

# Local Plan Review

## Preferred Options Consultation

**Have your say on  
where new development  
should go**

### Wyre Forest District

**This Preferred Options Consultation is  
the second stage of the Local Plan Review.**

**We want your views on the preferred  
options we have identified.**

In 2015 Wyre Forest District Council began reviewing its current Local Plan with an 'Issues & Options' consultation. We have now published the Preferred Options consultation document which proposes how the necessary development up to 2034 can be planned.

### **The Local Plan will guide key issues such as:**

- ◆ New Houses – where will they go? How many? Will it include affordable housing?
- ◆ Provision for new employment – how much is needed and where should it go?
- ◆ What supporting infrastructure and services (e.g. transport, schools, health) will be needed?
- ◆ In the face of new development how will the natural environment be protected?

It is important that the Council has an up to date local plan so that it can actively direct the right amount of new development to the places it wants to see developed, and help to protect areas where development is viewed as inappropriate.

**Help us and your  
community by having  
your say on the Preferred  
Options consultation  
document.**



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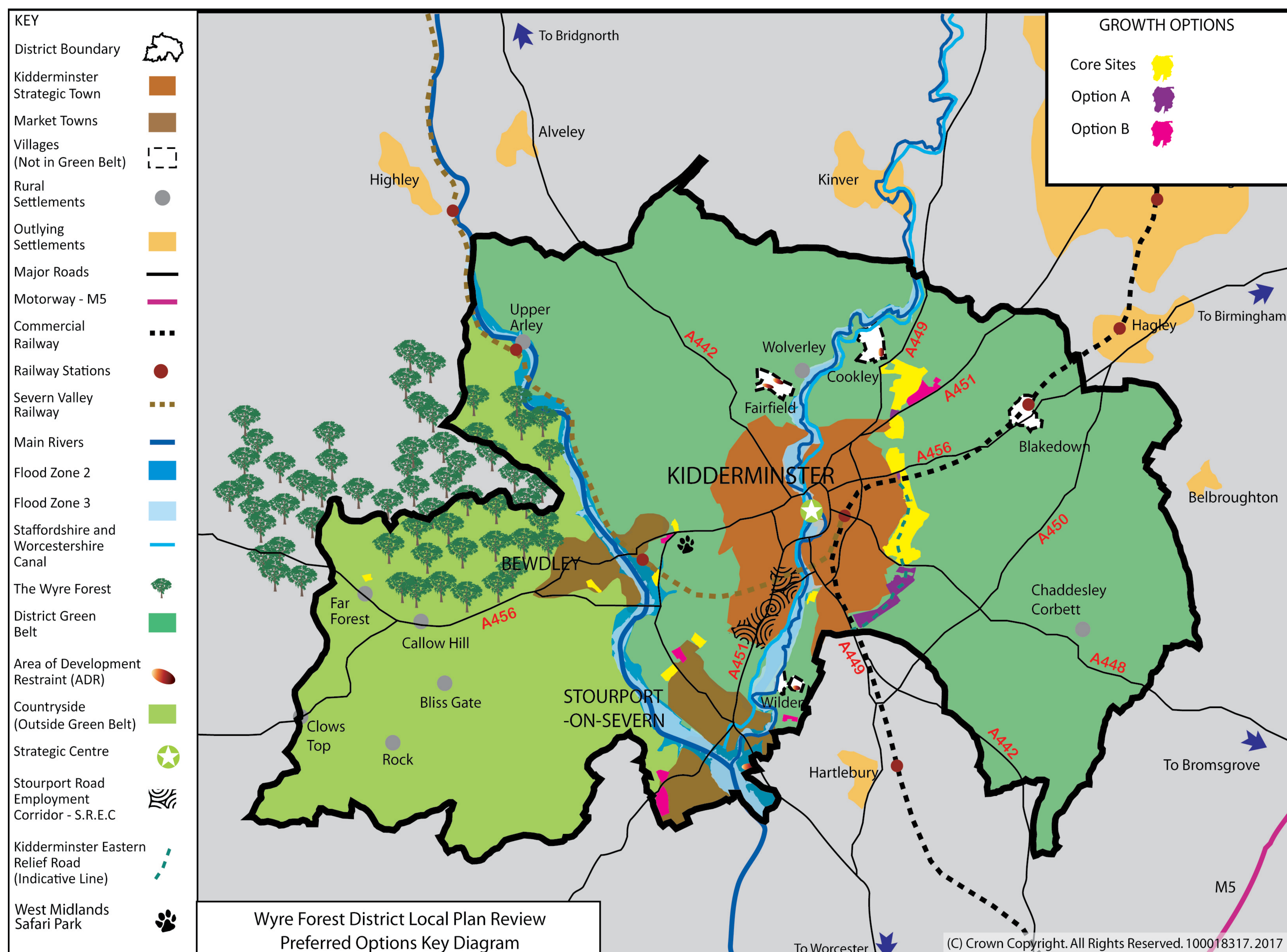


