



Catshill

Area Assessment Sustainability Appraisal

Bromsgrove District Plan

September 2013



Sustainability Appraisal of Catshill Area Assessment

1. Introduction

- 1.1 In order to better understand the implications of the Catshill Area Assessment, a Sustainability Appraisal of each individual area needs to be undertaken. Each of the 8 sites around Catshill (please see Area Assessment Study for locations of sites) will be individually assessed against the SA Objectives. The outcomes from each of the 8 areas will be compared against each other to identify those which performed best. The assessment will help to determine which sites could deliver the most sustainable form of development for the settlement of Catshill.

2. Area 1: Land to the west of Woodrow Lane

2.1 Site Description

- 2.2 This site is approximately 7 hectares and is situated to the west of Woodrow Lane. The M5 motorway acts as a boundary to the west, dwellings along Cobnall Road lie to the south, low density housing along Woodrow Lane lies to the east and open countryside to the north. The land is segregated in to a number of small fields that are all used for agricultural purposes.

2.3 Key Strengths

- 2.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.
- 2.5 The site is within 800m walking distance of the nearest GP surgery. There are no listed buildings or Conservation Areas on or adjacent to the site.

2.6 Key Weaknesses

- 2.7 Although the local services are relatively close at approximately 800m, bus stops are not within easy reach (over 800m); combined with the close proximity of the M5 motorway, there would be a reliance on the use of the private car which would not encourage a modal shift to public transport. The local schools are not within walking distance.

2.8 Development would result in the loss of greenfield land, which is the same as the other seven areas, however this particular site is designated Green Belt. The land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District. Dense woodland is situated to the west, which has biodiversity value. The land is of medium landscape sensitivity and therefore development may have negative impact on the landscape character.

2.9 Although the site falls within flood zone 1, there have been accounts of historic flooding. Cobnall Road is subject to repeated flooding as the piped watercourse cannot cope. The location also experiences flooding due to the stream from Lydiate Ash altered by culverting during construction of the motorway.

2.10 This location is bordered by the M5 motorway and development could be subjected to noise and air pollution.

2.11 Recommendations for Mitigation

2.12 If development is proposed in this location, Tree Preservation Orders (TPOs) would need to be implemented to minimise the risk of losing valuable natural assets and habitats in the woodland area. A Flood Risk Assessment would also be needed to ensure flooding is not worsened by development. Noise and air pollution surveys would be required to assess the impact of the motorway on future development.

3. Area 2: Land to the east of Woodrow Lane

3.1 Site Description

- 3.2 The site is situated to the north of Catshill and is approximately 7 hectares in size. It comprises of land currently used for both grazing and arable farming. The land falls to the south-west from a gentle ridge. The site is contained by Woodrow Lane to the west, by the rear boundaries of houses fronting Birmingham Road and the Hilton Hotel to the south-east, and by residential development to the south.

3.3 Key Strengths

- 3.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.
- 3.5 The site is within 800m walking distance of the nearest GP surgery. Catshill's local centre is just over 800m from the south of the site and there are limited amenities situated at Marlbrook that are less than 400m. There are no listed buildings or Conservation Areas on or adjacent to the site. The site falls within flood zone 1 and therefore has the lowest risk of flooding.

3.6 Key Weaknesses

- 3.7 Although the local services are just over 800m, and although bus stops are in close proximity to the site, it is not considered that there will be a modal shift to public transport. The site is exceptionally near (less than 400m) to junction 4 of the M5 motorway which could further encourage

use of private car for commuting. As more cars would potentially be used this would also have adverse effects on climate change. The local schools are not within walking distance (over 800m).

- 3.8 Development would result in the loss of greenfield land, which is the same as the other seven areas, however this particular site is designated Green Belt. The land is of medium landscape sensitivity and therefore developing here may have negative impact on the landscape character.

3.9 Recommendations for Mitigation

- 3.10 None.

4. Area 3: Land to the east of Birmingham Road

4.1 Site Description

- 4.2 This area of land is situated to the east of Catshill within the settlement of Marlbrook. This site consists of two fields in agricultural use that is approximately 5.8 hectares in size. Residential dwellings along Birmingham Road border the site to the west, Braces Lane Recreation Ground to the south, and residential dwellings along Redland Close to the south-east. A single dwelling and associated land is positioned north of the site and open countryside exists to the north-east.

