	0	2	5	1	1
Vehicle stereo	2	1	3	0	1	1
Refridgeration Vehicle	0	0	1	0	1	0
Agricultural	0	0	1	0	1	7
Fireworks	0	0	0	3	0	0
TOTAL	392	460	424	335	425	419

SSSI Condition Survey



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

Habitats and their Locations

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

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

Protected Species and their Locations

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

Flooding

B.5 The Environment Agency's designated flood zones are indicated on the map below. The map shows those areas affected by fluvial flooding from the main rivers. Other types of flooding also affect the District, including surface water run-off, groundwater, and foul water flooding.

Source: Environment Agency (November 2010) Flood Zones 2, 1:100 and 3, 1:1000



B.6 A Level One Strategic Flood Risk Assessment (SFRA) has been produced for the District and is available on the District Council's website. Following recommendations in the Level One SFRA a more detailed Level Two SFRA has been produced. This study has considered in more detail a number of issues including overtopping and breaching of flood defences in Kidderminster and Bewdley as well as providing information on appropriate Sustainable Drainage techniques for the District and giving guidance on appropriate

policies to deal with flood risk. In addition, a Water Cycle Strategy has also been undertaken for the District. This study has interrogated all aspects of the water cycle within the District, considering; water supply and water resources; water supply networks; waste water treatment; environmental considerations; non-residential water use and planning considerations.

Air Quality:

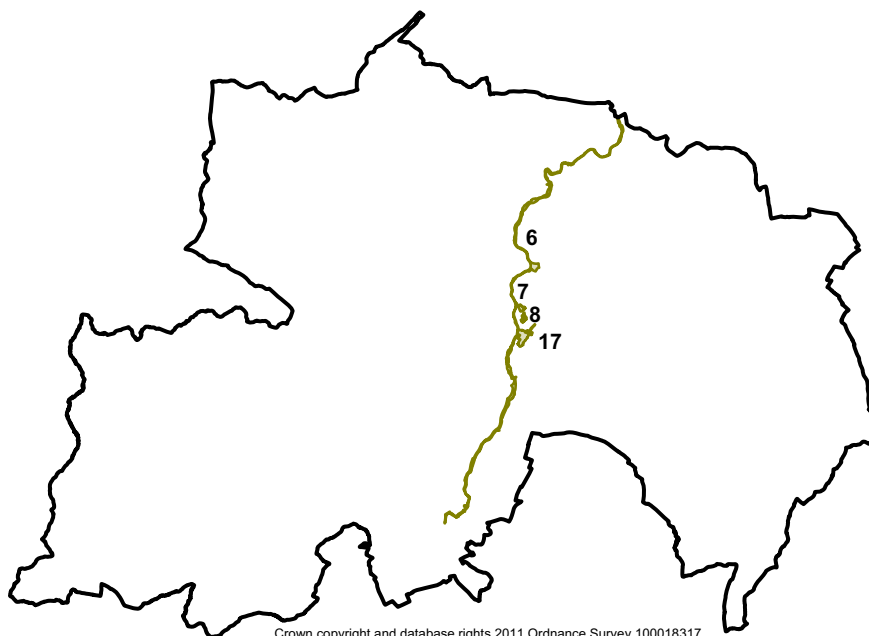


Historic Environment

B.7 The historic environment elements which have significance because of their interest (historic, architectural or otherwise), are referred to as Heritage Assets. Many of these are protected through Statutory designations including Listed Buildings and Conservation Areas, whilst others are identified at local level, including Locally Listed Buildings. Both Statutory and non-Statutory designations are recognised for their contribution to creating a sense of place and local identity, and for their heritage interest.

B.8 *Listed Buildings and Conservation Areas:*

At April 2010 there were 6 Grade I, 29 Grade II* and 853 Grade II list entries on the statutory lists. This covers over 900 individual buildings and structures. There are also 9 Scheduled Ancient Monuments and one Registered Park and garden within the District. The District has 17 Conservation Areas as shown on the map below:



Conservation Areas within the KCAAP Area

Areas in bold have a Character Appraisal Areas in <i>italic</i> have management plans	
Map Ref.	Conservation Area
6	<i>Staffs & Worcs canal</i>
7	Church Street
8	Vicar & Exchange St.
17	<i>Green Street</i>

B.9 *Locally Listed Buildings:*

Wyre Forest District Council has developed a Local List for Kidderminster. A Locally Listed Building is one which is recognised by the District Council as being of local interest, either for historical associations, or for its architectural style. There are 237 entries on the Kidderminster Local List.

B.10 *Heritage at Risk:*

The term 'Heritage at Risk' is the new approach to identifying the extent to which the variety of statutory heritage assets, registered as protected, are 'at risk'. It includes conservation areas at risk as well as Grade I and II* listed buildings, scheduled monuments, registered parks and gardens, registered battlefields and protected wreck sites. The District does not have any conservation areas, Scheduled Ancient Monuments, Registered Battlefields, or Registered parks and Gardens identified as being at risk.

B.11 *Buildings at Risk:*

The term 'Building at Risk' has been defined by English Heritage as "an historic building at risk through neglect and decay" as distinct from the threat posed by unsympathetic alteration. In practice, the term has been used more narrowly and has become shorthand for 'Listed Building at Risk'. The national building at risk register therefore only contains Listed Buildings. The Register was updated in 2010 and features 2 buildings within the District both of which fall outside of the KCAAP area. The national List does not include Grade II Listed Buildings.

B.12 The local Buildings at Risk survey was Update was completed in 2006. The Survey Update covered Grade II Listed Buildings in the three main towns. In total 627 buildings were surveyed, the results are detailed below:

Buildings at Risk

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

B.13

Historic Environment Record:

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

Historic Environment Record Data

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

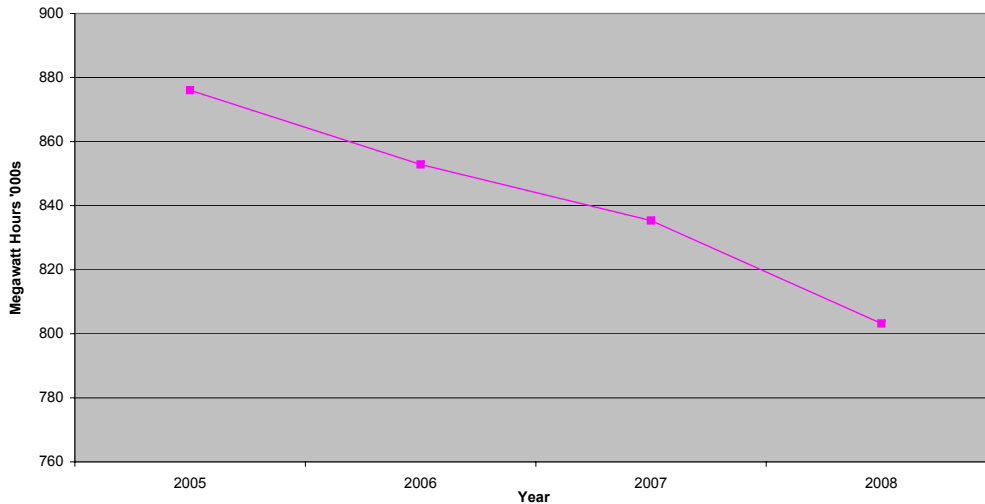
1. Individual entries may equate to more than one building
2. Landscape components are groups of monuments and/or buildings that are historically related and therefore form a coherent group of features in the landscape. E.g. a mill complex, nunnery, medieval village or historic airfield. Landscape Components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

Energy

Energy Consumption:

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

Total Consumption of Domestic Electricity and Gas



Renewable Energy:

During 2008/09 and 2009/10 the District Council approved grants for, 1 ground source heat pump, 2 solar photovoltaic systems and 10 solar hot water systems.

B.14 CO₂ Emissions:

The table below shows the end user local and regional estimates of CO₂ emissions for 2005 to 2008.

CO₂ Emissions

Year	Domestic	Industrial and Commercial	Road Transport	Land-use Change	Total	Per Capita CO ₂ Tonnes
2005	247	219	160	7	633	6.5
2006	249	220	156	6	631	6.5
2007	242	216	157	6	621	6.3
2008	243	195	152	7	596	6.1

B.15 Energy Efficiency:

SAP Rating for Private Sector (non RSL) Dwellings

Year	Average SAP rating	% of dwellings with SAP below 35
2009/10	54	9
2008/09	51.5	12
2007/08	52	12
2006/07	53	11
2005/06	51.1	~

Climate Change:

B.16

	Winter Mean Temperature	Summer mean Temperature	Winter Mean Precipitation	Summer Mean Precipitation
2020s	Increase in winter mean temperature of between 0.5°C and 2.1°C.	Increase in Summer mean temperatures of between 0.5°C and 2.1°C.	Change in winter mean precipitation of between -2% and +15%	Changes in summer mean precipitation of between -22% to +15%
2050s	Increase in winter mean temperature of between 0.9°C and 3.5°C	Increase in Summer mean temperatures of between 1°C and 4.8°C	Change in winter mean precipitation of between 1% and 33%	Change in summer mean precipitation of between -38% and +13%
2080s	Increase in winter mean temperature of between 1.4°C and 5.2°C	Increase in summer mean temperatures of between 1.3°C and 7.5°C	Changes in winter mean precipitation of between 5% and 51%	Changes in summer mean precipitation of between -51% and +11%.

Waste Produced and Recycled

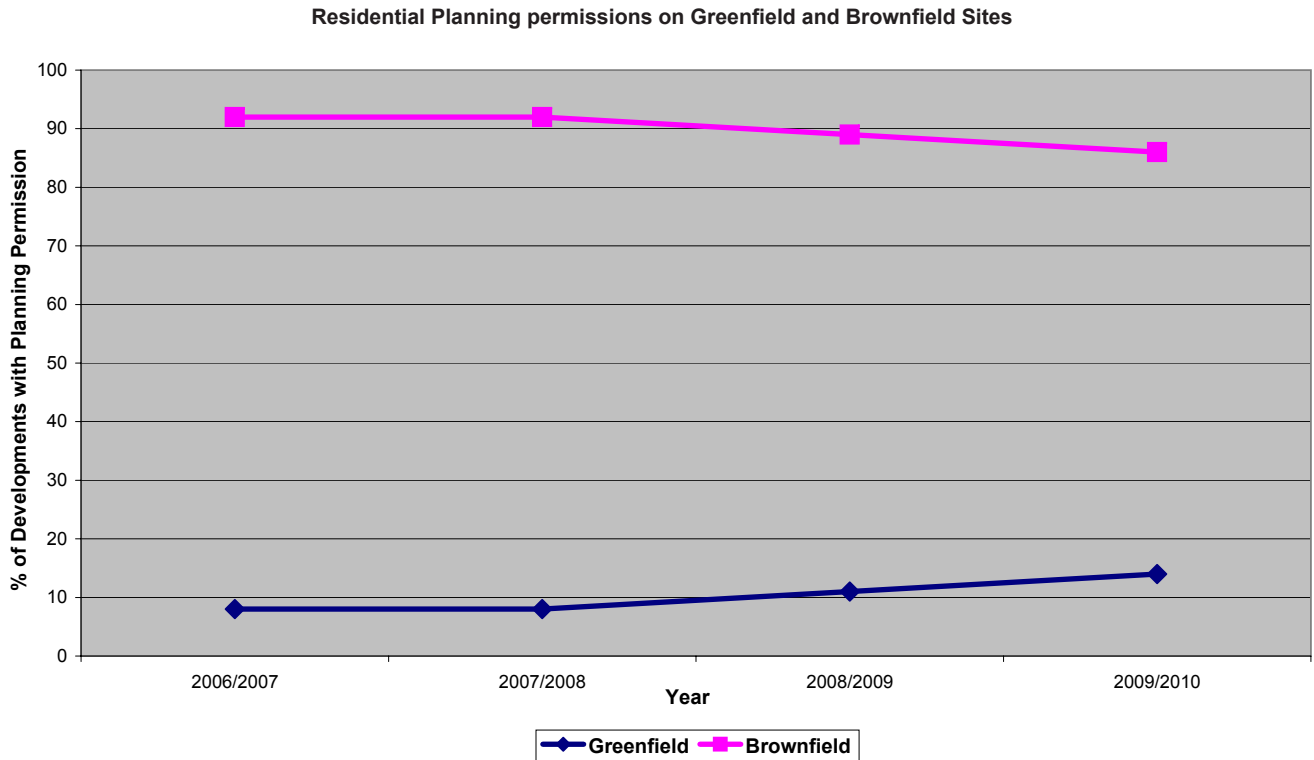
Household Waste

Year	Domestic Waste (Tonnes)
2009/10	28,309.97
2008/09	28,199.53
2007/08	28,925.75
2006/07	29,286.56
2005/06	30,442.97
2004/05	30,642.36

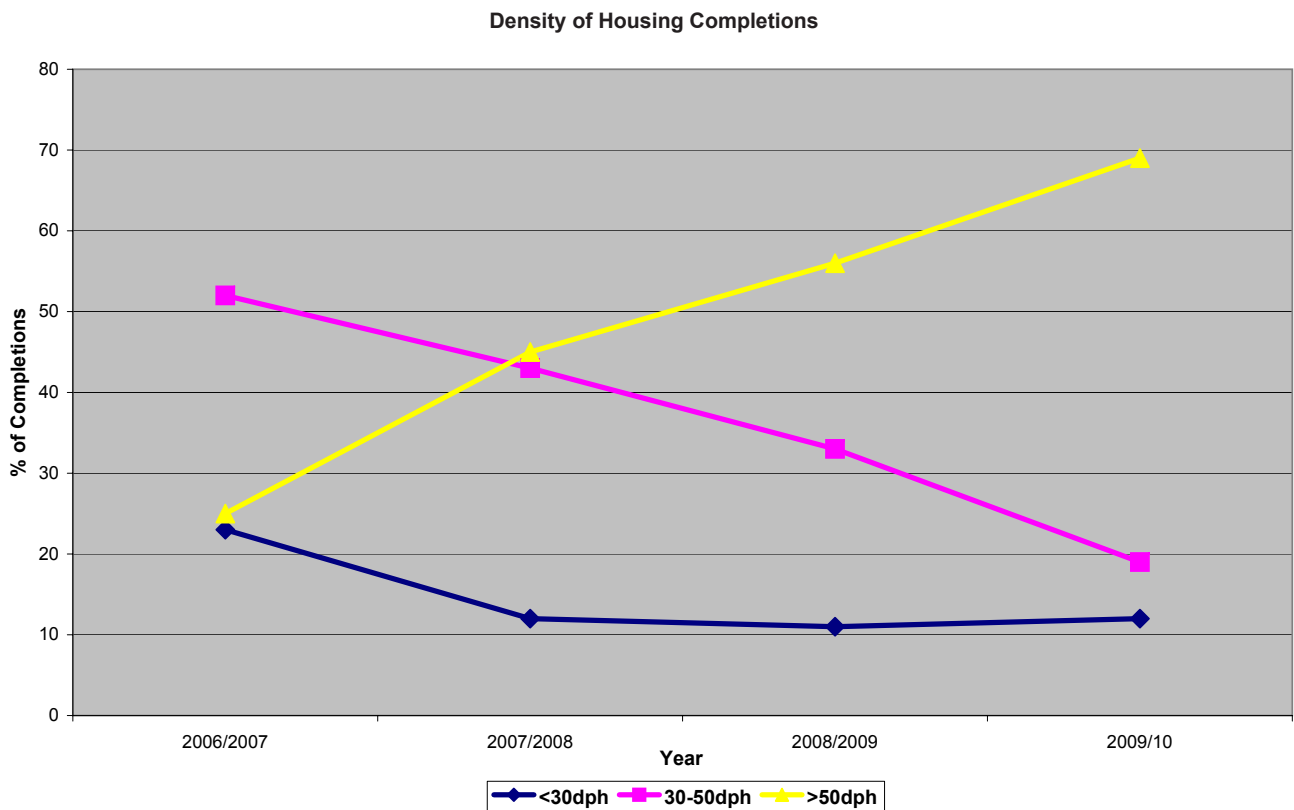
Domestic Waste Recycled

Year	% of waste Recycled
2009/10	26.66%
2008/09	28.47%
2007/08	28.45%
2006/07	27.9%
2005/06	25%
2004/05	24.5%

Residential Planning Permission on Greenfield and Brownfield Sites:



Density of Housing Completions:



Rail Station Usage:

Rail Station Usage

Station	1994	2007	2008	2009	2010	% Change 1994-2010	% Change 2009-2010
Kidderminster	645,517	866,145	963,041	1,227,492	1,324,100	105%	7.8%

Cycling

B.17 Cycling data is collected by Worcestershire County Council from two sites within the District. Figures show that usage of the Canal Towpath has increased over the period 2003/04 to 2009/10.

Cycling in Wyre Forest District

Cycle Monitoring Station	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Minster Road Cycle Lane	66	58	67	63	71	68	66	61
Towpath, Gilgal, Stourport	N/A	49	61	59	65	64	60	67

Bus Usage

B.18 Data is not available at the District level, however, County Council data shows that across Worcestershire, bus patronage has increased by 2.8m journeys per annum - from 13m in 2004/5 to 15.8m in 2007/8, and this against the national downward trend.

B.2 Baseline Data for Objectives and Indicators

Health and Well-Being

Indicator	Baseline Position	Identified Trend	Analysis	Source
IMD Health Profiles	The 2007 IMD health score shows that of the 65 SOAs within the District, 1 is in the most deprived 10% nationally, 6 are within the most deprived 20% nationally, 20 are within the most deprived 50% nationally, 38 are within the least deprived 50% nationally, and 0 are within the least deprived 20% nationally.	The 2004 IMD shows health score shows that of the 65 SOAs within the District, 0 are in the most deprived 10% nationally, 1 is within the most deprived 20% nationally, 22 are within the most deprived 50% nationally, 33 are within the least deprived 50% nationally and 9 are in the least deprived 20% nationally.	A greater number of SOAs are within the most deprived 20% nationally.	IMD - DCLG Updated three-yearly and available via National Statistics web-site
Number of developments (applications approved) which benefit the green infrastructure network.	No data available.	No comparison data is available.	Unknown	Database to be established to monitor applications as they are determined.
Life Expectancy	2006-2008 Male: 78.18 Female: 82.47 (Neighbourhood statistics 2010)	2005-2007 Male: 77.9 Female: 82.00 2004-2006 Male: 77.7 Female: 81.6 2001-2003 Male: 76 Female: 81	Life expectancy has improved for both males and females within the District.	Neighbourhood Statistics
% of new residential development within 30 minutes public transport travel time of key facilities.	2009/10 GP: 96% Hospital: 94% Employment: 96% Primary School: 97% Secondary School: 97% Retail Centre: 96%	2008/09 GP: 98% Hospital: 91% Employment: 92% Primary School: 98% Secondary School: 96% Retail Centre: 93% 2007/08 GP: 99% Hospital: 75% Employment: 96% Primary School: 99% Secondary School: 99% Retail Centre: 99%	Indicator is relatively static, no overall trend identifiable.	In-house monitoring (AMR)
% of villages with key facilities, i.e, primary school, post office, GP, Pub, convenience store, village hall	2009/10: 22% (2 of the District's 9) villages have the full range of facilities.	208/09: 22% (2 of the District's 9) villages have the full range of facilities.	The District's villages are retaining their facilities.	In-house monitoring
Number of affordable housing completions (net of demolitions)	2009/10: 51	2008/09: 93 2007/08: 40	The number of affordable housing completions has fallen, however, overall residential completions have fallen.	In-house monitoring - Housing Land Availability Report
% of housing completions which are affordable (net of demolitions).	2009/10: 27%	2008/09: 39% 2007/08: 21% 2006/07: 3% 2005/06: 11%	Despite a fall in the percentage of housing completions which were affordable during 2009/10, the overall trend is an increasing number.	In-house monitoring - Housing Land Availability Report

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of housing completions by size (gross).	2009/10 1 bed flat: 26% 2 bed flat: 40% 1 bed house: 1% 2 bed house: 16% 3 bed house: 7% 4 bed house: 10%	2008/09 1 bed flat: 13% 2 bed flat: 37% 1 bed house: 1% 2 bed house: 17% 3 bed house: 21% 4 bed house: 11% 2007/08 1 bed flat: 17% 2 bed flat: 31% 1 bed house: 1% 2 bed house: 22% 3 bed house: 18% 4 bed house: 11%	The number of residential completions which are flats has increased. There has been a slight decrease the number of two and three bed houses.	In-house Monitoring - Annual Monitoring Report
% of housing completions by tenure (net of demolitions).	2009/10 Private Ownership: 83% Social Rented: 24% Shared Ownership: 3%	2008/09 Private Ownership: 61% Social Rented: 19% Shared Ownership: 20% 2007/08 Private Ownership: 79% Social Rented: 16% Shared Ownership: 5%	A larger proportion of completions were for private ownership in 2009/10 with an increase in social rented and a significant decrease in shared ownership.	In-house monitoring - Housing Land Availability Report
Number of additional gypsy/traveller pitches granted permission.	2009/10: 7	No information available		Database to be established to monitor applications as they are determined.
Number of extra care units completed.	2009/10: 0	2008/09: 24 2007/08: 0	No extra care units were provided during 2009/10.	In-house monitoring - Housing Land Availability Report
Number of residential applications refused as a result of poor quality design. (Applications refused using Policy D1 in Wyre Forest 2004 Adopted Local Plan)	2009/10: 55	2008/09: 27 2007/08: 30	More residential applications were refused as a result of poor quality design.	Database to be established to monitor applications as they are determined. Note - Once the Core Strategy is adopted this indicator will be based on the design policy within it.
% of homes constructed to Code level 4 and above	No data yet available	No comparison data available	Unknown	In-house monitoring system to be established

Community Safety

B.19

Indicator	Baseline Position	Identified Trend	Analysis	Source
NI3: Those who have participated in a local area	2009 Place Survey: Number of people who in the last 12 months have: <ul style="list-style-type: none"> ● Been a local councillor - 1% ● Been a member of a group making decisions on local health or education services - 3% ● Been a member of a decision-making group set up to regenerate the local area - 2% 	2008 Place Survey: Number of people who in the last 12 months have: <ul style="list-style-type: none"> ● Been a local councillor - 1% ● Been a member of a group making decisions on local health or education services - 3% ● Been a member of a decision-making group set up to regenerate the local area - 2% ● Been a member of a local decision-making group set up to tackle crime problems - 2% 	Indicator has remained constant.	Place Survey available via Covalent

Indicator	Baseline Position	Identified Trend	Analysis	Source
	<ul style="list-style-type: none"> • Been a member of a local decision-making group set up to tackle crime problems - 2% • Been a member of a Tenant's Group decision-making committee - 2% • Been a member of a group making decisions on local services for young people - 3% • Been a member of another group making decisions on services in the local community - 5% 	<ul style="list-style-type: none"> • Been a member of a Tenant's Group decision-making committee - 2% • Been a member of a group making decisions on local services for young people - 3% • Been a member of another group making decisions on services in the local community - 5% 		
Average number of Neighbour and Statutory consultation letters sent per planning application	2009/10: No. applications: 829 No. notification letters: 7098 Average per application: 9	2008/09: No. applications: 882 No. notification letters: 9434 Average per application: 11 2007/08: No. applications: 1124 No. notification letters: 12209 Average per application: 11	Number of applications per annum has fallen. There has been a slight reduction in number of notification letters per application.	In-house monitoring
Number of new developments incorporating 'Secured by Design' principles. (Applications determined using Policy D16 in the Wyre Forest 2004 Adopted Local Plan)	Applications cited 'Secured by Design' in their reasons for approval: 2009/10: 9	Applications cited 'Secured by Design' in their reasons for approval: 2008/09: 10 2007/08: 20	No significant change from 2008/09	In-house monitoring - more robust system to be established. Figures for subsequent years will not be directly comparable.
	Applications cited 'Secured by Design' in their reasons for refusal: 2009/10: 1	Applications cited 'Secured by Design' in their reasons for refusal: 2008/09: 1 2007/08: 2		

Better Environment

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of residential apartment and all commercial developments providing storage for recycling (permissions granted).	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.
Volume of household waste recycled (NI 192)	2009/10: 26.65%	2008/09: 28.48% 2007/08: 28.45% 2006/07: 27.9% 2005/06: 25% 2004/05: 24.5%	Slight decrease for 2009/10, however, 100% of population is now served by recycling as opposed to 98.6% for 2008/09	National Indicator - available via Covalent
Household Waste Collected (excluding recycling) (tonnes)	2009/10: 28,309.97	2008/09: 28,199.53 2007/08: 28,925.75 2006/07: 29,286.56 2005/06: 30,442.97 2004/05: 30,642.36	The volume of waste collected from residential properties throughout the District has decreased.	In-house monitoring - Resources Directorate
District per capita CO ₂ emissions	tonnes per capita: 2008: 6.1	tonnes per capita 2007: 6.3 2006: 6.5 2005: 6.5	Decrease in CO ₂ emissions across the District from 2005-2008	DEFRA via Health and Sustainability Team
Number of major new developments incorporating on-site renewable energy generation.	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.

Indicator	Baseline Position	Identified Trend	Analysis	Source
Average energy rating of new housing.	No information available	No information available	Unknown	Can this be added to FastControl?
% of residential completions within Kidderminster, Stourport and Bewdley.	2009/10 Kidderminster 63% Stourport 23% Bewdley 4%	2008/09 Kidderminster 66% Stourport 22% Bewdley 2% 2007/08 Kidderminster 59% Stourport 25% Bewdley 4%	A greater % of development was located within the three main towns in 2009/10 than 2007/08.	In-house monitoring - Residential Land Availability Report.
Number of developments granted permission providing cycle parking.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Number of developments granted permission which incorporate travel plans.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Number of AQMAs and areas of air quality concern within the District.	January 2011: The District has 2 AQMAs (Horsefair, Radford Avenue & Coventry Street, Kidderminster and Welch Gate, Bewdley) and 1 borderline AQMA (High Street, Stourport-on-Severn).	March 2008: The District has 2 AQMAs and 2 borderline AQMA	Air quality has declined. The area of the Kidderminster AQMA was extended in July 2009.	In-house monitoring
% of new developments incorporating SuDS (permissions granted)	No information available	No information available	Unknown	Database to be established to monitor applications as they are determined.
% of new developments incorporating rain-water harvesting/water efficiency measures (permissions granted).	No information available	No information available	Unknown	In-house system to be established
Number of new residential developments (permissions given) where any part of site is located in the flood plain (Zone 2 and 3) . % = New residential granted permission in flood zones 2 & 3 / All new residential permissions granted	2009/10: 3 (7%)	2008/09: 4 (10%) 2007/08: 13 (18%)	Fewer permissions for new residential development in Flood Zone 2 or 3 were granted in 2009/10.	Database to be established to monitor applications as they are determined.
Number of planning permissions granted contrary to EA advice.	2009/10: 0	2008/09: 1 2007/08: 1	No applications were refused contrary to EA advice compared to 1 per annum for the previous 2 years.	Database to be established to monitor applications as they are determined.
Number of applications refused in Conservation Areas (using CA policies in the Wyre Forest 2004 Adopted Local Plan.) % = No. apps. refused using CA policies / Total no. apps determined using CA policies	2009/10: 7 (9%)	2008/09: 9 (9%) 2007/08: 22 (20%)	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
Number of planning permissions granted in Conservation Areas (using CA policies in the Wyre Forest 2004 Adopted Local Plan.) % = No. apps. Approved using	2009/10: 75 (91%)	2008/09: 93 (91%) 2007/08: 90 (80%)	Indicator has remained constant.	Database to be established to monitor applications as they are determined.

Indicator	Baseline Position	Identified Trend	Analysis	Source
CA Policies / Total no. apps determined using CA policies				
Number of Listed Building consents granted. % = No LB applications approved / No LB applications determined	2009/10: 51(98%)	2008/09: 61 (94%) 2007/08: 75 (90%)	A higher % of Listed Building consents were granted during 2009/10.	In-house monitoring
Number of new records added to the HER.	2009/10: 150	2008/09: 271 2007/08: 227	New records continue to be added to the HER	Data to be obtained from County Council Historic Environment Team annually.
Number of applications approved contrary to Natural England recommendation.	2009/10:0	2008/09:0 2007/08:0	Indicator has remained constant.	Database to be established to monitor applications as they are determined.
Number of applications refused because of their potential impact on biodiversity/geodiversity.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Condition of SSSIs.	<u>2010:</u> Favourable - 34.8% Unfavourable but Recovering - 60.2% Unfavourable no Change - 3.4% Unfavourable but Declining - 1.4% Destroyed or Part Destroyed - 0.2%	<u>2009:</u> Favourable - 29.7% Unfavourable but Recovering - 59.2% Unfavourable no Change - 4.8% Unfavourable but Declining - 6.1% Destroyed or Part Destroyed - 0.2% <u>2008:</u> Favourable - 29.8% Unfavourable but Recovering - 52.9% Unfavourable no Change - 6.1% Unfavourable but Declining - 11% Destroyed or Part Destroyed - 0.2%	Overall the condition of SSSIs within the District is improving	In-house monitoring - AMR
Change in areas of biodiversity importance	2009/10: 0	2008/09: 0 2007/08: 1 new Local Nature Reserve established.	No changes have occurred to areas of biodiversity importance this year.	In-house monitoring - AMR
Proportion of Local Sites where positive conservation management has been or is being implemented(NI197)	28%	No data available	Unknown	WCC - BAP team
Achievement of BAP targets.	No information available	No information available	Unknown	Information to be collected from WCC.
Number of demolition consents (Listed Buildings)	2009/10: 2	2008/09:0 2007/08:0	Two consents granted 2009/10 for partial demolition and rebuild.	Database to be established to monitor applications as they are determined.
Number of demolition consents (Conservation Areas). Applications approved using policy CA2 of the Wyre Forest 2004 Adopted Local Plan	2009/10: 3	2008/09: 4 2007/08: 6	Fewer demolition consents were granted in Conservation Areas during 2009/10 than during 2008/09.	Database to be established to monitor applications as they are determined.

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of buildings on the national and local BARs.	31	No data available	Unknown	In-house monitoring - Conservation Officer
% of Conservation Areas with Conservation Area Appraisals completed/updated within the last 5 years.	2009/10: 56.25%	2008/09: 50%	The % of Conservation Area Character Appraisals updated in the last 5 years has increased.	In-house monitoring
% of Conservation Areas with Management Plans completed/updated within the last 5 years.	2009/10: 6.25%	2008/09: 6.25% 2007/08: 6.25%	Indicator has remained constant.	In-house monitoring
Number of derelict buildings brought back into use.	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
Amount of best and most versatile agricultural land lost to built development.	0ha	0ha	Trend has remained constant	In-house monitoring
Number of planning permissions granted in the Green Belt (Using GB policies in the Wyre Forest Adopted Local Plan). % = No. apps approved using GB Policies / No. apps determined using GB policies	2009/10: 131 (90%)	2008/09:137 (84%) 2007/08:140 (75%)	The % of applications in the Green Belt that have been approved has increased.	Database to be established to monitor applications as they are determined.
Number of hectares of open space and recreational/amenity space lost to development (as identified in the Open Space, Sport and Recreation Assessment).	No data available	No data available	Unknown	Database to be established to monitor applications as they are determined.
% of new residential completions located in Kidderminster and Stourport-on-Severn.	2009/10: 86%	2008/09: 88% 2007/08: 84%	Although there has been a drop in % of residential completions located in Kidderminster and Stourport-on-Severn the % remains high.	In-house monitoring - Residential Land Availability Report
% of new residential completions in Kidderminster and Stourport-on-Severn located on brown-field land.	2009/10 Kidderminster 91% Stourport-on-Severn 100%	2008/09 Kidderminster 100% Stourport-on-Severn 100% 2007/08 Kidderminster 99% Stourport-on-Severn 100%	Slight decrease in the % of completions in Kidderminster located on brownfield land.	In-house monitoring - Residential Land Availability Report
Number of noise pollution complaints.	YE 31/03/2010 - 419	YE 31/03/2009 - 425 YE 31/03/2008 - 335	Noise pollution complaints have dropped slightly.	In-house monitoring - Pollution Control Team
Number of light pollution complaints received.	2009/10: 10	2008/09: 6 2007/08:14 2006/07: 7	Light pollution complaints were highest in 2007/08 and having fallen during 2008/09 they have risen again 2009/10.	In-house monitoring - Pollution Control team

B.20 Information on water quality within the District can be found at sections 2.6 and 7.4 of the Water Cycle Strategy (March 2010).