## Plan Aim:

By 2034 Wyre Forest will be a District where people want to live and work and fulfil their potential without the need for excessive travel.

## Plan Objectives:

1. To encourage long term sustainable development.
2. To address key challenges - particularly housing, employment and transport.
3. To address housing needs and support economic development.
4. To encourage economic diversification and make sufficient high quality employment sites available.
5. To maximise the use of previously developed land.
6. To protect and support the role of the Green Belt through a strategic review in order to allow limited strategic release.
7. To help resolve the traffic issues in Kidderminster by providing an alternative route for through-traffic and enhancing rail services.
8. To maximise inclusion of green infrastructure and heritage assets into well designed development to provide a good quality of life and encourage walking and cycling.



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## Employment and Retail

### Employment

Economic prosperity is a primary objective of Wyre Forest District Council. In order to achieve sustainable growth within the District we need to create opportunities for people to work. Wyre Forest District Council aims to ensure that the right amount of suitable land is available to attract business to the District and enable existing businesses to grow. Approximately 40 hectares of employment land will be brought forward in the District in the period up to 2034. The District Council wants to ensure that business needs can be met within the District in both urban and rural areas.



### Retail

Town centres are crucial to the social, economic and environmental wellbeing of the District. Having a concentration of goods, services and facilities creates a centre for communities and enables people to make one trip to serve a number of purposes.

The District's hierarchy of towns are Kidderminster with the widest choice of retail facilities, Stourport-on-Severn and Bewdley which have smaller shopping areas.

Local shops and services play a vital role in a community and the loss of retail facilities can have a serious impact on residents and the community. The emerging Local Plan seeks to ensure that the loss of existing retail areas is resisted where possible and to support new retail development in suitable locations.