4.3 Key Strengths

- 4.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.
- 4.5 The site is adjacent to Braces Lane Recreation Ground, which is home to a football pitch, basketball court and play area, which offers the population access to leisure facilities and thus promoting healthy lifestyles. Bus stops along Birmingham Road are less than 200m from the site and some limited local services are less than 200m.
- 4.6 There are no listed buildings or Conservation Areas on or adjacent to the site.

4.7 Key Weaknesses

- 4.8 Although there are a number of limited services at Marlbrook, less than 200m from the site, due to their limited nature and the particularly good access to the to junction 5 of the M5 motorway, this would encourage reliance on the private car and discourage a modal shift to public transport. The local schools are not within walking distance (over 800m). As more cars would potentially be used this would also have adverse effects on climate change.
- 4.9 Development would result in the loss of greenfield land, which is the same as the other seven areas, however this particular site is designated Green Belt. The land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District. The land is of low landscape sensitivity and therefore is resilient to change. However, this particular location slopes

from south to north and development on the elevated northern ridgeline would unacceptably intrude into the countryside.

- 4.10 The site falls within flood zone 1 and therefore has the lowest risk of flooding although there is an ordinary watercourse to the south of the site running from east to west that has not been modelled. The SFRA Level 1 did account for a number of historic flooding incidences along this watercourse in close proximity to the site. In July 2007 there was road flooding and flood defences erected to the south-west of the site. The Council drainage engineer also identified repeated flooding to the south-east of the site due to the catchment of the watercourse being in-filled and the brook not coping with storm run-off.

4.11 Recommendations for Mitigation

- 4.12 A Flood Risk Assessment would also be needed to ensure flooding is not adversely affected as a result of development.

5. Area 4: Land to the west of Birmingham Road

5.1 Site Description

- 5.2 This area of land is situated south of the settlement of Catshill. The site consists of two large fields in agricultural use extending to approximately 8.7 hectares. The A38 Birmingham Road bounds the east, a residential estate off Barley Mow Lane to the north and open countryside to the south and west.

5.3 Key Strengths

- 5.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.
- 5.5 There are no listed buildings or Conservation Areas on or adjacent to the site. Although Braces Lane Recreation Ground is approximately 800m from the site, it would require the crossing of the busy Birmingham Road. The site falls within Flood Zone 1 and therefore has the lowest risk of flooding

5.6 Key Weaknesses

- 5.7 Although the local centre is approximately 400m west of the site, this location would have access issues due to existing residential dwellings bordering the site. The actual centre of Catshill is over 800m from the more accessible east of the site; however there are a number of limited services at Marlbrook. Although these limited services are less than 400m from the east of the site, due to their limited nature and the particularly good access to the M5 and M42 motorways, there would be a reliance on private car and discourage a modal shift to public transport. The local schools are not within walking distance (over 800m). As more cars would potentially be used this would also have adverse effects on climate change.
- 5.8 Development would result in the loss of greenfield land, which is the same as the other seven areas, however this particular site is designated Green Belt.. The land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which

is the highest in the District. The land is of low landscape sensitivity and therefore is resilient to change. However, due to the topography of the site, the gradient from south-west to north would result in development being extremely visible from the Bromsgrove area. This particular location is less than 400m from the Lickey End AQMA and development could adversely affect this designation.

5.10 Recommendations for Mitigation

- 5.11 Further work would need to be done to examine the impact development would have on the existing AQMA in close proximity to the site.

6. Area 5: Land to the East of Stourbridge Road

6.1 Site Description

- 6.2 This site lies to the south-west of Catshill and extends to approximately 5.9 hectares. Stourbridge Road and residential dwellings are located to the west, school playing fields and fields to the east, residential to the north and a garden centre to the south. The Battlefield Brook runs through the middle of the site from north to south, and the predominant land use is agriculture, although one field is just scrub land.

6.3 Key Strengths

- 6.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.

6.5 The bus stop and settlement's schools are within walking distance. Horsegrove Playing fields are also less than 400m away, as well as a garden centre and a public house being located adjacent to the site.

6.6 There are no listed buildings or Conservation Areas on or adjacent to the site.

6.7 Key Weaknesses

6.8 Although a number of facilities are nearby, the GP surgery is located more than 800m from the site.

6.9 A large proportion of this site is woodland, subject to a TPO. Woodland is also a priority habitat in Worcestershire BAP. The Battlefield Brook is also dissects the site from north to south which could contain a variety of different wildlife.