Greater Learning and Prosperity

B.21

Indicator	Baseline Position	Identified Trend	Analysis	Source
% of school leavers with 5 A*-C grades.	2008/09 - 61.8%	2007/08 - 57.3% 2006/07 - 55.8% 2005/06 - 53% 2004/05 - 49.8% 2003/04 - 49.9% 2002/03 - 45.1% 2001/02 - 49.8%	The percentage of students achieving 5 or more GCSEs at A*-C grades has been steadily increasing since 2001.	National Statistics
% of the District's working age population qualified to NVQ level 4 or higher.	2009 - 22.2%	2008 - 20.8% 2007 - 20.3% 2006 - 20.6%	An increasing percentage of working age people have a higher level qualification.	Nomis
% of LDF consultations carried out in accordance with the SCI.	2009/10: 100%	2008/09: 100% 2007/08: 100%	All Forward Planning and Development Control consultations are carried out in accordance with the SCI	In-house monitoring
Number of consultation responses received on LDF documents.	<u>2009/10:</u> ● Core Strategy Publication	<u>2008/09:</u> ● Core Strategy Preferred Options Report and Sustainability Appraisal:86 ● Kidderminster Central Area Action Plan Issues and Options Paper:44 ● Site Allocations and Policies Issues and Options Paper:125 <u>2007/08:</u> ● Core Strategy Issues and Options Paper:106 ● Core Strategy Revised Issues and Options Paper: 35	A greater number of representations were received in response to the Core Strategy Publication than at previous stages of consultation.	In-house monitoring

Shared Prosperity

B.22

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of VAT registered businesses within the area.	2007 - 3,295 (ONS 2007)	2005 - 3,310 2006 - 3,320 (ONS 2007)	The number of VAT registered local businesses has fallen slightly since 2005.	Neighbourhood Statistics
Number of VAT registered businesses in rural areas.	2007 - 970 (ONS 2007)	2005 - 980 2006 - 965 (ONS 2007)	The number of VAT registered local rural businesses has fallen slightly since 2005.	Neighbourhood Statistics
Number of bed spaces developed (Hotels and Guest Houses)	No data available	N/A	N/A	In house monitoring system to be established

Indicator	Baseline Position	Identified Trend	Analysis	Source
Number of tourism related jobs	2008: 3200 9.7% of workforce	2007: 3600 10.5% of workforce 2006: 3400 9.7% of workforce	The number of tourism related jobs has fallen.	In-house monitoring - AMR
De-registrations of VAT registered businesses in the area.	2007 - 215 VAT de-registrations (Nomis 2007)	2006 - 210 2005 - 200 2004 - 220 2003 - 235 (Nomis 2007)	Business VAT de-registrations have been more or less at a consistent level.	Nomis
New retail development within or on the edge of primary shopping area (Kidderminster and Stourport) Net new retail floor space completed (Sq.M).	2009/10: 407 Sqm	2008/09: 9290Sqm 2007/08: 0 Sqm	Less retail development was completed within or adjacent to the primary shopping area, although retail completions overall were lower.	In-house monitoring (Indicator BD4-AMR)
% of employment land developed on brownfield land.	2009/10: 100%	2008/09: 7% 2007/08: 1% 2006/07: 100%	The % of employment land developed on brownfield sites increased significantly to return to 2006/07 levels.	In-house monitoring - Annual Monitoring Report
Number of B1 completions.	2009/10: 0.6 ha	2008/09: 3.27ha 2007/08: 0.011ha	B1 completions were significantly lower than in 2008/09.	In-house Monitoring - AMR

C Site Testing Tables

Table C.0.1

Sustainability Appraisal Objective	Sustainability Appraisal Objective																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1. To improve the health and well-being of the population and reduce inequalities in health.	+	+	++	++	+	0	0	++	++	+	0	0	0	0	+	+	+	+	+	+	0
2. To improve the quality of, and accessibility to, cultural services and local services and facilities.	+	+	0	++	+	0	0	++	0	0	0	0	0	0	0	0	0	0	0	0	0
3. To provide decent, affordable housing for all of the right quality and type, tenure and affordability for local needs in a clean, safe and pleasant local environment.	++	0	+	++	+	0	+	0	0	0	0	0	0	0	++	+	x (1)	0	0	0	0
4. To enhance the quality of life for all residents within the District.	++	++	++	+	++	0	++	+	++	++	+	0	0	0	++	++	+	++	++	+	+
5. To encourage pride and social responsibility in the community and reduce crime.	+	+	+	++	+	0	0	0	0	0	0	0	0	0	++	0	0	++	++	0	0
6. To manage waste in accordance with the waste hierarchy: reduce, re-use, recycling and composting, disposal.	0	0	0	0	0	++	++	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7. Reduce contributions to climate change and promote energy efficiency and energy generated from renewable and low-carbon sources.	0	0	+	++	0	++	+	++	+	0	0	++	0	0	+	0	0	0	0	0	++
8. To reduce the need to travel and move towards more sustainable travel modes.	++	++	+	+	0	0	++	+	++	0	0	0	0	0	++	0	0	0	0	0	0
9. Protect the use of water, soil and air whilst maintaining or improving their quality.	++	0	0	++	0	0	+	++	+	++	0	+	0	0	0	0	0	0	0	0	0
10. Ensure development does not occur in high-risk flood prone areas and does not adversely contribute to fluvial flood risks or contribute to surface water flooding in all other areas.	+	0	0	++	0	0	0	0	++	+	0	0	0	0	X (2)	++	0	0	0	0	0
11. Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place.	0	0	0	+	0	0	0	0	0	0	+	0	++	0	0	0	0	0	0	0	0
12. To conserve and enhance the District's biodiversity and geodiversity.	0	0	0	0	0	0	++	0	+	0	0	+	0	0	0	0	0	0	0	0	0
13. Conserve and enhance the historic and built environment through considerate siting and design and	0	0	0	0	0	0	0	0	0	0	++	0	+	0	0	0	0	0	0	0	0

Sustainability Appraisal Objective	Sustainability Appraisal Objective																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
through respecting architectural, cultural and archaeological heritage.																					
14. Ensure efficient use of land through the safeguarding of mineral reserves, the best and most versatile agricultural land and greenfield land; and maximise the use of previously developed land.	0	0	0	+	0	0	+	++	++	0	0	+	0	++	0	0	+	0	0	0	0
15. To promote the regeneration of Kidderminster and Stourport-on-Severn.	+	0	++	++	++	0	+	++	0	X (3)	0	0	++	0	0	0	++	0	0	++	0
16. Mitigate against the unavoidable negative impacts of climate change.	+	0	+	++	0	0	0	0	0	++	0	0	0	0	0	0	0	0	0	0	0
17. Reduce noise and light pollution.	+	0	X? (4)	+	0	0	0	0	0	0	0	0	0	+	++	0	0	0	0	0	0
18. To raise the skills levels and qualifications of the workforce.	+	0	0	++	++	0	0	0	0	0	0	0	0	0	0	0	0	0	0	++	++
19. To consult communities in accordance with the SCL, providing opportunities to participate in and contribute to the decisions that affect their neighbourhood and quality of life.	+	0	0	++	++	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20. Create and maintain a diverse, knowledge driven economy, ensuring all have the benefits, urban and rural.	+	0	0	+	0	0	0	+	0	0	0	0	0	0	++	0	0	++	0	0	++
21. Promote and support the development of new technologies, of high value and low impact, especially resource efficient technologies and environmental technology initiatives.	0	0	0	+	0	0	++	0	0	0	0	0	0	0	0	0	0	0	0	++	++

1. Housing growth may generate noise and light pollution.
2. Some town centre sites have flood risk issues.
3. Some town centre sites have flood risk issues.
4. Housing growth may generate noise and light pollution.

Issues and Options Aims and Objectives

Aims of the KCAAP	
SA Objective	To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.
	To maximise the economic vitality of central Kidderminster whilst enhancing the environment of the area as a place to live.

Aims of the KCAAP	
1	<p>0 No likely impact.</p>
2	<p>++ Aims to improve the cultural and leisure offer in the town.</p>
3	<p>++ Seeks to increase housing to add vitality to central Kidderminster.</p>
4	<p>0 No likely impact.</p>
5	<p>++ Aims to create a town with activity and natural surveillance at all times of the day and night.</p>
6	<p>0 No likely impact.</p>
7	<p>0 No likely impact.</p>
8	<p>+ Focuses development on the town centre helping to reduce the need to travel.</p>
9	<p>0 No likely impact.</p>
10	<p>0 No likely impact.</p>
11	<p>+ Redevelopment will have a positive impact on the townscape.</p>
12	<p>++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land.</p>
13	<p>+ New developments can raise the quality of the landscape and townscape and preserve the historic environment.</p>
14	<p>++ Supports residential development on brownfield land.</p>
15	<p>++ Potential regeneration of key town centre sites.</p>

Aims of the KCAAP	
16	0 No likely impact.
17	0 No likely impact
18	0 No likely impact.
19	0 No likely impact
20	+ Could promote economic growth and diversity of economy.
21	+ Could promote economic growth and diversity of economy.

Objectives of the KCAAP						
SA Objective	Maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.	Release the potential of the area's canal-side setting.	Open up the river Stour to create an enhanced biodiversity potential and environmental setting.	Improve the environment by enhancing streets and spaces for people.	Connect and integrate the main developments and environmental assets.	Provide a framework for proactive town centre management.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Improve ease and attractiveness of walking to facilities within the town centre.	+ Improve ease and attractiveness of walking to facilities within the town centre.	0 No likely impact.
2	++ Aims to improve the cultural and leisure offer in the town.	0 No likely impact.	0 No likely impact.	+ Improve ease and attractiveness of walking to facilities within the town centre.	++ Improve access to cultural and leisure facilities.	++ Aims to improve the cultural and leisure offer in the town.
3	++ Seeks to increase housing to add vitality to central Kidderminster.	+ Canals could form part of a quality residential environments.	+ The river could form part of a quality residential environments.	+ Included as part of high quality residential development and environments to help to raise quality of life.	0 No likely impact.	0 No likely impact.
4	0 No likely impact.	+ Increase access to the green spaces.	+ Increase access to the green spaces.	+ Improve ease and attractiveness of walking to facilities within the town centre.	+ Increase access to the green spaces.	0 No likely impact.

Objectives of the KCAAP							
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night.	++ Development along the canal would improve community safety along it.	++ Development along the river would improve community safety along it.	+	+	+	++ Aims to create a town with activity and natural surveillance at all times of the day and night.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	+	+	0 No likely impact.
8	+	+	0 No likely impact.	+	+	+	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	X Development sites alongside the river could well be prone to flood risk. Mitigation measures would need to be put in place.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	+	++	++	+	+	+	+
12	++	++	++	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
13	+	+	+	+	+	0 No likely impact.	0 No likely impact.

Objectives of the KCAAP							
14	Supports residential development on brownfield land.	++	No likely impact.	0	No likely impact.	0	No likely impact.
15	Potential regeneration of key town centre sites.	++	Would help to promote the regeneration of Kidderminster by capitalising on an asset.	++	Would help to promote the regeneration of Kidderminster by capitalising on an asset.	+	Promotes regeneration by making the town a better environment.
16	No likely impact.	0	No likely impact.	0	No likely impact.	0	No likely impact.
17	No likely impact.	0	No likely impact.	0	No likely impact.	0	No likely impact.
18	No likely impact.	0	No likely impact.	0	No likely impact.	0	No likely impact.
19	No likely impact.	0	No likely impact.	0	No likely impact.	0	No likely impact.
20	Could promote economic growth and diversity of economy.	+	Capitalising on the canal could help attract tourists.	+	Capitalising on the river could help attract tourists.	+	This could enable to holding of more events which could attract visitors.
21	Could promote economic growth and diversity of economy.	+	No likely impact.	0	No likely impact.	0	No likely impact.

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
1	++ Within walking distance of town centre medical facilities and hospital.	++ Within walking distance of town centre medical facilities and hospital.	++ Within walking distance of town centre medical facilities and hospital.	+Within walking distance of town centre medical facilities.	++ Within 15 minutes walk of GP, town centre medical facilities and hospital facilities.

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
2	<p>++</p> <p>Within the District's main town centre. Rail station also within 10 minutes walk.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre. Rail station also within 15 minutes walk.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre. Rail station also within 15 minutes walk.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre. Adjacent to the rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within the District's main town centre and within 10 minutes walk of the rail station.</p> <p>Long-term impact on sustainability and quality of life.</p>
3	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p> <p>Long-term impact on housing provision and quality of life.</p>
4	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p> <p>Short- and long-term impact on quality of life.</p>
5	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance.</p> <p>Positive short- and long-term impact on community safety.</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+?</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy, however, the nature of the existing building might make this difficult.</p> <p>Long-term impact on sustainability.</p>	<p>+?</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy, however, the nature of the existing building might make this difficult.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
8	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>
9	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>
10	<p>++</p> <p>The site is not within a floodplain.</p>	<p>++</p> <p>The site is not within a floodplain.</p>	<p>X</p> <p>Flood zone 2 and 3 affects edge of site. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>++</p> <p>The site is not within a floodplain.</p>	<p>X</p> <p>Part of the site affected by zone 2 and part affected by zone 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>
11	<p>+</p> <p>Redevelopment of this site offers the opportunity to secure the future of a Listed Building. This will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Redevelopment of this site offers the opportunity to secure the future of a Locally Listed Building. This will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment will have a positive impact on the townscape. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>
12	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Potential impact on Staffordshire & Worcestershire Canal Special Wildlife Site. Opportunity to improve. Long-term impact which could be irreversible.</p>	<p>N/A</p>	<p>+</p> <p>Potential to improve wildlife corridor. Long-term impact.</p>

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
13	<p>Redevelopment of this site offers the opportunity to secure the future of a Listed Building.</p> <p>Short- and long-term impact on quality of the environment.</p> <p>+</p>	<p>Redevelopment of this site offers the opportunity to secure the future of a Listed Building.</p> <p>Short- and long-term impact on quality of the environment.</p> <p>+</p>	<p>Redevelopment of this site offers the opportunity to provide an more appropriate setting for the Staffordshire & Worcester Canal Conservation Area and the surrounding listed buildings.</p> <p>Short- and long-term impact on quality of the environment.</p> <p>++</p>	N/A	<p>Need to consider impact on adjacent Locally Listed building. Opportunity to improve setting.</p> <p>Short- and long-term impact on quality of the environment.</p> <p>+</p>
14	<p>The site is brownfield.</p> <p>++</p>	<p>The site is brownfield.</p> <p>++</p>	<p>The site is brownfield.</p> <p>++</p>	<p>The site is brownfield.</p> <p>++</p>	<p>The site is brownfield.</p> <p>++</p>
15	<p>The redevelopment of this large town centre site will make a significant contribution towards the regeneration of Kidderminster.</p> <p>Short and long-term positive impact for the town.</p> <p>++</p>	<p>The redevelopment of this site will contribute towards the regeneration of Kidderminster.</p> <p>Short and long-term positive impact for the town.</p> <p>++</p>	<p>The redevelopment of this site will make a significant contribution towards regeneration the town centre's canal side areas.</p> <p>Short and long-term positive impact for the town.</p> <p>++</p>	<p>Could contribute to regeneration by improving key site on a main road but loss of businesses could have a detrimental impact.</p> <p>Short-term impact which could be reversible.</p> <p>+?</p>	<p>Detrimental impact through loss of businesses.</p> <p>Short-term impact which could be reversible.</p> <p>X</p>
16	<p>Development will be expected to achieve the requirements of the Core Strategy as a minimum, however, opportunities may be limited by the fact that the scheme will be conversion rather than new-build.</p> <p>Long-term impact on sustainability.</p> <p>+?</p>	<p>Development will be expected to achieve the requirements of the Core Strategy as a minimum, however, opportunities may be limited by the fact that the scheme will be conversion rather than new-build.</p> <p>Long-term impact on sustainability.</p> <p>+?</p>	<p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p> <p>+</p>	<p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p> <p>+</p>	<p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p> <p>+</p>
17	<p>No effect likely.</p> <p>0</p>	<p>No effect likely.</p> <p>0</p>	<p>Likely to reduce noise.</p> <p>Short-term impact.</p> <p>+</p>	<p>No effect likely.</p> <p>0</p>	<p>Change from industrial use to residential could reduce noise.</p> <p>Short-term impact.</p> <p>+?</p>
18	N/A	N/A	N/A	N/A	<p>Loss of existing businesses could reduce training opportunities.</p> <p>Long-term impact on skills.</p> <p>X?</p>
19	N/A	N/A	N/A	N/A	N/A

SA Objective	H025: KTC3 Worcester Street	H026: Rock Works, Park Lane	H027: Timber Yard, Park Lane	H039: Comberton Place	H040: Long Meadow Mills, Dixon Street
20	<p>+</p> <p>A mixed-use scheme could help to boost the economy of the town. Short- and long-term positive impact for the town.</p>	N/A	<p>+</p> <p>Mixed use development linking to Weavers Wharf would have a positive impact. However, existing business would need to be relocated. Short and long-term positive impact for the town.</p>	<p>X</p> <p>Loss of businesses would have a detrimental impact on the economy. Short-term impact which could be reversible.</p>	<p>X</p> <p>Loss of businesses would have a detrimental impact on the economy. Short-term impact which could be reversible.</p>
21	N/A	N/A	N/A	N/A	N/A
SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
1	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	<p>+</p> <p>Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.</p>	<p>+</p> <p>Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.</p>	<p>+</p> <p>Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.</p>
2	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and within 5 minutes walk of rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and within 5 minutes walk of rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and within 15 minutes walk of rail station. Long-term impact on sustainability and quality of life.</p>
3	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy.</p>
4	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk.</p>	<p>++</p> <p>Parks and play areas within 5 minutes walk.</p>
5	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>

SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>
8	<p>++</p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport.</p> <p>Long-term impact on sustainability.</p>
9	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>++</p> <p>Comprehensive redevelopment of the site will contribute to significantly improving air quality in the adjacent Horsefair AQMA.</p> <p>Short- and long-term improvement to air quality.</p>
10	<p>++</p> <p>Site is not within the floodplain.</p>	<p>++</p> <p>Site is not within the floodplain.</p>	<p>++</p> <p>Site is not within the floodplain.</p>	<p>++</p> <p>Site is not within the floodplain.</p>	<p>++</p> <p>Site is not within the floodplain.</p>
11	<p>+</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment would remove an incongruous feature from the streetscene.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Potential to improve streetscene at a key gateway.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>
12	<p>+</p> <p>Potential to improve adjacent Special Wildlife Site.</p> <p>Long-term impact on natural habitat.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Potential to improve adjacent Special Wildlife Site.</p> <p>Long-term impact on natural habitat.</p>

SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
13	<p>+</p> <p>Potential to improve setting of locally listed buildings nearby. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Potential to improve setting of historical cottages adjacent to site. Short- and long-term impact on quality of the environment.</p>	N/A	N/A	<p>+</p> <p>Potential to improve the setting of locally listed carpet warehouses and secure their future. Short- and long-term impact on quality of the environment.</p>
14	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>
15	<p>X?</p> <p>Detrimental impact through loss of businesses. Short-term impact which could be reversible.</p>	<p>X?</p> <p>Loss of existing businesses could have a detrimental impact on regeneration. Short-term impact which could be reversible.</p>	<p>+?</p> <p>Mixed-use scheme could incorporate existing retail uses and have a positive impact on regeneration. Short and long-term positive impact for the town.</p>	<p>+</p> <p>Potential to contribute to regeneration of Kidderminster. Would improve the streetscene on a prominent site. Short and long-term positive impact for the town.</p>	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>
16	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>
17	<p>+?</p> <p>Change from industrial use to residential could reduce noise. Short-term impact.</p>	<p>+?</p> <p>Change from industrial use to residential could reduce noise. Short-term impact.</p>	<p>0</p> <p>No impact likely</p>	N/A	<p>+?</p> <p>Change of use to residential could reduce noise. Short-term impact.</p>
18	<p>X?</p> <p>Loss of existing businesses could reduce training opportunities. Short-term impact which could be reversible.</p>	<p>X?</p> <p>Loss of existing businesses could reduce training opportunities. Short-term impact which could be reversible.</p>	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	<p>+</p> <p>Churchfields Masterplan provides good opportunities for community involvement, as will subsequent stages of development. Short- and long-term impact on civic pride.</p>

SA Objective	H046 (EMP 7.2) Industrial Estate, Park Lane	H047 (EMP 7.1) Industrial Estate, Park Street	H051: 100-102 Comberton Hill	H052: Kidderminster Market Auctions, Comberton Place	H053 (EMP 5.1) Churchfields Business Park, Clensmore Street	
20	X Loss of businesses would have a detrimental impact on the economy. Short-term impact which could be reversible.	X Loss of businesses would have a detrimental impact on the economy. Short-term impact which could be reversible.	+? Mixed use scheme could enhance the attractiveness of existing retail businesses.	? Auction rooms would need to be relocated.	+? Loss of business premises, although all units are currently short-term let. Mixed-use development could provide opportunities for small/start-up business units. Long-term impact on business growth.	
21	N/A	N/A	N/A	N/A	N/A	
SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
1	+ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.	++ Within 10 minutes walk of the town centre offering a range of medical facilities including GP. Also within 10 minutes walk of hospital. Long-term impact on quality of life.	+ Within 10 minutes walk of GP, town centre medical facilities and within 20 minutes walk of hospital. Long-term impact on quality of life.	++ Within 15 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	++ Within 15 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.	+ Within 10 minutes walk of GP, town centre medical facilities and within 15 minutes walk of hospital. Long-term impact on quality of life.
2	++ Within 10 minutes walk of town centre and within 15 minutes walk of rail station. Long-term impact on sustainability and quality of life.	++ Town centre is within 10 minutes walk offering a range of services and facilities. Retail facilities, including supermarket are within 5 minutes walk. Long-term impact on sustainability and quality of life.	++ Within 10 minutes walk of town centre and within 15 minutes walk of rail station. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre and within 10 minutes walk of the rail station. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre and within 10 minutes walk of the rail station. Long-term impact on sustainability and quality of life.	++ Within the District's main town centre and within 10 minutes walk of the rail station. Long-term impact on sustainability and quality of life.
3	++ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ Site would be required to deliver affordable housing in accordance with the requirements set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.	+ The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
4	<p>++</p> <p>Parks and play areas within 5 minutes walk. Short- and long-term impact on quality of life.</p>	<p>++</p> <p>Open space within 10 minutes walk, play area within 15 minutes walk. Short- and long-term impact on quality of life.</p>	<p>++</p> <p>Parks and play areas within 5 minutes walk and Policy requires compensation for loss of existing green space. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>
5	<p>+</p> <p>Removal of derelict buildings will improve pride in the local area and will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>N/A</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety.</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy. Demolition waste should be used within new build wherever possible.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>
8	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Good access to facilities on foot and good access to public transport network. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
9	<p>++</p> <p>Site is adjacent to an AQMA, and comprehensive redevelopment provides opportunities to improve air quality. Short- and long-term improvement to air quality.</p>	<p>+</p> <p>The site is not within an AQMA.</p>	<p>++</p> <p>Site is adjacent to an AQMA, and comprehensive redevelopment provides opportunities to improve air quality. Short- and long-term improvement to air quality.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>
10	<p>X</p> <p>Flood zone 2 affects a small area of the site. Mitigation would be required in the form of a suitable SUDS scheme. Long-term impact on flood risk.</p>	<p>XX</p> <p>Part of the site lies within the River Stour floodplain and as such any development would need to provide appropriate mitigation measures. Long-term impact on flood risk.</p>	<p>X</p> <p>Flood zone 2 affects a small area of the site. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>XX</p> <p>Entire site is within flood zone 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>X</p> <p>Within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>XX</p> <p>Partially within flood zone 3, remainder of site within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>
11	<p>++</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment offers the opportunity to improve the streetscene. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and locally listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Potential to improve streetscene. Required to maintain proposed locally listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Potential to improve streetscene. Short- and long-term impact on quality of the environment.</p>
12	<p>+</p> <p>Potential to improve adjacent Special Wildlife Site and Site of Special Scientific Interest. Long-term impact on natural habitat.</p>	<p>++</p> <p>Offers the opportunity to enhance the River Stour Special Wildlife Site. Long-term impact on natural habitat.</p>	<p>+</p> <p>Potential to improve adjacent Special Wildlife Site. Long-term impact on natural habitat.</p>	<p>+</p> <p>Potential to improve adjacent Special Wildlife Site. Long-term impact on natural habitat.</p>	<p>N/A</p>	<p>+</p> <p>Opportunity to enhance Special Wildlife Sites alongside River Stour and Staffordshire & Worcestershire Canal. Long-term impact on natural habitat.</p>

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
13	<p>++</p> <p>Development will enhance the setting of the Staffordshire & Worcestershire Canal Conservation Area. Short- and long-term impact on quality of the environment.</p>	N/A	<p>++</p> <p>Development will enhance the setting of the Staffordshire & Worcestershire Canal Conservation Area. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and locally listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Potential to improve the setting of adjacent locally listed building and proposed locally listed buildings on site. Short- and long-term impact on quality of the environment.</p>	N/A
14	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>	<p>++</p> <p>The site is brownfield.</p>
15	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>?</p> <p>Offers the opportunity to bring residents into Kidderminster. However, site is currently operational as a business. Short-term impact on employment.</p>	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>+</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>+</p> <p>Would contribute to the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>
16	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>
17	N/A	<p>X?</p> <p>Redevelopment could increase lighting required on the site. Mitigation required through use of low-impact lighting to minimise adverse affects. Potential long-term effect on natural habitat.</p>	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	H054 (EMP 5.2) Georgian Carpets, Clensmore Street	H055: BT Mill Street	H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street	H073: Frank Stones, Green Street	H083: Depot, Green Street	H098: Carters, New Road
19	<p>+</p> <p>Churchfields Masterplan provides good opportunities for community involvement, as will subsequent stages of development. Short- and long-term impact on civic pride.</p>	N/A	<p>+</p> <p>Churchfields Masterplan provides good opportunities for community involvement, as will subsequent stages of development. Short- and long-term impact on civic pride.</p>	N/A	N/A	N/A
20	N/A	N/A	<p>X</p> <p>Potential loss of existing business. Short-term economic impact.</p>	N/A	<p>X</p> <p>Existing Council Depot would need to be relocated.</p>	<p>X</p> <p>Potential loss of retailer. Short-term economic impact.</p>
21	N/A	N/A	N/A	N/A	N/A	N/A
SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields	
1	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of GP, town centre medical facilities and hospital. Long-term impact on quality of life.</p>	
2	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	<p>++</p> <p>Within 10 minutes walk of town centre and rail station. Long-term impact on sustainability and quality of life.</p>	
3	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	<p>+</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Long-term impact on housing provision and quality of life.</p>	
4	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	<p>+</p> <p>Parks and play areas within 10 minutes walk. Short- and long-term impact on quality of life.</p>	

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
5	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p>
8	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>	<p>++</p> <p>Very good access to services and facilities by foot and public transport. Long-term impact on sustainability.</p>
9	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>+</p> <p>Site is not within an AQMA.</p>	<p>++</p> <p>Site could provide route for bypass link road around the Horsefair AQMA as part of the comprehensive redevelopment of Churchfields. Short- and long-term improvement to air quality.</p>
10	<p>X</p> <p>Front of site is within flood zone 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>X</p> <p>Part of site is within flood zone 3 and the remainder is within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>X</p> <p>Part of site is within flood zone 3 and the remainder is within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>++</p> <p>Site is not within the floodplain.</p>	<p>++</p> <p>Site is not within the floodplain.</p>

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
11	++ Potential to improve the streetscene.	++ Potential to improve the streetscene and heritage processions with development of a road frontage. Short- and long-term impact on quality of the environment.	++ Potential to improve the streetscene and heritage processions with redevelopment of the frontage. Short- and long-term impact on quality of the environment.	++ Potential for redevelopment to address the ring road at this landmark site. Short- and long-term impact on quality of the environment.	++ Potential for redevelopment to address the ring road at this landmark site. Short- and long-term impact on quality of the environment.
12	N/A	+? Potential impact on the River Stour Special Wildlife Site. Could facilitate biodiversity improvements. Long-term impact on natural habitat.	+ Potential impact on the River Stour Special Wildlife Site. Could facilitate biodiversity improvements. Long-term impact on natural habitat.	0 No impact likely.	0 No impact likely.
13	N/A	+ Could contribute to the New Road heritage processions. Long-term impact on the historic environment.	+ Castle Mills is worthy of retention and redevelopment offers the opportunity to improve its setting. However, it has no statutory designation so could be lost. Long-term impact on the historic environment.	N/A	N/A
14	++ The site is brownfield.	++ The site is brownfield.	++ The site is brownfield.	++ The site is brownfield.	++ The site is brownfield.
15	?	X Would result in reduced retail offer within Kidderminster which may increase travelling. Short-term negative impact on the town's economy.	0 Retail unit would be lost from this location but can be consolidate elsewhere. Short-term negative impact on the town's economy.	+ Would aid regeneration by removing a vacant unit from a prominent site. Short-term positive impact on the town's regeneration.	++ Comprehensive redevelopment of the wider Churchfields area will significantly enhance the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	N/A	N/A	N/A	N/A	N/A
18	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A

SA Objective	H103: Site opposite 40 Park Lane	H113: Netto, New Road	H135: Bed City MCF Complex, New Road	H146: Cheshires Site, Coventry Street	H148: CMS Car Showroom, Churchfields
20	N/A	X Loss of large retailer would lead to a loss of employment opportunities within the town. Short-term impact which could be reversible.	0 Retail unit would be lost from this location but can be consolidate elsewhere. Short-term impact which could be reversible.	N/A	0 Loss of business could result in loss of employment opportunities. However, business can relocate within the District. Short-term impact which could be reversible.
21	N/A	N/A	N/A	N/A	N/A
SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
1	+	+	+	0	0
	Policy seeks to create a high quality residential environment. Short- and long-term impacts on environmental quality.	Seeks redevelopment of a poor residential environment. Short-term impact on environmental quality.	Redevelopment could include health facilities. Short-term impact on facilities.	No likely impact.	No likely impact.
2	++	+	+	+	+
	Policy seeks to improve retail, employment, and recreation opportunities as well as improving links to the town centre. Short- and long-term impacts.	Close to the town centre.	Close to the town centre and redevelopment could include health facilities. Short-term impact.	Provide new employment opportunities. Long-term impact.	Provide new employment and retail opportunities. Short- and long-term impacts.
3	+	++	++	0	0
	Promotes the delivery of affordable housing. Short- and long-term impacts on housing delivery.	100% affordable housing site. Short-term impact.	Site would be expected to deliver affordable housing. Short-term impact.	No likely impact.	No likely impact.
4	+	+	+	+	+
	Policy seeks to create a high quality residential environment and improved access to surrounding green space. Improve long-term access to green space. Short- and long-term impacts.	Seeks redevelopment of a poor residential environment. Short- and long-term impact on quality of the environment.	Close to retail centre and local schools.	Provide new employment opportunities. Long-term impact.	Provide new employment and retail opportunities. Short- and long-term impacts.

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
5	+ Promotes active frontages onto streets and spaces. Positive short- and long-term impact on community safety Short- and long-term impacts.	+ Promotes active frontages onto streets and spaces. Positive short- and long-term impact on community safety	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety	+ Promotes active ground floor frontages. Positive short- and long-term impact on community safety
6	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.
7	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.
8	+ Seeks to improve pedestrian links to surrounding areas. Short- and long-term impact on pedestrian movement into town centre.	+ Good access to services and facilities by foot and public transport. Short-term impact on accessibility.	+ Good access to services and facilities by foot and public transport. Short-term impact.	x Not good access by public transport. Could be mitigated through improved public transport. Long-term impact.	+ Good access to services and facilities by foot and public transport. Short-term impact.
9	+ Promotes greater movement choices that could ease congestion on existing AQMA. Long-term impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	N/A	++ Site not in flood risk zone.	++ Site not in flood risk zone.	XX Site within flood zones 2 & 3. Mitigation would be required in the	++ Site not in flood risk zone.

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
				form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	
11	++ States the development should work with existing landscape, landmarks, and heritage assets. Short- and long-term impact on quality of the environment.	+ Seeks redevelopment of a poor residential environment. Short- and long-term impact on quality of the environment.	+ Potential to improve the streetscene on Hurcott Road. Short- and long-term impact on quality of the environment.	+ Potential to improve aspect onto the canal. Short- and long-term impact on quality of the environment.	++ Aims to repair and improve historic street frontage. Short- and long-term impact on quality of the environment.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
13	++ Seeks the safeguarding of heritage assets. Short- and long-term impact on quality of the environment.	N/A	N/A	N/A	++ Aims to repair and improve historic street frontage. Short- and long-term impact on quality of the environment.
14	++ Promotes development on a brownfield site.	++ Promotes development on a brownfield site.	xx Development on a greenfield site. Mitigation would be required in the form of on-site green infrastructure provision and compensatory provision for the playing pitches. Medium/long-term impact.	xx Development on a greenfield site. Mitigation would be required in the form of on-site green infrastructure provision. Medium/long-term impact.	++ Promotes development on a brownfield site.
15	++ The regeneration of Churchfields will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.