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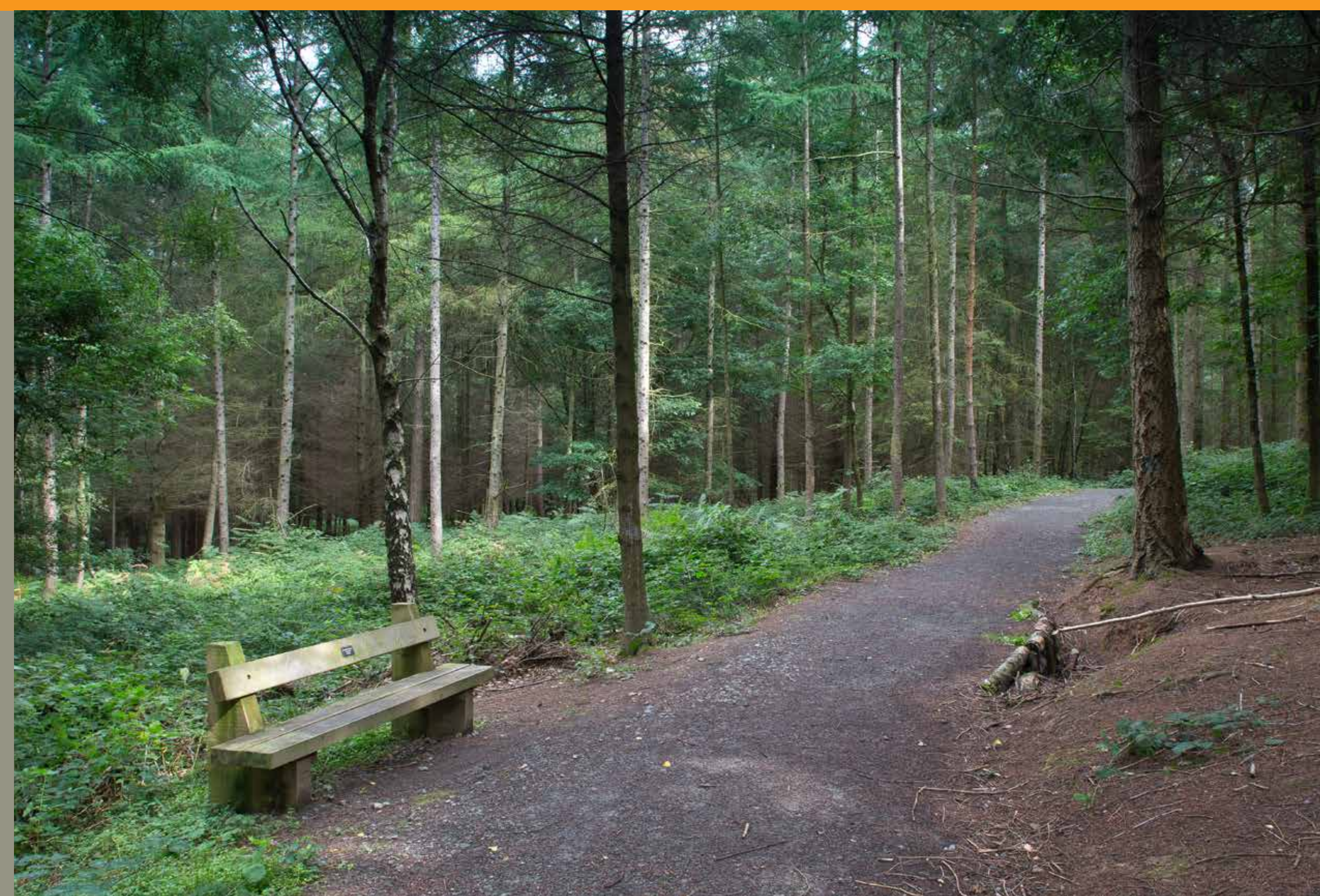
## Tourism and Climate change



### Tourism

Wyre Forest District has many visitor and tourist attractions such as Severn Valley Railway, West Midlands Safari Park, Bewdley Museum and the Museum of Carpet in Kidderminster. The District has many natural tourist attractions such as the Wyre Forest, the Rivers Severn and Stour, Staffordshire and Worcestershire canal, Habberley Valley, Parks and Local Nature Reserves.

The emerging Local Plan seeks to protect and enhance existing visitor and tourist facilities and provide opportunities for new tourist attractions whilst ensuring that the high quality of the environment is not compromised.



### Climate Change

The emerging Local Plan seeks to promote sustainable development and avoid development in areas prone to flooding, to minimise the impact on climate change with emphasis on the delivery of a comprehensive network of green spaces and corridors which will support a range of biodiversity and will help to tackle climate change. This strategy will also help to promote active lifestyles, support biodiversity and safeguard and enhance the District's unique landscape character.



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## How many houses do we need?

Analysis of the latest population and household data together with economic forecasts shows that around 6,000 additional dwellings will be required over the plan period (2016-2034) as follows:

Number of homes	Number over plan period	Annual requirement
Total dwellings	5,400	300
Market dwellings	3,780	210
Affordable dwellings	1,620	90
Care/nursing homes	540	-

## What land is available?

The Local Plan aims to provide enough housing to meet this requirement alongside readily accessible and attractive employment sites to deliver jobs. Previous Local Plans have had a brownfield first strategy but this is no longer possible as much of this land has been used up and those areas still to be regenerated are not all viable to develop.