6.10 Development would result in the loss of greenfield land, which is the same as the other seven areas, however this particular site is designated Green Belt. The land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District.

6.11 As previously mentioned, the Battlefield Brook runs through the site and a large proportion of land was identified in the SFRA Level 1 as Flood Zone 3, which is the worst possible zoning for development. The Council drainage engineer also notes that further south of the site, repeated

flooding occurs due to run off from Hinton Fields along with old weirs located along the brook.

6.12 Recommendations for Mitigation

- 6.13 A Flood Risk Assessment would also be needed to ensure flooding is not worsened as a result of development. Ecological studies would also be needed to assess the impact development would have on biodiversity.

7. Area 6: Land at Hinton Fields

7.1 Site Description

- 7.2 The site is situated to the south-west of Catshill and is approximately 3.7 hectares in size. Hinton Fields forms the east, south and west boundary of the site, and Rocky Lane to the north. The M5 motorway lies further to the west.

7.3 Key Strengths

- 7.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.
- 7.5 The settlements schools and the bus stop are within walking distance. Horsegrove Playing fields are also less than 400m away, as well as a

garden centre and a public house being located less than 200m from the site.

- 7.6 There are no listed buildings or Conservation Areas on or adjacent to the site and therefore no negative impact on the historic environment. The site falls within Flood Zone 1 and therefore has the lowest risk of flooding

7.7 Key Weaknesses

- 7.8 Although a number of facilities are nearby, the GP surgery is located more than 800m from the site.
- 7.9 Most of the site is used for grazing purposes, however, there is woodland to the south of the site as well as mature trees in the centre of the site. Hedgerows and trees also form the boundary to the north and west. Woodlands is a priority habitat of the Worcestershire BAP. Developing the site may negatively impact on these habitats. The land is of medium landscape sensitivity and therefore is resilient to some change. However, there is steep gradient of the land from south to north west which would leave development extremely exposed and visually impair the landscape.
- 7.10 Development would result in the loss of greenfield land, which is the same as the other seven areas, however this particular site is designated Green Belt.
- 7.11 This location is bordered by the M5 motorway and development could be subjected to noise and air pollution.

7.12 Recommendations for Mitigation

- 7.13 If development is proposed in this location, Tree Preservation Orders (TPOs) would need to be implemented to minimise the risk of losing

valuable natural assets and wildlife habitats in the woodland area. Noise and air pollution surveys would be required to assess the impact of the motorway on future development.

8. Area 7: Land to the west of Stourbridge Road

8.1 Site Description

8.2 This area of land is situated to the west of Catshill, on a parcel of land that is approximately 6.1 hectares. Most of the site is in agricultural use, and some is just scrub land. The M5 motorway runs along the western boundary and a combination of Stourbridge Road, dwellings and Christ Church Cemetery to the east. The gradient of the land slopes from the south to its highest point in the middle of the site before gradually sloping downhill again.

8.3 Key Strengths

8.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.

8.5 The site is within 800m of the GP surgery and less than 400m from Catshill's main local centre and schools. There are bus stops that are used for regular bus services less than 200m from the site along Stourbridge Road, encouraging sustainable travel patterns.

- 8.6 The site falls within Flood Zone 1 and therefore has the lowest risk of flooding.

8.7 Key Weaknesses

- 8.8 Development would result in the loss of greenfield land, which is the same as the other seven areas, however the land is designated Green Belt.

This area is very steep and is higher than the rest of Catshill.

Development would be extremely prominent from here and building of this open space would be detrimental to the area.

- 8.9 This location is bordered by the M5 motorway and development could be subjected to noise and air pollution. The Grade II listed Christ Church is located on the opposite Road of the site and high quality design would be required to ensure development respected its setting.

8.11 Recommendations for Mitigation

- 8.12 Noise and air pollution surveys would be required to assess the impact of the motorway on future development. Detailed design guidance would need to be provided to protect and enhance the setting of the listed building.

9. Area 8: Land at Church Road

9.1 Site Description

9.2 This site consists of a vacant, 'triangular' parcel of land that is approximately 6.12 hectares in size. The site forms a wedge of open land separating suburban housing development in the main upper core of Catshill from frontage residential development flanking the east side of the Stourbridge Road. The M5 motorway runs to the north-west, with the southern boundary, defined by Church Road at the 'apex' of the site. The Battlefield Brook runs from the north to the south and there are a number of mature trees scattered across the site.