SA Objective	Policy 19 Churchfields Masterplan	Policy 20 Grasmere Close	Policy 22 Former Sladen School	Policy 25 Crossley Park	Policy 26 Horsefair
16	0 No likely impact.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	X Potential to increase noise and light pollution to the canal. Mitigation would be required to provide minimal impact upon river wildlife corridor and improve habitats. Long-term impact on biodiversity,	0 No likely impact.
18	+ Supports the development of additional employment provision. Long-term impact on skill levels.	N/A	N/A	+ Supports the development of additional employment provision. Long-term impact on skill levels.	+ Supports the development of additional employment provision. Long-term impact on skill levels.
19	++ Masterplan developed with extensive consultation. Long-term impact on civic pride.	N/A	N/A	N/A	N/A
20	++ Supports additional retail and office development. Long-term impact on economic growth.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Supports additional retail and office development. Long-term impact on economic growth.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	+
2	+	++	++	++	+
3	0 No likely impact.	0 No likely impact.	N/A	+	+
4	+	++	++	++	+
5	+	0	+	+	+
6	+	0	0	+	+

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
7	<p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p> <p>+</p>	<p>Provide improved public transport facilities. Short- and long-term impact on accessibility.</p> <p>+</p>	<p>No likely impact.</p> <p>0</p>	<p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p> <p>+</p>	<p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p> <p>+</p>
8	<p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility.</p> <p>+</p>	<p>Provide improved public transport facilities. Short- and long-term impact on accessibility.</p> <p>++</p>	<p>Encourages more walking and cycling. Short- and long-term impact on accessibility.</p> <p>++</p>	<p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility.</p> <p>+</p>	<p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility.</p> <p>+</p>
9	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>
10	<p>Site not in flood risk zone.</p> <p>++</p>	<p>Site not in flood risk zone.</p> <p>++</p>	<p>Site not in flood risk zone.</p> <p>++</p>	<p>Site not in flood risk zone.</p> <p>++</p>	<p>Site not in flood risk zone.</p> <p>++</p>
11	<p>Aims to repair and improve historic street frontage. Short- and long-term impact on quality of the environment.</p> <p>++</p>	<p>Improve the townscape around station forecourt. Short- and long-term impact on quality of the environment.</p> <p>++</p>	<p>Improve the streetscene for pedestrians. Short- and long-term impact on quality of the environment.</p> <p>+</p>	<p>Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p> <p>++</p>	<p>Redevelopment could have a significant improvement on the townscape. Short- and long-term impact on quality of the environment.</p> <p>++</p>
12	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>
13	<p>Aims to repair and improve historic street frontage. Long-term impact on the historic environment.</p> <p>++</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>
14	<p>Promotes development on a brownfield site.</p> <p>++</p>	<p>Brownfield site.</p> <p>++</p>	<p>Brownfield site.</p> <p>++</p>	<p>Promotes development on a brownfield site.</p> <p>++</p>	<p>Promotes development on a brownfield site.</p> <p>++</p>

SA Objective	Policy 27 Comberton Hill Area	Policy 28 Kidderminster Railway Station	Policy 30 Comberton Island	Policy 31 Bromsgrove Street Area	Policy 32 Worcester Street Retail Development
15	<p>Development in this area will contribute towards the regeneration of Kidderminster.</p> <p>Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of these facilities will contribute towards the regeneration of Kidderminster.</p> <p>Short and long-term positive impact for the town.</p>	<p>++</p> <p>Improvement of pedestrian route will contribute to the regeneration of Kidderminster.</p> <p>Short-and long-term impact on pedestrian movement into town centre.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster.</p> <p>Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster.</p> <p>Short and long-term positive impact for the town.</p>
16	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum.</p> <p>Long-term impact on sustainability.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
18	<p>+</p> <p>Supports the development of additional employment provision.</p> <p>Long-term impact on skill levels.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Support the development of additional employment provision.</p> <p>Long-term impact on skill levels.</p>	<p>++</p> <p>Support the development of additional employment provision.</p> <p>Long-term impact on skill levels.</p>
19	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>
20	<p>++</p> <p>Supports additional retail and office development.</p> <p>Long-term impact on economic growth.</p>	<p>+</p> <p>Improved transport facilities make the town a more attractive business location.</p> <p>Long-term impact on economic growth.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Supports additional retail and office development.</p> <p>Long-term impact on economic growth.</p>	<p>++</p> <p>Supports additional retail and office development.</p> <p>Long-term impact on economic growth.</p>
21	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Improved transport facilities make the town a more attractive business location.</p> <p>Long-term impact on economic growth.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canalside	Policy 37 Weavers Wharf
1	<p>+</p> <p>Within walking distance of town centre medical facilities. Long-term impact on quality of life.</p>	<p>+</p> <p>Within walking distance of town centre medical facilities. Long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Improve connections to town centre medical facilities. Long-term impact on quality of life.</p>	<p>+</p> <p>Within walking distance of town centre medical facilities. Long-term impact on quality of life.</p>
2	<p>+</p> <p>Provide new employment and retail opportunities. Long-term impact on economic growth.</p>	<p>+</p> <p>Provide new employment and retail opportunities. Long-term impact on economic growth.</p>	<p>++</p> <p>Provide new employment and retail opportunities and improve links to the town centre. Long-term impact on economic growth.</p>	<p>++</p> <p>Provide new employment, retail and leisure opportunities and improve links to the town centre. Long-term impact on economic growth.</p>	<p>++</p> <p>Provide new employment, retail and leisure opportunities. Long-term impact on economic growth.</p>
3	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact on housing provision.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact on housing provision.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact on housing provision.</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided accordance with the policy set out within the Core Strategy. Long-term impact on housing provision.</p>
4	<p>+</p> <p>Provide new employment and retail opportunities. Long-term impact on economic growth. Long-term impact on economic growth.</p>	<p>++</p> <p>Provide new employment and retail opportunities and improve access to St. George's Park. Long-term impact on economic growth.</p>	<p>+</p> <p>Provide new employment and community/cultural opportunities. Long-term impact on economic growth.</p>	<p>+</p> <p>Provide new employment and community/cultural opportunities. Long-term impact on economic growth.</p>	<p>+</p> <p>Provide New employment and retail opportunities. Long-term impact on economic growth.</p>
5	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canal-side	Policy 37 Weavers Wharf
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy.</p> <p>Long-term impact on sustainability.</p>
8	<p>++</p> <p>Good access to services and facilities by foot and public transport.</p> <p>Short- and long-term impact on accessibility</p>	<p>++</p> <p>Good access to services and facilities by foot and public transport.</p> <p>Short- and long-term impact on accessibility</p>	<p>++</p> <p>Seeks to improve access to the town centre.</p> <p>Short- and long-term impact on pedestrian movement into town centre.</p>	<p>++</p> <p>Seeks to improve access to the town centre.</p> <p>Short- and long-term impact on pedestrian movement into town centre.</p>	<p>++</p> <p>Good access to services and facilities by foot and public transport.</p>
9	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
10	<p>++</p> <p>Site not in flood risk. Zone.</p>	<p>++</p> <p>Site not in flood risk zone.</p>	<p>++</p> <p>Site not in flood risk zone.</p>	<p>++</p> <p>Site not in flood risk zone.</p>	<p>x?</p> <p>Site not in flood risk zone.</p>
11	<p>++</p> <p>Development could have a significant improvement on the townscape.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment could have a significant improvement on the townscape.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment could have a significant improvement on the townscape.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Redevelopment could have a significant improvement on the townscape.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Development could have a significant improvement on the townscape.</p> <p>Short- and long-term impact on quality of the environment.</p>
12	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
13	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Seeks to retain the Rock Works building.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Seeks to retain buildings of heritage value and safeguard canal conservation area.</p> <p>Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Seeks to safeguard buildings of heritage value and the canal conservation area.</p> <p>Short- and long-term impact on quality of the environment.</p>
14	<p>++</p> <p>Promotes development on a brownfield site.</p>	<p>++</p> <p>Promotes development on a brownfield site.</p>	<p>++</p> <p>Promotes development on a brownfield site.</p>	<p>++</p> <p>Promotes development on a brownfield site.</p>	<p>++</p> <p>Promotes development on a brownfield site.</p>

SA Objective	Policy 33 Lion Street	Policy 34 Waterloo Street Area	Policy 35 Park Street Industrial Estate & Rock Works	Policy 36 Park Lane Canal-side	Policy 37 Weavers Wharf
15	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>	<p>++</p> <p>The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.</p>
16	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>	<p>+</p> <p>Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
18	<p>+</p> <p>Support the development of additional employment provision. Long-term impact on skill levels.</p>	<p>+</p> <p>Support the development of additional employment provision. Long-term impact on skill levels.</p>	<p>+</p> <p>Support the development of additional employment provision. Long-term impact on skill levels.</p>	<p>+</p> <p>Support the development of additional employment provision. Long-term impact on skill levels.</p>	<p>+</p> <p>Support the development of additional employment provision. Long-term impact on skill levels.</p>
19	N/A	N/A	N/A	N/A	N/A
20	<p>+</p> <p>Supports additional retail and office development. Long-term impact on economic growth.</p>	<p>+</p> <p>Supports additional retail and office development. Long-term impact on economic growth.</p>	<p>0</p> <p>Development may lead to relocation of existing businesses, but could provide opportunity for new. Long-term impact on economic growth.</p>	<p>+</p> <p>Supports additional retail and office development. Long-term impact on economic growth.</p>	<p>+</p> <p>Supports additional retail and office development. Long-term impact on economic growth.</p>
21	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
1	<p>+</p> <p>Within walking distance of town centre medical facilities. Long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Within walking distance of town centre medical facilities. Long-term impact on quality of life.</p>
2	<p>++</p> <p>Site is within the town centre. Long-term impact on quality of life.</p>	<p>+</p> <p>Provide new employment and retail opportunities. Long-term impact on economic growth.</p>	<p>++</p> <p>Improve accessibility to culture/performance space. Long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Area is within the town centre. Long-term impact on quality of life.</p>
3	<p>++</p> <p>The site would be expected to provide affordable housing in accordance with the policy set out within the Core Strategy. Medium/long-term impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy. Medium/long-term impact.</p>
4	<p>+</p> <p>Parks and play areas within easy walking distance. Short- and long-term on quality of life.</p>	<p>+</p> <p>Provide new employment and retail opportunities. Long-term impact on economic growth.</p>	<p>+</p> <p>Improve accessibility to open space. Short- and long-term positive impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Provide new employment opportunities. Long-term impact on economic growth.</p>
5	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>Promotes active ground floor frontages. Positive short- and long-term impact on community safety</p>	<p>+</p> <p>Providing more civic spaces. Positive short- and long-term impact on community safety</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety</p>
6	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.</p>
7	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.</p>

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
8	<p>+</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>	<p>++</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>	<p>N/A</p>	<p>N/A</p>	<p>+</p> <p>Good access to services and facilities by foot and public transport. Short- and long-term impact on accessibility</p>
9	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
10	<p>XX</p> <p>Partially within flood zone 3, remainder of site within flood zone 2. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>???</p> <p>Site not in flood risk zone.</p>	<p>++</p> <p>Sites are not in flood risk zone.</p>	<p>N/A</p>	<p>X</p> <p>Some areas within flood zones 2 and 3. Mitigation would be required in the form of a suitable SUDS scheme. Residential uses not to be located on lower levels. Long-term impact on flood risk.</p>
11	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>+</p> <p>Seeks to preserve and enhance strong building line. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Improve the public realm of the town centre. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Improve the public realm of the town centre. Short- and long-term impact on quality of the environment.</p>	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.</p>
12	<p>+</p> <p>Opportunity to enhance Special Wildlife Sites alongside River Stour and Staffordshire and Worcestershire Canal. Long-term impact on natural habitat.</p>	<p>+</p> <p>Policy requires enhancement to green infrastructure and biodiversity network where possible, mainly along the River Stour corridor. Long-term impact on natural habitat.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Opportunity to enhance River Stour environment. Long-term impact on natural habitat.</p>
13	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Development required to protect and enhance the proposed conservation area and listed buildings. Short- and long-term impact on quality of the environment.</p>

SA Objective	Policy 38 Castle Wharf	Policy 39 Mill Street Mixed Use Area	Policy 40 Civic Spaces	Policy 41 Street Improvements	Policy 42 Heritage Processions
14	++ Promotes development on a brownfield site.	++ Promotes development on brownfield sites.	+ Site is brownfield.	N/A	++ Promotes development on brownfield sites.
15	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	+ Development in this area will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	+ Policy will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	+ Policy will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.	+ Policy will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	X Potential to increase noise and light pollution to the canal and river. Mitigation would be required to provide minimal impact upon river wildlife corridor and improve habitats. Long-term impact on natural habitat.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	+ Support the development of additional employment provision. Long-term impact on skill levels.	+ Support the development of additional employment provision. Long-term impact on skill levels.	0 No likely impact.	0 No likely impact.	+ Support the development of additional employment provision. Long-term impact on skill levels.
19	N/A	N/A	N/A	N/A	N/A
20	+ Support the development of additional employment provision. Long-term impact on economic growth.	+ Support the development of additional employment provision. Long-term impact on economic growth.	N/A	N/A	+ Support the development of additional employment provision. Long-term impact on economic growth.
21	0 No likely impact.	0 No likely impact.	N/A	N/A	0 No likely impact.

SA Objective	Policy 45 Bus Depot
1	0 No likely impact.
2	+ Close to the town centre. Long-term impact on quality of life.
3	+ Site could include a mixture of housing. Affordable housing would be provided in accordance with the policy set out within the Core Strategy. Long-term impact.
4	+ Provide new employment opportunities. Long-term impact on economic growth.
5	+ New development will increase activity and natural surveillance. Positive short- and long-term impact on community safety
6	+ Any development of the site will need to include waste minimisation measures in accordance with the Core Strategy.
7	+ Any development of the site will need to implement the 'Delivering Sustainable Development' core policy set out within the Core Strategy. Long-term impact on sustainability.
8	+ Improve transport infrastructure and pedestrian and cycle links. Short-and long-term impact on pedestrian movement into town centre.
9	0 No likely impact.
10	++ Site not in flood risk zone.
11	++ Seeks to extend heritage processional route and improve relationship to ring road. Short- and long-term impact on quality of the environment.
12	0 No likely impact
13	0 No likely impact

SA Objective	Policy 45 Bus Depot
14	++ Promotes development on a brownfield site
15	++ The redevelopment of this site will contribute towards the regeneration of Kidderminster. Short and long-term positive impact for the town.
16	+ Development will be expected to achieve the requirements of the Core Strategy as a minimum. Long-term impact on sustainability.
17	0 No likely impact
18	+ Supports the development of additional employment provision. Long-term impact on skill levels.
19	N/A
20	+ Supports the development of additional employment provision. Long-term impact on economic growth.
21	N/A

D Policy Testing Tables

Aims of the KCAAP	
SA Objective	To help make Kidderminster the premier destination of choice for shopping and entertainment for all residents within Wyre Forest District and the surrounding rural catchment area.
1	To maximise the economic vitality of central Kidderminster whilst enhancing the environment of the area as a place to live. 0 No likely impact.
2	Aims to improve the cultural and leisure offer in the town. ++ Long-term impact.
3	Seeks to increase housing to add vitality to central Kidderminster. Short- and long-term impact as housing is delivered. ++
4	Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed. 0 No likely impact.
5	Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed. ++
6	Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice. 0 No likely impact.
7	Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice. 0 No likely impact.
8	Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice. +
9	Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed. 0 No likely impact.
10	Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed. 0 No likely impact.
11	Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed. +

Aims of the KCAAP	
12	<p>++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.</p> <p>++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.</p>
13	<p>+ New developments can raise the quality of the landscape and townscape and preserve the historic environment.</p> <p>+ New developments can raise the quality of the landscape and townscape and preserve the historic environment.</p>
14	<p>++ Supports residential development on brownfield land.</p> <p>++ Supports residential development on brownfield land.</p>
15	<p>++ Potential regeneration of key town centre sites. Short- and long-term impacts as developments are progressed.</p> <p>++ Potential regeneration of key town centre sites. Short- and long-term impacts as developments are progressed.</p>
16	<p>0 No likely impact.</p> <p>0 No likely impact.</p>
17	<p>0 No likely impact.</p> <p>0 No likely impact.</p>
18	<p>0 No likely impact.</p> <p>0 No likely impact.</p>
19	<p>0 No likely impact.</p> <p>0 No likely impact.</p>
20	<p>+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p> <p>+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>
21	<p>+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p> <p>+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>

Objectives of the KCAAP			
SA Objective	<p>Maximise the economic potential of the town centre including shopping, the evening and visitor economy, and office space.</p>	<p>Release the potential of the area's canal-side setting.</p>	<p>Open up the river Stour to create an enhanced biodiversity potential and environmental setting.</p>
		<p>Improve the environment by enhancing streets and spaces for people.</p>	<p>Connect and integrate the main developments and environmental assets.</p>
			<p>Provide a framework for proactive town centre management.</p>

Objectives of the KCAAP						
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	Improve ease and attractiveness of walking to facilities within the town centre. Short- and long-term impacts.
2	++ Aims to improve the cultural and leisure offer in the town. Long-term impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++	Improve access to cultural and leisure facilities. Long-term impact.
3	++ Seeks to increase housing to add vitality to central Kidderminster. Short- and long-term impact as housing is delivered.	+	+	+	0	No likely impact.
4	0 No likely impact.	+	+	+	+	Increase access to the green spaces. Short- and long-term impacts.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.	++	+	+	+	Encourage use of streets and create additional natural surveillance. Short- and long-term impact as developments are progressed.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0	No likely impact.
7	0 No likely impact.	0 No likely impact.	+	+	+	Could increase the popularity of walking/cycling. Long-term impact on transport choice.

Objectives of the KCAAP						
8	<p>+ Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>+ Promote the canal as part of the pedestrian/cycle network. Long-term impact on transport choice.</p>	<p>0 No likely impact.</p>	<p>+ Could increase the popularity of walking/cycling. Long-term impact on transport choice.</p>	<p>+ Could increase the popularity of walking/cycling. Long-term impact on transport choice.</p>	<p>0 No likely impact.</p>
9	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>
10	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>X Development sites alongside the river could well be prone to flood risk. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts as mitigation measures are delivered.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>
11	<p>+ Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.</p>	<p>++ Promotes development which has a positive relationship to the waterways. Short- and long-term impacts as developments are progressed.</p>	<p>++ Promotes development which has a positive relationship to the waterways. Short- and long-term impacts as developments are progressed.</p>	<p>+ Would contribute to a more attractive public realm. Short- and long-term impacts as developments are progressed.</p>	<p>+ Would contribute to a more attractive public realm. Short- and long-term impacts as developments are progressed.</p>	<p>+ Provide better organisation and management of public spaces. Short- and long-term impacts as developments are progressed.</p>
12	<p>++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.</p>	<p>++ Policy requires the enhancement of the biodiversity value of the waterways. Short- and long-term impacts as developments are progressed and improves delivered.</p>	<p>++ Policy requires the enhancement of the biodiversity value of the waterways. Short- and long-term impacts as developments are progressed and improves delivered.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>

Objectives of the KCAAP							
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>Development can compliment the canal conservation area. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>Development can compliment and enhance the river and its setting. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
14	<p>++</p> <p>Supports residential development on brownfield land.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
15	<p>++</p> <p>Potential regeneration of key town centre sites. Long-term impact on the town.</p>	<p>++</p> <p>Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact.</p>	<p>++</p> <p>Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact.</p>	<p>+</p> <p>Promotes regeneration by making the town a better environment. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>Promotes regeneration by making the town a better environment. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
18	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
19	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
20	<p>+</p> <p>Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>	<p>+</p> <p>Capitalising on the canal could help attract tourists. Long-term impact on tourism.</p>	<p>+</p> <p>Capitalising on the river could help attract tourists. Long-term impact on tourism.</p>	<p>+</p> <p>This could enable to holding of more events which could attract visitors. Long-term impact on tourism.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
21	<p>+</p> <p>Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

Housing Density and Type			
SA Objective	Concentrate mixed-use development formats incorporating new homes in the central part of town.	Recognise the constraints of many town centre sites will lead to the development of apartments.	Recognise that, in the Kidderminster central Area, there will be a need for dedicated car-parking for new homes.
1	++ Town centre location provides easy access to a range of health facilities. Short- and long-term impacts as developments are progressed.	0 No likely impact.	0 No likely impact.
2	++ Town centre location provides easy access to a range of cultural facilities. Short- and long-term impacts as developments are progressed.	0 No likely impact.	0 No likely impact.
3	+ A mix of tenures and types of housing will be required. However, the viability issues associated with developing in the town centre may restrict provision of affordable housing. Long-term impact on housing provision.	X Apartment developments could reduce the variation of housing types available. Long-term impact on housing provision.	0 No likely impact.
4	++ Town centre location provides easy access to health facilities and education and employment opportunities. Short- and long-term impacts as developments are progressed.	0 No likely impact.	0 No likely impact.
5	++ Mixed use and residential developments in the town centre provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Short- and long-term impact as developments are progressed.	0 No likely impact.
6	0 No likely impact	0 No likely impact.	0 No likely impact.
7	+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.	0 No likely impact.	X Discourages travel by more sustainable methods by making car travel easier. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.

Housing Density and Type			
8	<p>++</p> <p>Sustainable town centre location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.</p>	<p>0</p> <p>No likely impact.</p>	<p>X</p> <p>Discourages travel by more sustainable methods by making car travel easier. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.</p>
9	<p>+</p> <p>Providing a mix of uses could discourage car uses and impact on air quality. Long-term impact on pollution.</p>	<p>0</p> <p>No likely impact.</p>	<p>X</p> <p>More cars in the area could increase problems with air quality. Long-term impacts on pollution.</p>
10	<p>X</p> <p>A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
11	<p>++</p> <p>Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.</p>	<p>X</p> <p>High density apartments could limit the design of buildings and possible lead to less sympathetic developments. Effects could be mitigated through high quality design. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>
12	<p>++</p> <p>Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impacts as developments are progressed.</p>	<p>X</p> <p>High density apartments could limit the design of buildings and possible lead to less sympathetic developments. Effects could be mitigated through high quality design. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>

Housing Density and Type			
14	++ Supports residential development on brownfield land.	++ Supports residential development on brownfield land.	0 No likely impact.
15	++ Potential regeneration of key town centre sites. Long-term impact on the town.	++ Potential regeneration of key town centre sites. Long-term impact on the town.	0 No likely impact.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	+ A mixed-use scheme could help to boost the economy of the town. Long-term impact on diversity and growth.	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.

Housing Density and Type			
SA Objective	Recognise the specific economic challenges of redeveloping the town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane (north).	Deliver a mix of densities and types elsewhere within KCAAP including Churchfields.	Deliver housing in both the town centre and elsewhere within the KCAAP area.
1	0 No likely impact.	+ Easy access to the town centre to access to a range of health facilities. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.
2	0 No likely impact.	+ Easy access to the town centre to access to a range of cultural facilities. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.

Housing Density and Type	
3	<p>XX</p> <p>The viability of residential development in these locations may have a negative impact on the provision of affordable housing. Long-term impact on housing provision and choice.</p>
4	<p>0</p> <p>No likely impact.</p>
5	<p>0</p> <p>No likely impact.</p>
6	<p>0</p> <p>No likely impact.</p>
7	<p>++</p> <p>Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.</p>
8	<p>++</p> <p>Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.</p>
9	<p>+</p> <p>Providing a mix of uses could discourage car uses and impact on air quality. Long-term impact on pollution.</p>
10	<p>X</p> <p>A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels.</p>

Housing Density and Type			
	Short- and long-term impacts on flood risk.	form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk..	form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.
11	X The viability of residential development in these locations could potentially impact on the quality of development. Short- and long-term impact on the townscape.	++ Redevelopment will have a positive impact on the townscape. Short- and long-term impact on the townscape.	++ Redevelopment will have a positive impact on the townscape. Short- and long-term impact on the townscape.
12	++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.	++ Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Short- and long-term impacts as developments are progressed.
13	X The viability of residential development in these locations could potentially impact on the quality of development. Short- and long-term impact on the townscape.	+ New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	+ New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.
14	++ Supports residential development on brownfield land.	++ Supports residential development on brownfield land.	++ Supports residential development on brownfield land.
15	++ Potential regeneration of key sites in the town. Long-term impact on the town.	++ Potential regeneration of key sites in the town. Long-term impact on the town.	++ Potential regeneration of key town centre sites. Long-term impact on the town.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.

Housing Density and Type			
20	0 No likely impact.	+	0 No likely impact.
		A mixed-use schemes could help to boost the economy of the town. Long-term impact on diversity and growth.	
21	0 No likely impact.	0	0 No likely impact.
		No likely impact.	

Affordable Housing			
SA Objective	Recognise that the constraints of many town centre sites will lead to the development of apartments and many of these will not be standard sizes or shapes and do not lend themselves to standard housing formats.	Recognise the specific economic challenges of redeveloping town centre sites when assessing the level of affordable housing provision within the town centre ring road and the environment of Park Lane (north) i.e 30%	Deliver a mix of types and tenure and up to 40% affordable housing elsewhere within KCAAP including Churchfields
1	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.
2	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.
3	XX Apartment developments could reduce the variation of housing types available and may not meet standards for affordable housing size. Long-term impact on housing provision and choice.	XX The viability of residential development in these locations may have a negative impact on the provision of affordable housing. Long-term impact on housing provision and choice.	++ Provide a high level of affordable housing and a mix of tenures. Long-term impact on housing provision and choice.
4	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.	++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.
			+
			Provide a good level of affordable housing. Long-term impact on housing provision and choice.

Affordable Housing	
5	<p>++ Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.</p> <p>++ Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.</p> <p>++ Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.</p> <p>++ Mixed use and residential developments provide the opportunity deliver Secured by Design principles and provide natural surveillance. Short- and long-term impacts as developments are progressed.</p>
6	<p>0 No likely impact.</p> <p>0 No likely impact.</p>
7	<p>+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel.</p> <p>+ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel.</p>
8	<p>++ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.</p> <p>++ Sustainable location will encourage a more sustainable lifestyle, particular in terms of travel. Long-term impact on transport choice.</p>
9	<p>0 No likely impact.</p> <p>0 No likely impact.</p>
10	<p>X A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.</p> <p>X A number of town centre sites are within Flood Zone 2 or 3. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Short- and long-term impacts on flood risk.</p>
11	<p>++ Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.</p> <p>++ Redevelopment will have a positive impact on the townscape. Short- and long-term impacts as developments are progressed.</p>
12	<p>++ Redevelopment of sites could help to add to and enhance the green infrastructure within</p> <p>++ Redevelopment of sites could help to add to and enhance the green infrastructure within</p>

Employment Uses			
1	<p>+</p> <p>Employment locations within the KCAAP would be close to health facilities in the town centre.</p>	<p>+</p> <p>Employment locations within the KCAAP would be close to health facilities in the town centre.</p>	<p>X</p> <p>Locations outside the KCAAP are more likely to be away from health facilities in the town centre. Could be mitigated through improvements to public transport. Long-term impact on access to services.</p>
2	<p>+</p> <p>Employment locations within the KCAAP would be close to cultural facilities in the town centre.</p>	<p>+</p> <p>Employment locations within the KCAAP would be close to cultural facilities in the town centre.</p>	<p>X</p> <p>Locations outside the KCAAP are more likely to be away from cultural facilities in the town centre. Could be mitigated through improvements to public transport. Long-term impact on access to services.</p>
3	<p>+</p> <p>Reducing the amount of industrial development in KCAAP area would improve the urban environment in terms of design quality and public realm. Short- and long-term impact on the townscape.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
4	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
5	<p>++</p> <p>Provide the opportunity deliver Secured by Design principles and provide natural surveillance. Less industrial development means less inactive frontages and spaces that will help to improve natural surveillance. Short- and long-term impacts as developments are progressed.</p>	<p>X</p> <p>The design industrial development does not generally lend itself well to secure by design and struggles to offer much natural surveillance. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>
6	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
7	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Sustainable employment locations within the KCAAP reduce the need for employees to travel by car. Long-term impact on transport choice.</p>	<p>X</p> <p>Locations outside the KCAAP area are more likely to encourage travel by less sustainable means where public transport and walking links are not as good. Could be mitigated through improvements to public transport. Long-term impact on transport choice.</p>
8	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Sustainable employment locations within the KCAAP reduce the need for employees to travel by car. Long-term impact on transport choice.</p>	<p>X</p> <p>Locations outside the KCAAP area are more likely to encourage travel by less sustainable means where public transport and walking links are not as good. Could be mitigated through improvements to public transport. Long-term impact on transport choice.</p>

Employment Uses	
9	<p>0 No likely impact.</p>
10	<p>X</p> <p>A number of town centre sites are within Flood Zone 2 or 3. However, employment uses are less vulnerable than residential (for example) and therefore flood risk impact is not as great. Mitigation would be required in the form of a suitable SUDS scheme. Short- and long-term impacts on flood risk.</p>
11	<p>+</p> <p>Will improve the potential to provide high quality developments which add positively to the townscape. Short- and long-term impact on the townscape.</p>
12	<p>0 No likely impact.</p>
13	<p>+</p> <p>Will improve the potential to provide high quality developments which add positively to the townscape. Short- and long-term impact on the townscape.</p>
14	<p>++</p> <p>Supports development on brownfield land.</p>
15	<p>++</p> <p>Potential regeneration of key town centre sites. Long-term impact on the town.</p>
16	<p>0 No likely impact.</p>

X

Focusing employment uses on areas outside the KCAAP area could increase potential for congestion and air quality issues. Could be mitigated through improvements to public transport.
Long-term impact on transport choice.

0
No likely impact.

X

A number of town centre sites are within Flood Zone 2 or 3. However, industrial use is a less vulnerable use than residential (for example) and therefore flood risk impact is not as great.
Mitigation would be required in the form of a suitable SUDS scheme.
Short- and long-term impacts on flood risk.

X

The design industrial development does not generally lend itself well to good town centre design and protecting the townscape.
Short- and long-term impact on the townscape.

0

No likely impact.

X

The design industrial development does not generally lend itself well to good town centre design and protecting the townscape.
Short- and long-term impact on the townscape.

++

Supports development on brownfield land.

+

Potential regeneration of key town centre sites.
Long-term impact on the town.

0

No likely impact.

X

Focusing employment uses on areas outside the KCAAP area could increase potential for congestion and air quality issues. Could be mitigated through improvements to public transport.
Long-term impact on transport choice.

0

No likely impact.

+X

Removes the opportunity to provide townscape improvements to the KCAAP area, but provides the opportunity for other areas of the District.

0

No likely impact.

+X

Removes the opportunity to provide townscape improvements to the KCAAP area, but provides the opportunity for other areas of the District.

0

No likely impact.

X

Could detract from the regeneration of Kidderminster and Stourport by taking potential investment away from the town centres.
Long-term impact on the regeneration of the town centre.

0

No likely impact.

Employment Uses			
17	<p>0 No likely impact.</p>	<p>X Could potentially increase noise pollution. Mitigation could be used in the form of sensitive screening, acoustic barriers and siting. Short-term impact on quality of life.</p>	<p>0 No likely impact.</p>
18	<p>0 No likely impact.</p>	<p>++ Would provide greater variety employment and training opportunities in the KCAAP area. Long-term impact on skills and education.</p>	<p>+ Would provide greater variety employment and training opportunities for residents within the KCAAP area. Although reducing accessibility to them. Long-term impact on skills and education.</p>
19	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>
20	<p>X/+ To restrict certain employment uses could stifle economic growth in the KCAAP area. However it will support tourism, retail and leisure growth. Long-term impact on diversity and growth.</p>	<p>+ Could promote economic growth and diversity of economy. Long-term impact on diversity and growth.</p>	<p>X Could promote economic growth in the wider District, but have a detrimental impact on the economy of the KCAAP area. Long-term impact on diversity and growth.</p>
21	<p>+ Could promote industrial growth and encourage the development of new technologies. Long-term impact on diversity and growth.</p>	<p>+ Could promote industrial growth and encourage the development of new technologies. Long-term impact on diversity and growth.</p>	<p>+ Could promote industrial growth and encourage the development of new technologies. Long-term impact on diversity and growth.</p>

Retail					
SA Objective	Include Bromsgrove Street in the Primary Shopping Area.	Do not include Bromsgrove Street in the primary Shopping Area.	Use the WYG proposed extension to the Primary Shopping Area.	Include Morrisons within the Primary Shopping Area.	Primary Shopping Area as defined in the Preferred Option.
1	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>
2	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>
3	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>
4	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>	<p>0 No likely impact.</p>

Retail							
5	<p>++</p> <p>Promotes new development in Bromsgrove Street which could improve natural surveillance and activity.</p> <p>Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>New development could provide improved natural surveillance and activity to some areas. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>New development could provide improved natural surveillance and activity to some areas. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>New development could provide improved natural surveillance and activity to some areas. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>New development could provide improved natural surveillance and activity to some areas. Short- and long-term impacts as developments are progressed.</p>	<p>++</p> <p>Promotes new development in Bromsgrove Street which could improve natural surveillance and activity.</p> <p>Short- and long-term impacts as developments are progressed.</p>
6	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
7	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
8	<p>+</p> <p>Help to concentrate retail development in a sustainable location, reducing the need to travel.</p> <p>Long-term impact on transport choice.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Help to concentrate retail development in a sustainable location, reducing the need to travel.</p> <p>Long-term impact on transport choice.</p>	<p>+</p> <p>Help to concentrate retail development in a sustainable location, reducing the need to travel.</p> <p>Long-term impact on transport choice.</p>	<p>+</p> <p>Help to concentrate retail development in a sustainable location, reducing the need to travel.</p> <p>Long-term impact on transport choice.</p>	<p>+</p> <p>Help to concentrate retail development in a sustainable location, reducing the need to travel.</p> <p>Long-term impact on transport choice.</p>	<p>+</p> <p>Help to concentrate retail development in a sustainable location, reducing the need to travel.</p> <p>Long-term impact on transport choice.</p>
9	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
10	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
11	<p>++</p> <p>Promotes new development on Bromsgrove Street that could dramatically improve the urban environment and townscape.</p> <p>Short- and long-term impact on the townscape.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>New development could provide some improvement to the townscape and reuse of empty buildings.</p> <p>Short- and long-term impact on the townscape.</p>	<p>+</p> <p>New development could provide some improvement to the townscape and reuse of empty buildings.</p> <p>Short- and long-term impact on the townscape.</p>	<p>+</p> <p>New development could provide some improvement to the townscape and reuse of empty buildings.</p> <p>Short- and long-term impact on the townscape.</p>	<p>+</p> <p>New development could provide some improvement to the townscape and reuse of empty buildings.</p> <p>Short- and long-term impact on the townscape.</p>	<p>++</p> <p>Promotes new development on Bromsgrove Street that could dramatically improve the urban environment and townscape.</p> <p>Short- and long-term impact on the townscape.</p>
12	<p>++</p> <p>Redevelopment of sites could provide opportunities to enhance the green infrastructure provision within the town.</p> <p>Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Redevelopment of sites could help to add to and enhance the green infrastructure within the town.</p> <p>Short- and long-term impacts as developments are progressed.</p>

Retail							
13	New development could provide some improvement to the townscape and reuse of empty buildings. Short- and long-term impact on the townscape.	+	New development could provide some improvement to the townscape and reuse of empty buildings. Short- and long-term impact on the townscape.	+	No likely impact.	No likely impact.	0 No likely impact.
14	Supports development on brownfield land.	++	Supports development on brownfield land.	++	Reduce the amount of brownfield land available for development.	X	++ Supports development on brownfield land.
15	Supports the regeneration of Kidderminster town centre and the strengthening of its retail offer. Supports the redevelopment of a key regeneration area. Long-term impact on the economy of the town.	++	Supports the strengthening of the towns retail offer. But could further stretch the town's retail offer away from the centre and impact upon its viability. Long-term impact on the economy of the town.	X	Does not support the regeneration of the eastern side of the town centre. Long-term impact on the economy of the town.	XX	++ Supports the regeneration of Kidderminster town centre and the strengthening of its retail offer. Supports the redevelopment of a key regeneration area. Long-term impact on the economy of the town.
16	No likely impact.	0	No likely impact.	0	No likely impact.	0	0 No likely impact.
17	No likely impact.	0	No likely impact.	0	No likely impact.	0	0 No likely impact.
18	No likely impact.	0	No likely impact.	0	No likely impact.	0	0 No likely impact.
19	No likely impact.	0	No likely impact.	0	No likely impact.	0	0 No likely impact.
20	New retail development in the town will strengthen the economy and support the shopping hierarchy. Long-term impact on the economy of the town.	++	New retail development in the town will strengthen the economy but could impact on the viability of the town centre. Long-term impact on the economy of the town.	X	May stifle economic and retail growth by not providing suitable expansion space that supports the regeneration of the town. Long-term impact on the economy of the town.	X	++ New retail development in the town will strengthen the economy and support the shopping hierarchy. Long-term impact on the economy of the town.
21	No likely impact.	0	No likely impact.	0	No likely impact.	0	0 No likely impact.