The Housing and Economic Land Availability Assessment lists potential sites for development. It splits sites between brownfield (previously developed) and greenfield, as well as whether sites are in the Green Belt or not. The following table shows the approximate number of dwellings that could be developed by category of land.

Number of additional dwellings required 2016-2034	6,000*
Number of dwellings on brownfield land: (completed/ with permission/proposed in this Plan)	2,950
Number of dwellings on greenfield sites <u>not</u> in Green Belt	350
Number of dwellings on greenfield sites <u>in</u> Green Belt (Core Sites)	1,900
Additional dwellings under Option A in Green Belt OR	1,100
Additional dwellings under Option B:	
Green Belt	750
Outside of Green Belt	550

\*These figures include 540 bed spaces in care/nursing homes.  
Number of dwellings rounded to nearest 50





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## Infrastructure

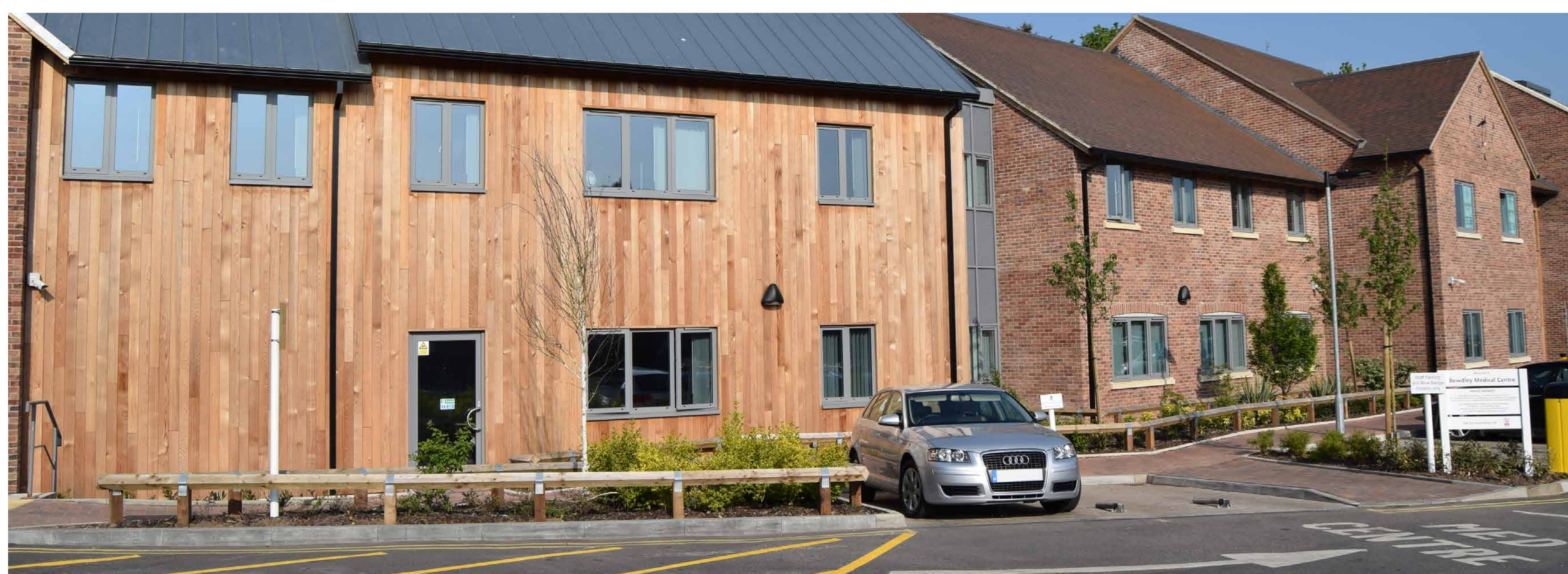
- ◆ Needed to support existing development as well as new development
- ◆ All explained in the Infrastructure Delivery Plan

This Local Plan proposes to focus most new development in the main towns and land immediately adjoining them. This will allow the provision of new infrastructure such as roads, schools, local shops and health care facilities to serve both new and existing communities.