9.3 Key Strengths

9.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.

9.5 This site is particularly sustainable in terms of location. The site is less than 800m from the GP surgery and is less than 200m from Horsegrove Playing Fields and North Bromsgrove Playing Fields. Good access to sports and recreation can promote healthy lifestyles. Catshill's main facilities are less 400m, which is a similar distance to the schools. The site is also less than 100m from a regularly serviced bus stop along Stourbridge Road. All these aspects reduce the need to travel and move towards more sustainable travel patterns.

9.6 Development would result in the loss of greenfield land however in this instance the land is designated Area of Development Restraint. The land is of medium landscape sensitivity and therefore is resilient to some change.

9.7 Key Weaknesses

- 9.8 There are a number of trees on the site (some of which are subjected to a TPO), along with the Battlefield Brook running from north to south. Part of the area once had a Special Wildlife Status but lost that designation, however, Worcestershire Wildlife Trust believes it has the potential to be restored. Development could have a potentially adverse affect on the biodiversity within the site.
- 9.9 The Grade II listed Christ Church is located adjacent to the site and high quality design would be required to ensure development respected its setting.
- 9.10 The Battlefield Brook runs through the whole of the site from north to south. The SFRA Level 1 indicates there are misalignments of the flood zone at the north end of the site and that approximately 30% of the site is within Flood Zone 2 and approximately 35% is within Flood Zone 3.
- 9.11 This location is bordered by the M5 motorway and development could be subjected to noise and air pollution.

9.12 Recommendations for Mitigation

- 9.13 Noise and air pollution surveys would be required to assess the impact of the motorway on future development. Detailed design guidance would need to be provided to protect and enhance the setting of the listed building. A site specific Flood Risk Assessment would be required to

assess the impact of development. Ecological studies would also be needed to consider the impact development would have on biodiversity.

10. Comparing SA Outcomes

10.1 All of the eight sites have now been assessed individually with the completed assessment matrices in Appendix A; however it is now necessary to compare the findings on the sites to identify which areas have most potential for development. To do this a composite table (table 1) has been developed that uses the following scoring system:

Major Positive Impact (++) = 2

Positive Impact (+) = 1

Negative Impact (-) = -1

Major Negative Impact (--) = -2

10.2 Where the impact is neutral (0) or uncertain (?) no score has been attached and therefore these scores do not form part of the table.

Table 1: Comparing SA outcomes on the eight areas (Catshill)

	++	+	-	--	Total
Area 1	6	21	-15	-6	6
Area 2	6	21	-6	-6	15
Area 3	6	18	-9	-6	9
Area 4	6	18	-9	-6	9
Area 5	6	21	-12	-12	3
Area 6	6	21	-12	-12	3

Area 7	12	18	-6	-12	12
Area 8	24	18	-15	-6	21

10.3 Overall Conclusions & Evaluation

10.4 Eight areas around the settlement of Catshill were selected and tested against the SA objectives. All the locations received a positive score and therefore all contain some elements of sustainability; however, there were significant disparities between them. When compared to the SA objectives, Area 8 (Land at Church Road) achieved the highest score of 21 followed by Area 2 (Land east of Woodrow Lane) with a score of 15.

10.5 Due to the number of houses needed across the District and the size of the settlement of Catshill, the Council have considered that only one of these possible locations is suitable for potential development. Area 8 can deliver the social, environmental and economic benefits to the settlement. Although there were a number of environmental constraints on the site including flooding; sensitive design can still promote a high quality development. The area performed particularly well due to the close proximity to existing facilities and services, as well as the opportunity to travel by sustainable modes.

10.6 It must be noted that the SA objectives do not cover in any detail the impact upon the Green Belt, which is a vital indicator in Bromsgrove District as over 91% is within the designated Green Belt. From the site assessment it was also concluded that Area 8 would be the most appropriate in terms of impact on the Green Belt, due to its well defined

boundaries and its location in effectively rounding off the settlement of Catshill. This particular greenfield site is also dominated by urban influences, being bordered on both sides by dwellings, and suffers from urban fringe problems such as trespass and fly tipping.

- 10.8 It is recommended that further work is undertaken to consider any site specific issues in more detail such as flood risk and biodiversity. This will help to inform any future allocations policy within the emerging Core Strategy.