Mixed Uses		
SA Objective	Do you think that it is appropriate to encourage mixed use development within the central area?	Do not promote mixed use development within the central area.
1	<p style="text-align: center;">++</p> <p>Easy access to a range of health facilities in the town centre. Short- and long-term impacts as developments are progressed.</p>	<p style="text-align: center;">X</p> <p>Separating uses can lead to an increased need to travel and make facilities less accessible. Long-term impact on access to essential facilities.</p>
2	<p style="text-align: center;">++</p> <p>Easy access to a range of cultural facilities in the town centre. Short- and long-term impacts as developments are progressed.</p>	<p style="text-align: center;">X</p> <p>Separating uses can lead to an increased need to travel and make facilities less accessible. Long-term impact on access to essential facilities.</p>
3	<p style="text-align: center;">0</p> <p>No likely impact.</p>	<p style="text-align: center;">0</p> <p>No likely impact.</p>
4	<p style="text-align: center;">++</p> <p>Easy access to health facilities and education and employment opportunities in the town centre. Short- and long-term impacts as developments are progressed.</p>	<p style="text-align: center;">X</p> <p>Separating uses can lead to an increased need to travel and make facilities less accessible. Long-term impact on access to essential facilities.</p>
5	<p style="text-align: center;">++</p> <p>A mix of uses encourages activity and natural surveillance at different times of the day and night. Short- and long-term impacts as developments are progressed.</p>	<p style="text-align: center;">X</p> <p>Segregated uses can lead to areas of inactivity during certain times of the day and decrease natural surveillance. Short- and long-term impacts as developments are progressed.</p>
6	<p style="text-align: center;">0</p> <p>No likely impact.</p>	<p style="text-align: center;">0</p> <p>No likely impact.</p>
7	<p style="text-align: center;">++</p> <p>Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choice.</p>	<p style="text-align: center;">X</p> <p>Segregating uses may mean an increase in the need to travel by unsustainable means. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.</p>
8	<p style="text-align: center;">++</p> <p>Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choice.</p>	<p style="text-align: center;">X</p> <p>Segregating uses may mean an increase in the need to travel by unsustainable means. Mitigation required by providing improved public transport accessibility and improve walking and cycle routes. Long-term impact on transport choice.</p>
9	<p style="text-align: center;">0</p> <p>No likely impact.</p>	<p style="text-align: center;">0</p> <p>No likely impact.</p>
10	<p style="text-align: center;">0</p> <p>No likely impact.</p>	<p style="text-align: center;">0</p> <p>No likely impact.</p>

Mixed Uses	
11	<p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p> <p>+</p>
12	<p>New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.</p> <p>+</p>
13	<p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p> <p>+</p>
14	<p>No likely impact.</p> <p>0</p>
15	<p>Potential regeneration of key town centre sites. Long-term impact on the town.</p> <p>++</p>
16	<p>No likely impact.</p> <p>0</p>
17	<p>Potential noise pollution issue from neighbouring uses. Could be mitigated against through policy to ensure complimentary uses are grouped together, Short- and long-term impact on quality of life.</p> <p>X</p>
18	<p>No likely impact.</p> <p>0</p>
19	<p>No likely impact.</p> <p>0</p>
20	<p>Mixed-use schemes could help to boost the economy of the town. Long-term impact on diversity and growth.</p> <p>+</p>
21	<p>No likely impact.</p> <p>0</p>

Economics							
SA Objective	Recognise the importance of retail and housing as enabling development for wider regeneration and community infrastructure.	Reduce and limit ambitions for new and improved community infrastructure.	Continue to diversify the economic base of Kidderminster and create development opportunities for creative industries and media in the Green Street area.	Work with partners to identify other sources of funding and through the promotion of 'Connecting Kidderminster' the prospectus for regeneration.			
1	++ Could help to provide increased and improved community and health facilities. Short- and long-term impacts as developments are progressed.	0 Limit the potential for addition community and health facilities. Short- and long-term impacts as developments are progressed.	0 No likely impact.	0 No likely impact.			
2	++ Could help to provide increased and improved cultural and community facilities. Short- and long-term impacts as developments are progressed.	0 Limit the potential for addition community facilities. Short- and long-term impact on provision.	0 No likely impact.	0 No likely impact.			
3	+ Enabling housing development could provide additional affordable housing. Long-term impact on housing provision and choice.	0 No likely impact.	0 No likely impact.	0 No likely impact.			
4	++ Could help to provide increased and improved community facilities. Short- and long-term impacts as developments are progressed.	0 Limit the potential for addition community facilities. Short- and long-term impact on provision.	0 No likely impact.	0 No likely impact.			
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.			
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.			
7	+ More facilities within communities could reduce the need to travel. Long-term impact on transport choice.	X Less facilities within communities could increase the need to travel.	+ More jobs in the town centre could reduce the need to travel by unsustainable means. Long-term impact on transport choice.	0 No likely impact.			
8	+ More facilities within communities could reduce the need to travel. Long-term impact on transport choice.	X Less facilities within communities could increase the need to travel. Long-term impact on transport choice.	+ More jobs in the town centre could reduce the need to travel by unsustainable means. Long-term impact on transport choice.	0 No likely impact.			

Economics							
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	Could encourage the reuse of empty buildings - including some of the town's heritage assets, particularly in Green Street. Short- and long-term impact on the townscape.	0 No likely impact.	0 No likely impact.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
13	0 No likely impact.	0 No likely impact.	0 No likely impact.	+	Could encourage the reuse of empty buildings - including some of the town's heritage assets, particularly in Green Street. Short- and long-term impact on the townscape.	0 No likely impact.	0 No likely impact.
14	0 No likely impact.	0 No likely impact.	0 No likely impact.	++	Supports development on brownfield land.	0 No likely impact.	0 No likely impact.
15	++ Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.	0 Limit the potential for addition community facilities. Short- and long-term impact on provision.	0 No likely impact.	++	Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.	++ Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.	++ Contributes to the regeneration of Kidderminster town centre. Long-term impact on the town.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	+ Potential for additional training facilities to be delivered.	0 No likely impact.	0 No likely impact.	+	Would provide greater variety employment and training opportunities in the KCAAP area. Long-term impact on skills and education.	0 No likely impact.	+ Could provide greater variety employment and training opportunities in the KCAAP area. Long-term impact on skills and education.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Urban Environment					
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	+ Could increase the popularity of walking/cycling into town if the public realm is more attractive. Long-term impact on transport choice.	+ Could increase the popularity of walking/cycling into town if the public realm is more attractive. Long-term impact on transport choice.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	++ Promotes high quality development that improves design quality and sense of place.	++ Promotes high quality development that improves design quality and sense of place and enhances conservations and historic character.	++ Promotes high quality development that improves design quality and sense of place and enhances conservations and historic character.	++ Promotes high quality development that improves design quality and sense of place and enhances conservations and historic character.	++ Promotes high quality development that improves design quality and sense of place.
12	0 No likely impact.	+ Provide the opportunity to improve biodiversity habitats as part of a quality urban environment. Long-term impact on biodiversity in the town.	0 No likely impact.	0 No likely impact.	0 No likely impact.
13	++ Policy promotes high quality development that respects conservation areas.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.
14	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.	+ Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Urban Environment				
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Character and Place Identity				Open Space	
SA Objective	Public Art to create Place Identity	No more Public Art	Would you like to see more public open space within the town centre?	No more public open space within the town centre.	
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	+ Would have a positive impact on the town's green infrastructure network. Long-term impact on open space provision.	Reduce opportunities for addition to the town's green infrastructure network. Mitigate through requiring contributions to other forms of green infrastructure provision. Long-term impact on open space provision.	X? No likely impact.
3	0 No likely impact.	0 No likely impact.	+ Would help to raise quality of life for residents in the town centre. Short- and long-term impacts as developments are progressed.	Would help to raise quality of life for residents in the town centre. Short- and long-term impacts as developments are progressed.	X Town centre residents may suffer from a lack of open space. Particular those in apartments. Mitigate through requiring contributions to other forms of green infrastructure provision. Short- and long-term impacts as developments are progressed.

Character and Place Identity		Open Space	
4	<p>+</p> <p>Included as part of high quality developments and environments to help to raise quality of life. Short- and long-term impacts as developments are progressed.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Would have a positive impact on the town's green infrastructure network and raise quality of life for people in the town centre due to existing lack of open space.. Long-term impact on open space provision.</p>
5	<p>+</p> <p>Could improve peoples pride in their environment. Long-term impact on civic pride.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Could improve peoples pride in their environment. Long-term impact on civic pride.</p>
6	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
7	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
8	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
9	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
10	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>SUDS could be implemented as part of open space provision. Long-term impact on flood risk.</p>
11	<p>++</p> <p>Promotes high quality development that improves design quality and sense of place. Short- and long-term impact on the townscape.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Open space would help to add to the character and sense of place in the town. Short- and long-term impact on the townscape.</p>

Character and Place Identity		Open Space		
12	0 No likely impact.	0 No likely impact.	+	Reduce opportunities for addition to the town's biodiversity habitats. Mitigate through requiring contributions to other forms of green infrastructure provision. Long-term impact on open space and biodiversity provision.
13	++ Promotes high quality development that improves design quality and sense of place. Short- and long-term impact on the townscape.	0 No likely impact.	+	Open space could help to provide additional biodiversity habitats. Long-term impact on open space provision and biodiversity provision.. Could compliment the towns heritage assets. Short- and long-term impact on the townscape.
14	0 No likely impact.	0 No likely impact.	+	Enhance the districts open space provision.
15	+	0 No likely impact.	+	Promotes regeneration by making the town a better environment. Short- and long-term impact on the townscape.
16	0 No likely impact.	0 No likely impact.	+	Reduces the opportunity for SUDS and could mean greater levels of hard surfacing. Long-term impact on flood risk.
17	0 No likely impact.	0 No likely impact.	0	No likely impact.
18	0 No likely impact.	0 No likely impact.	0	No likely impact.
19	0 No likely impact.	0 No likely impact.	0	No likely impact.
20	0 No likely impact.	0 No likely impact.	0	No likely impact.
21	0 No likely impact.	0 No likely impact.	0	No likely impact.

Table D.0.1

Reconnecting with the waterways			
SA Objective	Do you agree that the town should better utilise the waterways that run through it?	Are the river treatments made through the Tesco and Morrisons developments something you would like to see more of?	Should the areas adjacent to waterways be developed to make better use of them?
1	<p>+</p> <p>Improve residents quality life by improving access to open space associated with the waterways. Potential to improve health by encouraging physical activity. Long-term impact on quality of life.</p>	<p>+</p> <p>Improve residents quality life by improving access to open space associated with the waterways. Potential to improve health by encouraging physical activity. Long-term impact on quality of life.</p>	<p>+</p> <p>Improve residents quality life by improving access to open space associated with the waterways. Potential to improve health by encouraging physical activity. Long-term impact on quality of life..</p>
2	<p>+</p> <p>Promotes improved access to the waterways which provides a pedestrian link to countryside areas outside of the town. Long-term impact on quality of life.</p>	<p>+</p> <p>Promotes improved access to the waterways which provides a pedestrian link to countryside areas outside of the town. Long-term impact on quality of life.</p>	<p>+</p> <p>Promotes improved access to the waterways which provides a pedestrian link to countryside areas outside of the town. Long-term impact on quality of life..</p>
3	<p>+</p> <p>Waterside areas can be part of a high quality residential development. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>Waterside areas can be part of a high quality residential development. Short- and long-term impacts as developments are progressed.</p>	<p>+</p> <p>Waterside areas can be part of a high quality residential development. Short- and long-term impacts as developments are progressed.</p>
4	<p>+</p> <p>Improve residents quality life by improving access to open space associated with the waterways. Long-term impact on quality of life.</p>	<p>+</p> <p>Improve residents quality life by improving access to open space associated with the waterways. Long-term impact on quality of life.</p>	<p>+</p> <p>Improve residents quality life by improving access to open space associated with the waterways. Long-term impact on quality of life.</p>
5	<p>+</p> <p>Promotes increased use of the waterways which will improve natural surveillance. Long-term impact on community safety.</p>	<p>+</p> <p>Promotes increased use of the waterways which will improve natural surveillance. Long-term impact on community safety.</p>	<p>+</p> <p>Promotes development that has a positive relationship with the waterways - improving natural surveillance. Long-term impact on community safety.</p>
6	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
7	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
8	<p>+</p> <p>Promotes sustainable modes of transport as the canal provides a pedestrian route through the town centre. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes sustainable modes of transport as the canal provides a pedestrian route through the town centre. Long-term impact on transport choice.</p>	<p>+</p> <p>Promotes sustainable modes of transport as the canal provides a pedestrian route through the town centre. Long-term impact on transport choice.</p>

Reconnecting with the waterways	
9	<p>0 No likely impact.</p> <p>+</p> <p>Development could provide opportunities to improve water quality. Long-term impact on environmental quality.</p>
10	<p>X Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.</p> <p>0 No likely impact.</p> <p>X Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.</p> <p>++ Promotes development which has a positive relationship to the waterways.</p> <p>++ Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.</p> <p>0 No likely impact.</p> <p>0 No likely impact.</p> <p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
11	<p>++ Promotes development which has a positive relationship to the waterways.</p> <p>++ Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.</p> <p>0 No likely impact.</p> <p>0 No likely impact.</p> <p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
12	<p>++ Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.</p> <p>0 No likely impact.</p> <p>0 No likely impact.</p> <p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
13	<p>0 No likely impact.</p> <p>0 No likely impact.</p> <p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
14	<p>0 No likely impact.</p> <p>0 No likely impact.</p> <p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
15	<p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
16	<p>0 No likely impact.</p> <p>X Increased use of the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>
17	<p>X Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.</p> <p>0 No likely impact.</p> <p>X Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.</p> <p>++ Promotes development which has a positive relationship to the waterways.</p> <p>++ Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on quality of life.</p> <p>0 No likely impact.</p> <p>0 No likely impact.</p> <p>++ Would help to promote the regeneration of Kidderminster by capitalising on an asset. Long-term impact on the town.</p> <p>0 No likely impact.</p> <p>X Development on the waterways could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the river and canal side and implement measures to improve wildlife habitats. Long-term impact on environmental quality of the canal.</p>

Reconnecting with the waterways			
18	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	+	+	+
	Improving and opening waterside areas can make the town more attractive to tourists. Long-term impact on the economy of the town.	Improving and opening waterside areas can make the town more attractive to tourists. Long-term impact on the economy of the town.	Improving and opening waterside areas can make the town more attractive to tourists. Long-term impact on the economy of the town.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.

Ring Road				
SA Objective	Should surface level crossings be introduced to provide easier routes across the ring road?	Should the existing subway network be improved to make it more attractive?	Should bridges be constructed over the ring road?	Should speed restriction measures and environmental improvements be introduced to enhance the pedestrian experience?
1	++ Improve ease of walking to facilities within the town centre. Long-term impact on transport choice.	0 No likely impact.	0 No improvement to ease of walking. Long-term impact on transport choice.	+
2	++ Improve ease of walking to facilities within the town centre. Long-term impact on transport choice.	0 No likely impact.	0 No improvement to ease of walking. Long-term impact on transport choice.	+
3	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
4	+	0 No likely impact.	0 No improvement to ease of walking. Long-term impact on transport choice.	+
5	++ Creates safer and more attractive routes into the town centre. Reducing the risk and fear of crime. Long-term impact on transport choice.	X Would maintain subways which provide greater opportunities for crime and are feared. Long-term impact on transport choice.	X Bridges still carry a greater crime risk. Long-term impact on transport choice.	+

Ring Road					
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	++ Could increase the popularity of walking/cycling into town.	+	Making the subways more attractive may increase walking/cycling into town.	0 No likely impact.	++ Could increase the popularity of walking/cycling into town.
8	++ Could increase the popularity of walking/cycling into town.	+	Making the subways more attractive may increase walking/cycling into town.	0 No likely impact.	++ Could increase the popularity of walking/cycling into town.
9	+ Could improve air quality by encouraging more people to walk rather than drive into the town. Potential increase in congestion due to restricting traffic? Long-term impact.	+	Making the subways more attractive may encourage more people to walk rather than drive into the town. Long-term impact.	0 No likely impact.	+ Could improve air quality by encouraging more people to walk rather than drive into the town. Potential increase in congestion due to restricting traffic? Long-term impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	++ Would contribute to a much more attractive public realm, following good urban design principles. Short- and long-term impact on the townscape.	+	Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.	0 No likely impact.	++ Would contribute to a much more attractive public realm. Short- and long-term impact on the townscape.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Opportunities to integrate green infrastructure network into environmental improvements. Long-term impact.
13	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
14	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	+ Promotes regeneration by making the town a better environment and increasing more visitors into the town and improving its image. Long-term impact on the town.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Promotes regeneration by making the town a better environment. Long-term impact on the town.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Ring Road				
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Movements around Town				
SA Objective	Would more attractive and well signposted pedestrian routes encourage more people to walk or cycle within or around the town centre?	Would improvements to the bus infrastructure encourage more people to use public transport?	Would improvements to the rail station interchange encourage more people to use public transport?	
1	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	+ Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	
2	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	+ Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	
3	0 No likely impact.	0 No likely impact.	0 No likely impact.	
4	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	+ Improve accessibility to facilities within the town centre. Long-term impact on transport choice.	
5	+ Creates safer and more attractive routes into the town centre. Long-term impact on transport choice.	0 No likely impact.	0 No likely impact.	
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	

Movements around Town			
7	<p>+</p> <p>Could increase the popularity of walking/cycling into town. Long-term impact on transport choice.</p>	<p>+</p> <p>Increase the number of people using public transport. Long-term impact on transport choice.</p>	<p>+</p> <p>Increase the number of people using public transport. Long-term impact on transport choice.</p>
8	<p>+</p> <p>Could increase the popularity of walking/cycling into town. Long-term impact on transport choice.</p>	<p>+</p> <p>Increase the number of people using public transport. Long-term impact on transport choice.</p>	<p>+</p> <p>Increase the number of people using public transport. Long-term impact on transport choice.</p>
9	<p>+</p> <p>Could improve air quality by encouraging more people to walk rather than drive into the town. Long-term impact.</p>	<p>+</p> <p>Could improve air quality by encouraging more people us public transport to travel. Long-term impact.</p>	<p>+</p> <p>Could improve air quality by encouraging more people us public transport to travel. Long-term impact.</p>
10	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
11	<p>++</p> <p>Would contribute to a much more attractive public realm. Short- and long-term impact on the townscape.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
12	<p>+</p> <p>Opportunities to integrate green infrastructure network into environmental improvements.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
13	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
14	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
15	<p>+</p> <p>Promotes regeneration by making the town a better environment. Long-term impact.</p>	<p>+</p> <p>Improving access and encouraging more people to come into the town. Long-term impact on the economy of the town.</p>	<p>+</p> <p>Improving access and encouraging more people to come into the town. Long-term impact on the economy of the town.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
18	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Could allow for greater access to job and education opportunities by public transport.</p>	<p>+</p> <p>Could allow for greater access to job and education opportunities by public transport.</p>
19	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

Movements around Town			
20	0 No likely impact.	+ Could allow for greater access to job and education opportunities by public transport. Long-term impact on skills and education.	+ Could allow for greater access to job and education opportunities by public transport. Long-term impact on skills and education.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.

Space for pedestrians			
SA Objective	Could the incorporation of more 'shared space' areas reduce the dominance of cars in the town centre?	Could existing footpaths be widened to create more secure pedestrian routes?	Is there a need for more dedicated cycle lanes within the town centre?
1	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve ease and attractiveness of cycling to facilities within the town centre. Long-term impact on transport choice.
2	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve ease and attractiveness of cycling to facilities within the town centre. Long-term impact on transport choice.
3	+ Included as part of high quality residential development and environments to help to raise quality of life. Short- and long-term impact on quality of life.	+ Included as part of high quality residential development and environments to help to raise quality of life. Short- and long-term impact on quality of life.	+ Included as part of high quality residential development and environments to help to raise quality of life. Short- and long-term impact on quality of life.
4	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice.	+ Improve ease and attractiveness of cycling to facilities within the town centre. Long-term impact on transport choice.
5	+ Encourage use of streets and create additional natural surveillance. Short- and long-term impact on community safety.	+ Encourage use of streets and create additional natural surveillance. Short- and long-term impact on community safety.	+ Encourage use of streets and create additional natural surveillance. Short- and long-term impact on community safety.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	+ Could increase the popularity of walking/cycling. Long-term impact on transport choice.	+ Could increase the popularity of walking/cycling. Long-term impact on transport choice.	+ Could increase the popularity of cycling. Long-term impact on transport choice.

Space for pedestrians			
8	+ Could increase the popularity of walking/cycling. Long-term impact on transport choice.	+ Could increase the popularity of walking/cycling. Long-term impact on transport choice.	+ Could increase the popularity of cycling. Long-term impact on transport choice.
9	+ Reducing the dominance of cars could improve air quality. Long-term impact.	+ Encouraging walking and cycling could result in lower car use and lead to improvements in air quality. Long-term impact.	+ Encouraging walking and cycling could result in lower car use and lead to improvements in air quality. Long-term impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	+ Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.	+ Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.	0 No likely impact.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.
13	+ Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas. Short- and long-term impact on the townscape.	+ Would contribute to a more attractive public realm. Potentially improving heritage setting of some areas. Short- and long-term impact on the townscape.	0 No likely impact.
14	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	+ Promotes regeneration by making the town a better environment. Long-term impact on the town.	+ Promotes regeneration by making the town a better environment. Long-term impact on the town.	+ Promotes regeneration by making the town a better environment. Long-term impact on the town.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	0 No likely impact.

Space for pedestrians		
21	0 No likely impact.	0 No likely impact.

Air Quality			
SA Objective	Could there be a possibility of bypassing Blackwell Street with a new road through the adjacent Churchfields area?	Could Blackwell Street possibly be pedestrianised in the future?	Could Blackwell Street become a one way street, enabling the pavements to be widened?
1	+ Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.	+? Improve pedestrian access to the town centre along Blackwell Street but questionable improvements to traffic flow. Long-term impact on transport choice and urban environment.	+ Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.
2	+ Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.	+? Improve pedestrian access to the town centre along Blackwell Street but questionable improvements to traffic flow. Long-term impact on transport choice and urban environment.	+ Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice and urban environment.
3	0 No likely impact.	0 No likely impact.	0 No likely impact.
4	+ Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice.	+? Improve pedestrian access to the town centre along Blackwell Street but questionable improvements to traffic flow. Long-term impact on transport choice.	+ Improve traffic flow and provide a better pedestrian route into the town centre and the facilities available there. Long-term impact on transport choice.
5	0 No likely impact.	0 No likely impact.	0 No likely impact.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	+ Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.	+ Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	+ Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.

Air Quality						
8	Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.	Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	Increase the attractiveness of walking and cycling. Long-term impact on transport choice.	Increase the attractiveness of walking and cycling by creating streets with better access. Long-term impact on transport choice.	+
9	Would contribute to solving the issue of the Horsefair AQMA by halving levels of traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	Would contribute to solving the issue of the Horsefair AQMA by removing traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	Would contribute to solving the issue of the Horsefair AQMA by reducing levels of traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	Would contribute to solving the issue of the Horsefair AQMA by reducing levels of traffic and congestion on Blackwell Street. Long-term impact on air quality and pollution.	Would help to bypass traffic away from Blackwell Street and help the AQMA but wouldn't solve the issue it is own right. Long-term impact on air quality and pollution.	+
10	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	0
11	No likely impact.	Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	Potential negative impact on the canal conservation area. However, bridge must be designed to compliment the conservation area. Short- and long-term impact on the townscape.	X
12	No likely impact.	No likely impact.	No likely impact.	No likely impact.	Could have a negative impact on the biodiversity of the canal. Mitigation would be required to provide minimal impact upon the canal side and improve habitats. Long-term impact on biodiversity.	X
13	No likely impact.	Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	Would improve the environmental quality of Blackwell Street which contains Listed and Locally Listed buildings. Short- and long-term impact on the townscape.	Potential negative impact on the canal conservation area. However, bridge must be designed to compliment the conservation area. Short- and long-term impact on the townscape.	X
14	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	0
15	Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	Improve a key gateway into Kidderminster providing a better image for the town and encouraging more visitors. Long-term impact on visitor numbers and the economy.	+

Air Quality			
16	No likely impact. 0	No likely impact. 0	No likely impact. 0
17	No likely impact. 0	No likely impact. 0	No likely impact. 0
18	No likely impact. 0	No likely impact. 0	No likely impact. 0
19	No likely impact. 0	No likely impact. 0	No likely impact. 0
20	No likely impact. 0	Detract from the viability of the Horsefair local centre by removing traffic flow past the shops. Long-term economic impact. XX	Improve the viability of the Horsefair local centre by improving vehicle access to it. Long-term economic impact. +
21	No likely impact. 0	No likely impact. 0	No likely impact. 0

Heritage			
SA Objective	Conservation Areas		Could the use of public art help to celebrate this heritage further?
	Do you think the existing Conservation Area designations adequately cover the areas of historic interest within the town centre?	Do not create any further Conservation Areas.	
1	No likely impact. 0	No likely impact. 0	No likely impact. 0
2	No likely impact. 0	No likely impact. 0	No likely impact. 0
3	No likely impact. 0	No likely impact. 0	No likely impact. 0
4	No likely impact. 0	No likely impact. 0	No likely impact. 0
5	No likely impact. 0	No likely impact. 0	Could encourage civic pride by recognising heritage of the town. Long-term impact on civic pride. +
6	No likely impact. 0	No likely impact. 0	Could improve peoples pride in their environment. Long-term impact on civic pride. +

Conservation Areas				Heritage			
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	
11	++ Designating conservation areas help to conserve the towns historic environment and protect its character and identity.	X Would risk the loss of heritage assets and character of the area. Could be mitigated against through requiring high quality in developments.	+	Encourage the maintenance and improvement of the historic landscape and Conservation Areas.	++ Promotes high quality development that improves design quality and sense of place.		
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.		
13	++ Designating conservation areas help to conserve the towns historic environment and protect its character and identity. Short- and long-term impact on the townscape.	X Would risk the loss of heritage assets and character of the area. Could be mitigated against through requiring high quality in developments. Short- and long-term impact on the townscape.	+	Encourage the maintenance and improvement of the historic landscape and Conservation Areas. Short- and long-term impact on the townscape.	++ Promotes high quality development that improves design quality and sense of place. Long-term impact on civic pride		
14	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.		
15	+ Promotes regeneration by making the town a better environment. Long-term impact for the town.	0 No likely impact.	0 No likely impact.	0 No likely impact.	+ Promotes regeneration by making the town a better environment. Long-term impact for the town.		
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.		
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.		
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.		
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.		

Conservation Areas		Heritage	
20	+ Could help promote the tourism economy by retaining buildings of historic interest and importance. Long-term impact.	0 No likely impact.	+ Could help promote the tourism economy by retaining buildings of historic interest and importance. Long-term impact.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.

Tourism	
SA Objective	Do you think that the Kidderminster central area is an appropriate location for a new hotel development?
1	0 No likely impact.
2	0 No likely impact.
3	0 No likely impact.
4	0 No likely impact.
5	0 No likely impact.
6	0 No likely impact.
7	0 No likely impact.
8	0 No likely impact.
9	0 No likely impact.
10	0 No likely impact.

Tourism			
11	+	New development could enhance the townscape. Short- and long-term impact on the townscape.	0 No likely impact.
12	0	No likely impact.	0 No likely impact.
13	+	New development could enhance the townscape. Short- and long-term impact on the townscape.	0 No likely impact.
14	++	Supports development on brownfield land.	0 No likely impact.
15	++	Supports the regeneration of Kidderminster by encouraging more visitors into the town. Long-term impact on visitor numbers and the economy.	XX Limits the capacity for Kidderminster to attract visitors and restricts growth of the tourism economy. Long-term impact on visitor numbers and the economy.
16	0	No likely impact.	0 No likely impact.
17	0	No likely impact.	0 No likely impact.
18	0	No likely impact.	0 No likely impact.
19	0	No likely impact.	0 No likely impact.
20	++	Would help to support and grow the tourism economy in the town. Long-term impact on visitor numbers and the economy.	XX Limits the capacity for Kidderminster to attract visitors and restricts growth of the tourism economy. Long-term impact on visitor numbers and the economy.
21	0	No likely impact.	0 No likely impact.

Climate Change			Flood Risk		
SA Objective	Do you support the Council's policy towards sustainable development and its support for the Code for Sustainable Homes and the BREEAM standards?	Would like to see more developments in the town centre built to excellent sustainability standards such as the Morrisons store?	Focus residential development out of the flood zone.	Reduce development densities in areas liable to flood.	Require developers to provide off-site compensatory flood storage capacity.

Climate Change			Flood Risk		
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	++ Improve quality of housing, particularly energy efficiency. Short- and long-term impacts as developments are progressed.	+ Could improve quality of housing, particularly energy efficiency. Short- and long-term impacts as developments are progressed.	++ Provide housing in a safer area away from flood risk. Long-term impact on flood risk.	+ Provide housing in a safer environment. Long-term impact on flood risk.	++ Reduce flood risk to residential areas. Long-term impact on flood risk.
4	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
6	++ Provides opportunities to incorporate recycling and sustainable construction. Long-term impact on sustainability.	++ Provides opportunities to incorporate recycling and sustainable construction. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	++ Provides opportunities to incorporate recycling and sustainable construction, including energy efficiency. Long-term impact on sustainability.	++ Provides opportunities to incorporate recycling and sustainable construction, including energy efficiency. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	+ Improve facilities to make walking and cycling to attractive. Long-term impact on transport choice.	+ Improve facilities to make walking and cycling to attractive. Long-term impact on transport choice.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	++ BREEAM and Code for Sustainable Homes will encourage water efficiency in new developments. Long-term impact on sustainability.	++ BREEAM and Code for Sustainable Homes will encourage water efficiency in new developments. Long-term impact on sustainability.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	++ BREEAM and Code for Sustainable Homes deal with surface water run-off and flood risk.	++ BREEAM and Code for Sustainable Homes deal with surface water run-off and flood risk.	++ Protects the floodplain from residential development. Long-term impact on flood risk.	+ Less contribution toward surface run off and flooding in high risk areas. Long-term impact on flood risk.	++ Protect against future flood risk. Long-term impact on flood risk.

Climate Change		Flood Risk	
	Long-term impact on flood risk.	Long-term impact on flood risk..	
11	0 No likely impact.	0 No likely impact.	0 No likely impact.
12	++ BREEAM and Code for Sustainable Homes deal with ecological impacts. Long-term impact on biodiversity.	++ BREEAM and Code for Sustainable Homes deal with ecological impacts. Long-term impact on biodiversity.	0 No likely impact.
13	0 No likely impact.	0 No likely impact.	0 No likely impact.
14	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	0 No likely impact.	0 No likely impact.	X Could have a negative impact as many key regeneration sites are near to the River Stour and in flood zones. Reducing densities could impact on viability. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.
16	+ Sustainable design can help mitigate against the impacts of climate change. Long-term impact on sustainability.	+ Sustainable design can help mitigate against the impacts of climate change. Long-term impact on sustainability.	+ Protects against more frequent flood risk. Long-term impact on flood risk.
17	++ BREEAM and Code for Sustainable Homes deal with noise and light impacts. Long-term impact on pollution.	++ BREEAM and Code for Sustainable Homes deal with noise and light impacts. Long-term impact on pollution..	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.