**Physical** - roads, utilities, telecommunications, water, waste and flood management



**Social** – schools, health facilities, community centres, emergency services



**Green** – schools, health facilities, community centres, emergency services

- ◆ Protection and enhancement of existing green areas
- ◆ Protection and creation of green areas in new proposed development



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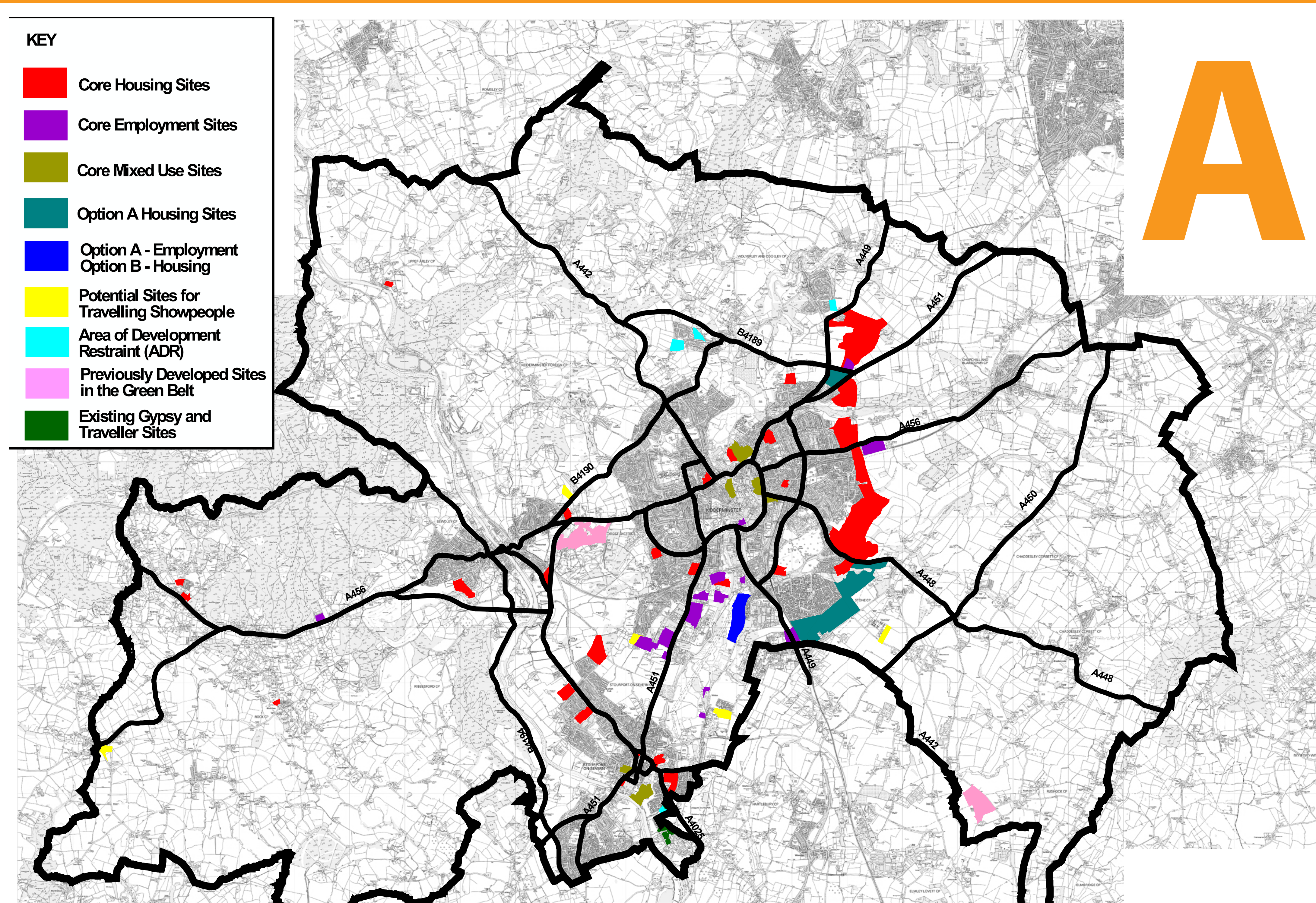


## Where should new development be located?

The Preferred Options consultation document proposes two potential approaches to achieving the necessary scale of development within Wyre Forest District until 2034. These two approaches have been proposed following close examination of evidence base studies and also the consultation responses from the Issues and Options stage of this Local Plan Review. The two options are as follows:

### Preferred Option A

This option concentrates a significant amount of additional development to the east/south east of Kidderminster. Due to this concentration of development, Option A has the ability to support the provision of an Eastern Relief Road to Kidderminster and the localised provision of the necessary education requirements.