Appendix A: Sustainability Matrices of the eight areas

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within 800m of a GP surgery, but is over 800m from accessible recreation/leisure space.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	+	0	0	+	+	The local centre is within walking distance but the school is further away.

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development.
SO5 Reduce need to travel and move towards more	People’s usual method of travel to work by mode and	0	0	0	0	0	Local services and nearest bus stop are 800m which are just within walking distance. However, there is no train

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
sustainable travel patterns	% (walk, cycle, bus, train, car) Number of trips made by public transport						station in Catshill. . The site has particularly good access to the M5 motorway which would encourage use of the private car and discourage a modal shift to public transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets	-	0	0	-	-	The land consists of 8 small fields, most of which are separated by mature hedgerows. Dense woodland is situated to the west and the west boundary has a number of mature trees. Woodland is a priority habitat within the Worcestershire

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	achieved Total number of special wildlife sites (SWS's)						BAP. These could be adversely affected by any development.
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land, but this particular site is in the designated Green Belt. The majority of land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District.

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	disposal to landfill % of waste recycled per annum Household waste collection per annum						incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The site falls within flood zone 1 and therefore has the lowest risk of flooding. However, there have been accounts of historic flooding, such as Cobnall Road is subject to repeated flooding as the piped watercourse cannot cope. Also due to lack of maintenance the stream from Lydiate Ash causes this area to flood.
EV7 Promote energy efficiency and energy generated from renewable energy and	CO2 emissions per sector Number of new developments with	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	-	0	0	-	-	All development has the potential to impact upon water quality and increase demand for water usage but measures will be in place. This location is bordered by the M5 motorway and mitigation would be required to minimise noise and air

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>pollution.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.</p> <p>Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p>

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	<p>The site is within walking distance of local services and bus stop. However, the site has particularly good access to the M5 motorway which would encourage use of the private car.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Schools are not within walking distance

Area 1 – Land to the west of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						and development in this location is unlikely to have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 1 – Land to the west of Woodrow Lane

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Reduction in car mileage by employees						

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within 800m of a GP surgery, but is over 800m from accessible recreation/leisure space.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	The local centre of Catshill and the limited amenities at Marlbrook are both within walking distance but the school, sports and leisure facilities are over 800m away.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development.
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	Local services and the nearest bus stop are both within walking distance. However, there is no train station in or near Catshill and the site has particularly good access to the M5 motorway.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are a number of mature hedgerows enclosing and dissecting the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land, but this particular site is in the designated Green Belt. The majority of land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land; however, in this instance the land is of medium landscape sensitivity and therefore is resilient to some change. Development would adversely affect the landscape character as this area as it is a large expanse of open countryside.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	disposal to landfill % of waste recycled per annum Household waste collection per annum						incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site falls within flood zone 1 and therefore has the lowest risk of flooding.
EV7 Promote energy efficiency and energy generated from renewable energy and	CO2 emissions per sector Number of new developments with	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	<p>The site is within walking distance from local facilities and is close to a bus stop. However, the site has particularly good access to the M5 motorway which would encourage use of the private car.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Schools are not within walking distance

Area 2 – Land to the east of Woodrow Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						and development in this location is unlikely to have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 2 – Land to the east of Woodrow Lane

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Reduction in car mileage by employees						

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	This particular site is over 1km from the nearest GP Surgery. It is however adjacent to Braces Lane Recreation Ground, which is home to a football pitch, basketball court and play area - all promoting healthy lifestyles.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	0	0	0	0	0	The actual local centre and schools of Catshill are over 800km from the site, however there are limited facilities at Marlbrook that are less than 200m. Due to the limited range of services on offer at

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						this location, this objective has been marked neutral as people would have to travel further on a frequent basis.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development.
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	There are limited local services in Marlbrook less than 200m away and the site is very close to the nearest bus stop. However, there is no train station in or near Catshill and the site has particularly

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						good access to the M5 motorway.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are a number of mature hedgerows enclosing and dissecting the site and there is a stream running along the south of the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land and this particular site is in the designated Green Belt.