Climate Change			Flood Risk		
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
21	++ BREEAM and Code for Sustainable Homes encourage the use of environmentally friendly technologies. Long-term impact.	++ BREEAM and Code for Sustainable Homes encourage the use of environmentally friendly technologies. Long-term impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Green infrastructure					
SA Objective	Do you think the town would benefit from having more access to green open space?	Do you think improving the pedestrian links to Brinton Park would encourage more people to use it?	Could the town's car parks be enhanced with softer landscaping and street trees?		
1	+ Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	+ Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	+ Promotes improved access to green spaces. Long-term impact on quality of life.	+ Promotes improved access to green spaces. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	+ Promotes the inclusion of green infrastructure as part of new developments. Short- and long-term impacts as developments are progressed.	+ Promotes the inclusion of green infrastructure as part of new developments. Short- and long-term impacts as developments are progressed.	0 No likely impact.	0 No likely impact.	0 No likely impact.
4	+ Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	+ Increased green infrastructure can improve quality of life. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.
5	+ Could encourage more pride in the environment. Long-term impact on quality of life.	+ Could encourage more pride in the environment. Long-term impact on quality of life.	+	+	+
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Green Infrastructure			
8	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	+	0 Increased green infrastructure can improve sense of place and form part of an attractive townscape. Short- and long-term impact on the townscape.	+
12	++	0 Policy promotes the enhancement of green infrastructure and biodiversity habitats. Long-term impact of open space and biodiversity provision.	++
13	0 No likely impact.	0 No likely impact.	0 No likely impact.
14	+	0 Promote increase in open space provision. Long-term impact.	0 No likely impact.
15	+	0 Promotes regeneration by making the town a better environment and encouraging people to visit and spend time. Long-term impact on visitor numbers and the economy.	+
16	+	0 Could mitigate against impacts of climate change through mitigating flood risk and temperature rise.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.

Green Infrastructure		
20	<p>Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.</p>	<p>Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy.</p>
21	<p>No likely impact.</p>	<p>No likely impact.</p>

Community Safety		
SA Objective	Should the focus be on creating new development which provides natural surveillance.	Should the focus be on providing CCTV and other mechanical surveillance?
1	<p>No likely impact.</p>	<p>No likely impact.</p>
2	<p>No likely impact.</p>	<p>No likely impact.</p>
3	<p>Contribute towards a safer environment. Long-term impact on community safety.</p>	<p>Contribute towards a safer environment.</p>
4	<p>No likely impact.</p>	<p>No likely impact.</p>
5	<p>Promotes secured by design principles and would contribute towards reducing opportunities for crime. Long-term impact on community safety.</p>	<p>Contribute towards a safer environment. Long-term impact on community safety.</p>
6	<p>No likely impact.</p>	<p>No likely impact.</p>
7	<p>No likely impact.</p>	<p>No likely impact.</p>
8	<p>No likely impact.</p>	<p>No likely impact.</p>
9	<p>No likely impact.</p>	<p>No likely impact.</p>
10	<p>No likely impact.</p>	<p>No likely impact.</p>

Community Safety	
11	Encourages active frontages that contribute positively to the streetscene. Long-term impact on community safety.
12	Encourages active frontages that contribute positively to the streetscene. Long-term impact on community safety.
13	Encourages active frontages that contribute positively to the streetscene. Long-term impact on community safety.
14	Active streets will contribute positively towards regeneration. Long-term impact on the town.
15	Active streets will contribute positively towards regeneration. Long-term impact on the town.
16	Active streets will contribute positively towards regeneration. Long-term impact on the town.
17	Active streets will contribute positively towards regeneration. Long-term impact on the town.
18	Active streets will contribute positively towards regeneration. Long-term impact on the town.
19	Active streets will contribute positively towards regeneration. Long-term impact on the town.
20	Active streets will contribute positively towards regeneration. Long-term impact on the town.
21	Active streets will contribute positively towards regeneration. Long-term impact on the town.

A Desirable Place to Live

SA Objective	Policy 1: Sites for Housing	Policy 2: Mixed-Use
1	High quality residential developments can create good urban environments that people enjoy being in. Long-term impact on quality of life.	High quality mixed developments can create urban environments that people enjoy being in. Long-term impact on quality of life.

Policy 1: Sites for Housing		Policy 2: Mixed-Use	
SA Objective			
2	0 No likely impact.	+	A mix of uses encourages residential developments with local service and facilities. Long-term impact on quality of life and transport choice.
3	++ Policy requires a mix of tenure and type of houses that delivers adequate amenity space. Long-term impact on housing provision and quality of life.	0	No likely impact.
4	+ Quality residential developments and environments help to raise quality of life. Long-term impact on quality of life.	0	No likely impact.
5	++ Quality residential developments and environments help to raise quality of life and improve natural surveillance. Long-term impact on quality of life and community safety.	++	A mix of uses encourages activity and natural surveillance at different times of the day and night. Long-term impact on community safety.
6	N/A	N/A	N/A
7	0 No likely impact.	0	No likely impact.
8	++ Encouraging residential development within the KCAAP which is well served by public transport and has key facilities within walking distance. Long-term impact on transport choices.	++	Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choices.
9	0 No likely impact.	0	No likely impact.
10	0 No likely impact.	0	No likely impact.
11	+ Well designed residential developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.	+	Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.
12	+ New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.	+	New development can provide the opportunity to enhance biodiversity and remediate contamination. Short- and long-term impacts as developments are progressed.
13	+ New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	+	New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.

Policy 1: Sites for Housing		Policy 2: Mixed-Use	
SA Objective 14	Supports residential development on brownfield land. ++	No likely impact. 0	
SA Objective 15	Potential regeneration of key town centre sites. Long-term impact on the town. ++	Potential regeneration of key town centre sites. Long-term impact on the town. ++	
SA Objective 16	No likely impact. 0	No likely impact. 0	
SA Objective 17	No likely impact. 0	Potential noise pollution issue from neighbouring uses. Could be mitigated against through policy to ensure complimentary uses are grouped together, Short- and long-term impact on quality of life. X	
SA Objective 18	N/A	N/A	
SA Objective 19	N/A	N/A	
SA Objective 20	N/A	Supports the development of tourism and associated leisure facilities. Long-term impact on visitor numbers and the economy. +	
SA Objective 21	N/A	N/A	

A Good Place to Do Business

SA Objective	Policy 3: Retail Development	Policy 4: Primary and Secondary Shopping Frontages	Policy 5: Outside of the Shopping Frontages	Policy 6: Edge of Centre and Out of Centre Retailing
1	N/A	N/A	N/A	N/A
2	Encourage the provision of retail facilities. Short- and long-term impact on service provision. ++	Encourage the provision of retail facilities. Short- and long-term impact on service provision. ++	Encourage flexible approach to uses within the retail area. Short- and long-term impact on service provision. ++	Encourages the provision of retail facilities within the town centre. Short- and long-term impact on service provision. +
3	N/A	Supports provision of housing within the retail area. Long-term impact on housing provision. +	Supports provision of housing within the retail area. Long-term impact on housing provision. +	N/A

SA Objective	Policy 3: Retail Development	Policy 4: Primary and Secondary Shopping Frontages	Policy 5: Outside of the Shopping Frontages	Policy 6: Edge of Centre and Out of Centre Retailing
4	N/A	A mix of uses encourages activity and natural surveillance at different times of the day and night. Short- and long-term impact on community safety.	A mix of uses encourages activity and natural surveillance at different times of the day and night. Short- and long-term impact on community safety.	N/A
5	N/A	N/A	N/A	N/A
6	N/A	N/A	N/A	N/A
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	++ Encouraging concentration of retail uses within the town centre which is well served by public transport. Long-term impact on transport choice.	++ Encouraging concentration of retail uses within the town centre which is well served by public transport. Long-term impact on transport choice.	++ Developments within the KCAAP which is well served by public transport and has key facilities within walking distance. Mixed uses also encourages sustainable lifestyle. Long-term impact on transport choice.	++ Encouraging concentration of retail uses within the town centre which is well served by public transport. Long-term impact on transport choice.
9	N/A	N/A	N/A	N/A
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	+ Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.	N/A	N/A	N/A
12	+ New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity.	N/A	N/A	N/A
13	+ New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.	N/A	N/A	N/A
14	++ Supports development on brownfield land.	+ Supports development on brownfield land.	+ Supports development on brownfield land.	+ Supports development on brownfield land.

SA Objective	Policy 3: Retail Development	Policy 4: Primary and Secondary Shopping Frontages	Policy 5: Outside of the Shopping Frontages	Policy 6: Edge of Centre and Out of Centre Retailing
15	<p>++</p> <p>Promotes Kidderminster as the retail centre of the District. Long-term impact on the regeneration of the town.</p>	<p>++</p> <p>Promotes Kidderminster as the retail centre of the District. Promotes vibrancy and vitality of the town centre. Long-term impact on the regeneration of the town.</p>	<p>++</p> <p>Promotes vibrancy and vitality of the town centre. Short- and long-term impact on the regeneration of the town.</p>	<p>++</p> <p>Promotes concentration of retail in town centre as its vibrancy and vitality. Short- and long-term impact on the regeneration of the town.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
18	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A
20	<p>+</p> <p>Retail facilities will add to the economy. Long-term economic impact.</p>	<p>+</p> <p>Retail facilities will add to the economy. Also Supports the development of tourism and associated leisure facilities. Long-term economic impact.</p>	<p>+</p> <p>Supports the development of tourism and associated leisure facilities. Long-term economic impact.</p>	<p>+</p> <p>Retail facilities will add to the economy. Long-term economic impact.</p>
21	N/A	N/A	N/A	N/A

SA Objective	Policy 7: Employment Development	Policy 8: Tourism Development	Policy 9: Leisure Development	Policy 9: Evening Economy
1	<p>+</p> <p>Supports the provision of new health care facilities. Long-term impact on accessibility.</p>	N/A	N/A	N/A
2	N/A	<p>+</p> <p>Encourages the provision of cultural facilities. Long-term impact on accessibility.</p>	<p>+</p> <p>Encourages the provision of leisure facilities. Long-term impact accessibility.</p>	<p>+</p> <p>Encourages the provision of leisure facilities accessibility.</p>
3	N/A	N/A	N/A	N/A

SA Objective	Policy 7: Employment Development	Policy 8: Tourism Development	Policy 9: Leisure Development	Policy 9: Evening Economy
4	<p>Contribute to the provision of more job opportunities. Long-term impact on employment and the economy.</p> <p>+</p>	<p>Encourages the provision of cultural facilities which can raise quality of life. Long-term impact on quality of life.</p> <p>+</p>	<p>Encourages the provision of leisure facilities which can raise quality of life. Long-term impact on quality of life.</p> <p>+</p>	<p>Encourages the provision of leisure and cultural facilities. Long-term impact on quality of life.</p> <p>+</p>
5	N/A	N/A	N/A	<p>Reduce crime in the town by providing activity later in the day. Short- and long-term impact on community safety.</p> <p>+</p>
6	N/A	N/A	N/A	N/A
7	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>
8	<p>Promoting employment uses within the town centre which is well served by public transport. Long-term impact on transport choice.</p> <p>++</p>	<p>Promotes tourism facilities within the town centre which is well served by public transport. Long-term impact on transport choice.</p> <p>++</p>	<p>Promotes leisure facilities within the town centre which is well served by public transport. Long-term impact on transport choice.</p> <p>++</p>	<p>Promotes leisure facilities within the town centre which is well served by public transport. Long-term impact on transport choice.</p> <p>++</p>
9	N/A	N/A	N/A	N/A
10	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>	<p>No likely impact.</p> <p>0</p>
11	<p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p> <p>+</p>	N/A	<p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p> <p>+</p>	<p>Well designed developments can raise the quality of the landscape and townscape. Short- and long-term impact on the townscape.</p> <p>+</p>
12	<p>New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity in the town.</p> <p>+</p>	N/A	<p>New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity in the town.</p> <p>+</p>	<p>New development can provide the opportunity enhance biodiversity. Long-term impact on biodiversity in the town.</p> <p>+</p>

SA Objective	Policy 7: Employment Development	Policy 8: Tourism Development	Policy 9: Leisure Development	Policy 9: Evening Economy
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>	N/A	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>	<p>+</p> <p>New developments can raise the quality of the landscape and townscape and preserve the historic environment. Short- and long-term impact on the townscape.</p>
14	<p>++</p> <p>Supports development on brownfield land.</p>	<p>+</p> <p>Supports development on brownfield land.</p>	<p>+</p> <p>Supports development on brownfield land.</p>	
15	<p>++</p> <p>Promotes the diversification of the town's economy as well as its vibrancy and vitality. Long-term economic impact.</p>	<p>++</p> <p>Promotes Kidderminster as the tourism hub of the District. Long-term economic impact.</p>	<p>++</p> <p>Promotes Kidderminster as major leisure destination in the District. Long-term economic impact.</p>	<p>++</p> <p>Promotes Kidderminster as major leisure destination in the District. Long-term economic impact.</p>
16	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
17	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+/-</p> <p>Potential for noise & light pollution but policy looks to control this.</p>
18	<p>+</p> <p>New employment opportunities can help to raise skill levels. Long-term impact on skills and education.</p>	<p>+</p> <p>New employment opportunities can help to raise skill levels. Long-term impact on skills and education.</p>	N/A	N/A
19	N/A	N/A	N/A	N/A
20	<p>++</p> <p>Promotes the diversification of the town's economy. Long-term economic impact.</p>	<p>++</p> <p>Promotes the development of the tourist industry. Long-term economic impact.</p>	<p>+</p> <p>Promotes the diversification of the town's economy. Long-term economic impact.</p>	<p>+</p> <p>Promotes the diversification of the town's economy. Long-term economic impact.</p>
21	<p>++</p> <p>Promotes the diversification of the town's economy. Long-term economic impact.</p>	N/A	N/A	N/A

SA Objective	Policy 10: Sustainable Transport	Policy 11: Walkable Town
1	++ Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.	++ Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.
2	++ Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.	++ Promotes a well connected, accessible town thereby improving access to facilities. Long-term impact on transport choice and accessibility.
3	N/A	+ Seeks to provide well connected, accessible residential developments. Long-term impact on transport choice and accessibility.
4	+ Promotes a well connected, accessible town thereby improving access to green space and other facilities. Short- and long-term access to green space.	+ Promotes a well connected, accessible town thereby improving access to green space and other facilities. Short- and long-term access to green space.
5	+ Promotes more walking and cycling which can provide vital natural surveillance. Long-term impact on community safety.	+ Promotes more walking and cycling which can provide vital natural surveillance. Long-term impact on community safety.
6	N/A	N/A
7	++ Promotes more walking, cycling and use of public transport. Long-term impact on transport choice.	++ Promotes more walking and cycling. Long-term impact on transport choice.
8	++ Promotes more walking, cycling and use of public transport. Long-term impact on transport choice.	++ Promotes more walking and cycling. Long-term impact on transport choice.
9	N/A	N/A
10	N/A	N/A
11	N/A	N/A
12	N/A	N/A
13	N/A	N/A
14	N/A	N/A

SA Objective	Policy 10: Sustainable Transport	Policy 11: Walkable Town
15	++ Aids regeneration by making the town a more accessible place. Long-term impact on regeneration.	++ Aids regeneration by making the town a more accessible place. Long-term impact on regeneration.
16	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.
18	N/A	N/A
19	N/A	N/A
20	+ Improved accessibility provides a more attractive location for businesses. Long-term economic impact.	+ Improved accessibility provides a more attractive location for businesses. Long-term economic impact.
21	+ Improved accessibility provides a more attractive location for businesses. Long-term economic impact.	+ Improved accessibility provides a more attractive location for businesses. Long-term economic impact.

A Unique Place

SA Objective	Policy 12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
1	N/A	N/A	N/A	N/A	+ Improved access to the canal can improve quality of life. Short- and long-term impact on quality of life.	+ Improved access to the river can improve quality of life. Short- and long-term impact on quality of life.	+ Increased green infrastructure can improve quality of life. Short- and long-term impact on quality of life.
2	++ Promotes accessibility and legibility in developments - improving access to services and facilities. Long-term impact on transport choice and accessibility.	+ Promotes quality public realm to improve accessibility. Long-term impact on transport choice and accessibility.	+ Promotes surface level crossings over the ring road. Long-term impact on transport choice.	+ Promotes surface level crossings over the ring road. Long-term impact on transport choice.	+ Promotes improved access to the canal. Long-term impact on transport choice and accessibility.	+ Promotes improved access to the river. Long-term impact on transport choice and accessibility.	+ Promotes improved access to green spaces. Long-term impact on transport choice and accessibility.

SA Objective	Policy 12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
3	+ Promotes high quality development including public realm. Short- and long-term impact on the townscape.	+ Promotes quality public realm and spaces within neighbourhoods. Short- and long-term impact on the townscape.	N/A	N/A	+ Canalside areas can be part of a high quality residential development. Short- and long-term impact on the townscape.	+ Riverside areas can be part of a high quality residential development. Short- and long-term impact on the townscape.	+ Promotes the inclusion of green infrastructure as part of new developments. Long-term impact on biodiversity.
4	+ Promotes accessibility and legibility in developments. Long-term impact on transport choice.	+ Promotes quality public realm to improve accessibility. Long-term impact on transport choice.	+ Promotes surface level crossings over the ring road. Long-term impact on transport choice.	+ Promotes surface level crossings over the ring road. Long-term impact on transport choice.	+ Improved access to the canal can improve quality of life. Short- and long-term impact on quality of life.	+ Improved access to the river can improve quality of life. Short- and long-term impact on quality of life.	+ Increased green infrastructure can improve quality of life. Short- and long-term impact on quality of life.
5	+ States that development should reduce opportunities for crime. Long-term impact on community safety.	+ Promotes more walking and cycling which can provide vital natural surveillance. Long-term impact on community safety.	+ Increase frontages on the ring road, improving natural surveillance. Long-term impact on community safety.	+ Increase frontages on the ring road, improving natural surveillance. Long-term impact on community safety.	+ Promotes development that fronts the canal to provide natural surveillance. Long-term impact on community safety.	+ Promotes development that has a positive relationship with the river - improving natural surveillance. Long-term impact on community safety.	N/A
6	N/A	N/A	N/A	N/A	N/A	N/A	N/A
7	N/A	N/A	N/A	N/A	N/A	N/A	N/A
8	++ Promotes more walking and cycling. Long-term impact on transport choice.	++ Promotes more walking and cycling. Long-term impact on transport choice.	++ Promotes more walking and cycling. Long-term impact on transport choice.	++ Promotes more walking and cycling. Long-term impact on transport choice.	+ Improvement of canal side public realm can encourage walking and cycling. Long-term impact on transport choice.	N/A	N/A
9	N/A	N/A	0 No likely impact.	0 No likely impact.	+ Development could provide opportunities to improve water quality. Long-term impact on environmental quality.	+ Development could provide opportunities to improve water quality. Long-term impact on environmental quality.	N/A

SA Objective	Policy 12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
10	N/A	N/A	N/A	N/A	N/A	X Potential flood risk if developing next to the river. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.	N/A
11	++ Promotes high quality design and local distinctiveness. Short- and long-term impact on the townscape.	++ Promotes high quality public realm and open spaces. Short- and long-term impact on the townscape.	++ Promotes the improvement of the ring road as a boulevard. Short- and long-term impact on the townscape.	++ Promotes the improvement of the ring road as a boulevard. Short- and long-term impact on the townscape.	++ Policy promotes high quality development that respects the canal conservation area. Short- and long-term impact on the townscape.	++ Promotes development which has a positive relationship to the river. Short- and long-term impact on the townscape.	+ Increased green infrastructure can improve sense of place. Long-term impact.
12	++ States that development must respect the town's blue and green infrastructure. Long-term impact on environmental quality.	N/A	+ Promotes increased street trees. Short-term impact on environmental quality	+ Promotes increased street trees. Short-term impact on environmental quality	+ Could provide opportunities to improve the biodiversity value of the canal. Long-term impact on environmental quality.	++ Policy requires the enhancement of the biodiversity value of the river. Long-term impact on environmental quality.	++ Policy promotes the enhancement of green infrastructure and biodiversity habitats. Long-term impact on environmental quality.
13	++ Promotes high quality design and local distinctiveness. Short- and long-term impact on the townscape.	+ Promotes the creation of locally distinct public realm. Short- and long-term impact on the townscape.	+ Improve the ring road environment which is adjacent to some heritage assets. Short- and long-term impact on the townscape.	+ Improve the ring road environment which is adjacent to some heritage assets. Short- and long-term impact on the townscape.	++ Policy requires new development to respect the canal conservation area. Short- and long-term impact on the townscape.	0 No likely impact.	0 No likely impact.
14	N/A	N/A	N/A	N/A	N/A	N/A	N/A
15	N/A	N/A	N/A	N/A	N/A	N/A	N/A

SA Objective	Policy 12: Urban Design Key Principles	Policy 13: Public Realm	Policy 14: Ring Road Framework	Policy 15: Ring Road Character Areas	Policy 16: Staffordshire and Worcestershire Canal	Policy 17: River Stour	Policy 18: Green Infrastructure
16	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0
17	No likely impact. 0	No likely impact. 0	Softening of the ring road could reduce noise pollution. Long-term impact on quality of life. +	Softening of the ring road could reduce noise pollution. Long-term impact on quality of life. +	Development on the canal side could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the canal side and implement measures to improve wildlife habitats. Long-term impact on biodiversity habitat. X	Development on the riverside could increase noise and light pollution. Mitigation measures could be taken to lessen the impact upon the canal side and implement measures to improve wildlife habitats. Long-term impact on biodiversity habitat. X	No likely impact. 0
18	N/A	N/A	N/A	N/A	N/A	N/A	N/A
19	N/A	N/A	N/A	N/A	N/A	N/A	N/A
20	Improved public realm and event spaces can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy. +	Improved public realm and event spaces can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy. +	N/A	N/A	Improving the canal can increase the amount of boating tourism. Long-term impact on visitor numbers and the economy. +	Improving and opening riverside areas can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy. +	Improving green infrastructure can make the town more attractive to tourists. Long-term impact on visitor numbers and the economy. +
21	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Publication Policy Amendments

SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire and Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
1	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0

SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire and Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
2	+ Potentially increase accessibility of cultural and local services. Long-term impact on transport choice and accessibility.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	+ Increase the amount of housing in the KCAAP area. Long-term impact on housing provision.	+ Enable more residential development in Churchfields. Long-term impact on housing provision.	+ Protect the amenity of residential units... Short- and long-term impact on quality of life.	+ Improve the quality of residential environments. Short- and long-term impact on quality of life.	0 No likely impact.
4	0 No likely impact.	+ Will improve the environmental quality of the area. Short- and long-term impact on quality of life.	+ Protect the amenity of residential units. Short- and long-term impact on quality of life.	+ Improve quality and access to greenspace. Short- and long-term impact on quality of life.	0 No likely impact.
5	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	++ Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.	0 No likely impact.	0 No likely impact.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Protect water quality. Long-term impact on environmental quality.

SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire and Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Improve flood risk measures. Long-term impact on flood risk.
11	0 No likely impact.	+ Improve design quality. Short- and long-term impact on the townscape.	0 No likely impact.	+ Improve the quality of the canal conservation area. Short- and long-term impact on the townscape.	0 No likely impact.
12	0 No likely impact.	0 No likely impact.	0 No likely impact.	++ Improve the biodiversity of the canalside. Long-term impact on biodiversity.	+ Improve the biodiversity value of the river. Long-term impact on biodiversity.
13	0 No likely impact.	+ Improve design quality. Short- and long-term impact on the townscape.	0 No likely impact.	+ Improve the quality of the canal conservation area. Short- and long-term impact on the townscape.	0 No likely impact.
14	++ Supports development on brownfield land.	++ Supports development on brownfield land.	0 No likely impact.	0 No likely impact.	0 No likely impact.
15	++ Promotes greater activity in the town centre. Long-term impact on regeneration.	0 No likely impact.	++ Promotes greater activity in the town centre. Long-term impact on regeneration.	0 No likely impact.	0 No likely impact.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	+ Will help to control light and noise pollution. Short- and long-term impact on quality of life.	0 No likely impact.	0 No likely impact.

SA Objective	Greater flexibility for Secondary Frontages in the Primary Shopping Area to allow for non-retail uses, including residential development. (policies KCA.DPL1 and KCA.GPB2)	Remove the Churchfields area from Industrial section of Policy KCA.GPB5 - Employment Development.	Specific guidance on the Evening Economy in Policy KCA.GPB7.	Add caveat to Policy KCA.UP5 - Staffordshire and Worcestershire Canal to require enhancements to the green infrastructure and biodiversity network.	Add caveat to Policy KCA.UP6 - River Stour to require flood risk better measures and enhance and protect water quality.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	+ Could promote economic growth and diversity of economy. Long-term economic impact.	X Could reduce economic activity in Churchfields. Long-term economic impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	X Could reduce economic activity in Churchfields. Long-term economic impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
2	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
3	+ Open space to contribute towards residential environment. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

SA Objective	Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.
4	+ Maintains access to green space. Long-term impact on quality of life.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
5	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
6	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
7	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
8	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
9	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
10	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
11	0 No likely impact.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.
12	+ Potentially contribute towards biodiversity. Long-term impact on biodiversity.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
13	0 No likely impact.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.	++ Enhance the conservation area and strengthen local distinctiveness and sense of place. Long-term impact on townscape and civic pride.

SA Objective	Add caveat to Policy KCA.Ch6 - Lime Kiln Bridge to require compensation for the loss of open space.	Add caveat to Policy KCA.CW1 - Castle Wharf to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP1 - Heritage Processions Area to require protection and enhancement of the Green Street Conservation Area.	Add caveat to Policy KCA.HP2 - Frank Stone requiring development to respect the Green Street Conservation Area.	Add caveat to Policy KCA.HP3 - Green Street Depot to require the retention of locally listed buildings on site.
14	0 No likely impact.	++ Supports development on brownfield land.	++ Supports development on brownfield land.	++ Supports development on brownfield land.	++ Supports development on brownfield land.
15	0 No likely impact.	++ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.	++ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.	++ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.	++ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term regeneration impact.
16	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
17	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
18	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
19	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
20	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.
21	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Publication Strategic Objectives

Publication Strategic Objectives						
SA Objective	Develop Kidderminster as the strategic centre of the District and beyond.	Deliver the growth of residential, retail, and employment development.	Deliver the regeneration of key town centre sites, re-using brownfield land and buildings.	Drive up the quality of urban design and architecture.	Conserve and enhance the town's heritage assets.	Develop and enhance the Blue and Green Infrastructure provision within the town.
1	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.	0 No likely impact.

Publication Strategic Objectives							
2	<p>++</p> <p>Aims to improve the cultural and leisure offer in the town. Short- and long-term impact on quality of life.</p>	<p>++</p> <p>Aims to improve the cultural and leisure offer in the town. Short- and long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
3	<p>++</p> <p>Seeks to increase housing to add vitality to central Kidderminster. Long-term impact on housing provision and vibrancy.</p>	<p>++</p> <p>Seeks to increase housing to add vitality to central Kidderminster. Long-term impact on housing provision and vibrancy.</p>	<p>+</p> <p>Seeks to deliver residential development. Long-term impact on housing provision.</p>	<p>++</p> <p>Seeks to provide high quality residential developments. Long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>The waterways and GI could form part of a quality residential environments. Long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>
4	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>+</p> <p>Increase access to the green spaces. Long-term impact on quality of life.</p>	<p>0</p> <p>No likely impact.</p>
5	<p>++</p> <p>Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.</p>	<p>++</p> <p>Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.</p>	<p>++</p> <p>Aims to create a town with activity and natural surveillance at all times of the day and night. Long-term impact on community safety.</p>	<p>++</p> <p>Incorporate secured by design principles and improve natural surveillance. Long-term impact on community safety.</p>	<p>+</p> <p>Could help to promote civic pride. Long-term impact.</p>	<p>+</p> <p>Activity along the waterways would improve community safety along it. Long-term impact on community safety.</p>	<p>0</p> <p>No likely impact.</p>
6	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
7	<p>+</p> <p>Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>+</p> <p>Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>+</p> <p>Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>
8	<p>+</p> <p>Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>+</p> <p>Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>+</p> <p>Focuses development on the town centre helping to reduce the need to travel. Long-term impact on transport choice.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>

Publication Strategic Objectives						
9	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	<p>+</p> <p>Potential to improve water quality. Long-term impact on environmental quality.</p>
10	No likely impact.	<p>X?</p> <p>Some key regeneration sites are within flood zone areas. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>X</p> <p>Development sites alongside the river could well be prone to flood risk. Mitigation would be required in the form of a suitable SUDS scheme. Vulnerable uses not to be located on lower levels. Long-term impact on flood risk.</p>
11	<p>+</p> <p>Redevelopment will have a positive impact on the townscope. Short- and long-term impact on the townscope.</p>	<p>+</p> <p>Redevelopment will have a positive impact on the townscope. Short- and long-term impact on the townscope.</p>	<p>++</p> <p>Good design will strengthen the quality of the townscope and promote local distinctiveness. Short- and long-term impact on the townscope.</p>	<p>++</p> <p>Conserving historic assets will help to strengthen local distinctiveness. Short- and long-term impact on the townscope.</p>	<p>++</p> <p>Promotes development which has a positive relationship to the waterways. Short- and long-term impact on the townscope.</p>	
12	<p>++</p> <p>Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Long-term impact on environmental quality.</p>	<p>++</p> <p>Redevelopment of sites could help to add to and enhance the green infrastructure within the town and provide an opportunity to remediate contaminated land. Long-term impact on environmental quality.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>0</p> <p>No likely impact.</p>	<p>++</p> <p>Policy requires the enhancement of the biodiversity value of the waterways. Long-term impact on environmental quality.</p>
13	<p>+</p> <p>New developments can raise the quality of the landscape and townscope and preserve the historic environment. Short- and long-term impact on the townscope.</p>	<p>+</p> <p>New developments can raise the quality of the landscape and townscope and preserve the historic environment. Short- and long-term impact on the townscope.</p>	<p>++</p> <p>Good design will enhance the historic and built environment. Short- and long-term impact on the townscope.</p>	<p>++</p> <p>Aims to enhance the town's historic environment. Short- and long-term impact on the townscope.</p>	<p>++</p> <p>Contribute towards enhancing the river and its setting. Short- and long-term impact on the townscope.</p>	

Publication Strategic Objectives						
14	Supports development on brownfield land.	Supports development on brownfield land.	Supports development on brownfield land.	Supports development on brownfield land.	Supports development on brownfield land.	No likely impact.
15	Potential regeneration of key town centre sites. Long-term impact on the town.	Potential regeneration of key town centre sites. Long-term impact on the town.	Potential regeneration of key town centre sites. Long-term impact on the town.	Potential regeneration of key town centre sites. Long-term impact on the town.	Potential regeneration of key town centre sites. Long-term impact on the town.	Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on the town.
16	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.
17	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.
18	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.
19	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.	No likely impact.
20	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Improving the town's environmental quality could help attract more visitors into the town. Long-term economic impact.
21	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	Could promote economic growth and diversity of economy. Long-term economic impact.	No likely impact.

Publication Strategic Objectives			
SA Objective	Safeguard and replenish the town's biodiversity and geo-diversity contribution.	Ensure the town is equipped to adapt to and mitigate against the impacts of climate	Safeguard the town against flood risk and ensure good water management.
		Improve air quality around the town, with a particular focus on the Horsefair AQMA.	Increasing the provision and use of sustainable modes of transport and create a walkable environment.
			Ensure the town is safe and enjoyable for all users.