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## Consultation Questions

**The purpose of this Preferred Options consultation is to consult on the preferred options document and the two approaches to achieving new development. Whichever approach is adopted the release of greenfield land including some Green Belt land will be involved.**

- 1) What are your views on the proposed sites?  
Which sites do you prefer?**
- 2) Option A has the associated benefits of enabling the delivery of critical infrastructure including the Kidderminster Eastern Relief Road which will also reduce Kidderminster Town Centre traffic congestion and improve traffic volumes in the adjacent estates. It will enable more effective school provision. Do the benefits of this outweigh the disadvantage caused by the large-scale of expansion to the east of Kidderminster that would be necessary?**
- 3) Whilst Option B removes slightly less land from the Green Belt it disperses development more widely across the District. Consequently it will not support the implementation of a Kidderminster Eastern Relief Road and the provision of sufficient, appropriately located education facilities will be more problematic. The absence of this additional infrastructure to support new development will impact on future traffic congestion, air quality, and educational provision in Wyre Forest. Do you consider the benefits of a more dispersed strategy outweigh these disadvantages?**
- 4) Are there any alternative Options you would like to suggest?**



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## How has the District Grown since World War II?

Wyre Forest's main towns have all seen significant expansion since the end of the war with large suburban estates being built on greenfield sites, especially in the 1950s and 1960s.