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of low landscape sensitivity and therefore is resilient to change, However, this particular location slopes from south to north and development on the elevated northern ridgeline would unacceptably intrude into the countryside.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	disposal to landfill % of waste recycled per annum Household waste collection per annum						incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The site falls within flood zone 1 and therefore has the lowest risk of flooding. There is a small stream exists to the south which has not been modelled. The SFRA did account for a number of historic flooding incidences along this watercourse in close proximity to the site.
EV7 Promote energy efficiency and energy generated from renewable energy and	CO2 emissions per sector Number of new developments with	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	Although near to bus routes and limited services, the limited services and proximity to the M5 motorway would encourage use of the private car. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Schools are not within walking distance

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						and development in this location is unlikely to have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 3 – Land to the east of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Reduction in car mileage by employees						

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is more than 800m away from the GP surgery. The site is within 800m of recreational space along Braces Lane, though this would require crossing the busy Birmingham Road.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	0	0	0	0	0	The actual local centre and schools of Catshill is over 800m from the more accessible east of the site, as the west of the site (which is 400m away from the centre) would have access issues due to

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						existing residential dwellings bordering the site. The site is within walking distance to the limited facilities at Marlbrook. Due to the limited range of services on offer at this location, this objective has been marked neutral as people would have to travel further on a frequent basis.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development.
SO5 Reduce need to travel and move towards more sustainable travel	People’s usual method of travel to work by mode and % (walk, cycle,	0	0	0	0	0	There are limited local services in Marlbrook less than 400m away and the site is very close to the nearest bus stop. However, there is no train station in or

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
patterns	bus, train, car) Number of trips made by public transport						near Catshill and the site has particularly good access to the M5 motorway.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved	0	0	0	0	0	The site is separated into two large fields by mature hedgerow and the site as a whole is bordered by hedgerow and a number of mature trees. The north of the site contains a small area of designated open space which contains a number of trees. Further work would be required to

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Total number of special wildlife sites (SWS's)						determine if any notable or protected species are present on the site.
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land and this particular site is in the designated Green Belt. The majority of land appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land. A number of trees are subject to a TPO and would therefore be kept as part development

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of low landscape sensitivity and therefore is resilient to change. However, this particular location slopes from the south-west to the north east where the cemetery is located and development would be clearly visible as vehicles enter Catshill from Bromsgrove.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site falls within flood zone 1 and therefore has the lowest risk of flooding.
EV7 Promote energy efficiency and energy generated from	CO2 emissions per sector Number of new	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
renewable energy and low carbon sources	developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality	-	0	0	-	-	This particular site is less than 400m from the Lickey End AQMA and development could have a negative impact on air quality. All development has the potential to

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	Although near to bus routes and limited services, the limited services and proximity to the M5 motorway would encourage use of the private car. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Schools are not within walking distance

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						and development in this location is unlikely to have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 4 – Land to the west of Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Reduction in car mileage by employees						

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The nearest GP surgery is over 800m and not within walking distance. There is however Horsegrove playing fields 400m to the north and Barnsley Hall playing fields to the south - promoting healthy lifestyles.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	The main local services are over 800m from the site, although the schools are within 400m. There is also a garden centre and public house adjacent to the site.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	-	0	0	-	-	The site is very close to a bus stop.and is within walking distance of the schools. However, the main local services are over 800m away and there is no train station in or near Catshill, These may encourage

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						the use of private cars,
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	There is a large area of woodland to the north of the site. Woodland is a priority habitats in the Worcestershire BAP. The Battlefield Brook is also present on the site which could contain variations of different wildlife. These could be adversely affected by development.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land and this particular site is in the designated Green Belt.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	disposal to landfill % of waste recycled per annum Household waste collection per annum						incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	--	0	0	--	--	The Battlefield Brook runs through the site and a large proportion of land was identified in the SFRA Level 1 as Flood Zone 3. Repeated flooding occurs due to run off from Hinton Fields along with old weirs located along the brook.
EV7 Promote energy efficiency and energy generated from renewable energy and	CO2 emissions per sector Number of new developments with	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	Although near to a bus stop, the site is not within walking distance of the local centre and nearest train station. This is likely to encourage private car use. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Good access to schools and development

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 5 – Land to the east of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Reduction in car mileage by employees						

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The nearest GP surgery is over 800m and not within walking distance. There is however Horsegrove playing fields 400m to the north and Barnsley Hall playing fields to the south - promoting healthy lifestyles.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	The main local services are just over 800m from the site, although the schools are within 400m. There is also a garden centre and public house less than 200m from the site.