Publication Strategic Objectives						
		change.				
1	No likely impact. 0	No likely impact. 0	No likely impact. 0	Improving air quality could help improve health. Long-term impact on quality of life. +	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility. +	Improve the attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility. +
2	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0	Improve ease and attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility. +	Improve the attractiveness of walking to facilities within the town centre. Long-term impact on transport choice and accessibility. +
3	No likely impact. 0	No likely impact. 0	No likely impact. 0	Create a better environment for local residents. Long-term impact on quality of life. +	Create a better environment for local residents. Long-term impact on quality of life. +	Create a better environment for local residents. Long-term impact on quality of life. +
4	Could improve access to green space. Long-term impact on quality of life. +	No likely impact. 0	No likely impact. 0	Create a better environment for local residents. Long-term impact on quality of life. +	Increasing activity on streets will help with community safety. Long-term impact on community safety. +	Increasing activity on streets will help with community safety. Long-term impact on community safety. +
5	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0	Looks to improve and encourage sustainable transport. Long-term impact on transport choice. ++	Encourage walking and cycling. Long-term impact on transport choice. +
6	No likely impact. 0	No likely impact. 0	No likely impact. 0	No likely impact. 0		
7	No likely impact. 0	Aims to increase sustainable development and practices. Long-term impact on sustainability. +	No likely impact. 0	No likely impact. 0		

Publication Strategic Objectives							
8	0 No likely impact.	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	++ Looks to improve and encourage sustainable transport. Long-term impact on transport choice.	+ Encourage walking and cycling. Long-term impact on transport choice.
9	+ Could help improve water quality as an important biodiversity habitat. Long-term impact on environmental quality.	0 No likely impact.	+ Potential to improve water quality. Long-term impact on environmental quality.	++ Help to improve air quality in an AQMA. Long-term impact on environmental quality.	0 No likely impact	0 No likely impact	0 No likely impact
10	0 No likely impact.	0 No likely impact	++ Mitigate against the flood risk in new developments. Long-term impact on flood risk.	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact
11	+ Enhance the character of the landscape. Short- and long-term impact on the townscape.	0 No likely impact.	0 No likely impact.	+ Improving the environment of a historic street in the town. Short- and long-term impact on the townscape.	+ Would contribute to a more attractive public realm. Short- and long-term impact on the townscape.	0 No likely impact	+ Help improve sense of place in the town. Short- and long-term impact on the townscape.
12	++ Will help to maintain and enhance bio- and geo-diversity in the town.	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact
13	0 No likely impact.	0 No likely impact	0 No likely impact.	+ Improving the environment of a historic street in the town which contains locally listed buildings.	0 No likely impact	0 No likely impact	0 No likely impact
14	0 No likely impact.	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact	0 No likely impact
15	++ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on environmental quality.	0 No likely impact	0 No likely impact.	++ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on environmental quality.	+ Promotes the regeneration of Kidderminster by improving the quality of the environment. Long-term impact on environmental quality.	0 No likely impact	++ Promotes greater activity in the town centre. Long-term impact.

Publication Strategic Objectives						
			++	+		
16	0 No likely impact.	Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	Help to mitigate against the impacts of climate change. Long-term impact on sustainability	0 No likely impact	0 No likely impact	0 No likely impact
17	0 No likely impact.	Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	Help to mitigate against the impacts of climate change. Long-term impact on sustainability	0 No likely impact.	0 No likely impact	0 No likely impact
18	0 No likely impact.	Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	Help to mitigate against the impacts of climate change. Long-term impact on sustainability	0 No likely impact	0 No likely impact	0 No likely impact
19	0 No likely impact.	Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	Help to mitigate against the impacts of climate change. Long-term impact on sustainability	0 No likely impact.	0 No likely impact	0 No likely impact
20	0 No likely impact.	Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	Help to mitigate against the impacts of climate change. Long-term impact on sustainability	0 No likely impact	0 No likely impact	0 No likely impact
21	0 No likely impact.	Looks to mitigate against the impacts of climate change. Long-term impact on sustainability.	Help to mitigate against the impacts of climate change. Long-term impact on sustainability	0 No likely impact.	0 No likely impact	0 No likely impact

E List of Consultees

E.1 The following organisations were consulted on the SA Scoping Report:

- Bromsgrove District Council
- Wychavon District Council
- Malvern Hills District Council
- South Staffordshire District Council
- Bridgnorth District Council
- South Shropshire District Council
- Staffordshire County Council
- Shropshire County Council
- Dudley MBC
- Highways Agency
- National Playing Fields Association
- The Home Builders Federation
- Registered Social Landlords (RSLs)
- Sport England
- Worcestershire Wildlife Trust
- WyreForest Community Housing
- Advantage West Midlands
- British Waterways

F Consultation Responses and How They Have Been Addressed

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
Bob Sharples (Sport England)	KCSA-SASC-100-01	The following documents should be scoped for both documents: <ul style="list-style-type: none"> ○ The Regional Facilities Strategy ○ The Regional Plan for Sport 	Scope these plans for inclusion in Initial SA Report. Note - Information not included, documents could not be found.
	KCSA-SASC-100-02	Active People Survey data should be included in both Appendix Bs.	Include Active People Survey data in Appendix B.
	KCSA-SASC-100-03	There is a need to ensure ready access to sports facilities for all members of the community; this will have an impact on anti-social behaviour and improving health. There should be a draft indicator in SA Objective 2 which underpins this. Eg, amend draft indicators 1-3 to include sports facilities.	Indicators used are based on County accessibility mapping, this is not produced for sports facilities and therefore this indicator would be difficult to measure on a regular basis.
Paul Allen (Property and Operational Services)	KCSA-SASC-INT-01	The following should be scoped in both Appendix As: <ul style="list-style-type: none"> ○ The NERC (Natural Environment and Rural Communities) Act ○ Conserving Biodiversity: The UK Approach (DEFRA, 2007) ○ Landscapes for Living (Natural England) ○ The Bern Convention 	Scope these documents in both Appendix As.
	KCSA-SASC-INT-02	It is worth noting that the Habitats Directive contains species conservation policy.	Scope this document in both Appendix As.
	KCSA-SASC-INT-03	Biodiversity as set out by the NERC Act needs to be cross-cut into A Better Environment; Health and Well-being and Economic Success sections.	Noted.
	KCSA-SASC-INT-04	One of our areas principle habitat types, which we are regionally significant for, is acid grassland.	Refer to this in Appendix B.
	KCSA-SASC-INT-05	Some reference needs to be made to National Indicator 197 and its Directive to the conservation of Local Sites by Local Authorities.	Noted.
	KCSA-SASC-INT-06	The achievement of some Local Biodiversity Action Plan targets is a significant objective.	Noted.
Steven Bloomfield (Worcestershire Wildlife Trust)	KCSA-SASC-120-01	It is important that both the Site Allocations and KCAAP are guided by the NERC Act 2006 with specific reference to the Section 41 duty to have regard to conserving biodiversity. Additionally, Section 41 sets out the list of species and habitats considered by the Government to be of principle importance for nature conservation. This must be reflected in both of the DPDs and their SA Reports.	Scope the NERC Act at Appendix A.
	KCSA-SASC-120-02	It is important to recognise that the lists of habitats and species given in Appendix B are not necessarily comprehensive and should be considered as a representative sample only. There are a number of species listed within the local BAP and under Section 41 of the NERC Act which should be considered as well as those usually regarded as protected.	Alter text within Appendix B to clarify that the list of species is a representative sample only.
	KCSA-SASC-120-03	Whilst the Worcestershire Wildlife Trust leads work on Special Wildlife Sites, we are part of a much wider Special Wildlife Site Partnership engaged in site selection and management. This should be recognised in the relevant wording in Appendix B.	Amend wording in Appendix B to reflect this.

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	KCSA-SASC-120-04	There are a number of additional sites with Hornet Robberfly.	Noted. Request further information on exact locations.
	KCSA-SASC-120-05	It is important to recognise that there may be additional species and sites of interest which should be considered by the DPDs and SA reports.	Noted. Outline this in Appendix B.
	KCSA-SASC-120-06	The SA objectives appear to be suitable, we particularly support objective 12 on biodiversity. It should be worth noting that it should not only be the Environment Agency's opinion reflected under objective 16 on climate change. There are a number of organisations capable of giving advice on this subject and these should also be considered in monitoring of planning decisions.	Support for objective 12 is noted.
Amanda Smith (English Heritage)	KCSA-SASC-161-01	Throughout the appraisal process the historic environment should be broadly defined - all designated historic assets should be considered together with potential impacts on non-designated features of local historic or architectural interest and value since these can make an important contribution to creating a sense of place and local identity. Statutory designations include Listed Buildings, Scheduled Ancient Monuments plus other nationally important archaeological sites, Registered Historic Parks and Gardens, Registered Battlefields, Conservation Areas, and the settings of all these assets. Other important elements of the historic environment, which are often without any statutory protection, include other archaeological sites, locally listed buildings, parks and gardens, landscape and townscape features, the character of the wider landscape/townscape, as well as the potential for as yet unrecorded archaeology.	Noted, this definition is set out within the introduction to the Historic Environment section of Appendix B.
	KCSA-SASC-161-02	Strongly advises that the District and County conservation and archaeological staff are involved throughout the preparation of the LDF.	Noted, District and County staff will be involved throughout the process.
	KCSA-SASC-161-03	International: <ul style="list-style-type: none"> Welcome the inclusion of the European Landscape Convention. It should be noted in devising an objective that the convention applies to both urban and rural landscapes and hence should extend to cover the District's townscapes. 	Noted.
	KCSA-SASC-161-04	National: <ul style="list-style-type: none"> Welcome the inclusion of The Historic Environment: A Force for our Future (DCMS, 2001). With regard to identified implications, protection and enhancement of the historic environment should be covered. This similarly applies to the heritage Protection White Paper. A key strand of the above is given in the opening statements which outline and endorse the contribution of the historic environment to creating sustainable communities – this would be a useful point under the analysis of the document. 	Add this point into the analysis of these documents at Appendix A.
	KCSA-SASC-161-05	Regional: <ul style="list-style-type: none"> The Regional Historic Environment Strategy is currently in preparation and due to be completed by the end of the year. 	Scope this once completed.
	KCSA-SASC-161-06	Parish: <ul style="list-style-type: none"> Any completed Conservation Area Appraisal and Management Plans should be included. 	cope all current Conservation Area Appraisals in Appendix A.
	KCSA-SASC-161-07	Additional Baseline Data: <ul style="list-style-type: none"> Landscape/Landscape Character Assessment: The cultural dimension of landscape character should ideally be recognised here as well as under the historic environment section and a cross-reference made to the County Historic Landscape Characterisation (at page 26). Latest BAR register was published in August 2007. It should be clarified in the text that grade II Listed Buildings are not covered. 	Noted. Incorporate a summary of the key characteristics of Wyre Forest District Landscape into Appendix B. Noted. Amend Appendix B to reflect this.

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		<p>In early July English heritage will launch its National 'Heritage at Risk' programme, this will provide updated information.</p> <ul style="list-style-type: none"> ● We welcome the outline of the county-wide historic landscape characterisation project. ● The importance of preserving the settings of designated assets could usefully be given greater prominence, particularly within the context of these DPDs. ● The first stage of the County's historic farm buildings project is complete and the second is underway. Preliminary results may be available to draw on. ● Kidderminster AAP: With regard to the Kidderminster AAP baseline data, we draw your attention to comments made on the Core Strategy Issues and Options Paper in March 2008. In this we advised: <p><i>"In view of the major change that is envisaged for Kidderminster Town Centre and the production of the AAP, we recommend that this is informed by a thorough understanding of the area's historic environment resource, its opportunities and sensitivities to development as a central part of the plan's evidence base. Useful models for such a study include that recently applied in Dudley MBC for the Brierley Hill AAP (contact: Pete Boland) and in the North Staffordshire HMRA where a programme of extensive and intensive surveys have been undertaken following English Heritage's model brief (http://www.helm.org.uk/server/show/nav.05003006001). We would be happy to discuss this further".</i></p> <p>Beyond the outlines for Kidderminster's Conservation Areas, local list buildings at risk, we recommend that a concise overview is given for any archaeological remains – this could be linked to an overview of the growth and evolution of the town.</p> 	<p>Noted.</p> <p>Noted.</p> <p>Noted. ContactCounty to find out if data is available which could be included.</p> <p>Noted.</p> <p>Noted.</p>
	KCSA-SASC-161-09	<p>Main Sustainability Issues:</p> <p>Kidderminster AAP: The identified issues should apply more broadly to all the town's historic assets not just conservation areas. More specific issues may also be capable of being drawn out for the AAP area, e.g:</p> <ul style="list-style-type: none"> ● ● Areas of significantly degraded townscape or areas where, on current trends, there is likely to be further significant loss of townscape character or quality. ● Areas where development has had or is likely to have a significant impact upon the historic environment and/or people's enjoyment of it. ● Declining condition of historic assets because of poor maintenance and management etc. ● Traffic congestion, air quality, noise pollution and other problems affecting the historic environment. ● Opportunities for heritage-led regeneration and development of the environmental economy. ● Opportunities for the sustainable reuse of historic buildings. ● Opportunities for delivering the improved maintenance and management of historic assets. ● Opportunities for providing better access and understanding of the historic environment. 	<p>Agreed. This will be further progressed through the SA Interim Paper.</p>

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	KCSA-SASC-161-10	<p>Developing the SA Framework:</p> <ul style="list-style-type: none"> Welcome the changes to the SA Framework which largely reflect our previous comments. Welcome and support the amended objective (11) on the landscape/townscape and its supporting decision-making criteria. Welcome and support the inclusion of a specific objective (13) on the historic environment and its supporting decision-making criteria. <p>With regard to the suite of indicators for both the headline objectives, we attach for information a list of indicators for SA/SEA. The draft indicators proposed generally fit well with this but may need to be further refined to monitor identified and potential significant impacts relating to the District's historic environment resource.</p>	<p>Support is noted.</p> <p>Support is noted.</p> <p>Support is noted.</p> <p>Noted. This is helpful information.</p>
<p>Suzanne Clear</p> <p>Advantage West Midlands</p>	KCSA-SASC-702-01	<p><i>Connecting to Success</i>, the West Midlands Economic Strategy (WMES), was launched on 10 December 2007. The Agency welcomes the fact that the Sustainability Appraisal Scoping Reports include reference to the WMES as part of the evidence base for the emerging DPD's. The Action Plan which will provide the framework for the delivery of the WMES will be published this month, so it will be good for the ambitions of this delivery document to be considered as part of the Scoping exercise.</p>	Support is noted.
	KCSA-SASC-702-02	<p>Whilst most of the evidence base that will assist the scoping of the DPD's will lie within the Place section of the WMES, the People section will also be of use, for example in achieving full potential and opportunities for all. In monitoring performance of the People section of the WMES skills development is an important indicator of success. It is important within both DPD's that the opportunities to link areas of skills development and employment are maximised.</p>	Noted.
	KCSA-SASC-702-03	<p>When looking at travel to work times, it can be useful to also take into account where the slowest journeys are on the local network and how these could be positively affected (for example by targeting infrastructure funding through the DPD work). Given the importance of the rural economy both in terms of the businesses located and the people who live and commute within the District, it is important to include indicators to highlight how the Kidderminster Central Area DPD can improve its offer as a sustainable centre of services, shopping, leisure and employment, as well as enabling Issues and Options for the wider District to be considered in the Site Allocations DPD. The possible tourism development role is also important for both documents to consider.</p>	Noted. These are the sorts of issues which will be considered through the Kidderminster Central Area Action Plan DPD.
<p>Hayley Pankhurst</p> <p>Natural England</p>	KCSA-SASC-819-01	<p>Natural England is a recently formed organisation which has been established under the Natural Environment and Rural Communities Act 2006. It has been formed by bringing together English Nature and parts of the Rural Development Service and the Countryside Agency. Natural England has been charged with the responsibility to ensure that England's unique natural environment including its flora and fauna, land and seascapes, geology and soils are protected and improved. Natural England's purpose as outlined in the Act is to ensure that the</p>	Noted.

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		natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.	
	KCSA-SASC-819-02	It is noted that throughout the SA reference is made to English Nature, and to Natural England as incorporating English Nature, the Countryside Agency and the Rural Development Service. Natural England was formed in October 2006, from which point it replaced these legacy agencies. References to the legacy agencies should be corrected to reflect this.	Noted. Check references throughout the Scoping Reports and amend accordingly.
	KCSA-SASC-819-03	<p>The <i>National</i> section of Appendix A of both reports should be amended to include the following Acts/Strategies:</p> <ul style="list-style-type: none"> • The Natural Environment and Rural Communities (NERC) Act 2006. <p>Section 40 of the NERC Act places a duty upon all public bodies to have regard to the purpose of conserving biodiversity. More information can be found in Defra's <i>Guidance for Local Authorities on Implementing the Biodiversity Duty</i>.</p> <ul style="list-style-type: none"> • The Wildlife and Countryside Act 1981 (as amended). <p>This Act provides protects in law wildlife (birds, animals and plants listed in the Annexes), the countryside, National Parks, and the designation of protected areas, and public rights of way.</p> <ul style="list-style-type: none"> • Making Space for Water. <p>This is a cross-government programme taking forward the developing strategy for flood and coastal erosion risk management in England.</p> <ul style="list-style-type: none"> • Natural England's State of the Natural Environment Report. <p>This recently released report brings together for the first time the evidence about the current state of our natural environment, and as such may be useful in informing this SA. It is available from our website at: http://www.naturalengland.org.uk/son/default.htm</p>	<p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p> <p>Noted. This will be Scoped and included at Appendix A of both documents.</p>
	KCSA-SASC-819-04	The main table in <i>Section 8: Identification of Main Sustainability Issues</i> (pg9) of the main report illustrates a good scope of environmental issues, and the inclusion of the SEA subjects appears to be thorough. A number of small changes/additions would further complete the report.	Noted.
	KCSA-SASC-819-05	Under the Identified Sustainability Issue " <i>The need to conserve and enhance the rich variety of habitat types within the District</i> " is identified, and the Worcestershire BAP (1999) highlighted as a source of data. This is welcomed. It should be noted that the Worcestershire BAP is currently under review, with a new version due to be launched 14 th July 2008.	Noted. This will be scoped once available and could potentially be used as a source of baseline data.
	KCSA-SASC-819-06	<p>"<i>The need to protect the variety of protected species from adverse development</i>" is an Identified Sustainability Issue, with the Worcestershire BAP again identified as a source of information. In addition to this, reference should be made to Section 41 of the NERC Act. This lists species and habitats of principle importance. The protection of these species would help to comply with the biodiversity duty imposed by Section 40 of the Act. More information is available through the Biodiversity Action Reporting (BARS) section of the UK BAP website, at:</p> <p>http://www.ukbap-reporting.org.uk/news/details.asp?X=45</p>	Noted. This issue will be updated to include reference to Section 41 of the NERC act.

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	KCSA-SASC-819-07	The "Need to focus new development on brownfield sites to preserve Greenfield land and reduce the need to travel" and "Need to develop at densities greater than 30 dph in order to reduce the need to travel and preserve Greenfield land" are Identified Sustainability Issues. Both of these Issues seem to make an unexplained leap between avoiding Greenfield development and reducing the need to travel. Reducing the need to travel is a complicated issue, the achievement of which depends upon wider issues and careful siting of development beyond whether it is green- or brownfield, or at a given density. It might be more suitable to separate these subjects into two separate Issues.	Noted. Set out the need to focus development on brownfield sites, the need to develop at higher densities and the need to reduce the need to travel as three separate sustainability issues.
	KCSA-SASC-819-08	It should be noted that development of brownfield land in preference to Greenfield may not always be the most sustainable option, and any sites considered for development must be carefully judged on a site-by-site basis. Brownfield land can be of high biodiversity value and can also provide opportunities for provision of open space, whereas Greenfield sites could have little value. New development needs to be carefully sited so as to ensure the most sustainable option, and it should be noted that the most sustainable option may not always be the most obvious choice.	Noted. All site allocations will be tested against the sustainability appraisal framework. This will ensure that the most sustainable sites for development are identified. In those circumstances where the most sustainable option is not selected appropriate mitigation measures will be identified.
	KCSA-SASC-819-09	The table of SA Objectives, Decision Making Criteria and Draft Indicators in <i>Section 9: Developing the SA Framework</i> (pg 12) in the main Report is welcomed as a clear way of showing the scope of consideration given to SA Objectives.	Support is noted.
	KCSA-SASC-819-10	In addition to the Draft Indicators already given consideration regarding the sustainability of housing development, such as SA Objective numbers 7, 9 and 11, it may be worth including an indicator around ratings under the Code for Sustainable Homes. This would give a broader take on the overall sustainability of a housing development and make use of an existing and nationally recognised measurement method.	Noted. This will be considered as an indicator.
	KCSA-SASC-819-11	<p>Kidderminster Central AAP DPD SA Scoping</p> <p>The list of SSSI's given in Appendix B (pg 8) is missing Puxton Marsh. This should be added, and any other references throughout the reports amended to reflect this.</p>	Noted. The Scoping reports will be updated accordingly.
	KCSA-SASC-819-12	The Introduction to Appendix B states that the document will set out "what baseline data has been collected and why, how the data was collected, and its limitations". However, this intention does not appear to have been consistently met. The "A Better Environment for Today and Tomorrow" section does not include data relevant to topics required under the SEA Directive, and does not cover all of the SA Objectives, Decision Making Criteria and Draft Indicators given in the table in <i>Section 9: Developing the SA Framework</i> of the main SA Scoping Report (pg 12).	Noted. Information specific to Kidderminster was selected for the Kidderminster Central AAP DPD. Both the Core Strategy and Site Allocations Scoping Reports set out more detailed baseline data which is relevant to the whole District. This is pertinent to the Local Development Framework of which the KCAAP will be part of.
	KCSA-SASC-819-13	Baseline data regarding carbon emissions, climate change adaptation, or water quality has not been included. These topics are fundamental to the SEA part of this SA, and as such are a requirement of the SEA Directive. The table in Section 9 of the main SA Scoping Report poses decision aiding questions and Draft Indicators regarding these issues; it is unclear why this evidence has not been collated/presented. This evidence is needed to ensure that this SA is fit-for-purpose.	Noted. Gather data on these issues for publication in the Full SA Report.

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			Indicators are currently draft and baseline information is not available for all of these.
	KCSA-SASC-819-14	In the SA Scoping Report under the table given in Section 9 (pg 12), SA Objective 12 <i>"To conserve and enhance the District's biodiversity and geodiversity"</i> includes the Draft Indicator <i>"Condition of SSSIs, SWSs and RIGS"</i> . This does not seem to be fully considered in Appendix B. The SSSI section here is incomplete, with data only presented for one of the three SSSI. It is unclear why this is, and if it is available then information on the status of the other SSSI should be included.	Noted. However, the Kidderminster Central Area Action Plan DPD SA Scoping Report sets out data relevant to the 8 urban wards which make up the Kidderminster urban area. The other 2 SSSIs fall outside this area and have therefore been excluded from the baseline data presented for this DPD. Please see response to comment KCSA-SASC-819-12.
	KCSA-SASC-819-15	The Sites of Special Scientific Interest section of Appendix B needs to be amended to give SSSI their full acronym, rather than referring to them as SSI. The references to English Nature should be amended to Natural England as English Nature no longer exist, unless it is a reference to work done by this legacy agency.	Noted. Amend the document accordingly.
	KCSA-SASC-819-16	The Special Wildlife Sites section of Appendix B currently gives their location only, with no information on their status. RIGS are not included in Appendix B at all- it should be remembered that geodiversity is covered by PPS9, as well as biodiversity. While monitoring information should be readily available for SSSIs through Natural England's rolling assessments of the favourability of their conservation status, such information may be more difficult to come by regarding SWS and RIGS. Ability to access the necessary information should be given thought as lack of data may be a concern which future monitoring needs to address. The Worcestershire Wildlife Trust and the Hereford and Worcestershire Earth Heritage Trust may be able to provide further assistance with this.	Noted. Contact WWT and Worcestershire Earth Heritage Trust to see if they are able to provide further information on this.
	KCSA-SASC-819-17	There is currently no baseline data provided regarding greenspace, or access to this. The table in <i>Section 9: Developing the SA Framework</i> (pg 12) of the main report includes as SA Objective 4 <i>"To enhance the quality of life for all residents within the District"</i> , with the Decision Making Criteria <i>"Does it promote opportunities for easy access to the District's greenspace?"</i> , and the Draft Indicator of <i>"Hectares of greenspace per head of population"</i> . Reference to Natural England's Accessible Natural Greenspace Standards (ANGST) could provide an appropriate measurement criterion for this Objective, and compliance towards this could be included as baseline evidence. ANGST are government endorsed English Nature (as was) greenspace standards, and as such RPG 11 (2004) provides information on these in its appendices (ODPM September 2002). Reference to these standards would help to ensure that open space provision includes natural areas. High quality natural greenspace has the potential to contribute to all elements of sustainable development, including biodiversity conservation and health and well being. As such this is relevant to both the "Improved Health and Well Being" and "A Better Environment for Today and Tomorrow" themes of the SA.	Include data from the PPG17 audit once available.
	KCSA-SASC-819-18	Some of the data provided in the Site Allocations DPD Appendix B could easily be incorporated into this AAP SA in order to make it more complete. This should include data on <i>water consumption, aquifers and water pollution</i> , as this appears to be relevant to the area.	Noted. Re-consider the level of data which is included in the SA Scoping Report for the KCAAP. However refer to response KCSA-SASC-819-12 and

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			the need to avoid duplication of effort on the LDF.
	KCSA-SASC-81920	The inclusion of <i>Landscape</i> and evidence around this is welcomed	Support is noted.
		The added detail on SWS compared to the Kidderminster AAP makes this section more complete, although it may be possible to add still more detail after discussion with the Wildlife Trust. There is no information on RIGS, and this needs to be provided.	Noted. Include information on RIGS within the Appendix B to the Full SA Scoping Report.
	KCSA-SASC-81921	The inclusion of <i>Equestrian Developments</i> is interesting, however, it is currently unclear why this has been included. If the intention is to provide evidence of overgrazing and poaching in relation to nature conservation then this should be clarified.	Noted. This has been included because there is a large concentration of horiculture within the District which has an impact on the landscape. This would be further clarified through the Landscape Character SPD.
Grady McLean Environment Agency	KCSA-SASC-25-01	Flood Risk Flood Risk is highlighted as a 'Main Sustainability Issue' (page 10) and it is recognised that the district is affected by fluvial, surface water, groundwater and foul water flooding. It should be noted that flooding can also occur from other water bodies such as reservoirs and canals.	Noted, this will be highlighted in the production of the Full SA Report.
	KCSA-SASC-25-02	LPA's should look to ensure that no new development is located within the 1% floodplain and development does not pose an increased risk to land or property elsewhere e.g. through flood storage loss, or interruption to land drainage (including surface water). This is in line with PPS25 - Development and Flood Risk. To this end we support SA objective 10 (page 14) which suggests that development should not occur in high risk flood zones or contribute to flooding in other areas.	Support for objective 10 is noted.
	KCSA-SASC-25-03	The Strategic Flood Risk Assessment (SFRA) level 1 and 2 (see para 5.2 of the Site Allocations SA scoping report) will assist in applying the sequential test to site allocations as directed in Planning Policy Statement 25: Development & Flood Risk (PPS25).	Noted. This will be highlighted in the Full SA Report.
	KCSA-SASC-25-04	The potential for "managed" retreat" in the functional flood plain should be given consideration as part of planning for long term sustainable development particularly when climate change is taken into account.	Noted. This has been considered through the Revised issues and Options paper.
	KCSA-SASC-25-05	We welcome the emphasis on Sustainable Drainage techniques (SuDS) as stated in SA objective 10, criteria 4 as the increased use of these has a beneficial effect on flood risk reduction as well as improving water quality.	Support is noted.
	KCSA-SASC-25-06	Regarding your specific questions, the Severn Catchment Flood Management Plan Draft is now available, also another appropriate document might be the Interim Report of the 'Learning Lessons from the 2007 Floods - http://www.cabinetoffice.gov.uk/thepittreview/interim_report.aspx '. The West Midlands Regional Flood Risk Appraisal (RFRA) may also affect or influence this DPD. The SFRA level 1 and 2 and the Water Cycle Study being undertaken by your authority will identify all baseline data as will the RFRA and should be included in the list of plans reviewed.	Noted. These additional documents will be scoped in the production of the Full SA Report.

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	KCSA-SASC-25-07	As stated above we would support SA objective 10 and would like to suggest another such as 'Protecting and improving the condition of watercourses'. Decision making criteria could include 'Does the application make a positive contribution towards the biodiversity and condition of the river environment'. While the Indicator could be the length of watercourse within the area that has been improved.	Noted, however it is felt that this is sufficiently covered by objective 9.
	KCSA-SASC-25-08	It should be noted that an updated Practice Guide to PPS25 was produced in June 2008, to be reviewed every six months as a living document.	Noted.
	KCSA-SASC-25-09	Water Quality Rivers and groundwater are subject to a number of stresses, including pollution (e.g. from foul drainage, diffuse pollution and siltation), habitat degradation, low flows (linked to drought, abstraction and climate change) and recreational activities. They are important for water supply (domestic and agricultural/industrial use). Both the Rivers Stour and Severn flow through the district together with several smaller watercourses and as such it is important to consider water quality. In addition to the rivers there are several Source Protection Zones in the district and much of the area is designated a major aquifer by the Environment Agency.	Noted.
	KCSA-SASC-25-10	We are pleased that the need to conserve water resources is identified as a Main Sustainability Issue (page 10) and recognises that much of WyreForest's water supply comes from groundwater abstraction. We would thus expect due consideration to be given to the quality of water as well.	Noted, however it is felt that this is sufficiently covered by objective 9.
	KCSA-SASC-25-11	The issue of proliferation of non-mains drainage should be considered as it cuts across environmental, economic and health spheres. An increase in non-mains drainage would be contrary to SA objective 9 as it could have an adverse impact on water quality and habitats.	Noted.
	KCSA-SASC-25-12	Contaminated Land The level of contamination depends on the former use of a site. The quality of the land and soils needs to be protected and restored to enable them to be used beneficially and safely, and so that they are not a source of contamination to controlled waters. Wyre Forest and especially Kidderminster, as a historic centre for the manufacture of carpets has large areas of land that are potentially contaminated, we are therefore disappointed that contamination is not highlighted as a sustainability issue despite the fact that it may have a significant impact on water quality and the condition of SSSI habitats which is a main sustainability issue.	Noted.
	KCSA-SASC-25-13	We note that SA objective 12 aims to conserve and enhance the biodiversity and geodiversity of the district and we feel that reducing / investigating potential contamination could be associated with this. Possible decision making criteria could include 'is the site contaminated?' 'Will it provide opportunities to investigate / remediate potential contamination?' The indicator could be the amount of land that has been investigated and remediated.	Noted. This decision-making criteria will be considered in the production of the Full SA Report.
	KCSA-SASC-25-14	Biodiversity We note that Natural England have been consulted, on the above DPD's, who will provide you with detailed information related to SSSI's (and their condition), as well as other areas of biodiversity interest that exist throughout the district .	Noted.