### Kidderminster

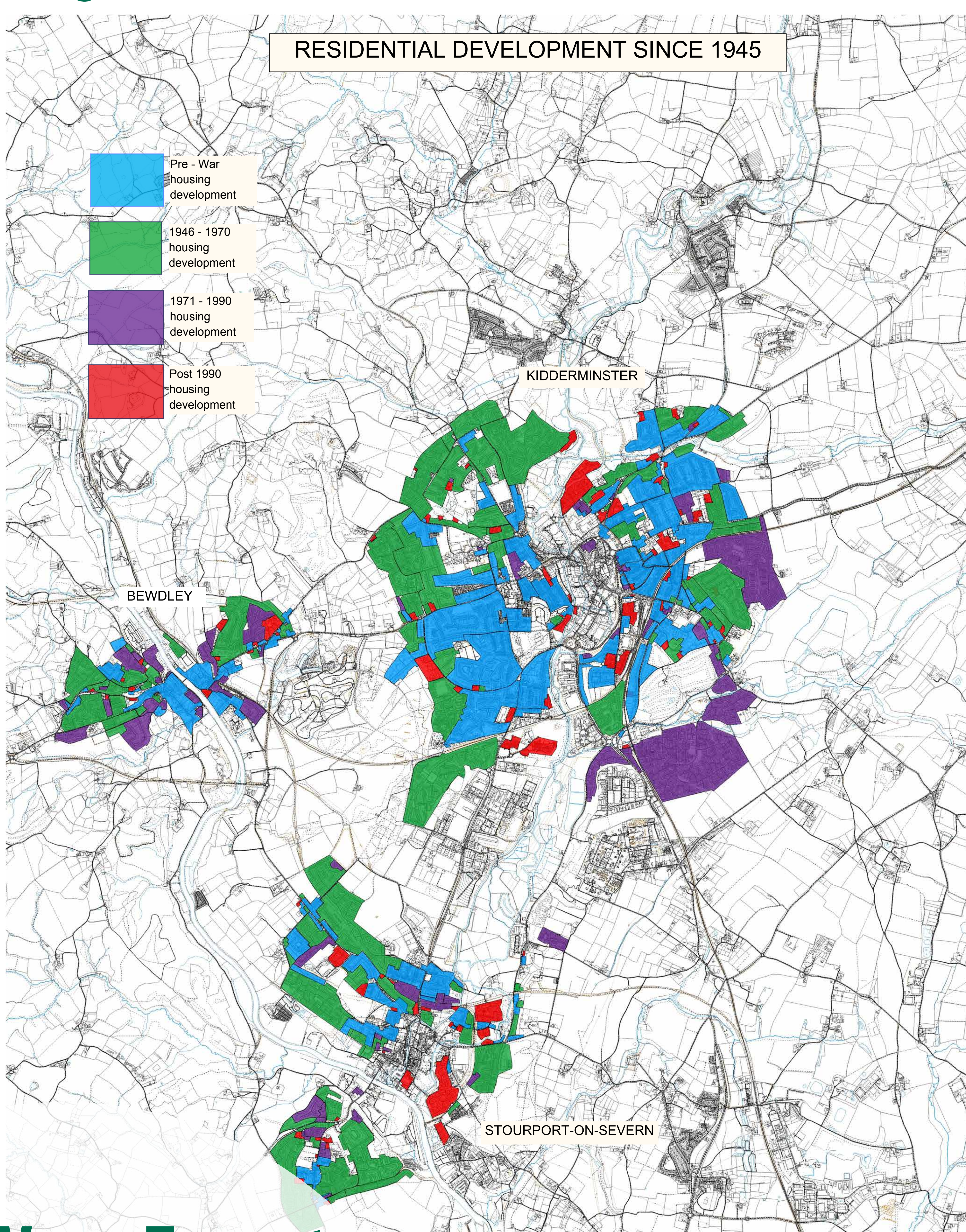
- ◆ Massive post-war expansion eg. Birchen Coppice, Comberton, Habberley and Franche estates
- ◆ 1960s northern expansion eg. Marlpool and Ferndale
- ◆ 1970s eastern growth at Offmore Farm plus to south Spennells (up to early 1990s)
- ◆ Recent development – infill on brownfield sites eg. Stourvale works, Georgian Carpets and British Sugar (ongoing)

### Stourport-on-Severn

- ◆ Large-scale expansion to the south of the river on the Walshes and at Abberley Avenue
- ◆ North of the river, large areas of Burlish and Lickhill were developed for housing in 1960s and 70s.
- ◆ Recent development at Timber Lane and on the old powerstation site, plus along Bewdley Road – brownfield redevelopment

### Bewdley

- ◆ Post war development east of River Severn of Queensway estate
- ◆ From 1960s – westward expansion – The Lakes and Hales Park
- ◆ From 1970s – Southern expansion at Highclere and Park Dingle and eastward at Sandbourne Drive





# Local Plan Review

What stage are we at in the document's production?

We  
are  
here

Issues and Options Consultation  
**September/October 2015**

Preferred Options Consultation  
**June – August 2017**

Pre-Submission Publication  
**February/March 2018**

Submission  
**June 2018**

Examination  
**September – November 2018**

Inspector's Report  
**December 2018**

Adoption  
**February 2019**

## How to get involved....

Planning affects many aspects of our lives and it is important to get the balance right.

Please get involved and have your say on the Preferred Options consultation document.

We look forward to hearing from you.

All documents can be examined online by following the links from [www.wyreforestdc.gov.uk/localplanreview](http://www.wyreforestdc.gov.uk/localplanreview) or at Kidderminster Hub and libraries within the District.

**Please submit your comments to us between 15th June 2017 and by no later than 5pm on Monday 14th August 2017 in one of the following ways:**

**Online:** [www.wyreforestdc.gov.uk/localplanreview](http://www.wyreforestdc.gov.uk/localplanreview)

**By email:** [LPR@wyreforestdc.gov.uk](mailto:LPR@wyreforestdc.gov.uk)

**By post:** Planning Policy Team, Wyre Forest District Council, Wyre Forest House, Finepoint Way, Kidderminster, DY11 7WF. You can also get involved via social media:



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