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	-	0	0	-	-	The main local services are over 800m but the schools and bus stop are located in walking distance. However, there is no train station in or near Catshill.

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	Most of the site is used for grazing purposes, however, there is woodland to the south of the site as well as trees situated in the centre of the site. Mature hedgerows and trees form both the northern and western border. Woodlands is a priority habitat of the Worcestershire BAP. These could be adversely impacted

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						by development.
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land and this particular site is designated Green Belt.

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change. There is steep gradient of the land from south to north west which would leave development extremely exposed and visually impair the landscape.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site falls within flood zone 1 and therefore has the lowest risk of flooding.
EV7 Promote energy efficiency and energy generated from	CO2 emissions per sector Number of new	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
renewable energy and low carbon sources	developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality	-	0	0	-	-	Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site; however, this location is bordered by the M5 motorway and mitigation would be

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>required to minimise noise and air pollution.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.</p> <p>Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p>

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	Although near to a bus stop and schools, the site is not within walking distance of the local centre and nearest train station. This is likely to encourage private car use. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Good access to schools and development

Area 6 – Land at Hinton Fields							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 6 – Land at Hinton Fields

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Reduction in car mileage by employees						

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	0	0	0	0	0	The site is within 800m of a GP surgery, however, the gradient of the site is extremely steep and walking would be discouraged due to this.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	The site is within walking distance of the local centre and schools. However the steep gradient to the site may encourage people to use car.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is close to a bus stop and within walking distance of the schools and local centre.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are mature trees along the boundary with the M5 motorway. Further work would be required to determine if any notable or protected species are present on the site.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land and this particular site is in the designated Green Belt.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change. However, the shape and high gradient of the site would leave development extremely exposed and affect the landscape.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however this site is opposite a Grade II Listed Church.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding.
EV7 Promote energy efficiency and energy generated from	CO2 emissions per sector Number of new	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
renewable energy and low carbon sources	developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality	-	0	0	-	-	Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site; however, this location is bordered by the M5 motorway and mitigation would be

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>required to minimise noise and air pollution.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.</p> <p>Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p>

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>The site is close to a bus stop and within walking distance of the schools and local centre which would potentially decrease CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	0	0	0	0	0	Good access to schools and development

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 7 – Land to the west of Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Reduction in car mileage by employees						

Area 8 – Land at Church Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	++	0	0	++	++	The site is within 800m of a GP surgery and is less than 200m from Horsegrove Playing fields and North Bromsgrove Playing Fields. This is good access to sports and recreation which can promote healthy lifestyles.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	++	0	0	++	++	The site is within walking distance of the local centre and schools.

Area 8 – Land at Church Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is very close to a bus stop and is within walking distance of the local schools and local centre. However, there is not a train station in Catshill.

Area 8 – Land at Church Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	There are a number of trees on the site, along with the Battlefield Brook running from north to south. Part of the area once had a SWS status but lost that designation, however the Wild Life Trust believes it has the potential to be restored. This could be adversely affected by development.

Area 8 – Land at Church Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	-	0	0	-	-	Development on any of the areas will result in the loss of greenfield land but the site is designated as Area of Development Restraints.

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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however this site is adjacent a Grade II Listed Church.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

Area 8 – Land at Church Road							
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accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	disposal to landfill % of waste recycled per annum Household waste collection per annum						incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	--	0	0	--	--	The Battlefield Brook runs through the site from north to south. The SFRA Level 1 indicates there are misalignments of the flood zone at the north end of the site and approximately 30% of the site is in Flood Zone 2 and approximately 35% is within Flood Zone 3.
EV7 Promote energy efficiency and energy generated from renewable energy and	CO2 emissions per sector Number of new developments with	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 8 – Land at Church Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	-	0	0	-	-	Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site; however, this location is bordered by the M5 motorway and mitigation would be required to minimise noise and air

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		Spatial Scale			Temporal Scale		Commentary
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	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>pollution.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.</p> <p>Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p>

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		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	This site promotes sustainable forms of transport, which potentially decreases C02 emissions. The main local centre is within 800m walking distance, as well as other vital services, including schools are nearby and there are good links to the bus services along Stourbridge Road.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
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infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
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EC3 Raise the skills	Proportion of	+	0	0	+	+	Good access to schools and development

Area 8 – Land at Church Road							
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EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 8 – Land at Church Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Reduction in car mileage by employees						

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