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	KCSA-SASC-25-15	We would recommend providing an emphasis on integrating biodiversity into the fabric of the district by properly considering biodiversity in all developments where possible. Existing wildlife sites should be enlarged and corridors provided in order to link up other wildlife sites to create networks of wildlife sites rather than isolated sites, which are too small to be able to sustain viable populations of flora and fauna. The LPA should adopt a district wide approach to integrating biodiversity into the landscape, rather than concentrating solely upon getting designated sites into favourable condition.	Noted. The District Council is currently in the early stages of producing a green infrastructure study, this will look at green linkages across the District.
	KCSA-SASC-25-16	<p>Resource Efficiency</p> <p>We support the inclusion of renewable energy schemes, energy efficiency, waste minimisation and sustainable transport within the document.</p>	Noted.
	KCSA-SASC-25-17	Planning policy should be used to encourage suitable schemes at householder level upward to minimise water use and promote recycling and re-use. For example developers should be required to commit to installing water efficient products.	Noted. This will be considered through the Core Strategy.
	KCSA-SASC-25-18	A strategy to reduce water consumption should be developed to; undertake water efficiency initiatives, promote and encourage rainwater-harvesting techniques in new developments, encourage use of metering to reduce water consumption, encourage adoption of water efficient fittings and appliances and introduce standards for water efficiency for households, industry, commercial etc.	Noted.
<p>Katherine Burnett</p> <p>British Waterways</p>	KCSA-SASC-71-01	In February 2003, BW published 'Waterways ad Development Plans' which explores the planning policy issues generated by the multi-functional nature, use and management of the waterways. We would encourage WFDC to take a holistic and sustainable approach to unlocking the economic, environmental and social benefits offered by the waterway. The Waterways and Development plans document also encourages LPA's to identify waterways and their associated corridors, and major waterside sites, as priorities or the focus for future detailed action plans and topic plans.	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-02	<p>SA Para1.2 – Allocate and designate Areas of Land – Uses</p> <p>The canal corridor can be included as an area of land to be allocated and designated for particular uses and/or environmental protection.</p> <p>The canal navigation can provide opportunities for a variety of uses from water based leisure and recreation to residential and commercial development including mixed-use developments.</p> <p>The canal network can provide biodiversity, ecological, heritage, transport, health, sustainable energy, flood defence, leisure and recreational benefits for both existing and future residents, contributing to the allocation of particular uses.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-03	<p>SA Para1.2 – Allocate and designate Areas of Land –Environmental Protection</p> <p>The canal corridor can be identified as and area of land for environmental protection and improvement. The natural waterway environment and its wider landscape character could be improved and protected through biodiversity, control of pollution and habitat enhancement and creation, and ensuring any new development seeks to protect and enhance landscape quality and biodiversity of waterway corridors.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
	KCSA-SASC-71-04	<p>Policies</p> <p>Policies to be applied to the areas adjacent to the canal could include boatyards, use of the towing path, waterway and towpath improvements (S106 contributions) access for all, recreation, tourism, waterbourne freight and public transport and waterside design.</p> <p>BW promotes key urban design principles that could underpin any area specific design policy for a waterway corridor include ensuring where development is proposed to be adjacent to the waterway, development should be sited and orientated to face the waterway and should enhance the waterway's edge and define external waterside spaces. Create attractive mixed use waterfront development, integrate and utilise the waterspace and the towing path, have a strong sense of place, which creates active edges to the waterspace. Respect the topography, relate to the waterspace and design to a human scale, improve access to and, where possible, the use of these waterways. Improve pedestrian and cycle access as well as public transport provision both within the development and from adjoining areas and improve the appearance of the site from the towing path and from the water at boat level and the waterway corridor as a whole.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-05	<p>SPDs etc</p> <p>BW would welcome the opportunity to contribute to the preparation of SPDs, site development briefs and/or masterplans which relate to the waterway corridor and development adjacent to the canal corridor.</p>	Noted. BW will be consulted during the preparation of all LDF documents.
	KCSA-SASC-71-06	<p>Para 2.4:</p> <p>The canal corridor can provide a multi-functional asset accommodating uses such as residential, commercial, leisure and recreation, marinas, moorings etc. BW supports proposals to redevelop and regenerate vacant and under-utilised land along the waterway network by allocating and designating areas of land for a particular use.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-07	<p>There is little mention of baseline information, in which the canal infrastructure could be referred to. For example, baseline information could include biodiversity, water, cultural heritage, landscape, social, economy, to name a few, and all of which could incorporate the canal infrastructure.</p> <p>The canal infrastructure can certainly provide environment, economic and social benefits as well as contribute to meeting environment, economic and social objectives.</p> <p>Example environmental benefits and objectives could include, support the development of integrated community facilities and opportunities, promote, support and sustain healthy communities and lifestyles, and promote sports and leisure.</p> <p>Example economic benefits and objectives could include, encourage and develop investment, ensure sustainable regeneration of local areas, create thriving town centres and villages.</p> <p>The identification of sites including key sustainable sites should include the canal corridor.</p> <p>Allocating sites for sustainable development could include the use of the canal corridor in regeneration improving use of green energy, e.g. use if water for heating and cooling, economic growth by redevelopment of sites along and adjacent to, enhance biodiversity and use of towpaths</p>	Noted. These issues will be considered further during the development of the DPDs.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
		etc. The canal towpath can provide a linear route for networks such as broadband which can contribute to sustainable living in rural locations.	
	KCSA-SASC-71-08	<p>KCAAP – Para 1.1 – Regeneration</p> <p>The regeneration of Kidderminster Central Area and its surrounding environment is of importance, particularly in regard to the relationship of the central area with the canal which runs through Kidderminster. The waterway network can make a major contribution to the regeneration and planning aims of the district, not just as a tourism and heritage resource.</p> <p>From a regeneration perspective, the waterways act as a catalyst for economic and social renewal, increase development value and the opportunity for investment, focus and link regeneration opportunities in urban and rural area, contribute to delivery of market towns initiative, generate long term economic activity and opportunities for employment, and promote inclusion and quality of life.</p> <p>The canal network can contribute to Kidderminster's range of facilities and its sustainability. The historic character of the canal should not be seen to restrict the regeneration of Kidderminster Central Area.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-09	<p>Paragraph 1.3 – Allocate and Designate Areas of Land – Uses</p> <p>The allocation and designation of the canal corridor for particular uses and/or environmental protection would support the regeneration of the Kidderminster Central Area.</p> <p>The canal navigation can provide opportunities for a variety of uses from water based leisure and recreation to residential and commercial development including mixed-use developments.</p> <p>The canal network can provide biodiversity, ecological, heritage, transport, health, sustainable energy, flood defence, leisure and recreational benefits for both existing and future residents, contributing to the allocation of particular uses.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-10	<p>SA Para1.2 – Allocate and designate Areas of Land –Environmental Protection</p> <p>The canal corridor can be identified as an area of land for environmental protection and improvement. The natural waterway environment and its wider landscape character could be improved and protected through biodiversity, control of pollution and habitat enhancement and creation, and ensuring any new development seeks to protect and enhance landscape quality and biodiversity of waterway corridors would contribute to regeneration of Kidderminster's central areas.</p>	Noted. This will be considered further through the drafting of Issues and Options papers.
	KCSA-SASC-71-11	<p>Policies</p> <p>Policies to be applied to the areas adjacent to the canal could include boatyards, use of the towing path, waterway and towpath improvements (S106 contributions) access for all, recreation, tourism, waterborne freight and public transport and waterside design.</p> <p>BW promotes key urban design principles that could underpin any area specific design policy for a waterway corridor include ensuring where development is proposed to be adjacent to the waterway, development</p>	Noted. This will be considered further through the drafting of Issues and Options papers.

Respondent	Response Number	Response Summary	Head of Planning, Health and Environment's Response
		<p>should be sited and orientated to face the waterway and should enhance the waterway's edge and define external waterside spaces. Create attractive mixed use waterfront development, integrate and utilise the waterspace and the towing path, have a strong sense of place, which creates active edges to the waterspace. Respect the topography, relate to the waterspace and design to a human scale, improve access to and, where possible, the use of these waterways. Improve pedestrian and cycle access as well as public transport provision both within the development and from adjoining areas and improve the appearance of the site from the towing path and from the water at boat level and the waterway corridor as a whole.</p>	
	KCSA-SASC-71-12	<p>SPDs etc</p> <p>BW would welcome the opportunity to contribute to the preparation of SPDs, site development briefs and/or masterplans which relate to the waterway corridor and development adjacent to the canal corridor.</p>	<p>Noted. BW will be consulted during the preparation of all LDF documents.</p>
	KCSA-SASC-71-13	<p>Paragraph 2.4</p> <p>By utilizing the canal infrastructure the central area can be connected to surrounding neighbourhoods. The canal system widens travel choice. The waterway infrastructure can provide travel by foot, cycle and boat as alternatives to the car and alternative means of transport reflecting the healthy living agenda and supporting sustainable regeneration.</p> <p>The canal corridor can provide links along its length but also over by use of bridges and locks. The waterways can be utilised as a multifunctional space as well as an artery.</p> <p>Improved access to and from canal corridors as well as improvements to towpaths, bridges and locks can assist with urban regeneration of Kidderminster.</p>	<p>Noted. This will be given further consideration as part of the District Council's green Infrastructure study and also during the development of the KCAAP DPD.</p>
	KCSA-SASC-71-14	<p>There is little mention of baseline information, in which the canal infrastructure could be referred to. For example, baseline information could include biodiversity, water, cultural heritage, landscape, social, economy, to name a few, and all of which could incorporate the canal infrastructure.</p> <p>The canal infrastructure can certainly provide environment, economic and social benefits as well as contribute to meeting environment, economic and social objectives.</p> <p>Example environmental benefits and objectives could include, support the development of integrated community facilities and opportunities, promote, support and sustain healthy communities and lifestyles, and promote sports and leisure.</p> <p>Example economic benefits and objectives could include, encourage and develop investment, ensure sustainable regeneration of local areas, create thriving town centres and villages.</p> <p>The identification of sites including key sustainable sites should include the canal corridor.</p> <p>Regenerating Kidderminster Central Area and identifying opportunities for sustainability development could include the use of the canal in regeneration improving use of green energy, e.g. use if water for heating and cooling, economic growth by redevelopment of sites along and adjacent to enhance biodiversity and use of towpaths etc.</p>	<p>Noted. These issues will be considered further during the development of the DPDs.</p>

F.1 The following representations were received in response to consultation on the Draft SA Report which covered both the Site Allocations and Policies and KCAAP DPDs.

Name	ID	Section	Summary	Officer Response
Lawson J	DSA2	Whole Document	Overall paperwork and documentation well presented and helpfully explained. We all ought to be more active in development and supporting transport action plans to make people come to WyreForest area.	Support is noted and welcomed.
Natural England	DSA8	Whole Document	It is our view that the SA/SEA elements relating to the Kidderminster Centre AAP are appropriate.	Comments are noted.
Chaddesley Corbett Parish Council	DSA14	Summary and Outcomes	Chaddesley Corbett is grouped with Blakedown who do have facilities for Children, but Chaddesley Corbett does not have any children's facilities in the Parish. This is therefore not a true representation.	Comments are noted. The figures are taken from the PPG17 audit which looked at facilities for children and young people on a ward basis. The full audit acknowledges that there are localised deficiencies within these areas. Consider including a more detailed explanation within the final SA Report.
Natural England	DSA3	Section 5.1	We would like to reiterate our previous recommendation to add the Wildlife and Countryside Act 1981 and the Natural Environment and Rural Communities Act 2006 to your list of national plans/policies.	Comments are noted. Include these documents within the Final Sustainability Appraisal Report.
English Heritage	DSA15	Section 5.1	Suggests including West Midlands Historic Environment Strategy - Putting the Historic Environment to Work (2009).	Include this within the Final Sustainability Appraisal Report.
English Heritage	DSA16	Section 5.2	As already indicated in the context of the main consultation documents, it would be useful to clarify whether the county HER has been checked with regard to the potential impacts on non designated assets, including non designated archaeological remains.	Comments are noted. This information is not currently included. Consider including this information as part of the baseline and to inform the appraisal of sites within the Final SA Report.
Natural England	DSA4	Paragraph 5.2.11	In paragraph 5.2.11, it would be useful to include comment/figures to illustrate the condition of the District's SSSI.	Comments are noted. Include figures relating to the condition of the District's SSSIs within the body of the Final Sustainability Appraisal Report.
Natural England	DSA5	Section 5.5	The indicators provided under objective 11 "Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening local distinctiveness and sense of place" don't really measure impacts on the landscape. We recommend reference to the county's Landscape Character Assessment and perhaps capturing the number of applications approved contrary to the advice of landscape specialists.	Comments are noted. Consider revising these indicators as part of the Final Sustainability Appraisal Report.
Natural England	DSA6	Section 5.5	Objective 16 "Mitigate against the unavoidable negative impacts of climate change" could include additional indicators around insulation, orientation etc, drawing upon the Code for Sustainable Homes and the TCPA's Climate Change Adaptation by Design.	Comments are noted. Consider including additional or alternative indicators under this objective, however, indicators have been explored in detail and the amount of data available in this area is very restrictive.
Bradley J	DSA1	Table 6.2.1	<p>Please note, our land 'Bradley's Paddocks' is included within H129.</p> <p>Comments re Negative Impacts:</p> <ul style="list-style-type: none"> Loss of open views - the open views are only visible by actually entering the site. 	Comments are noted. Re-consider the loss of views, re-check the agricultural land classification map. With regards to the regeneration of Kidderminster and Stourport-on-Severn the priority is to bring forward brownfield sites within these areas as set out through the Core Strategy. It is

Name	ID	Section	Summary	Officer Response
			<ul style="list-style-type: none"> • Agricultural Grading - the land is predominantly Grade 3b with a considerable proportion as Grade 3a - not grade 2 as stated. • Any new development on undeveloped land will impact on Kidderminster and Stourport-on-Severn regeneration and of course noise and light pollution are increased but this subsequently means that the tight band of development around the towns will never expand and cater for the growing population. This subsequently means higher property prices and greater demands on social housing. 	acknowledged that most new development will have an impact on noise and light pollution and that mitigation measures will need to be put in place to address this.
Natural England	DSA7	Table 6.2.2	In Table 6.2.1 the SA identifies the potential for the housing development at the Former British Sugar Site to negatively affect biodiversity. This is equally true of employment development and as such we suggest this point is added to table 6.2.2. In addition, we suggest that there is the potential for development of either kind to negatively impact the Wilden Marsh and Meadows SSSI	Comments are noted. Include this within the Final Sustainability Appraisal Report.
English Heritage	DSA17	Paragraph 11.2.1	The proposed set of indicators for monitoring the historic environment and heritage assets appear useful and support their practical implementation.	Support is noted and welcomed.
Sport England	DSA9	Appendix A	The document ' <i>Sign Up For Sport: A Regional Plan for Sport in the West Midlands 2004-2008</i> ' is out of date, and while a few of the policies may have some or limited relevance for today, this document should be deleted from p.72. Also the WyreForest does not have a robust and current playing field strategy, therefore, it does not have a complete PPG17 compliant audit.	Comments are noted. Remove this reference to this document. The Worcestershire County Playing Pitch Strategy provides a detailed analysis of playing pitches by typology. This informed the PPG17 audit.
Sport England	DSA10	Appendix A	Sport England would also like to advise that the previous National Sports Strategy 'Game Plan', the Government's strategy for delivering sports and physical activity, has been replaced by Sport England's strategy 2008-2011. This can be accessed on our website at: http://www.sportengland.org/about_us/what_we_do.aspx .	Comments are noted. Include this document in Appendix A of the Final SA Report.
Sport England	DSA11	Section B.1	<p>Health and Well-being</p> <p>Suggests including data from the following:</p> <ul style="list-style-type: none"> • Active People Survey • Local Sport Profile • Culture and Sport Evidence Programme • Sport England Market Segmentation 	Comments are noted. Include these statistics within the final Sustainability Appraisal Report.
Sport England	DSA12	Section B.1	Emphasis the importance of sport and sport related expenditure in the West Midlands economy and includes some information form Active People and Market Segmentation for the District.	Include some information relating to the importance of sport in the District's economy within the Final Sustainability Appraisal Report.
Sport England	DSA13	Appendix C	Objects to sites H064 and H058 being allocated for residential development in the absence of a robust playing field assessment. Includes an extract from Sport England's Playing Field policy highlighting the circumstances under which playing fields may come forward for development.	Comments are noted. Both sites H058 and H064 were identified through the SHLAA process and have been assessed against the SA framework but were not considered suitable for inclusion within the Preferred Options Paper.

G Cumulative Impact Assessment

Kidderminster Central Area Action Plan, Publication Version, May 2012

The KCAAP DPD provides multiple benefits in regard to the regeneration of Kidderminster through the promotion of economic growth, diversifying the economy of the town and contributing towards raising skill levels and creating job opportunities. It also promotes non-retail activity in certain areas which will help to provide vibrancy and activity in the town. Economic growth and housing development will lead to increased resource use, including energy, water and materials, and increased waste generation.

The KCAAP DPD will help to promote sustainable travel, concentrating services and facilities in a sustainable town centre location, as well as improving the quality and accessibility of these services for people a more accessible town, particularly in regard to pedestrian and cyclists, and as result would improve the urban environment. It supports energy efficiency and renewable energy generation. It will also improve safety and provide high quality residential environments, promoting healthier lifestyles and creating a more attractive environment and helping to enhance the town's heritage assets, although the level of redevelopment overall may risk adverse impacts on the integrity of the historic environment. Promoting a mix of uses may lead to additional noise and light in the areas where growth occurs.

The DPD will improve the accessibility of The Staffordshire & Worcestershire Canal and River Stour and promote using them to create high quality environments, although this may increase the potential impacts from noise and light pollution onto the waterside environments and associated biodiversity. The DPD will help to improve green infrastructure provision, biodiversity habitats and quality of life generally. Developments will provide opportunities to improve soil, water and air quality and mitigate flood risk.

Site Allocations and Policies DPD, Publication Version May 2012

The Site Allocations and Policies DPD has a largely positive impact on sustainability objectives. It will deliver development that has good access to services and facilities including schools and employment and reduces the need to travel, enhances the public realm and provides increased housing and employment opportunities including additional affordable housing. This will help to regenerate the main towns and lead to positive effects on communities and their quality of life, and reduce pressure on road networks.

The Site Allocations and Policies DPD will help deliver an enhanced green infrastructure network, increase the supply of energy from renewable and low-carbon sources and help to tackle inequalities in health.

However, housing and employment growth will inevitably lead to additional noise and light in the areas where growth occurs. Concentrating this growth within the existing urban areas will prevent the spread of noise and light pollution to rural areas. Increased construction will bring an increase in greenhouse gas emissions including through embodied energy and heating, lighting and powering the building once in use as well as increased transport movements arising from a greater number of people living in or accessing the District. The three towns are all susceptible to flood risk and therefore it is essential to manage this risk and ensure that any development delivers betterment. New development will increase overall water and energy use and waste generation, although it can be built so as to minimise these effects. New development will put increased pressure on open space and biodiversity but can also bring

improvements to these areas. New development could also have a detrimental impact on the historic environment, although good design can enhance the historic environment and the setting of Listed Buildings. However, the scale of redevelopment overall may risk adverse impacts on the integrity of the historic environment.

The allocated sites have been chosen to minimise the impacts associated with travel. The sites are mainly within Kidderminster and Stourport-on-Severn which are served by public transport and provide key services and facilities within walking distances in most cases. However, a number of sites have sewerage capacity constraints which will need to be overcome. In addition, some sites have flood risk constraints which should be addressed by development. Several sites have the potential to adversely affect wildlife. Further mitigation should be required to address these potential impacts.

Severn Trent Water Resources Plan 2005-2010

No cumulative impacts likely.

River Severn Catchment Flood Management Plan Summary Report December 2009

No cumulative impacts likely.

Partnership Towards Excellence – The Sustainable Community Strategy for Worcestershire Second Edition 2008 – 2013

No cumulative impacts likely

Worcestershire Integrated Passenger Transport Strategy 2007

No cumulative impacts likely

Worcestershire Economic Partnership Joint Investment Plan (2011)

The Plan recognises that for Kidderminster, there are opportunities for major new mixed use developments in the town identified in the ReWyre prospectus for regeneration. The town centre is the focus of a 30 year vision to restructure the economy and revitalise the area, with a strategy in place to significantly improve retail and leisure provision and develop new office space, allied to investment to improve the living environment. Bromsgrove Street and Worcester Street, together with the Weavers Wharf area, will be the focal point for redevelopment. There are also major opportunities for employment development on the former British Sugar site and the wider South Kidderminster Business and Nature Park initiative, connecting the Severn Valley Railway and the surrounding countryside to an employment location that could create up to 2,000 new jobs on the strategically important Kidderminster-Stourport corridor. Plans for the further development of two key tourism assets - West Midlands Safari and Leisure Park and the Severn Valley Railway – are also seen as opportunities to create new employment for the area.

Stourport's close proximity to Kidderminster and the importance of the South Kidderminster Business and Nature Park initiative means that the northern side of the town will have a key role to play in providing employment.

Large scale proposed developments in Kidderminster are essential both in maintaining the town's status as an important employment centre and in the regeneration of the town centre and surrounding area. There are plans for major housing developments in the Churchfields regeneration area, which will deliver around 350 units, including a key affordable housing development of 97 units on Hurcott Road which help to unlock the wider development of the area. There is potential to develop a further 300 houses on the former British Sugar site, which is currently the subject of a masterplanning exercise.

There are opportunities for significant new housing development in Stourport. New housing provision in the town is important both to strengthen its role as a local employment centre and visitor destination, and to its strategic connection with Kidderminster (Kidderminster to Stourport employment corridor, South Kidderminster Business and Nature Park). Bewdley also has a smaller but still important contribution to make to housing provision in Wyre Forest, with potential for residential development in the Load Street regeneration area.

Maintaining and improving the road network is critical to Worcestershire's capacity to accommodate further housing and employment growth. A substantial list of schemes are in need of investment ranging from improvements to the motorway and major road infrastructure. This is about replacing ageing infrastructure, dealing with significant congestion problems (e.g. central Worcester, Kidderminster-Stourport corridor) and developing new infrastructure to facilitate growth.

LTP3 includes Kidderminster Transport Strategy Major Scheme – a major package of investments including improvements to the town's central road network.

Schemes in Kidderminster as part of the Wyre Forest Transport Strategy including the Hoo Brook link road and ring road improvements. Key schemes for Stourport include the A451/Minster Road junction improvement scheme and the Stourport relief road. A package of rural road improvements is also earmarked in the LTP3 for Wyre Forest covering the A456 (Kidderminster to M5 Junctions 3 and 4), the A448 and A449.

LTP3 also includes railway station redevelopment or enhancement schemes in Kidderminster. Potential to better connect the Severn Valley railway to the national network has been highlighted by Wyre Forest.

The main investment schemes for Wyre Forest are:.

Creating the Conditions to Sustain and Generate Employment

- South Kidderminster Business and Nature Park (Kidderminster-Stourport corridor)
- Kidderminster Town Centre
- West Midlands Safari and Leisure Park
- Load St. regeneration area, Bewdley

Housing for All Communities

- Churchfields regeneration area, Kidderminster
- Former British Sugar Site, Kidderminster
- Other sites in Kidderminster including Wolverley Park
- Steatite Way and Bewdley Road, Stourport
- Carpets of Worth, Stourport

- Parson's Chain, Stourport
- Other Kidderminster sites including Harriers Trading Estate, Wolverly Park, Clent Avenue
- STC.4 Bridge St. Basins Link, Stourport
- Rural sites including Chaddersley Corbett, Sebright Road (Wolverly), Former Nursery Site, Blakedown
- Bromsgrove St. foyer scheme, Kidderminster
- Supported affordable housing for young people with chaotic lifestyles
- Remodelling of housing stock for elderly people
- Gypsy and traveller pitches (30 additional pitches over 5 years)
- Insulation grant scheme (up to 400 p.a.)
- Bringing empty homes back into use

Developing Worcestershire's Infrastructure

- Kidderminster Transport Strategy Major Scheme. LTP3 package may include Hoo Brook Link Road (A451), Kidderminster Town Centre Ring Road (including access to Churchfields); Stourport Relief Road; and Stourport and Bewdley package measures
- Kidderminster station improvement package
- Kidderminster Town Centre Pedestrianisation - including new bridges in Churchfields and Town Centre
- Enhanced Kidderminster and Stourport Bus Networks
- Severn Valley Railway to national rail network, including possible halts at British Sugar and West Midland Safari Park
- Improved Kidderminster and Stourport cycling and walking links
- Wyre Forest Schools Review - fit for purpose school buildings - review following closure of BSF
- Medical - Consolidation and fit for purpose modern GP Practices including proposed replacement/ consolidation of at least 4 practices in Kidderminster
- Stourport Community Facilities Project - on-going review of facilities
- Bewdley Community Facility Project including new arts and medical (health centre) facilities
- Civic administration - Wyre Forest District Council single site office accommodation
- SUDS measures for new developments

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs arises mainly from the infrastructure projects. However, a number of these are promoted by developments proposed within the DPDs themselves and therefore the potential for cumulative effects is reduced. The principal effects will be an improvement in sustainable transport networks, air quality improvements and enhanced community facilities.

Worcestershire Local Transport Plan 3 (2011)

Recognises that on the principal road network, traffic trends indicate a slight drop in traffic over the last couple of years. However, there are still congestion issues on Kidderminster Ring Road and its approaches and the A448 between Kidderminster and Bromsgrove. Also notes the AQMAs at Welchgate in Bewdley Town Centre and on Kidderminster Ring Road at the Horsefair.

Sets out the transport strategy for Worcestershire and identifies a number of schemes for Wyre Forest District including:

- The Hoobrook Link Road
- Kidderminster Ring Road junction and public realm improvement scheme
- Kidderminster Station improvement scheme
- Kidderminster town centre public realm improvement scheme
- Kidderminster traffic and parking management study
- Kidderminster minor traffic improvement schemes
- Kidderminster secure cycle parking scheme
- Stourport A451 Minster Road/Worcester Street junction improvements
- Stourport Relief Road
- Stourport-on-Severn town centre public realm enhancements.
- Stourport-on-Severn traffic and parking management study
- Stourport-on-Severn minor transport improvement schemes
- Stourport-on-Severn (Sevenside to Areley Kings) walk/cycle bridge scheme
- Bewdley (Welch Gate) AQMA remediation scheme
- Bewdley town centre public realm enhancement scheme
- Bewdley traffic and parking management study
- Bewdley minor traffic improvement schemes
- Bewdley walk/cycle bridge scheme
- A456 Kidderminster - M5 - Junctions 3 and 4 - Inter-urban corridor maintenance and improvement
- A448 - Kidderminster to Bromsgrove - Inter-urban corridor maintenance and improvement
- A449 - Kidderminster-Worcester - Inter-urban corridor maintenance and improvement.
- Blakedown - Station Enhancement Scheme
- Stourbridge rail line enhancement scheme.

There are seven proposed major schemes in Worcestershire over the LTP3 timeframe. These include the Kidderminster Town Strategy Package Phase 1 and the Kidderminster Modal Interchange (Station redevelopment and enhancement), subject to external funding.

The SEA of LTP3 made the following assessments for these two packages.

Kidderminster Town Package

The information regarding this major scheme is limited and therefore it is largely uncertain. However it has been assumed that improved traffic management and public realm would have positive effects on the SEA objectives related to accessibility, severance, safety, air quality and active travel as well as cultural heritage.

Kidderminster Modal Interchange (railway station redevelopment and enhancement)

The scheme is likely to have a relatively neutral or uncertain effect on the majority of SEA objectives. Minor positive effects are predicted for accessibility, cultural heritage, active travel and safety once operational. Negative effects are confined to the construction phase and relate to waste.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is uncertain. Key areas with the potential for positive effects are the improvement of accessibility and poor air quality, and protection of cultural heritage.

Worcestershire Waste Core Strategy Submission Document (June 2011)

Identifies a number of areas of search for new facilities within the Kidderminster and Stourport-on-Severn areas:

- Birchen Coppice Trading Estate
- Finepoint Business Park
- Foley Business Park
- Foley Industrial Estate
- Former British Sugar Site
- Gemini Business Park
- Oldington Trading Estate
- Vale Industrial Estate
- Hoo Farm Industrial Estate
- Cursley Distribution Park
- Greenhill Industrial Estate
- Hartlebury Trading Estate
- Ikon Trading Estate

In addition, Rushock Trading Estate is identified as an area of search in the Droitwich area.

A planning application has been submitted for a waste facility on the Hartlebury Trading Estate.

The WCS also contains policies to promote reuse, recycling and recovery of resources and energy.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is low, as most of the sites identified above are also identified within the Site Allocations and Policies and KCAAP DPDs for economic development. The first nine sites in the list are within the South Kidderminster Enterprise Park (policy SAL.SK1), while Rushock Trading Estate is identified for development in policy SAL.MDS1. Of the remaining sites, only Greenhill Industrial Estate has potential to give rise to cumulative effects, in relation to traffic on roads between the estate and Kidderminster, particularly on the A456 and A451. The WCS will support greater resource and energy efficiency and thereby contribute to reducing greenhouse gas emissions.

Worcestershire Biodiversity Action Plan (2008)

(Canals Habitat Action Plan 2010, Rivers and Streams Habitat Action Plan 2010, Urban Habitat Action Plan 2010)

No cumulative impacts likely.

Catchment Abstraction Management Strategies

(Worcestershire Middle Severn CAMS, Severn Corridor CAMS)

No cumulative impacts likely.

A Cultural Strategy for Worcestershire (2009-2013)

No cumulative impacts likely.

Worcestershire Minerals Local Plan (1997)

No cumulative impacts likely.

An Economic Strategy for Worcestershire 2010-2020 (2010)

The Worcestershire Economic Strategy covers a range of issues including:

- Areas of market failure and disadvantage – Rural Regeneration Zone
- Concentrations of knowledge assets – Central Technology Belt
- Strategic Growth Point (Impact Investment Location) – Worcester City, which is the key economic development priority
- Towns undergoing economic restructuring – Kidderminster, Redditch (which are the secondary priority areas).
- Larger towns providing a focus for economic activity – Bromsgrove, Droitwich, Malvern
- Market towns as a focus for rural regeneration – Pershore, Evesham, Bewdley, Stourport, Tenbury Wells, Upton on Severn

The Economic Vision for the next 10 years is that “In ten years time, technology-led growth will have contributed to the sustainable development of Worcestershire and strengthened its role as an economic driver for the region – acting as a catalyst for all sectors of the economy and areas of the County to benefit and providing well paid and highly skilled jobs and high quality of life for residents”

Three strategic objectives:

1. To support the development of a dynamic and diverse business base through engagement with existing businesses and encouraging growth of new businesses. The revised priorities identified related to business are:
 - Establishing clear links with and providing sustained long term support including leadership to strategic businesses and companies in their supply chains
 - Developing Strategic Employment Sites, particularly the Worcester Technology Park.
 - Building on economic strengths and heritage.
 - Providing support for business retention and new business creation
 - Supporting key growth sectors particularly environmental technologies and tourism
 - Supporting new business formation
 - Retaining and developing a skilled workforce to support high tech jobs and businesses especially future growth sectors
 - Improving the environmental performance of businesses
 - Working with employers and education providers to deliver the skills levels of the workforce to meet future business needs, especially for growth sectors
2. Supporting the sustainable development of the county through infrastructure development especially transport, and continue supporting Worcester as an accessible West Midlands Growth Point. Priorities under this objective are:
 - Implementing Worcester City's West Midlands Growth Point Status as a first priority

- Developing the transport infrastructure where resources permit in line with Integrated Transport Strategy
 - Revitalising the rest of the county's towns, especially Redditch and Kidderminster
 - Regenerating the rural parts of the county
 - Exploiting the potential of key regeneration sites
 - Ensuring the right supply of land and property
 - Developing the ICT infrastructure especially the provision of Super Fast Broadband in the county
 - Marketing the county and attracting inward investment
 - Improving resilience to the impact of climate change
3. To enhance employability levels removing barriers to employment and improving skills. The revised priorities identified are:
- Supporting job creation at all levels including self employment
 - Addressing worklessness especially:
 - Reducing youth unemployment
 - Economic inclusion of the most deprived communities and groups who are farthest away from the job market
 - Supporting people to gain at least NVQ 2 skills including improvements to the quality of training and education to meet employers' needs
 - Increasing Apprenticeships especially in Engineering and Manufacturing
 - Supporting people who are made redundant
 - Facilitating employer engagement with the skills agenda
 - Improving opportunities for those who are not in Education, employment and Training (NEET), particularly around the age of 19
 - Improving the quality of the training infrastructure

Potential Contribution to Cumulative Effects

The Economic Strategy seeks to promote economic growth inter alia through increasing the business base, regenerating and revitalising areas, improving infrastructure including transport infrastructure, attracting businesses to the county and improving skills and employability. While this will create jobs to benefit the population, it will also increase the demand for travel and increase energy, water and other resource consumption and waste generation, while at the same time the strategy aims to improve the environmental performance of businesses. The overall balance of effects on travel, water and energy consumption, greenhouse gas emissions and waste generation is uncertain. Air quality may reduce through increased demand for transport. The focus on key settlements could support increased economic activity and demand for employment land particularly in Worcester, Redditch and Kidderminster, but also in all the other main towns. This will help to avoid impacts on ecosystems but may or may not have adverse impacts on cultural heritage, depending on the location and quality of development.

Wyre Forest District Sustainable Community Strategy (2008)

Many key partnerships within the District have a significant impact on the implementation of the strategy, particularly through attracting significant inward investment. These include Stourport Forward, Bewdley Development Trust and Kidderminster Town Centre Partnership.

According to Stourport Forward, Stourport Town Council could take over ownership and management of the town's Civic Centre. The Stourport Facilities Project Steering Group is seeking interest from local businesses, community groups and public sector bodies who may be interested in developing the centre's lower ground floor. The Civic group, which plans to manage the civic hall and theatre, will continue to hold events at the facility and extend the hire and use of the hall to the community.

Bewdley Development Trust current activities (January 2012):

- Asset acquisition and management
 - Supporting the refurbishment of St. George's Hall and the Load Street Development
 - Supporting the refurbishment of Wribbenhall Parish Rooms
 - Developing business units
- Marketing, Events promotion and Town Centre Management
 - Supporting Bewdley Business and Marketing Partnership
 - Supporting the Environment & Town Centre Group
 - Running Discover Bewdley Spring and Harvest Fairs and Marketing Bewdley's Calendar of Events
 - Running the monthly Bewdley Local Produce Market
- Sustainability
 - Promoting Low Carbon Communities
 - Encouraging the use of local woodfuel
 - Supporting other renewable energy initiatives
 - Delivering Selling the Wyre project to support local food and other rural businesses
 - Supporting the development of Transition Bewdley including Land, Food and Energy groups

Kidderminster Town Centre Partnership's aims are:

- To broaden the visitor offer of the town centre
- To ensure the town centre offers a safe and secure retail and leisure experience to visitors and residents alike
- To ensure the town centre offers an inviting, clean environment to be enjoyed and enhanced
- To diversify and strengthen the economic base - to encourage the birth and growth of both new and existing business

Oldington and Foley Park Neighbourhood Management Pathfinder:

Working in the most deprived ward in Worcestershire, the Pathfinder aims to improve the quality of life of the residents living in the area. Their aims include making the neighbourhood safer, cleaner and helping to shape services that are better joined up, more accessible and more

responsive to local needs. As a broad programme across the themes of multiple deprivation, the Pathfinder also focuses on helping residents develop their skills and employability, improve their health and strengthen the educational attainment of the children and young people.

Horsefair, Broadwaters and Greenhill Partnership:

This partnership was commissioned by Wyre Forest Matters to be set up to focus on the issues of the neighbourhoods and engage residents and partners in finding solutions to them. Many of the priorities within the Sustainable Community Strategy are shared with this partnership.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is limited. In Bewdley, activities are likely to help support low carbon and renewable energy initiatives thereby limiting or reducing the emission of greenhouse gases. In Kidderminster, activities of the Town Centre Partnership will contribute to economic regeneration and improving security and cleanliness, benefitting people through access to jobs and an improved quality of life. In Oldington and Foley Park, the Pathfinder will help to improve access to services and jobs, enhancing skills, improving health and educational attainment and creating safer cleaner neighbourhoods.

Wyre Forest District Air Quality Strategy (2005)

Planning and Land Use

Apply the Local Plan transport initiatives on the following themes:

- Where appropriate S106 Obligations will be sought for contributions towards improved bus services, bus priority measures and upgrading of bus infrastructure.
- Developers will be encouraged to include cycle facilities in their proposals when submitting applications for planning permission.
- Where appropriate S106 Obligations will be sought for developers to enhance pedestrian access to development and its surrounding environment.
- All major new developments that would create specific transport related problems must be accompanied by travel plans as part of the proposals for consideration.
- Promote use of public transport, BQPs and other forms of sustainable transport. Continued involvement in the Wyre Forest Bus Quality Partnership, Freight Quality Working Group and Wyre Forest Cycle Forum. Work with WCC to implement LTP2 policies, in particular to improve linkages with the rail station and the town centre, and to implement cycle routes outlined in the Wyre Forest Cycle Strategy.

Transport

- Implement policies to reduce traffic demand on roads in the District
- Reduce the use of fuel by Wyre Forest District Council vehicles and implement initiatives to reduce vehicle emissions
- Work with Worcestershire County Council to develop travel plans and transport strategies
- Support Council initiatives to replace existing fleet vehicles with greener alternatives when they need replacing.

- Review taxi licensing schemes to give incentives for the use of smaller, more efficient or less polluting vehicles
- Support initiatives to remove from the road gross polluting vehicles and those without a MOT

Energy Efficiency

- Review energy use in Council owned property and investigate initiatives such as those promoted by the Carbon Trust.
- Provide advice to residents about energy efficiency.
- Promote energy efficiency and green energy initiatives to residents and businesses within the District.

Industry

- Enforce legislation (such as the Pollution Prevention and Control Act 1999) to control and, where possible, reduce air pollution from industry
- Support appropriate business initiatives to reduce their air pollution
- Encourage the adoption of environmental management systems that include working policies which take air quality and pollution into account
- Support business initiatives to adopt EMAS or ISO 14001
- Work with business to provide advice and, where appropriate, assistance to adopt sustainable practices and reduce air pollution.

Domestic Sector

- Enforce legislation (e.g. smoke nuisance under the Environmental Protection Act 1990) to control and reduce air pollution from dwellings
- Maintain and control all designated smoke control areas within the district under the Clean Air Act 1993.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is through the promotion of sustainable modes of transport and reducing private car use, and supporting and encouraging energy efficiency. This will lead to improved air quality and reduced greenhouse gas emissions.

Kidderminster Regeneration Prospectus (2009)

Efforts will focus on four main 'Action Areas' where the majority of strategic development opportunities exist as follows:

A : Town Centre;

- Creating a vibrant high quality mixed use town centre;
- Strengthening the shopping environment and pedestrian circuit by reviving Worcester Street;
- Remodelling the southern gateway by extending New Road and Green Street;
- Realising opportunities to deliver new homes;

- Maximising the potential for sites to create a stronger and more welcoming edge to the town centre;
- Recreating a stronger network of streets and spaces to improve vitality, legibility and movement choices.

B: Comberton Hill Gateway;

- Helping to develop the tourism potential of the town and establishing Kidderminster as a base for tourists;
- Improving transport infrastructure and the gateway to the town centre and wider district.

C: Churchfields;

- A new mixed use 'urban village' adjacent to the town centre and Horsefair;
- A key role in delivering new homes

D: The former British Sugar Factory ('The Beet')

- Establish South Kidderminster Business & Nature Park as a regionally significant development opportunity anchored by 'the Beet'

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is small, as the Site Allocations and Policies and KCAAP DPDs seek to implement the development aims of the Regeneration Prospectus and will not lead to effects in combination with it.

Core Strategy (2006-2026), Wyre Forest District Council, December 2010

1. Development objectives include:
2. To provide a range of high-quality, highly energy efficient, market and affordable housing options for residents of all ages and needs to achieve sustainable communities.
3. To diversify and grow the District's economy, emphasising the development of the service sector, high tech industry and sustainable tourism.
4. Continue to develop Kidderminster as the strategic centre for the District and beyond and to maintain the important roles of Stourport-on-Severn and Bewdley as market towns.
5. Safeguard and enhance natural resources, minimise waste and increase recycling, especially the re-use of land and buildings.
6. Ensure the District is equipped to adapt to and mitigate the impacts of climate change by ensuring that future developments are low or zero-carbon and that they do not increase flood risk to new and existing property.
7. Improve the District's air quality, particularly in the town centre areas of Kidderminster, Stourport-on-Severn and Bewdley.
8. Support the development of an accessible, integrated, sustainable transport network through new and existing developments to provide attractive alternatives for all residents and visitors and promote sustainable freight transport.

The Core Strategy seeks to:

- Ensure that new development does not exacerbate flood risk within the District.

- Address the low uptake of renewable energy schemes and domestic micro-generation.
- Overcome the District's reliance on the private motor car as the preferred mode of travel and providing sustainable transport choice.
- Delivering higher levels of affordable housing across the District.
- Ensuring that development continues to be deliverable on brownfield sites to assist with the regeneration of Kidderminster and Stourport-on-Severn.
- Address the need to provide strategic infrastructure to support diversification and regeneration, particularly within the Kidderminster area.

The Core Strategy provides for 4000 net additional dwellings to 2026, and 44 ha of employment land for the long term. It also provides for 25,000 sq m of comparison retailing, and 40,000 sq m of office space.

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

Preference will be given to the following sequential approach to the allocation and subsequent phased release of sites:

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

Kidderminster will meet 60% of the housing requirement and all of the comparison retail and large office space requirements.

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

Up to 44 hectares of employment land will be brought forward in the period up to 2026 in line with Policy DS01: Development Locations. Major new employment development will be located within the urban area of Kidderminster, particularly within the Stourport Road Employment Corridor (SREC). All future employment development within the urban areas will be on previously developed land and should be located in highly accessible locations. A portfolio of employment sites for a range of businesses (B1, B2 and B8)(26) will be provided in terms of location, size and quality. The development of small-scale businesses and starter units will be particularly encouraged.

New development for retail and commercial uses should follow a sequential approach and be directed to Kidderminster town centre, as the strategic centre in the District, in the first instance.

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

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

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

A minimum of 10% of the energy requirements of major new developments should be met on-site from low or zero-carbon energy sources. Consideration should be given to the use of combined heat and power systems on larger sites, particularly on industrial sites or sites of new community infrastructure.

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

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

Contributions towards these strategic transport infrastructure schemes will be sought from major development proposals throughout the plan period. Future development proposals that will include part of an identified strategic transport route or transport infrastructure, must be designed to accommodate this provision and reserve the land required for the scheme.

Sustainable transport links and infrastructure to promote ease of access to the Wyre Forest, Bewdley, West Midlands Safari Park and Kidderminster Railway Station will be sought.

Potential Contribution to Cumulative Effects

The planned housing development and economic growth in the District will support opportunities for new jobs and more affordable housing in Wyre Forest, leading to positive effects for communities. It is also likely to lead to increased consumption of resources, increased waste generation and increased greenhouse gas emissions, and may contribute to reduced air quality from higher levels of traffic. However, the Core Strategy gives significant support to the use of sustainable transport, renewable energy and recycling, CHP use in new developments and siting development in accessible locations, which will help to offset these potential negative effects. The Core Strategy will also help to safeguard greenfield land, thereby largely protecting ecosystems, but with an uncertain effect on cultural heritage.

Notwithstanding this assessment, the Core Strategy will not give rise to cumulative impacts in combination with the Site Allocations and Policies and KCAAP DPDs, as these DPDs seek to provide development sites to implement the provisions of the Core Strategy.

Draft Core Strategy 2, Bromsgrove District Council, January 2011

The Draft Core Strategy 2 aims to provide 4000 dwelling units by 2021 and 26ha of employment land by 2026. The Council's Strategic Housing Land Availability Assessment identifies that there are insufficient amounts of brownfield land available to meet these targets and greenfield development will be required. Areas of potential growth are identified on the key diagram on the northern, western and southeastern fringes of Bromsgrove, on the outskirts of Redditch, and in Hagley, Catshill, Barnt Green, Alvechurch and Wythall.

A large site is identified at Hagley, located to the south of Kidderminster Road (A456) and to the west of the A491 and is almost 22 hectares. It is predominantly agricultural land with some residential development to the southern end of the site. It is considered that this site could provide a sustainable mixed use development comprising community leisure, employment and residential development, with a minimum of 219 dwellings. The site is located close to an Air Quality Management Area (AQMA) at Kidderminster Road, Hagley. The design of any new development will need to take the existence of the AQMA into full consideration to avoid any additional adverse impact.

A sustainable urban extension is proposed around the west and north of Bromsgrove Town. The urban extension contains three development opportunities: Norton Farm, Birmingham Road; Perryfields Road; Whitford Road. Individually and collectively these are of such scale and significance that they are central to the success of the Core Strategy. They will consist of a minimum of 1850 dwellings, 5 hectares of employment land, local centre(s) and retail and community facilities.

Other housing development sites include Wagon works/St Godswalds Road. This development site is located south of existing residential development at Scaife Road, south/west of St Godswalds Road and in relative close proximity to Bromsgrove railway station. This site comprises almost 8 hectares of land currently used for grazing purposes. The maximum capacity is 212 dwellings.

Economic growth will primarily be focused on Bromsgrove Town and Longbridge. Bromsgrove will maintain low levels of unemployment by providing a range of jobs in various sectors, with growth primarily focussed on knowledge based industries and high tech manufacturing situated at the Bromsgrove Technology Park and at Longbridge.

Outside the Town Centre and Longbridge, employment growth is expected to be provided primarily in existing industrial estates and business parks, often located close to motorway junctions. These include Bromsgrove Technology Park, which has been established but is not yet operating at full capacity.

All major developments:

- will be accessible by safe and sustainable modes of transport;
- will support increased public transport usage and;
- will incorporate proposals to increase the scope for walking and cycling in a safe environment.

Sustainable travel will be promoted by improving pedestrian priority, linkages and mobility within and across the Town Centre; improving pedestrian and cycle linkages between Bromsgrove Railway Station and the Town Centre, and improving key junctions including Birmingham Road/Stourbridge Road. Significant improvements in public transport, will be encouraged particularly to bus services in order to provide an integrated and regular bus service which will connect new and existing residential areas to the Railway Station, with the Town Centre acting as the focal transport hub.

Opportunities will also be encouraged in new schemes to mitigate against and adapt to the effects of climate change, for example, renewable energy and recycling.

The Council will deliver climate resilient developments with low impact on the climate through:

- Ensuring developments are located away from high risk areas (e.g. floodplain, areas that have high risks of fire and subsidence).
- Ensuring developments are in locations well-served by public/ sustainable transport and existing local facilities and infrastructure.
- Ensuring the construction and design of developments follow the energy and waste management hierarchies.
- Supporting developments to incorporate zero or low carbon energy generation technologies, especially for developments in the rural areas.
- Where there is a firm delivery plan of such schemes, developments nearby are expected to provide infrastructure/ to connect to the zero/ low-carbon energy scheme.

Potential Contribution to Cumulative Effects

There is the potential for development at Hagley to give rise to cumulative effects in combination with proposed developments at Blakedown. The A456 between Blakedown and Hagley is noted in the LTP3 as being susceptible to congestion of varying severity. In addition, Kidderminster Road in Hagley has recently been designated an AQMA. Development at Blakedown should be required to demonstrate no adverse impact on air quality and congestion on the A456.

South Worcestershire Development Plan Preferred Options, Malvern Hills District Council, Worcester City Council and Wychavon District Council, September 2011

Worcester city will act as the sub-regional focus for housing and employment development needs in the longer term and the principal settlement with respect to meeting retailing, leisure and commercial needs. Development beyond Worcester, the main and other towns will be limited to that necessary to meet local needs associated with the rural areas.

New development should be located in accordance with the following settlement hierarchy:

- Worcester will be the focus for strategic housing and employment development and city centre development.
- Malvern, Droitwich Spa, Evesham provide a comprehensive range of local services for residents and surrounding rural areas, and offer numerous employment opportunities. A number of the larger allocations for employment and housing are proposed.
- Tenbury Wells, Upton-upon-Severn, Pershore provide a range of services and employment opportunities for rural hinterlands and act as local service centres.

Development throughout the rural areas will be smaller scale and limited to meet local needs. Development within the open countryside (beyond development boundaries) will be strictly controlled.

The total amount of development will be as follows.

Table G.0.1 Development Allocations

District	Dwellings (no.)	Employment land (ha)
Worcester City	8402	124
Wychavon District	7803	146
Malvern Hills District	4156	39
Total for South Worcestershire	20361	309

The majority of development for Wychavon and Malvern Hills Districts is to be focused within the towns of Droitwich Spa, Evesham, Malvern and Pershore. A number of urban extensions are necessary for all these towns. The remaining development will be accommodated through smaller site allocations within the development boundaries of the towns.

The Worcester Transport Strategy as set out in the Worcestershire Local Transport Plan 3 is considered essential to deliver sustainable growth. Proposals must demonstrate that the location for development will minimise demand for travel, offer genuine sustainable travel choices, improve road safety and support the delivery of Local Transport Plan Objectives. Travel Plans will be required for all sites of 10 or more units. These must set out measures to reduce the demand for travel by private cars and stimulate cycling, walking and public transport.

Urban transport packages for the towns of Malvern, Tenbury Wells, Upton-upon-Severn, Pershore, Evesham and Droitwich Spa as identified within the Worcestershire Local Transport Plan 3 will be prioritised.

Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Worcester, Malvern Hills and Wychavon are unlikely to lead to cumulative effects in combination with development proposed in the Site Allocations and Policies and KCAAP DPDs .

Halesowen Area Action Plan Preferred Options, January 2012

The objectives for Halesowen Town Centre include:

Land Use

- To maintain and build upon Halesowen Town Centre's recognised role in providing for local needs in an accessible and sustainable way by providing appropriate day-to-day shopping facilities and other suitably scaled town centre land uses such as employment, housing, leisure, entertainment, culture and tourism.
- To provide for and safeguard ease of movement, particularly for pedestrians and cyclists, to and within the town centre;
- Dudley Council will seek to ensure that Halesowen continues to enjoy the social and economic benefits to be gained from the town's successful and diverse range of education

facilities, and will encourage appropriate improvements to town centre facilities and infrastructure in this regard;

Nature Conservation

- To capitalise on Halesowen's unique natural assets by protecting, improving access to and enhancing the River Stour, its bank-side habitats and other green open spaces and infrastructure leading to and within the town centre for people and nature;
- To enhance the town's natural assets by bringing them into active use for everyone to enjoy;
- To strengthen the town's evening economy by providing more family orientated cultural and leisure activities.

Halesowen Town Centre should complement Brierley Hill's role as Dudley Borough's strategic centre, and it thus remains important that Halesowen continues to serve as a town centre catering for the largely day to day shopping needs of its local community and hinterland.

Development adjacent or in close proximity to the River Stour will be expected to enhance the river and its setting, improve access to and along the river, guard against adding to flood risk, and safeguard and enhance biodiversity.

The design and layout of new development will be required to take into consideration surface water issues, and to mitigate for such problems that may arise such as surface water run off and flooding.

The town centre must also continue to provide the necessary supporting services and infrastructure, including public transport facilities, walking and cycling infrastructure and publicly available car parks. It is important that there is a good public transport, walking and cycling network to develop sustainable connectivity supporting all developments in the area. Dudley Council will continue to develop and manage the highway network to improve access to the town centre.

Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Halesowen are unlikely to lead to cumulative effects in combination with development proposed in the Site Allocations and Policies and KCAAP DPDs .

Stourbridge Area Action Plan, Publication Stage, March 2012

Aims include:

- To enable the "rediscovery" of the River Stour by increasing its visibility and returning it to a more natural state, and by providing continuous footpath and cycleway linkages along its length, and between the river and the town centre core.
- To protect and enhance the wildlife, biodiversity and geological value of Stourbridge by substantially improving the cleanliness and nature conservation value of the watercourses and significantly upgrading an ecologically functional, green wildlife corridor along the River Stour and Stourbridge Branch Canal corridor.
- To contribute to mitigating the causes and effects of climate change by shaping development and providing opportunities so as to promote sustainable travel choices, improve air quality and minimise the use of non-renewable energy resources.

- To protect and enhance the locally distinctive character of Stourbridge with reference to its historic environment and cultural and built heritage, including the historic canalside at Stourbridge Wharf, and where appropriate, to foster this heritage to enhance Stourbridge's role as a visitor destination.
- To enhance the vitality and viability of the town centre, by supporting the establishment of a major food retail store, facilitating a vibrant night time economy, supporting the provision of an outdoor market and helping to facilitate improvements which allow for an enhanced shopper experience within an improved townscape, with an emphasis on pedestrian accessibility and permeability.
- To provide for ease of movement, particularly for less mobile persons, pedestrians and cyclists within the plan area through the integration of a network of well connected and direct pathways and spaces and by helping to promote and facilitate Stourbridge as a "cycle friendly town".
- To facilitate and shape housing led regeneration on the Opportunity Sites, focused on the River Stour and Stourbridge Branch Canal Corridor, and to ensure the delivery of a range of types and tenures of new homes to meet the needs of the local community and to retain and attract professional, managerial and entrepreneurial households.
- To ensure that existing businesses, which are viable and offer employment opportunities, continue to thrive, and that planned development around them is complementary and not detrimental to their continued viability.
- To provide space for new employment opportunities, particularly with regard to the promotion of creative industry and those employment activities which are locally distinctive and/or associated with high/green technologies.

The amount of additional retail and office floorspace (gross) which will be allowable within the town centre within the plan period, unless any floorspace in excess of this can be demonstrated to meet the exception criteria set out in adopted Black Country Core Strategy (February 2011) Policy CEN4, and subject to a review when required, are:

- Office (B1a Use) floorspace = 5,000 square metres
- Convenience retail floorspace = 3,900 square metres
- Comparison retail floorspace = 6,800 square metres

The extension of the Crystal Leisure Centre and Stourbridge Town Hall will be supported, along with their role as town centre community and leisure facilities.

The re-use of the upper floors of premises within the town centre, particularly for residential purposes or business/office uses, will be encouraged through flexibility in the application of guidance and standards relating to amenity and parking provision.

The majority of new housing development will be concentrated within, and focused towards existing industrial areas on the northern edge of Stourbridge Town Centre. This should reflect the needs of the community and secure a mixed and balanced community

It is important to encourage high quality, modern, future growth sector businesses to the plan area (such as green energy companies), and ensure that viable existing businesses continue to thrive, in order to help support and maintain local job opportunities. Mixed use development will be encouraged within the plan area. Of particular importance, will be mixed use development which help to support local job creation opportunities and creative industries locally-distinctive

to Stourbridge, and which help stimulate the vitality and viability of the town centre core and help attract inward investment, or which encourage locally distinctive and green technology industries within the plan area such as companies specialising in renewable energy technologies.

Potential Contribution to Cumulative Effects

The planned housing development and economic growth in Stourbridge could lead to cumulative effects in combination with development proposed at the Lea Castle Hospital site. The Worcestershire LTP3 identifies the A451 between Kidderminster and Stourbridge as being subject to congestion of varying degrees of severity, and therefore it is recommended that development at the Lea Castle Hospital site should be required to demonstrate no significant adverse effect on the road network.

Shropshire Local Development Framework Adopted Core Strategy, Shropshire County Council, March 2011

Site Allocations and Management of Development Preferred Options, March 2012

Objectives include:

- Develop the roles of Shrewsbury as a sub-regional centre, and Shropshire's Market Towns and Key Centres as more sustainable and self sufficient settlements, providing the main focus for new housing, employment and infrastructure development and the preferred location for a range of services and facilities to serve the wider needs of their respective hinterlands.
- Rebalance rural communities through the delivery of local housing and employment opportunities appropriate to the role, size and function of each settlement, or group of settlements, ensuring that development delivers community benefit.
- Provide and maintain a sufficient and appropriate supply of housing land in sustainable locations, prioritising the use of brownfield sites, where available, and taking into account the availability and capacity of existing and proposed infrastructure.
- Promote sustainable economic development and growth by providing a flexible and responsive supply of employment land and premises, and the development of further/higher education and training opportunities, to support business development, satisfy the changing needs and demands of the Shropshire economy, promote inward investment, and help generate skilled, well paid employment opportunities. The eastern area (including Bridgnorth and Highley) could deliver 13ha of employment land. The southern area (including Cleobury Mortimer) could deliver 18ha of employment land.
- Support the improvement of Shropshire's transport system in a sustainable and integrated way and locate development to improve accessibility by quality public transport, cycling and walking, help reduce car dependency and the impact of traffic on local communities and the environment.
- Promote a low carbon Shropshire, delivering development which mitigates, and adapts to, the effects of climate change, including flood risk, by promoting more responsible transport and travel choices, more efficient use of energy and resources, the generation of energy from renewable sources, and effective and sustainable waste management.

Bridgnorth will provide a focus for development within the constraints of its location on the edge of the Green Belt and on the River Severn. It should deliver 598 new dwellings in the period to 2026.

Highley and Cleobury Mortimer will have development that balances environmental constraints with meeting local needs. Highley should deliver 30 new dwellings to 2026, and Cleobury Mortimer should deliver 88.

Shrewsbury, the strategic centre, will be the preferred location for major comparison retail, large scale office and other uses attracting large numbers of people. Market Towns including Bridgnorth will act as principal centres to serve local needs and the wider service and employment needs of communities within their respective spatial zones. The Key Centres including Cleobury Mortimer and Highley will act as district centres within their respective spatial zones, serving the needs of their immediate rural hinterlands.

Support will be given to appropriate regeneration schemes and tourism development proposals that seek to enhance the economic, social and cultural value of canals and heritage railways including the Severn Valley Railway.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is low, given the scale of development proposed in areas adjoining Wyre Forest District. However, there may be positive cumulative effects in the support given to tourism and regeneration proposals for the Severn Valley Railway, benefitting the population through increased access to jobs and reducing pressure on the road networks.

South Staffordshire Core Strategy Proposed Changes, February 2012

Objectives include:

- To ensure the delivery of a minimum of 644 decent homes for members of the community including the provision of affordable homes which match in type, tenure and size the needs of the residents of South Staffordshire and to meet the needs of an ageing population.
- To meet local housing and employment needs in a way that enables the existing villages within South Staffordshire to develop in a sustainable way that secures their future viability and prosperity, and supports the regeneration of rural communities.
- To support the urban regeneration of the Black Country Major Urban Area by distributing new housing and employment growth within South Staffordshire in a way that supports existing local communities and in particular discourages out-migration from the Black Country Major Urban Area.
- To reduce the need to travel, to secure improvements to public transport infrastructure and services and make it safer and easier for the community to travel to jobs and key services by sustainable forms of transport, such as public transport, walking and cycling.

Main Service Villages including Kinver will be the main focus for housing growth, employment development and service provision. Village centres will be the focus for new shopping and small scale office development to maintain their vitality and viability. Kinver will be required to deliver at least 91 new dwellings between 2006 and 2028.

The Council will support development or other initiatives where they protect, conserve and enhance the District's natural and heritage assets including ecological networks internationally, nationally and locally important designations. Such assets include Kinver Edge. Particular support will be given to initiatives to improve the natural environment where it is poor and increase the overall biodiversity of the District including the development of green infrastructure links and to improve the historic environment where it is identified as at risk. There is the potential for links with Kingsford Country Park in Wyre Forest District.

Proposals for new canalside facilities such as moorings, service facilities and marinas will be supported where they conserve and enhance the scenic and wildlife value of canals conserve their heritage and enhance their recreation and tourism value.

The Council will also support proposals for the enhancement of blue corridors such as canals, rivers, and other watercourses and promote the maintenance of undeveloped buffer zones along the banks of watercourses. Proposals to enhance the biodiversity value of the green infrastructure network providing opportunities for habitat creation and linkages

will also be supported.

Potential Contribution to Cumulative Effects

The potential for cumulative effects arising in combination with the Site Allocations and Policies and KCAAP DPDs is low, given the scale of development proposed in areas adjoining Wyre Forest District. However, there is potential for beneficial cumulative effects on the Kinver Edge SSSI, Kingsford Country Park and the Staffordshire and Worcestershire Canal under policy SAL.UP5.

Assessment of Cumulative Impacts Effects of the KCAAP DPD

The groupings of sites in the following table has been made on the basis that the location of the sites gives rise to the potential for cumulative impacts. Sites have been grouped as follows.

Churchfields:

- Policy 20 Grasmere Close
- H054 (EMP 5.2) Georgian Carpets, Clensmore Street
- Policy 22 Former Sladen School
- H053 (EMP 5.1) Churchfields Business Park, Clensmore Street
- H148: CMS Car Showroom, Churchfields
- H070 (EMP 13.2) Lime Kiln Bridge, Clensmore Street
- Policy 25 Crossley Park
- Policy 26 Horsefair

Eastern Gateway:

- H052: Kidderminster Market Auctions, Comberton Place
- Policy 27 Comberton Hill Area
- Policy 28 Kidderminster Railway Station
- H039: Comberton Place
- Policy 30 Comberton Island
- H025: KTC3 Worcester Street

- Policy 31 Bromsgrove Street Area
- Policy 32 Worcester Street Retail Development
- Policy 33 Lion Street
- H146: Cheshires Site, Coventry Street
- Policy 34 Waterloo Street Area

Western Gateway:

- H047 (EMP 7.1) Industrial Estate, Park Street
- H026: Rock Works, Park Lane
- Policy 35 Park Street Industrial Estate & Rock Works
- H027: Timber Yard, Park Lane
- Policy 36 Park Lane Canalside
- Policy 37 Weavers Wharf

Castle Wharf and Heritage Processions:

- H098: Carters, New Road
- H113: Netto, New Road
- H135: Bed City MCF Complex, New Road
- Policy 38 Castle Wharf
- Policy 39 Mill Street Mixed Use Area
- Policy 40 Civic Spaces
- Policy 41 Street Improvements
- Policy 42 Heritage Processions
- H073: Frank Stones, Green Street
- H083: Depot, Green Street
- Policy 45 Bus Depot

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
1	<p>+</p> <p>Likely to create a high quality residential environment and may improve access to healthcare facilities.</p>	<p>+</p> <p>Development will be located with good access to healthcare facilities and is likely to create high quality residential environments.</p>	<p>+</p> <p>Development will be located with good access to healthcare facilities and is likely to create high quality residential environments.</p>	<p>+</p> <p>Development will be located with good access to healthcare facilities and is likely to create high quality residential environments.</p>	<p>+</p> <p>Developments will be located with good access to healthcare facilities and are likely to create high quality residential environments.</p>
2	<p>++</p> <p>Mixed uses and access to town centre will improve access to services and facilities.</p>	<p>++</p> <p>Mixed uses and access to town centre and station will improve access to services and facilities.</p>	<p>++</p> <p>Mixed uses and access to town centre will improve access to services and facilities.</p>	<p>++</p> <p>Mixed uses and access to town centre will improve access to services and facilities.</p>	<p>++</p> <p>Mixed uses and access to town centre and station will improve access to services and facilities.</p>
3	<p>++</p> <p>Likely to significantly improve the quality and range of housing, including affordable housing.</p>	<p>+</p> <p>Likely to improve the quality and range of housing, including affordable housing.</p>	<p>+</p> <p>Likely to improve the quality and range of housing, including affordable housing.</p>	<p>+</p> <p>Likely to improve the quality and range of housing, including affordable housing.</p>	<p>++</p> <p>Likely to significantly improve the quality and range of housing, including affordable housing.</p>

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
4	<p>+</p> <p>Improved residential environments will enhance residents' quality of life.</p>	<p>+</p> <p>Improved residential environments will enhance residents' quality of life.</p>	<p>+</p> <p>Improved residential environments and better access to green space will enhance residents' quality of life.</p>	<p>+</p> <p>Improved residential environments and enhancements to green infrastructure will enhance residents' quality of life.</p>	<p>+</p> <p>Improved residential environments and enhancements to green infrastructure will enhance residents' quality of life.</p>
5	<p>++</p> <p>Likely to improve public safety through design.</p>	<p>++</p> <p>Likely to improve public safety through design.</p>	<p>++</p> <p>Likely to improve public safety through design.</p>	<p>++</p> <p>Likely to improve public safety through design.</p>	<p>++</p> <p>Likely to improve public safety through design of developments.</p>
6	<p>+</p> <p>Waste minimisation and recycling will be a feature of development.</p>	<p>+</p> <p>Waste minimisation and recycling will be a feature of development.</p>	<p>+</p> <p>Waste minimisation and recycling will be a feature of development.</p>	<p>+</p> <p>Waste minimisation and recycling will be a feature of development.</p>	<p>+</p> <p>Waste minimisation and recycling will be a feature of development.</p>
7	<p>++</p> <p>Developments will be required to incorporate energy efficiency and renewable energy generation.</p>	<p>++</p> <p>Developments will be required to incorporate energy efficiency and renewable energy generation.</p>	<p>++</p> <p>All developments will be required to incorporate energy efficiency and renewable energy generation.</p>	<p>++</p> <p>All developments will be required to incorporate energy efficiency and renewable energy generation.</p>	<p>++</p> <p>Developments will be required to incorporate energy efficiency and renewable energy generation.</p>
8	<p>++</p> <p>Development will enable very good access to services and facilities by foot and public transport.</p>	<p>++</p> <p>Development will enable very good access to services and facilities by foot and public transport. Station improvements will promote public transport use.</p>	<p>++</p> <p>Development will enable very good access to services and facilities by foot and public transport.</p>	<p>++</p> <p>Development will enable very good access to services and facilities by foot and public transport.</p>	<p>++</p> <p>The location of developments will enable very good access to services and facilities by foot and public transport. Station improvements will promote public transport use.</p>
9	<p>++</p> <p>Air quality should be improved through development, notably for the AQMA.</p>	<p>0</p> <p>Unlikely to significantly affect air, water and soil.</p>	<p>+</p> <p>The environment and quality of the waterways in the area are likely to be improved.</p>	<p>+</p> <p>Development is likely to provide an opportunity to remediate any soil and groundwater contamination.</p>	<p>+</p> <p>Some opportunities are likely to arise with developments to improve soil, water and air quality.</p>
10	<p>+</p> <p>Three sites include flood risk zones, one of which includes zone 3. Development should provide opportunities to reduce flood risk.</p>	<p>++</p> <p>Sites are not in flood risk areas.</p>	<p>+</p> <p>One site includes flood zones 2 and 3. Flood risk is required to be appropriately mitigated.</p>	<p>+</p> <p>All 8 sites contain flood zones 3 and/or 2. Flood risk is required to be appropriately mitigated.</p>	<p>+</p> <p>A significant number of development sites are affected by flood risk, but risks are required to be appropriately mitigated and some developments may provide opportunities to reduce flood risk.</p>
11	<p>++</p> <p>Development provides opportunities to significantly improve the townscape.</p>	<p>++</p> <p>Developments likely to significantly improve the townscape.</p>	<p>++</p> <p>Developments are likely to significantly improve the townscape.</p>	<p>++</p> <p>Developments are likely to significantly improve the townscape.</p>	<p>++</p> <p>Developments are likely to significantly improve the townscape.</p>

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
12	+ Potential to improve Special Wildlife Site, and policy within the Core Strategy requires development to enhance biodiversity especially along the river and canal.	0 No impacts likely.	+ Improvements to green and blue infrastructure are likely to support biodiversity gains.	+ Improvements to green and blue infrastructure are likely to help support biodiversity gains.	+ Development at some sites are required to make enhancements to green and blue infrastructure, and this is likely to help support some biodiversity gains.
13	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.	++ Historic assets and their settings will be improved.
14	++ Most of the development will be on brownfield land.	++ All developments are on brownfield land.	++ All developments are on brownfield land.	++ All developments are on brownfield land.	++ All developments bar two are on brownfield land.
15	++ Significant contribution to the regeneration of Kidderminster.	++ Significant contribution to the regeneration of Kidderminster.	++ Significant contribution to the regeneration of Kidderminster.	++ Significant contribution to the regeneration of Kidderminster.	++ Significant contribution to the regeneration of Kidderminster.
16	+ Development will incorporate climate change mitigation measures.	+ Development will incorporate climate change mitigation measures.	+ Development will incorporate climate change mitigation measures.	+ Development will incorporate climate change mitigation measures.	+ Development will incorporate climate change mitigation measures.
17	0/x Significant impacts are unlikely, although there is some potential for increased noise and light on a wildlife site.	0 Impacts are unlikely.	0 Unlikely to significantly affect noise and light levels.	0/x Significant impacts are unlikely, although there is some potential for increased noise and light on a wildlife site.	0/x Significant impacts are unlikely, although there is some potential for increased noise and light on two wildlife sites. However policy in the Site Allocations and Policies DPD requires development to protect and enhance biodiversity on designated sites.
18	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels	0 Unlikely to significantly affect skills levels
19	+ Opportunities for civic involvement	N/A	N/A	N/A	+ The DPD provides some opportunities for civic involvement in Churchfields, but overall opportunities are likely to be limited.
20	+/x Some loss of existing businesses, but also new office and retail development.	++/x Some loss of existing businesses, but also supports additional retail and office development.	++/x Some loss of existing businesses, but also supports additional retail and office development.	++/x Loss of existing retailers and council depot, but also supports new office, workshop and light industrial development.	++/x Development will give rise to some loss of existing business premises, but the DPD also supports

SA Objective	Churchfields	Eastern Gateway	Western Gateway, Mill Street and Town Centre	Castle Wharf and Heritage Processions	Cumulative Effects of KCAAP Developments
		Improved rail facilities will support economic growth.			additional retail, office and light industrial development. Improved rail facilities will support economic growth.
21	0 No impact likely.	0 No impact likely.	0 No impact likely.	0 No impact likely.	0 No impact likely.

Wyre Forest District Council

LOCAL DEVELOPMENT FRAMEWORK

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